



ADVERTISING  
BRANDING  
MARKETING

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

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SKYAD.COM

# LHM Custom Mountain Home Advertising and Marketing Program

Big Sky | 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 LHM Custom Mountain Home

SKY Advertising is excited to present to Big Sky Sotheby's International Realty® a curated, multi-media marketing selection of offerings to bring ultra-high net worth buyer awareness to the LHM Custom Mountain Home.

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 Spanish Peaks Mountain Club, Big Sky.

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

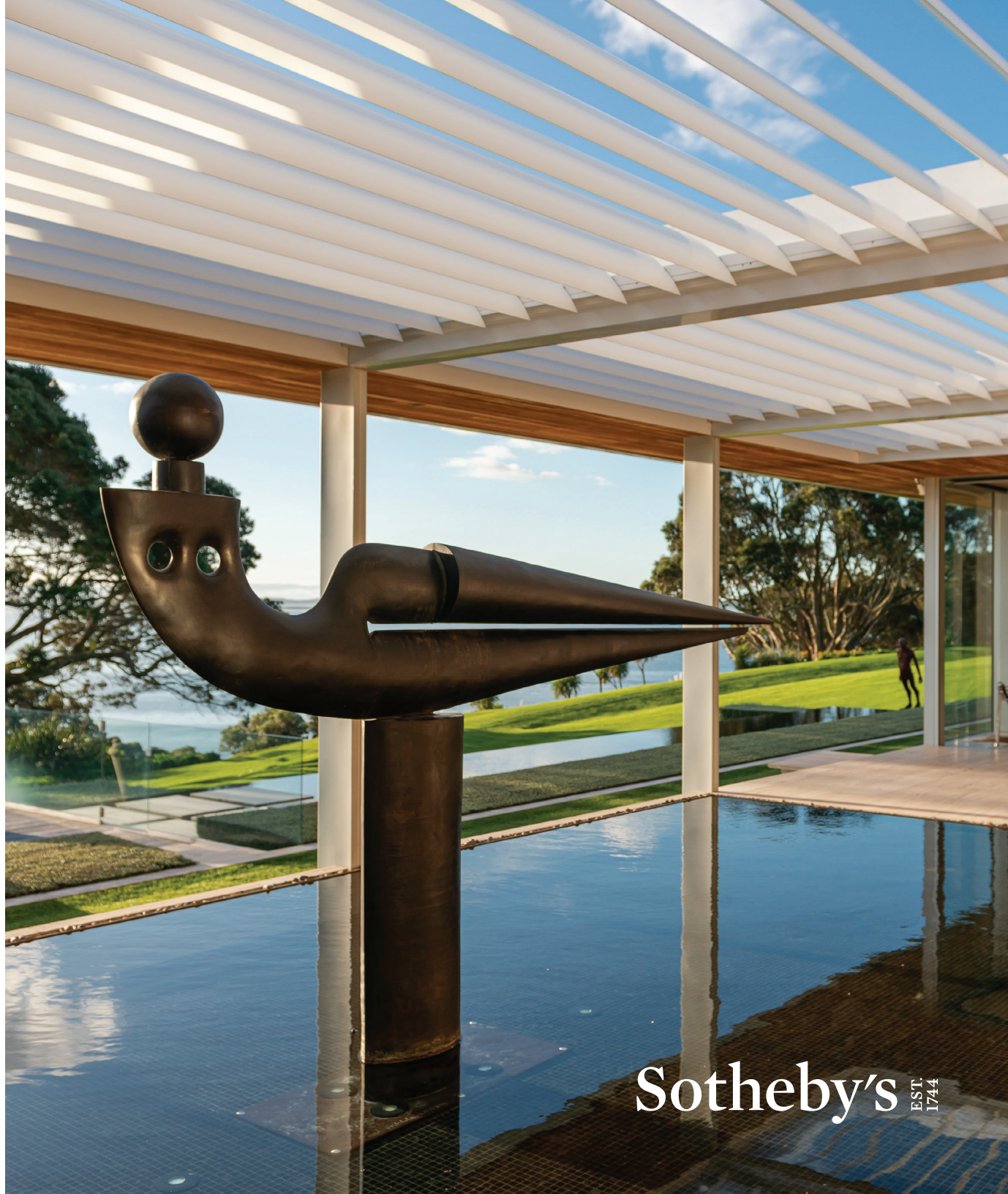
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Sotheby's  
Auction House  
Offerings



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**

ADVERTORIAL - 2 PAGE: \$10,500  
ADVERTORIAL - 4 PAGE: \$18,800  
FULL PAGE: \$5,260  
HALF PAGE: \$2,630  
QUARTER PAGE: \$1,315  
**Global**



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

**Sotheby's**  
INTERNATIONAL REALTY

Sun Island, Georgia, United States  
sothebysrealty.com/us/sun-island-5  
Atlanta Fine Homes  
Sotheby's International Realty  
Chase Mann  
chase.mann@sothebysrealty.com

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

**Residence on Sankar Patel Marg**  
New Delhi, India  
sothebysrealty.com/in/1614241

This home for sale spans a 1,200 sq. ft. approximately 1,200 sq. ft. and is located in one of the most coveted neighborhoods of New Delhi. This is an ideal location for those who want to live in a prime location.

**Price Upon Request**

**Duplex Apartment in Park View**  
Mumbai, India  
sothebysrealty.com/in/1552085

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

**\$3,800,000 USD**

**Villa in Annapolis**  
Gstaad, Switzerland  
sothebysrealty.com/ch/1716121

Set on a plot of 11,025 sq. ft. (1,225 sq. ft.), this fully furnished house features a modern interior and an exclusive terrace with a swimming pool. Features five bedrooms and an outdoor pool.

**\$2,487,500 USD**

**Duplex Apartment in Sankar Patel Marg**  
New Delhi, India  
sothebysrealty.com/in/1552085

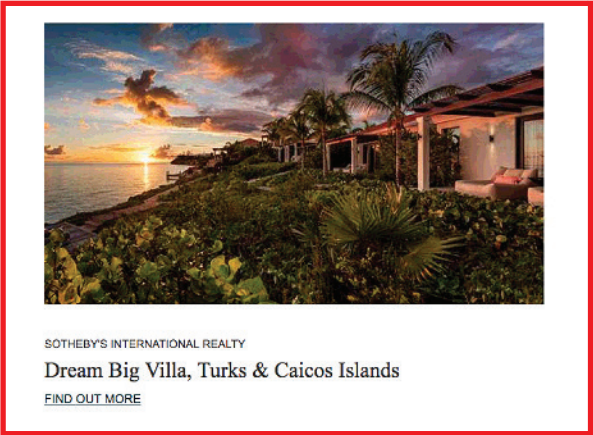
This unique home encompasses an entire floor and parking area and city views. With a carpet area of around 550 sq. ft. (5,500 sq. ft.) and two spacious bedrooms, this duplex is a gem.

**\$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 INTERNATIONAL REALTY  
**Dream Big Villa, Turks & Caicos Islands**  
[FIND OUT MORE](#)



SOTHEBY'S SELECTS  
E-NEWSLETTERS

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

PRICE: \$2,585/DEPLOYMENT




**Sotheby's**  
INTERNATIONAL REALTY  
Extraordinary Property of the Week

Modern Zen-Like Oasis  
Bahamas

[SEE MORE](#)


Delete Junk Block ...

Sotheby's Selects | 21 September




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

[WATCH VIDEO](#)



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

[SEE MORE](#)



**Sotheby's**  
INTERNATIONAL REALTY  
Extraordinary Property of the Week

Modern Zen-Like Oasis  
Bahamas

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



# Digital Offerings



**Sotheby's**  
INTERNATIONAL REALTY



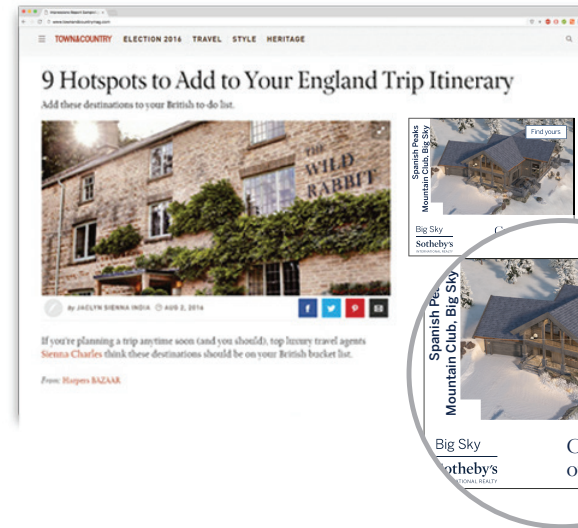
# Impressions Campaign

**CUSTOMIZABLE.**  
**AFFORDABLE.**  
**MEASURABLE.**

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

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

**Impress locally. Impress globally.**



## CAMPAIGN OVERVIEW AND BUDGET

- Campaign: **LHM Custom Mountain Home**
- Flight Dates: **October 2025 - December 2025**
- Impressions: **3,000,000**
- 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




Spanish Peaks Mountain Club, Big Sky

Find yours

1of1

Big Sky | Sotheby's INTERNATIONAL REALTY

Curators of the unique



Spanish Peaks Mountain Club, Big Sky

Find yours


1of1

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Curators of the unique

1of1

Curators of the unique



Spanish Peaks Mountain Club, Big Sky

Big Sky | Sotheby's INTERNATIONAL REALTY

Find yours

Spanish Peaks Mountain Club, Big Sky

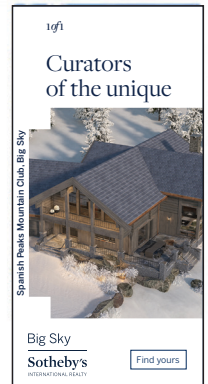
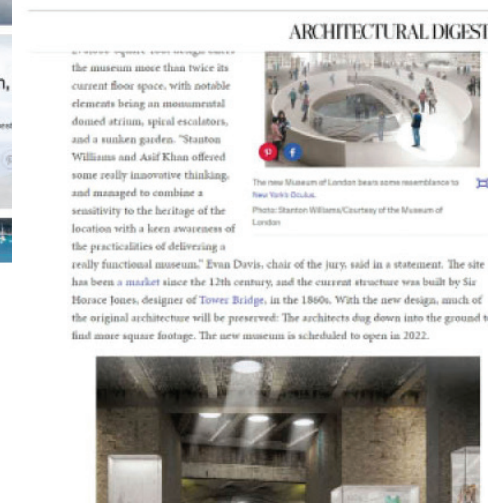
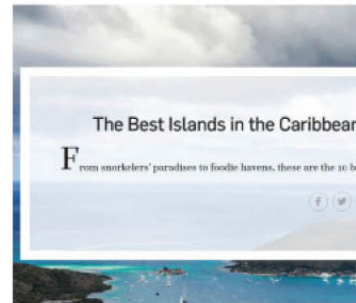
Find yours



Big Sky | Sotheby's INTERNATIONAL REALTY

Curators of the unique

# Sample Banners For Impressions Programs As They Appear On Sites

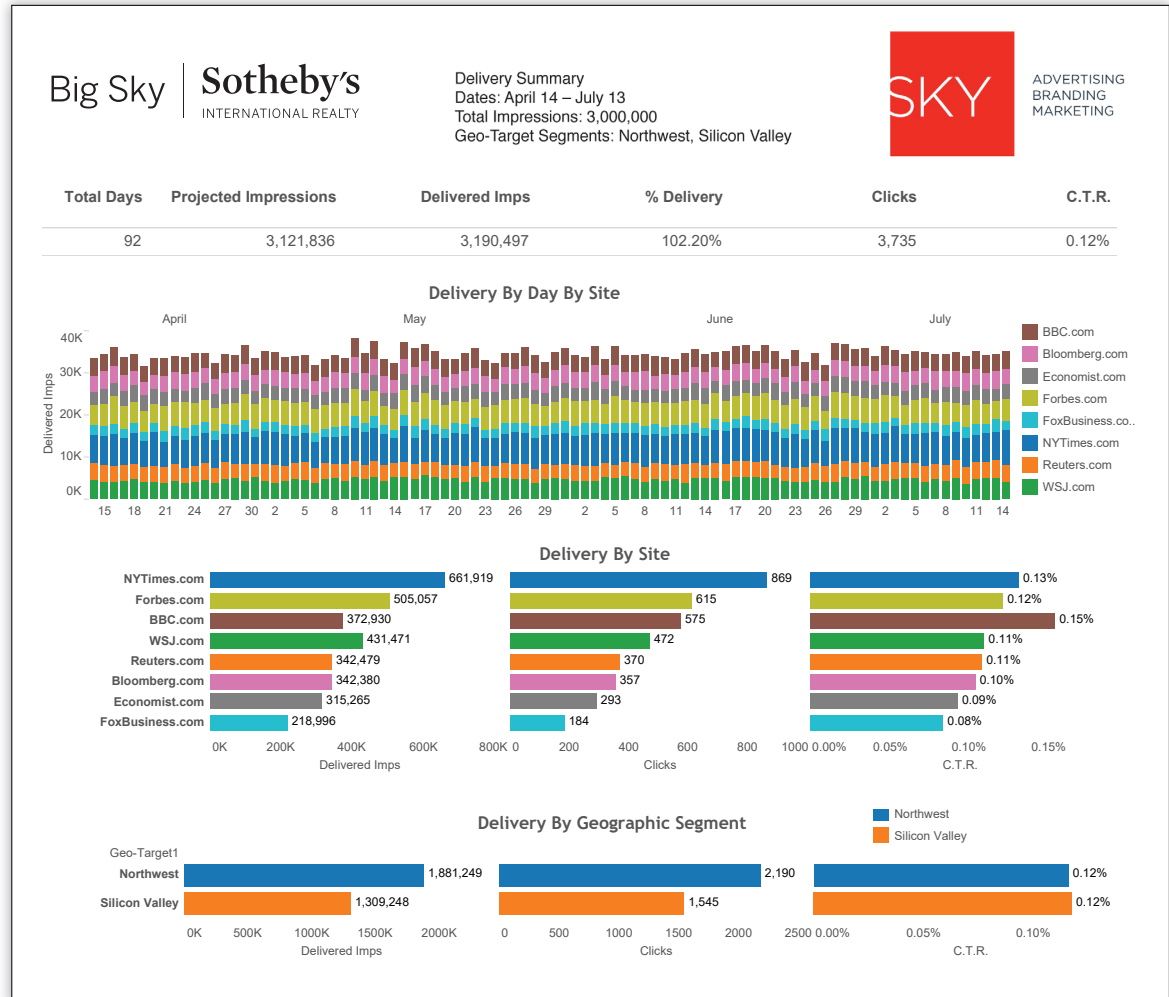


# Comprehensive Reporting For Your Customized Campaign

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.

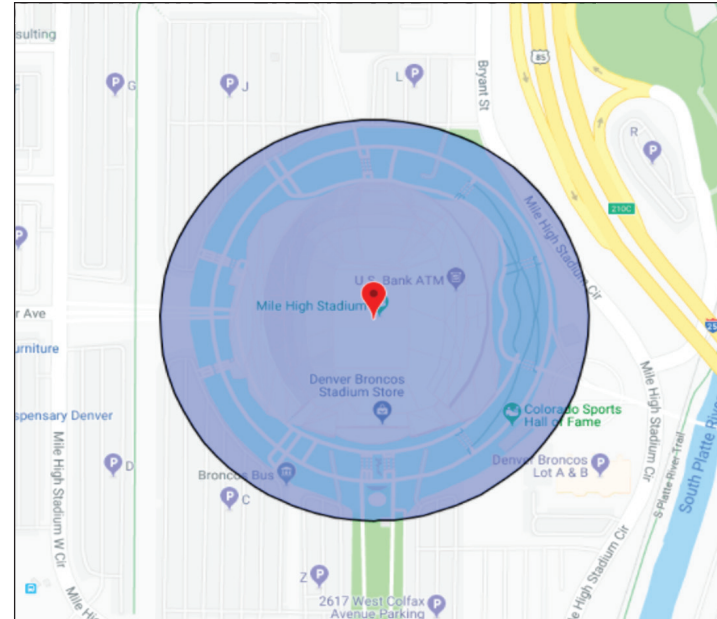
## IMPRESSIONS PROGRAM SAMPLE REPORT



# 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

## OTT/VIDEO PREROLL

OTT or Over The Top is video programming transmitted via the Internet, not on traditional cable or broadcast. It reaches any type of internet connected device including Roku, Connected TV/SmartTVs, Fire TV Sticks, XBOX, PlayStation, Apple TV, Chromecast, and more.

Our OTT gets you to thousands of publishers and streaming exchanges on stations like: Sling TV, FuboTV, PlutoTV and channels like A&E, AMC, Discovery, ESPN, FOX, NBC, NBA, Syfy, Adult Swim, CNN, and Food Network.

## HOW CAN ADDING OTT HELP YOUR CURRENT MARKETING CAMPAIGN?

OTT can extend the reach of a business that is currently doing broadcast TV or cable because OTT reaches audiences that have cut the cord to cable (cord-cutters), or those that have never had cable (cord-nevers) and you are able to reach a more targeted audience with OTT.

eMarketer estimates that over 81 million U.S. consumers have either cut their cords or never signed up for one in the first place.

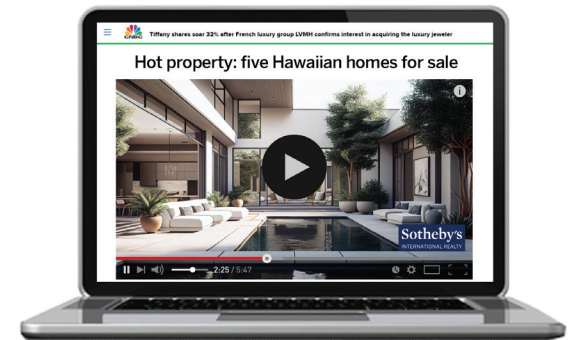


## YouTube Video Pre-Roll Ads

### WHY OTT?

Our OTT runs on Set Top Boxes, Game Consoles, and Smart TVs like Fire TV Sticks, XBOX, PlayStation, 4K FireTV, SmartTV, AppleTV, ChromeCast, Roku, and more. 100% of our impressions are served on Connected TVs.

We have direct inventory on hundreds of Apps and Providers. These cover a variety of content such as News, Sports, Entertainment, Lifestyle, Gaming, Health, Technology, and many more, depending on the targeting categories selected for your campaign. We have over 100,000 targeting categories to choose from and we can also use Artificial Intelligence to find the optimal audience. We have direct deals with large publishers and devices like Samsung TV, DIRECTV, NHL, Fox, local news stations,



Disney/ABC, AMC Networks, NBC Universal, National Geography, A+E Networks, Bloomberg, Discovery, the CW, and MLB to serve ads through direct connections. We also have access to Amazon OTT, through the Amazon Demand Side Platform (DSP).

And with Amazon OTT we can target by people's behaviors, Amazon Product Targeting (targeting people who have searched for or purchased certain products) AND through a Custom Audience from a client's database list.

**PRICE: FROM \$1,500/MONTH**  
**50,000 Impressions**



# Comprehensive Digital

## NATIVE DISPLAY

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

## HIGHER ENGAGEMENT:

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



## TARGETING OPTIONS INCLUDE:

- **Behavioral** – thousands of targeting categories including demographics, on-line and off-line behaviors, and interests. Keywords – target a list of up to 500 keywords related to your business, and show Native ads on the web pages where they appear A.I.
- **Targeting** – Showing your display or video ads to people across all devices, using machine learning to target consumers based on who is engaging with the ad.
- **Custom Audience Matching & Lookalike Audiences**– target people on your list of emails, addresses, or phone numbers and show them native ads when they browse websites and apps.

- **Cross Platform Targeting** available from Mobile Conquesting.
- **Native ads** come in many forms, but all share the common goal of not “looking” like an ad.

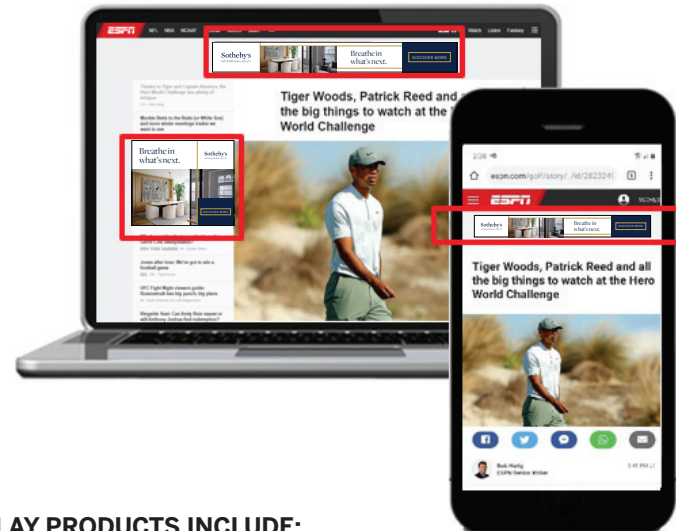
Native ads come in many forms, but all share the common goal of not “looking” like an ad. Native ads are proven to have higher levels of engagement than traditional non-native ads, and they get results.

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

# Comprehensive Digital

## DISPLAY

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



### TARGETED DISPLAY PRODUCTS INCLUDE:

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

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

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

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

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

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

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

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

Cross Platform Targeting available from Mobile Conquesting.

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

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

# Comprehensive Digital

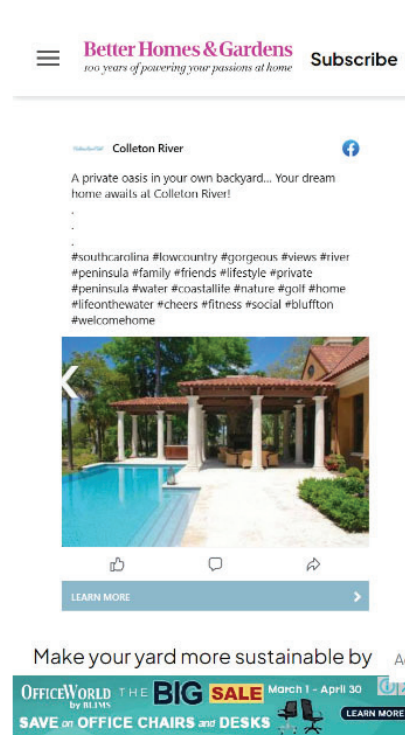
## SOCIAL MIRROR ADS

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

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

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

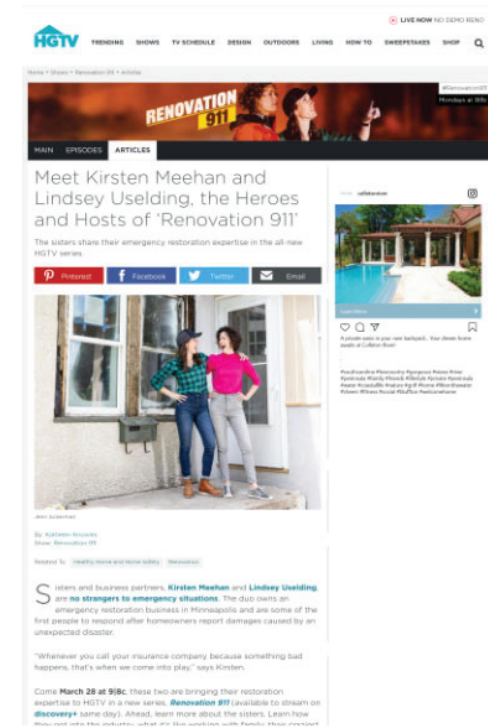
Ads can be display, video, OTT across connected TVs or carousel.



## TARGETING ABILITIES:

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

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





# 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.

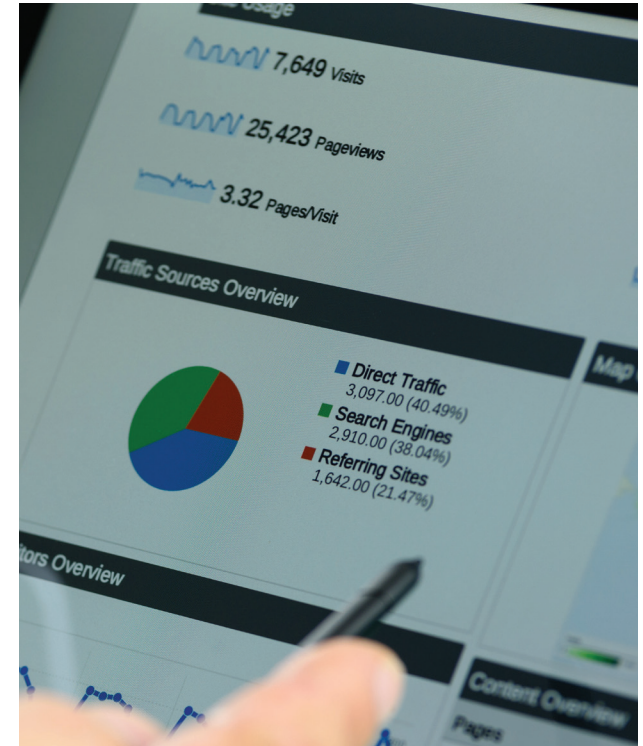


## CAMPAIGN SETUP, OPTIMIZATION, & MONTHLY MANAGEMENT

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**



# Google AdWords

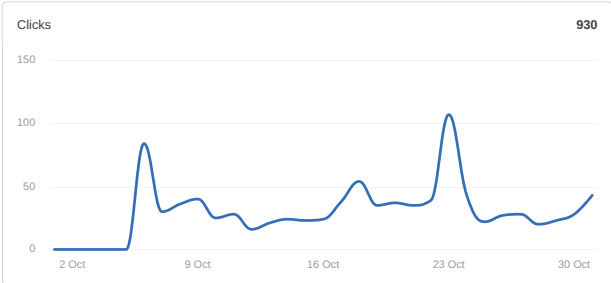
CLIENT DASHBOARD

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 Big Sky

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
<a href="#">SKY - SMART</a>	459	\$312.71	\$39.09	74,095
<a href="#">SKY - PMAX</a>	290	\$359.88	\$179.94	8,209
<a href="#">SKY - General</a>	75	\$278.65	\$0.00	1,432
<a href="#">SKY - Boulder</a>	53	\$293.25	\$293.25	1,145
<a href="#">SKY - Trademark</a>	38	\$134.26	\$134.26	259
<a href="#">SKY - Niwot</a>	11	\$33.94	\$0.00	69
<a href="#">SKY - Longmont</a>	4	\$19.24	\$0.00	16
<a href="#">SKY - Golden</a>	0	\$0.00	\$0.00	3
<a href="#">SKY - Superior</a>	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 Big Sky

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

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

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

# Cottages & Garden

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

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

## TOP 10 MARKETS

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

## SPOTLIGHT + PROPERTY OF NOTE

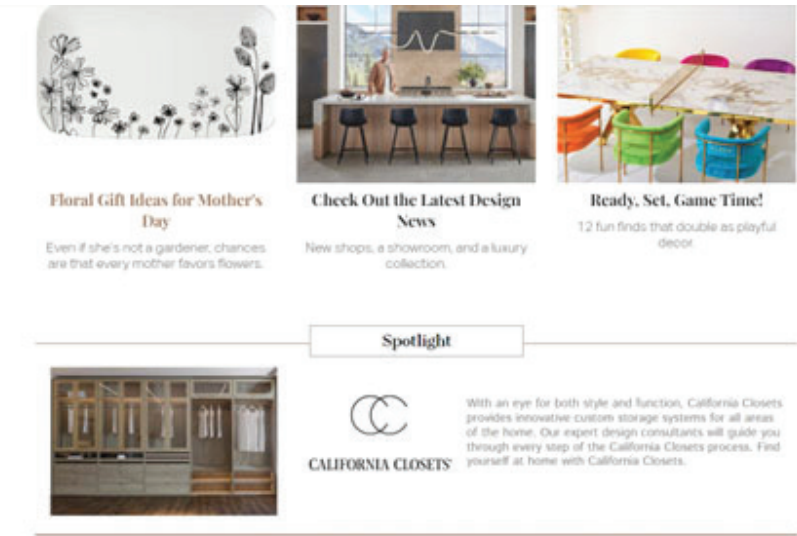
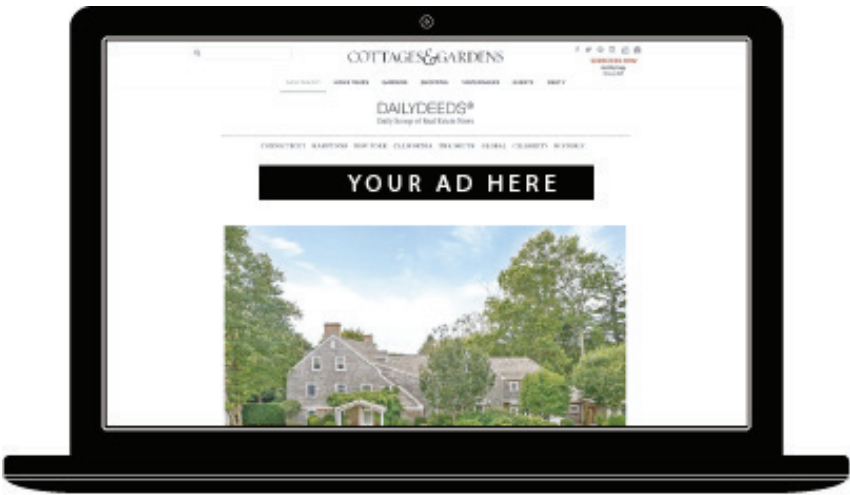
ROTATING GALLERY: \$2,950

## 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



## C&G STORIES

CONTENT DEVELOPMENT: \$5,295

# Crain's New York Business

Crain's New York Business is the trusted voice of the New York business community – connecting businesses across the five boroughs by providing analysis and opinion on how to navigate New York's complex business and political landscape.

## CRAINS HAS AN INFLUENTIAL AUDIENCE OF DECISIONMAKERS

- **78%** are Top Management Professionals
- **60%** are C-Suite Level Executives
- **41%** serve on a Corporate or Non-Profit Board
- **87%** influence Capital Expenditures, Leasing, or Purchasing

## LUXURY HOME SPOTLIGHT

PRICE: \$5,500

# 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

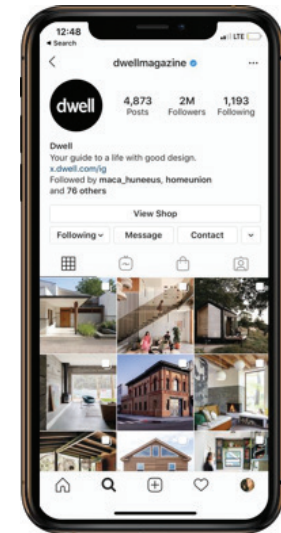
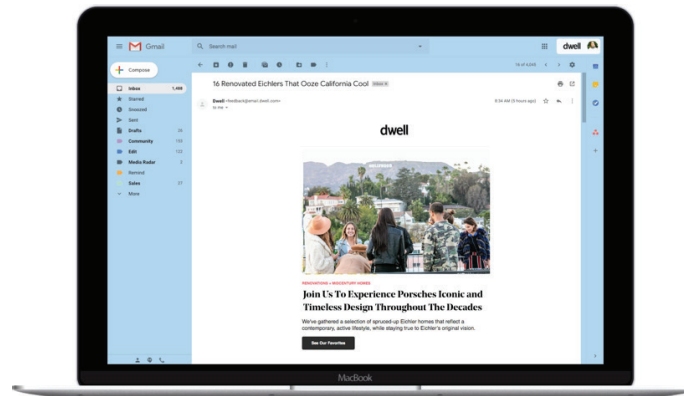
- Ranks Highly for a young audience, Age 25-54, that owns real estate and investment real estate (Index 275).
- Ranks #1 for an audience with plans to purchase a second house (vacation home) or remodel their home within the year (Index 259).

## 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



# Dezeen

Dezeen is a popular and influential architecture, interiors and design magazine, with three million monthly readers and seven million social media followers.

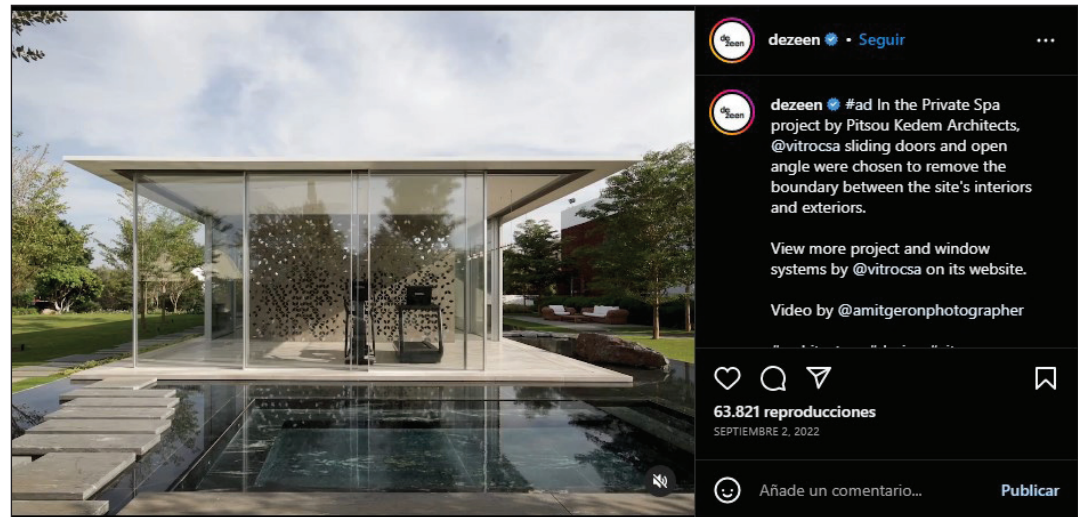
Dezeen's reach is global, with readers on every continent.

Their biggest audience is in the USA, followed by the UK, India, Canada, Australia, and Germany.

## SOCIAL MEDIA POST

INSTAGRAM GRID POST: \$9,000

INSTAGRAM TARGETED POST: \$4,000





# 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

DAILY NEWSLETTER

LUXURY LIFESTYLE NEWSLETTER

duPont  
REGISTRY **DAILY**



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?

duPont  
REGISTRY **DAILY**



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?



FOR SALE

#### The Best 80's Cars You Can Buy Today



DEALER NEWS

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



SPONSORED

#### Discover the South's Best Lake & Golf Community at Reynolds Lake Ocoee

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 03-82 Military Diver



WATCHES

#### Discover Ulysses Nardin's New Limited-Edition Tortoraux Tourbillon



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Exotic Car  
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# 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.

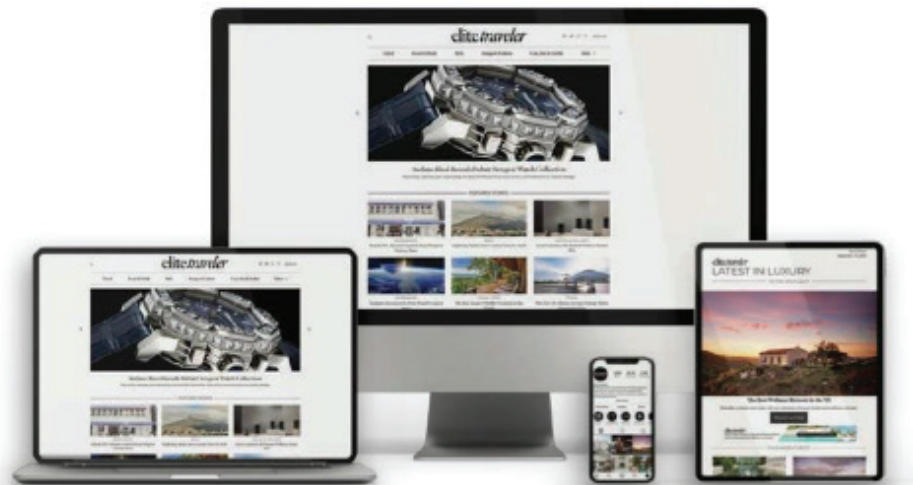
- Average HHI **\$7.9M**
- Average Net Worth **\$32M**
- **318,661** Unique Browsers

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

**Half price with full page print purchase**

DEDICATED E-BLAST: \$6,000 PER WEEK

**Free with 2 page spread**



# 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

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.

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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/MONTH

### REAL ESTATE PAGE

FEATURED BANNER: \$2,400/MONTH





# jamesedition.com

## FEATURED ARTICLE AND E-NEWSLETTER PROMOTION

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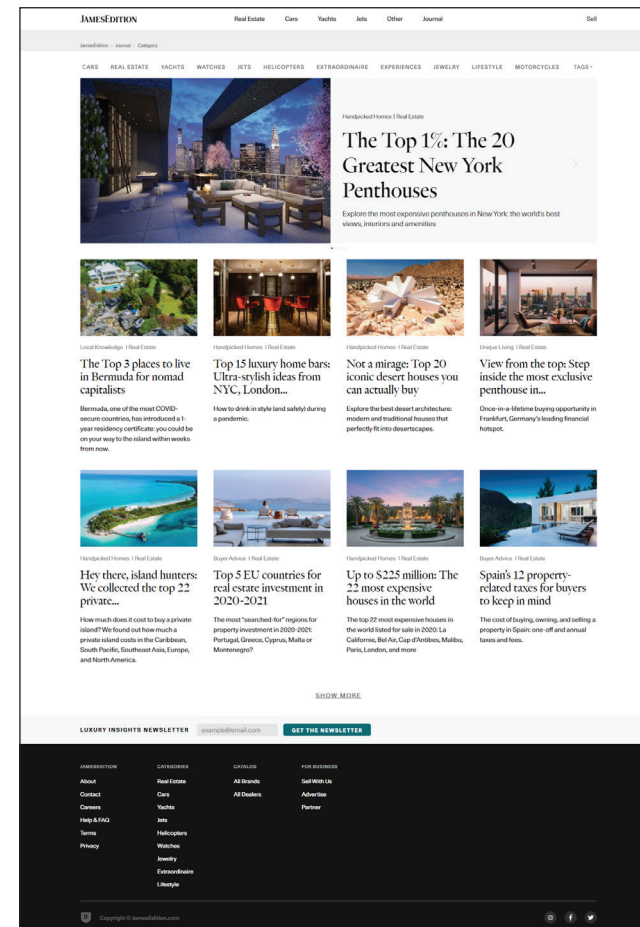
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A Featured Story is an article published on the website. Articles are evergreen content. The average time that viewers spend on an article page exceeds 2 minutes indicating that article views come from the most loyal and engaged users.

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

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

**\$8,100 NEWSLETTER FIRST FEATURE & ARTICLE**  
**\$3,900 NEWSLETTER TRENDING & ARTICLE**



# jamesedition.com

NEW & TRENDING

FEATURED LUXURY POSITION

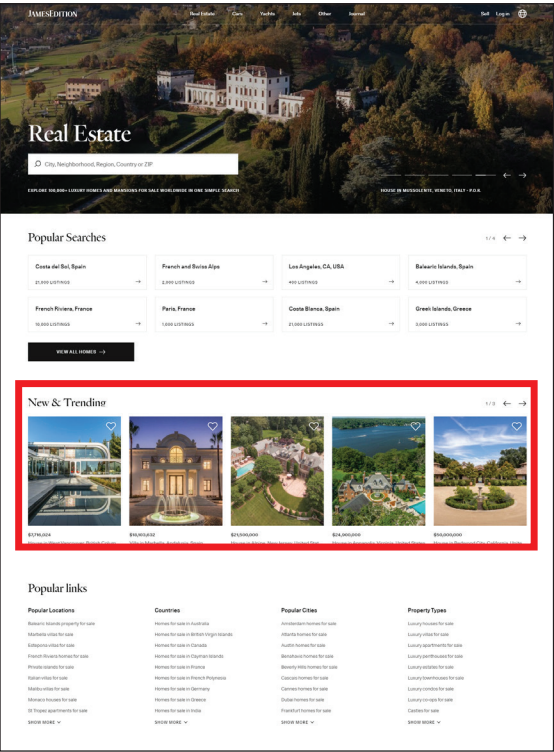
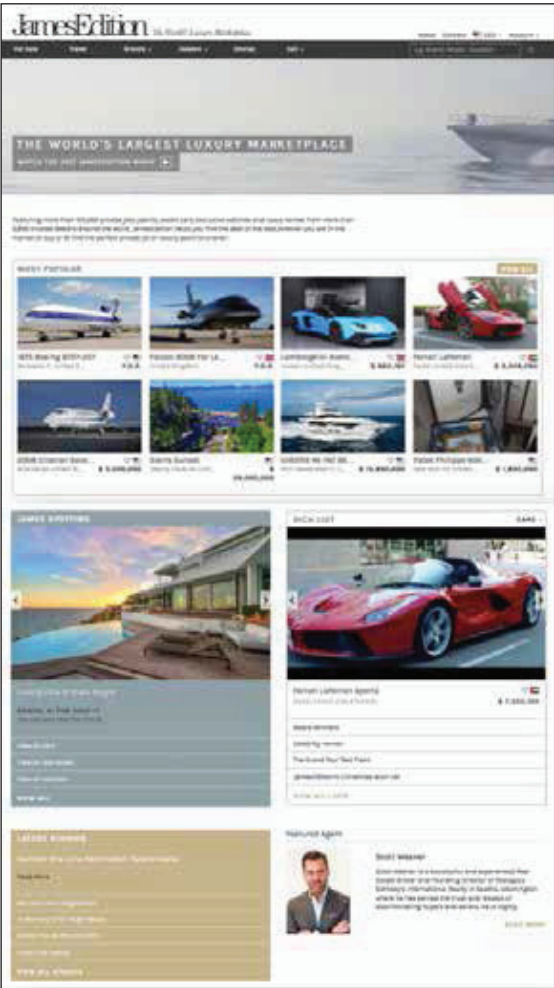
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Upgrade your listings for increased visibility to capture the attention of the UHNW.

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

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



# jamesedition.com

## SOCIAL MEDIA POST

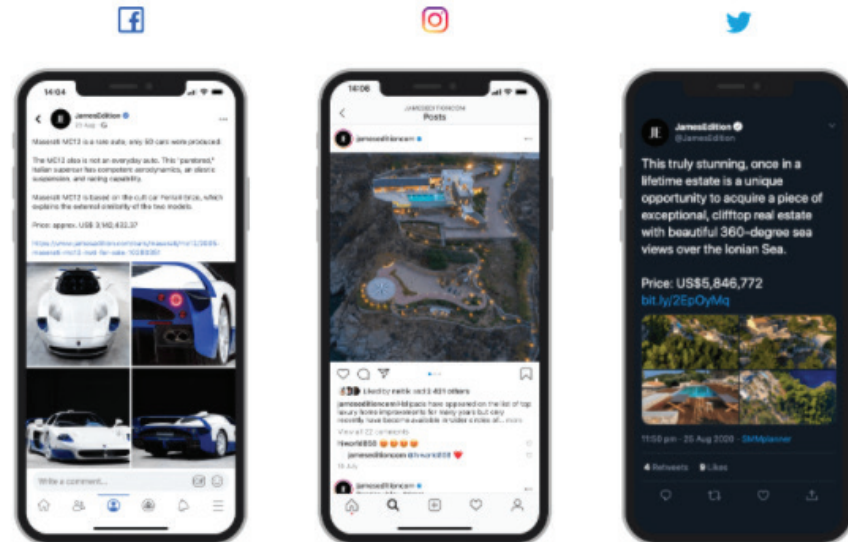
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With more than 10 million monthly page views from around the world, JamesEdition.com is the quintessential marketplace for ultra-high net worth individuals. With users evenly spread throughout the Americas, EMEA and Asia, JamesEdition.com is the only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

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

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



## PHOTO

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

PHOTO: \$800

## PHOTO PLUS

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

PHOTO PLUS: \$1,000

## VIDEO

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

VIDEO: \$1,800

**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

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

skyad.com | 34



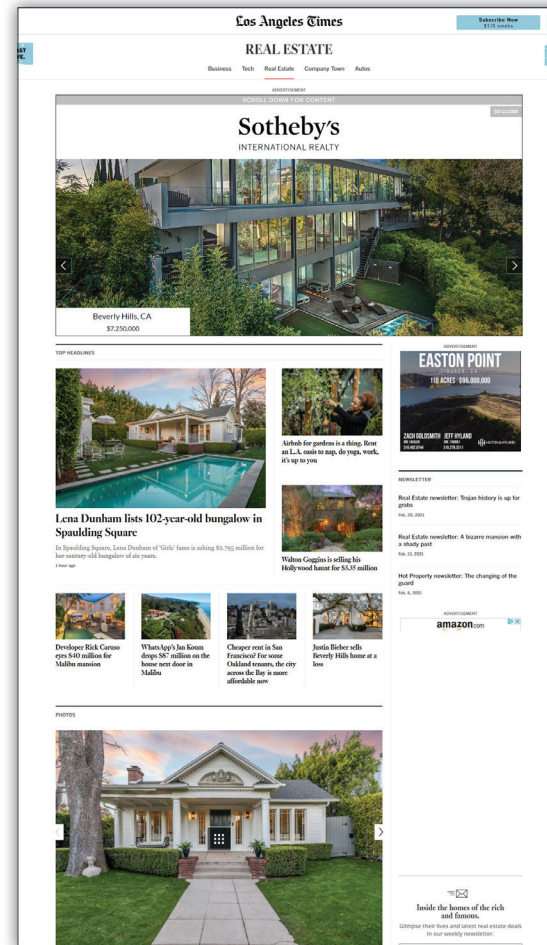
# LA Times

## LIGHTHOUSE FIXED POSITION HOT PROPERTY PAGE 100% SOV

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

PRICE: \$325/MONTH

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



# LA Times

## CUSTOM EMAIL

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

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

- Audience: **30K**

---

**PRICE: \$1,750/DEPLOYMENT**

# Los Angeles Times

# Luxe Magazine

## DESIGN WHERE YOU LIVE.

Luxe champions the art of elevated living and inspires you to connect with those who create it.

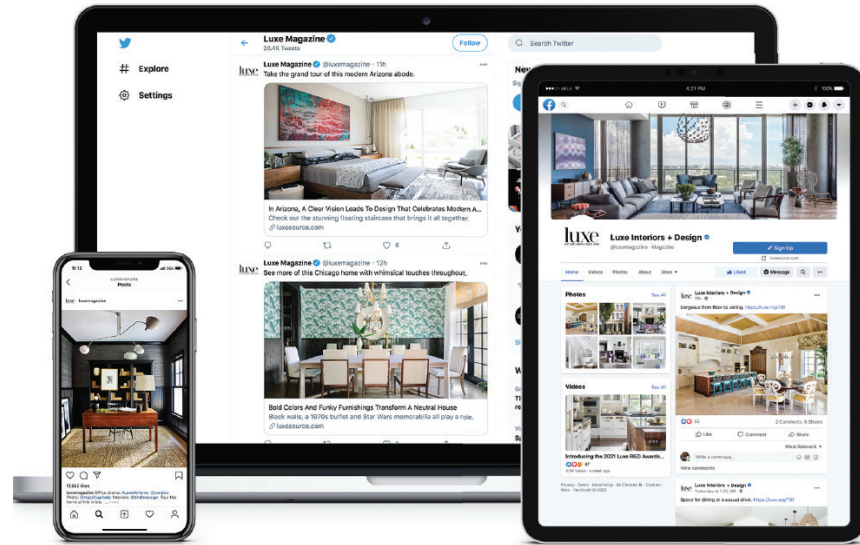
Tell your stories, spark conversations and build relationships with fellow design lovers through a Luxe Interiors + Design social media program.

### The Luxe audience

- 94% Own a Home Valued at \$1 Million or Greater
- 72% Have a Net Worth of \$5 Million or More
- 35% Have a Net Worth of \$10 Million or More
- 1.5 Million Audience
- 3.2M+ Total Global Digital Audience

### @LuxeMagazine on Instagram

- 12M+ monthly reach
- 1.7M+ followers
- @LuxeMagazine on Facebook
- 2M+ monthly reach
- 970K followers



## SPONSORED AD

### The Luxe Audience

- Instagram and Facebook
- Sponsored Ad (1x): Choose clicks or impressions.
- 14-day minimum duration
- Image Ad
- Video Ad
- 500 clicks or 250K impressions

PRICE: \$3,000  
for 166K Impressions

## CUSTOM EMAIL

PRICE: STARTING AT \$2,650

## NATIVE CONTENT + SOCIAL MARKETING

PRICE: \$4,425

# 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



# The Real Deal

For over 17 years The Real Deal’s mission has remained consistent to empower real estate professionals with up-todate news and information to stay informed.

Print	Digital	Social	Newsletters	Events
2.5M+ Annual Readers (Source: Mitchell’s)	3M+ Monthly Visitors (Source: Google Analytics)	340K+ Followers (Source: Hootsuite)	300K+ Subscribers (Source: Sailthru)	10K+ Attendees (Source: Bizzabo)

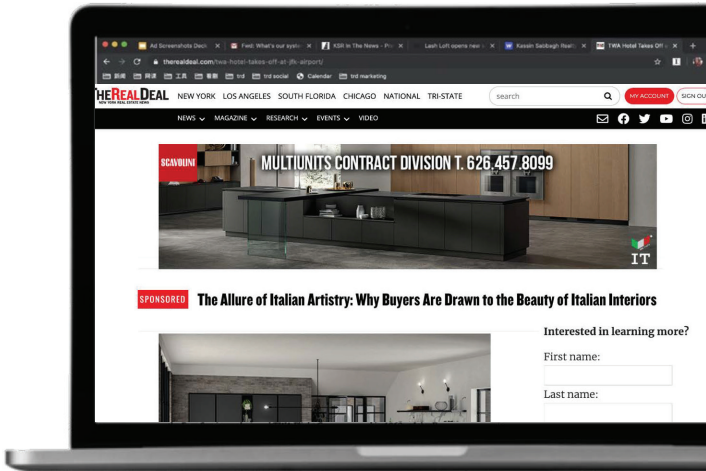
A Targeted Digital Reach Source

Site Stats:

- Unique visitors: **2M+**
- Total visitors: **3M+**
- Page views: **10M+**
- Mobile visits: **60%**

Demographics:

- Male/Female Ratio: **60% / 40%**
- Ages 25-54: **70%**



## SPONSORED & CUSTOM CONTENT

Sotheby’s International Realty can solidify their positioning and brand story, TRD repost existing content inclusive of articles, videos and more on TheRealDeal.com

### SPONSORED CONTENT DETAILS:

- Content article provided and posted on TheRealDeal.com
- Content promoted on homepage for 1 week
- Content promoted in daily newsletters (2x)
- and via social media (2x)
- Content remains live on TheRealDeal.com
- Benchmarks: 3,000 + Pageviews & 2:03 Avg. Time Spent.

Custom content can be created with TRD Studio in collaboration with Sky upon request – additional fees may apply.

COST: STARTING AT \$15,625



# The Real Deal

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Print	Digital	Social	Newsletters	Events
2.5M+ Annual Readers (Source: Mitchell's)	3M+ Monthly Visitors (Source: Google Analytics)	340K+ Followers (Source: Hootsuite)	300K+ Subscribers (Source: Sailthru)	10K+ Attendees (Source: Bizzabo)

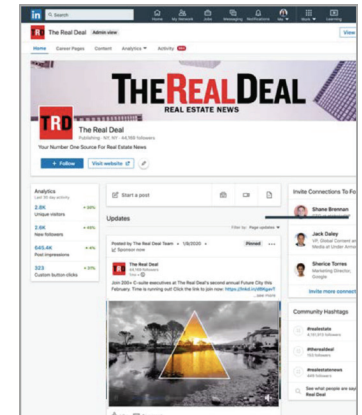
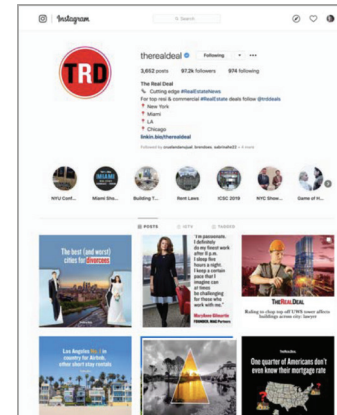
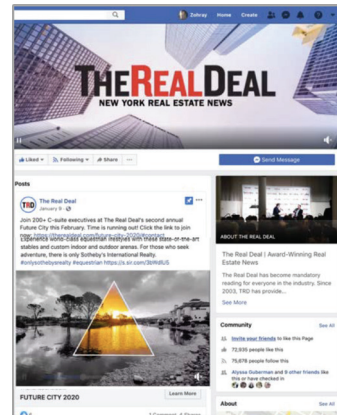
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## SOCIAL PROMOTION

### OPPORTUNITIES INCLUDE:

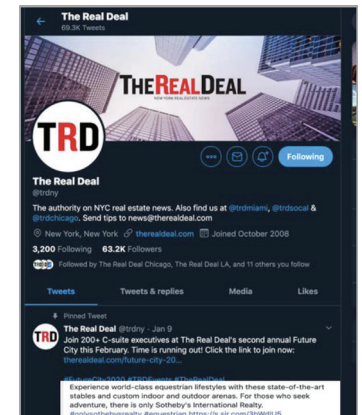
- Instagram stories
- Sponsored social posts
- Posts & stories directly targeted to Sotheby's International Realty desired audience

Facebook: **125K+**

Instagram: **439K+**

X: **88K+**

LinkedIn: **153K**



COST: \$1,250 PER POST

# RobbReport.com

## REAL ESTATE ENEWSLETTER

60,000+ REAL ESTATE ENTHUSIASTS

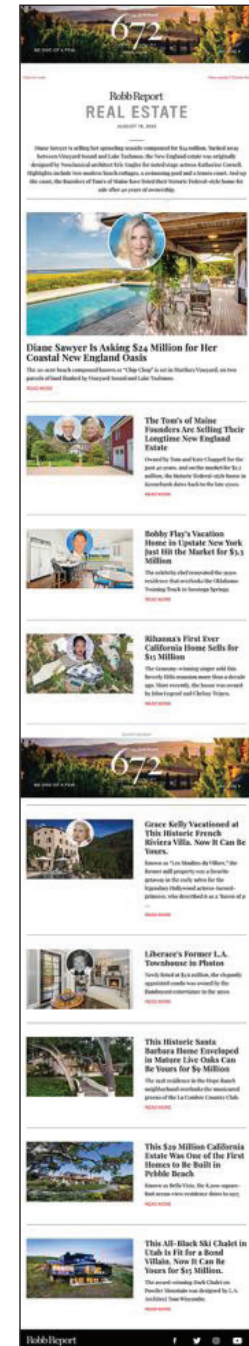
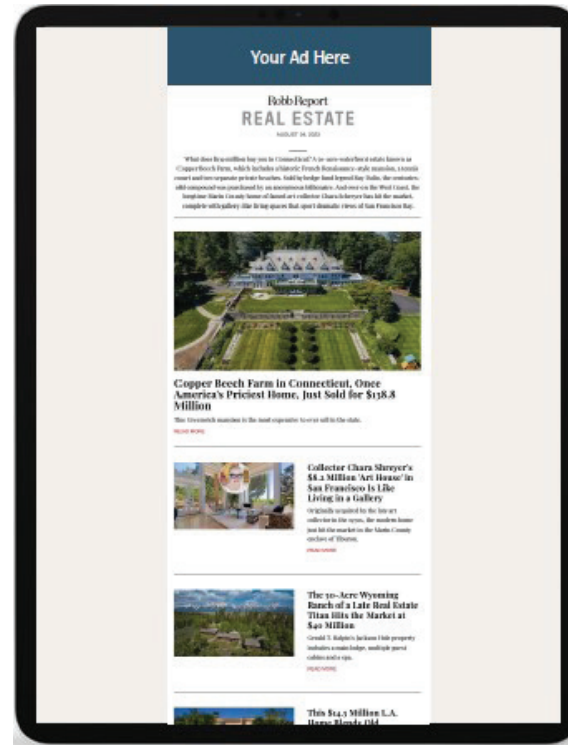
Every Monday, Wednesday and Friday, Robb Report's Real Estate newsletter reaches 60K+ opt-in subscribers. This newsletter showcases the full spectrum of homes, real estate, architectural design and more, with insightful viewpoints for a rapidly growing online audience for this category.

- 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

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

RR|R

Robb Report

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YACHTS

AVIATION

WATCHES

STYLE

HOME


FOOD & DRINK

TRAVEL

VIDEOS

THE VAULT

REAL ESTATE




FEATURED LISTING  
Vie L'Ven Luxury Resort & Residences - The Rouge Suite  
\$5,284,900

Search a location

ADVERTISEMENT

REAL ESTATE NEWS




NEW CONSTRUCTION

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

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

By Mark David




CELEBRITY HOMES

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

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

By Wendy Bowman



ART & COLLECTIBLES

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

The auction house produced lower results than last year

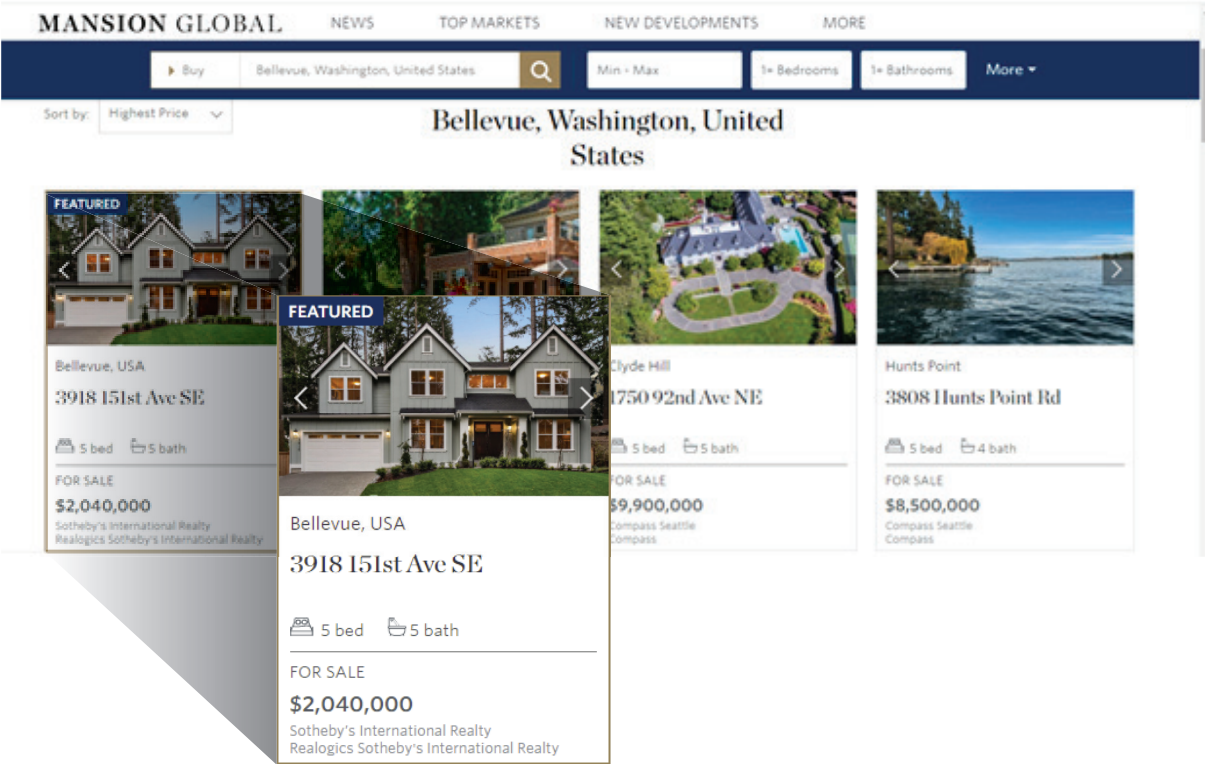
# The Wall Street Journal Online (WSJ.com)

## FEATURED PROPERTY UPGRADES

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

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

10 PROPERTIES: \$1,386  
Included with print placement





# The Wall Street Journal Online (WSJ.com)

## MANSION GLOBAL HOMEPAGE HERO

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

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

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

SHARED BANNER: \$650/LISTING

Shared with 5 properties



# The Wall Street Journal Online (WSJ.com)

## MANSION GLOBAL DAILY (M-F) ENEWSLETTER

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

PRICE: \$3,680

View in your browser

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



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

BY THE NUMBERS

The Most Expensive Homes for Sale in Canada

ADDRESS	ASKING PRICE
1. 1000 1011 St Catharines Street, Vancouver, BC	\$10,000,000
2. 48 Brudenell Park, Toronto, ON	\$10,000,000
3. 1128 North Avenue, Vancouver, BC	\$10,000,000
4. 1480 - 1011 Cantonment Street Toronto, ON	\$11,500,000
5. 1000 Park Crescent, Vancouver, BC	\$12,000,000
6. 1. Fernhill Court, Bala, ON	\$12,000,000
7. 412 St. Patrick, Westmount, QC	\$12,000,000
8. 1512 1512 Ave Royale, Chateau-Richer, QC	\$12,000,000
9. 1010 1010 Ave, Toronto, ON	\$12,000,000
10. 400 Sandrine Road, Toronto, ON	\$12,000,000

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	\$15,000,000
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
Westmount	\$1,376,900	22	\$20,000,000
Chateau-Richer	\$118,333	1	\$20,000,000

TRENDING TODAY

**Architectural Digest** @ArchDigest [Following](#)

We found the most iconic building in every state in America: [archdg.co/8hz6SKy](https://archdg.co/8hz6SKy)



3:26 AM - 25 May 2018

**#AloneTogether** 

**Staying home saves lives.**

For more info visit [coronavirus.gov](https://coronavirus.gov)

Powered by  LiveIntent 

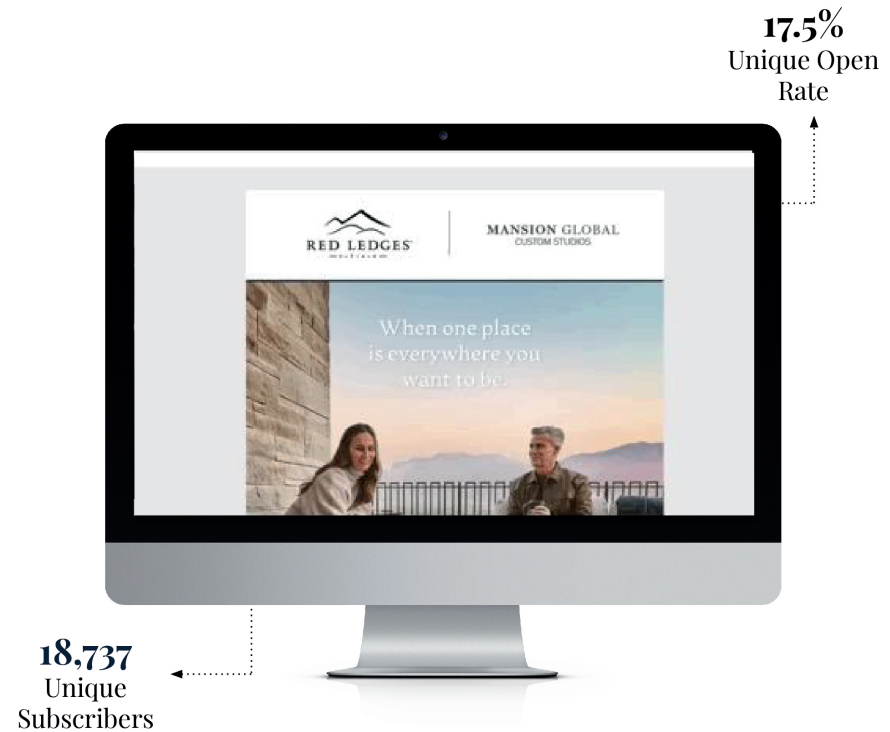
# The Wall Street Journal Online (WSJ.com)

## MANSION GLOBAL CUSTOM E-NEWSLETTER

Take advantage of Mansion Global's Custom newsletter to showcase your brand as a luxury lifestyle and real estate leader to luxury connoisseurs and high-net-worth buyers around the world. From aspiration to action, Mansion Global's custom newsletter is the go-to read for the most powerful and affluent consumers, delivering all your newsworthy content directly to their inboxes- inspiring the luxury lifestyle & delivering results.

- **9,765** Unique Subscribers
- **29.9%** Unique Open Rate

PRICE: \$7,000 EXCLUSIVE EMAIL



# The Wall Street Journal Online (WSJ.com)

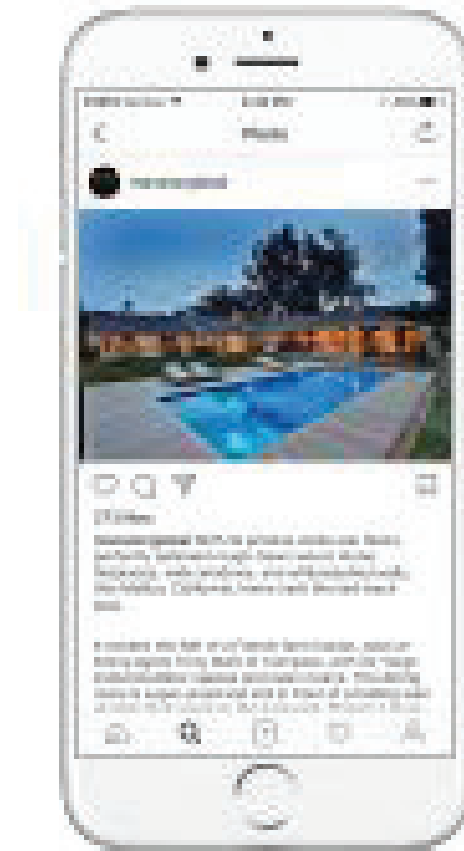
## @MANSIONGLOBAL INSTAGRAM

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**



**\$96 Million**  
Brazilian soccer star Neymar has bought land in Miami. **M3**

## MANSION

THE WALL STREET JOURNAL

Friday, November 1, 2024 | **M3**

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

### Going Once, Going Twice

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



**By Kenneth C. Clark and E.R. Steinmetz**

Randy and Robin Landman had been trying to sell their Manhattan penthouse for over a year when they turned to the auction market this summer. First listed for \$12.2 million, the roughly 3,300-square-foot property sold for \$5 million, less than half of what they had originally asked and little more than they paid for it two decades ago. "It was obviously a signal mistake," 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 as a downturn in luxury home sales, auction companies are pitching themselves 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 that rose on television, or struck 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



Randy and Robin Landman didn't set a minimum, known as a reserve price, when they auctioned their Tribeca triplex penthouse with Concoq.

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 Buddha lights sit on a table in front of a wooden structure housing idols in two niches. The newly renovated area is dedicated to prayer and is backed by gold and white tiles matching the gilded trim and the white quartz counterpane, 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 ceremonies during festival such as Diwali.

said Pooja Chhabra, a consultant in Dallas, Texas, a set of architectural-design principles based on Indian traditions.

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 tutorials are popular on social media. A feature on Mindy Kase's hit Netflix comedy "Never Have I Ever," about a first-generation Indian-American teenager, went scenes of prayer in front of the Hindu deity's family's pooja area—an armchair filled with pictures of Hindu gods.

Please turn to page M6



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



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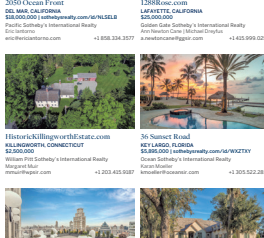
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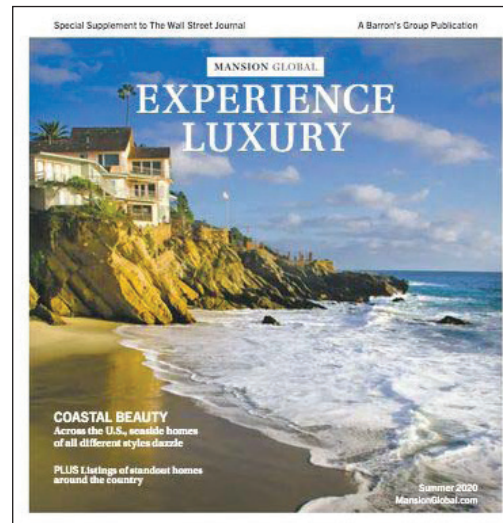
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Vol. CLXVIII No. 56,137 MONDAY, NOVEMBER 5, 2018 \$3.00

## Web's Far Right Can Hear Itself As Trump Talks

Chorus of the Spread of Onco-Fringe Views

By KEVIN WOOD and ALI MITCHELL

On Wednesday, as Mr. Trump's first campaign rally in New York City was being broadcast on the Web, a chorus of voices from the far right of the political spectrum was heard. These voices, which appeared on the pages of the New York Times, were not only heard but also amplified by the Web. They were the voices of the "onco-fringe" views that have become a part of the Trump rally. These voices, which appeared on the pages of the New York Times, were not only heard but also amplified by the Web. They were the voices of the "onco-fringe" views that have become a part of the Trump rally.

## Edge in Polls Might Not Tip House Scales

Outcomes Hinge on a Handful of Swing States

By NATHAN GREEN

As the 2018 midterm elections approach, the question of whether the Republican Party will gain or lose control of the U.S. House of Representatives is a topic of intense debate. The question of whether the Republican Party will gain or lose control of the U.S. House of Representatives is a topic of intense debate. The question of whether the Republican Party will gain or lose control of the U.S. House of Representatives is a topic of intense debate.

## 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.

By MICHAEL WINTER

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. 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 Daphne Smol's Army of Lobbyists to Sway Washington

By ANDREW ROSEN and KENNETH R. FOLGER

The oligarch Daphne Smol is spending millions of dollars to sway Washington. The oligarch Daphne Smol is spending millions of dollars to sway Washington. The oligarch Daphne Smol is spending millions of dollars to sway Washington.

## Called to Serve, Utah Mayor Always Answered

By JEFFREY T. TRUMBULL

Utah Mayor Always Answered. Utah Mayor Always Answered. Utah Mayor Always Answered. Utah Mayor Always Answered. Utah Mayor Always Answered.

## Offering Little Proof, Republican Accuses Georgia Rival of 'Hack'

By RICHARD HENNET

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Vista  
  
INTERNATIONAL REALTY

Vista Playa Estate  
7306 Vista Del Mar Ln, Playa del Rey, CA  
\$1,700,000  
sothebysrealty.com/sf/Q2W5N

A grand coastal estate with an unmatched view—the Vista Playa Estate is a true masterpiece of luxury and design for the discerning elite. This estate is a rare find, offering an unparalleled opportunity to own a piece of the ocean. The estate features a large, modern home with a private beach, a swimming pool, and a tennis court. The property is surrounded by lush landscaping and is in a prime location. Contact me today to schedule an exclusive viewing of this rare and extraordinary property.

7 Bedrooms  
10 Bathrooms  
10,887± sq.ft






Vincent Carbone  
Santa Monica License# 01840154997  
310.596.0346  
vincent.carbone@vistar.com

With Sotheby's International Realty | 1005 S. California Ave, Redwood Beach, CA 90265-1001

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INTERNATIONAL REALTY

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

The Residences at Stanly Ranch Auberge Resorts Collection are Napa Valley's premier destination for luxury living. Each Stanly Ranch residence promises a life of a great retreat with Auberge's unparalleled service. Residents may enjoy access to Napa Valley's finest wineries, a world-class golf course, spa and fitness center, swimming pool, and Auberge Resorts Collection's world-class, bespoke hospitality.

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





Walt Elgerton  
DMC #10226272  
707.254.4800  
walt@stanlyranch.com

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

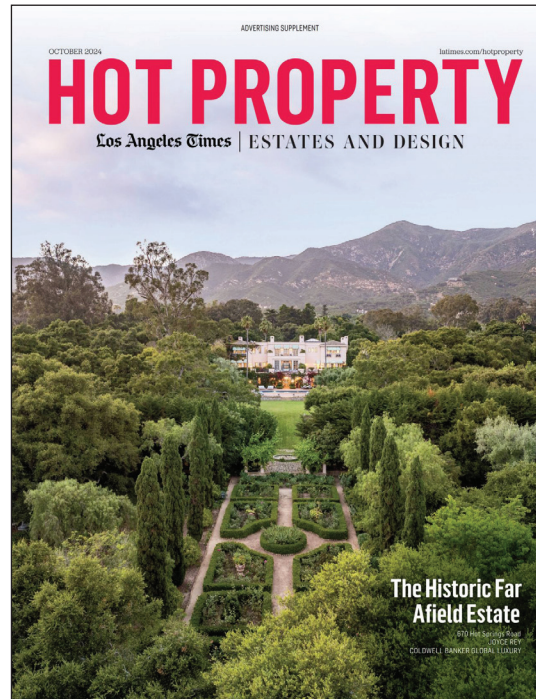
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# Los Angeles Times Hot Property And Digital Lighthouse

## LOS ANGELES TIMES HOT PROPERTY

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

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



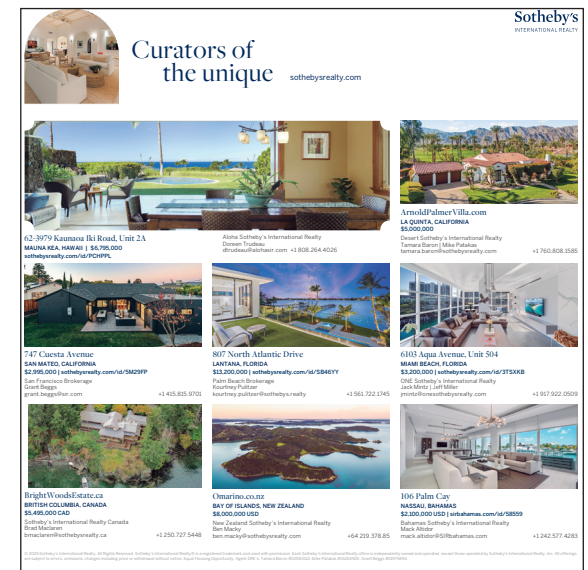
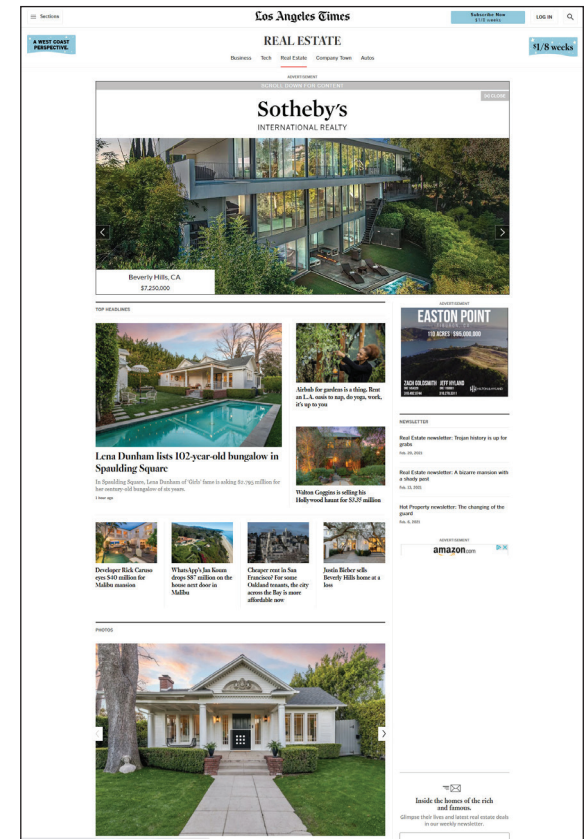
## LA TIMES DIGITAL LIGHTHOUSE

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

- Avg Monthly Impressions: **1.7 Million**

PRICE: \$425

Full color with 30 day Lighthouse Placement





# Luxe Magazine

## LUXE INTERIORS + DESIGN

Luxe Interiors + Design is the largest architecture and design brand in the United States. We have a direct line to local businesses and design professionals, and target highly affluent consumers, 6 times a year, in the top 14 major markets.

- **73%** Delivered to subscribers and luxury homeowners in the wealthiest zip codes in each Luxe region
- **12%** Distributed to a proprietary list of trade professionals, showrooms and design centers
- **6%** Distributed to private jet travelers via exclusive MediaJet newsstands
- **9%** Distributed to luxury hotels and newsstands in Barnes & Noble, Whole Foods, Central Market, Delta Sky Club and independent booksellers nationwide

## AUDIENCE:

- The Print Audience: **1.2M+**
- Median Home Value: **\$3.5M+**
- Average Net Worth: **\$1.9** Million
- Median Net Worth: **\$1.8** Million
- **56%** Own a Home Valued at **\$2** Million or greater
- **88%** Own a Home Valued at **\$1.5** Million or greater

FULL PAGE: FROM \$3,450

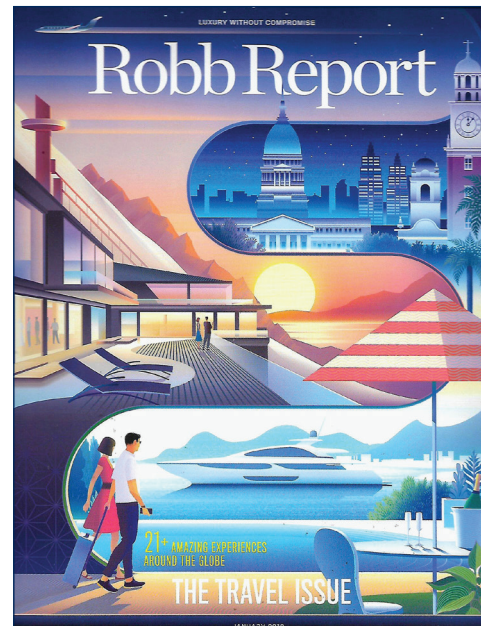


# Robb Report

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 | sothebyrealty.com/4/Q9F6F

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

Robb Report is a luxury lifestyle magazine. Ward Wight Sotheby's International Realty is a member of the Sotheby's International Realty network, which is a global network of independent member companies affiliated with the Sotheby's International Realty brand. Each Sotheby's International Realty office is independently owned and operated, except those operated by Sotheby's International Realty, Inc. or its wholly owned subsidiary Sotheby's International Realty Management, Inc. or its wholly owned subsidiary Sotheby's International Realty Management, Inc.

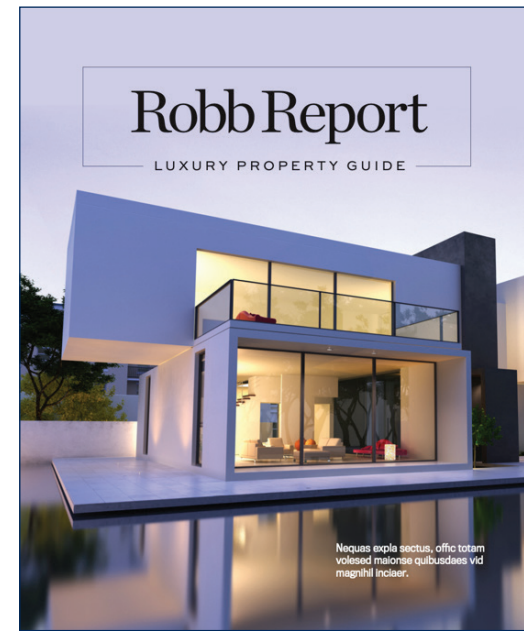
As a global leader in the luxury real estate market, Robb Report showcases the best of the best. From mountain retreats to spectacular beach front properties, Robb Report shares the latest insights and analysis on the industry while highlighting designers, architects, new residences and developments.


As a global leader in the luxury real estate market, Robb Report showcases the “best-of-the-best”. From mountain retreats to spectacular beach front properties, Robb Report shares the latest insights and analysis on the industry while highlighting designers, architects, and new residential developments. For its first-ever issue, Robb Report editors will design a beautifully crafted Luxury Property Guide that will accompany our signature December Philanthropy issue. This special advertising edition will allow our partners the opportunity to get in front of this affluent audience while they’re exploring the newest trends and properties around the world.

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

SPREAD: \$7,000

## Global






**Kuper**

# SOTHEBY'S INTERNATIONAL REALTY

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## Kumara Wilcoxon

*"1 Agent in Austin, Texas"*

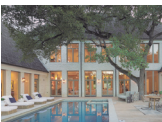
Kumara is a distinguished figure in Austin's luxury real estate, specializing in connecting discerning buyers and sellers with the city's finest properties. With over \$3 billion in career sales, she ranks among the top agents globally for Sotheby's International Realty. The Austin Business Journal has 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.

kumara@wilcoxon.com

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



**Cromwell Hill Estate**  
**\$12,495,000**  
[nelson@cromwellestate.com](#)



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

**Kuper Sotheby's International Realty**

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**Premier** Sotheby's  
INTERNATIONAL REALTY



## Lido Shores

1067 Westway Drive, Sarasota, Florida

\$24,700,000  
[sothebysrealty.com/rs/6223M5V](http://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 Transim 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](mailto:joel.schenkel@sothebysrealty.com)

**Premier Sotheby's International Realty | 50 Central Avenue, Suite 100, Sarasota, Florida | [premier.sothebysrealty.com](http://premier.sothebysrealty.com)**

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# 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

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INTERNATIONAL REALTY

March 2025 | sothebysfvalley.com

Sotheby's

INTERNATIONAL REALTY

1272 Cantabria Court

Public Beach, California | \$4,495,000 | 1272Cantabria.com

4 Bedrooms | 5 Full Baths | 3,404 sq. ft. of living space on 1.384 acre lot | Indoor heated pool with wet bar | Beautifully landscaped grounds

4077 Los Altos Drive

Public Beach, California | \$2,695,000

3 Bedrooms | 2 Full, 1 Half Baths | 4077LosAltosDrive.com

64 Spanish Bay Circle

Public Beach, California | \$4,495,000

4 Bedrooms | 4 Full, 1 Half Baths | 64SpanishBay.com

No Coating

Sales Associate License #01099355

sothebyinternational.com

831.241.4458

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

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New Zealand

Sotheby's

INTERNATIONAL REALTY

Omarino

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

Price Upon Request

sothebysfvalley.com/dp/97733P

Ben Mackay

Sales Associate

+6420181880

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

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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

Maui Ellingson

ORCA 0208272

707.224.8000

maui@stanlyranchnapa.com

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

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skyad.com | 64

Schedule,  
Pricing & Reach



Sotheby's  
INTERNATIONAL REALTY



# Proposed Schedule, Pricing & Reach 2025

PLAN 1

Plan 1								
Media	Ad Description	September	October	November	December	Media Total	Reach	
<b>Sotheby's Auction House: Print</b>								
Sotheby's Magazine	Advertorial - 2 page				\$ 10,500.00	\$ 10,500.00	35,000	
Sotheby's Magazine	Full Page			\$ 5,260.00	\$ 5,260.00	\$ 10,520.00	70,000	
<b>Sotheby's Auction House: Digital</b>								
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		\$ 5,170.00	1,540,000	
<b>Digital</b>								
<b>Million Impressions*</b>								
Million Impressions	Digital Banner Program	\$ 2,450.00	\$ 2,450.00	\$ 2,450.00	\$ 7,350.00		3,000,000	
Million Impressions	Targeting - Select Locations							
<b>Google Adwords</b>								
Google Adwords	Digital PPC program	\$ 2,000.00	\$ 1,250.00	\$ 1,250.00	\$ 4,500.00			
<b>Comprehensive Digital</b>								
Social Mirror Ads	Mirroring Social Post	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 6,000.00		300,000	
Display	Digital Banner Program	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 6,000.00		450,000	
OTT & Video Pre-roll Combo	Internet Connected Device ads	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 6,000.00		150,000	
<b>Geofencing - Event and Location</b>								
Geofencing - Event and Location	Target specific events and locations		\$ 1,500.00	\$ 1,500.00	\$ 3,000.00		120,000	
<b>Cottages &amp; Garden</b>								
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	
<b>Crain's New York Business</b>								
Crain's New York Business	Luxury Home Spotlight - custom e-blast		\$ 5,500.00		\$ 5,500.00		50,000	
<b>Dezeen</b>								
Instagram Grid Post			\$ 9,000.00		\$ 9,000.00		3,300,000	
Instagram Targeted Post				\$ 4,000.00	\$ 4,000.00			
<b>Dwell.com</b>								
Real Estate Package	Custom Article with promo on Homepage, in E-Newsletter & 1X on FB	\$ 6,000.00			\$ 6,000.00		1,750,000	
<b>Dupont Registry</b>								
Branded Content Post	Custom content article	\$ 1,295.00			\$ 1,295.00			
Daily Newsletter		Bonus			\$ -		77,000	
Luxury Lifestyle Newsletter		Bonus			\$ -		2,500	

# Proposed Schedule, Pricing & Reach 2025

PLAN 1 - CONTINUED

Elite Traveler								
Elite Online Real Estate Showcase	Online Real Estate Showcase			\$2,500			\$ 2,500.00	100,000
Elite Dedicated E-blast	Dedicated E-blast			\$ 6,000.00			\$ 6,000.00	12,000
Nob Hill Gazette								
Nob Hill Gazette San Francisco, Peninsula and Silicon Valley	OTM On the Market E-Newsletter		\$ 500.00	\$ 500.00	\$ 500.00		\$ 1,500.00	19,500
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	750,000
Featured Article and E-Newsletter promotion	Newsletter First Feature & Journal Article	\$ 1,400.00					\$ 8,100.00	292,000
E-Newsletter Featured Listing	E-Newsletter			\$ 8,100.00		\$ 1,500.00	\$ 1,500.00	192,000
Social Media	Listing Feature			\$ 1,800.00			\$ 1,800.00	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		\$ 325.00	Bonus		\$ 325.00	425,000
Custom Email	Custom Email			\$ 1,750.00			\$ 1,750.00	30,000
Luxe Interiors + Design								
Custom Email	Custom Email			\$ 2,650.00			\$ 2,650.00	20,000
IG + Facebook Sponsored Ad	IG + Facebook Sponsored Ad				\$ 3,000.00		\$ 3,000.00	166,000
Native Content + Social Marketing	Native Content + Social Marketing			\$ 4,425.00			\$ 4,425.00	294,000
Luxury Estate								
Luxury Estate	Showcase Listing + Elite Listing Packages - 3 months			\$3,250			\$ 3,250.00	
Real Deal								
Real Deal	Sponsored and Custom Content			\$ 15,625.00			\$ 15,625.00	3,000
Real Deal	Social Post Facebook			\$ 1,250.00			\$ 1,250.00	110,000
Real Deal	Social Post Instagram			\$ 1,250.00			\$ 1,250.00	120,000
Robbreport.com								
Robbreport.com	Featured Listing Carousel - 1 Property - Real Estate Home Page	\$ 1,350.00					\$ 1,350.00	
Robbreport.com	Featured Listing Carousel - 1 Property - Real Estate Article Page			\$ 3,000.00	\$ 3,000.00		\$ 6,000.00	
Robbreport.com	Real Estate Newsletter - 3 Sends			\$ 5,000.00	\$ 5,000.00		\$ 10,000.00	120,000
Robbreport.com	Featured Listing in Real Estate E-Newsletter	\$ 1,875.00					\$ 1,875.00	6,000
WSJ.com								
Mansion Global Homepage Hero	Mansion Global Homepage Hero			\$ 2,200.00	\$ 2,200.00		\$ 4,400.00	328,000
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			\$ 7,360.00	34,000
Mansion Global Custom E-mail					\$ 7,000.00		\$ 7,000.00	17,000
Property Upgrades	10 Featured Property Upgrades	Bonus	Bonus	Bonus	Bonus		\$ -	
Mansion Global Instagram	Mansion Global Instagram			\$ 2,000.00			\$ 2,000.00	76,200
Mansion Global Instagram + Boost	Mansion Global Instagram + Boost				\$ 7,000.00		\$ 7,000.00	76,200

# Proposed Schedule, Pricing & Reach 2025

## PLAN 1 - CONTINUED

### Print

<b>Conde Nast Magazines</b>						
Architectural Digest - New York Metro	Full Page		\$ 10,570.00	\$ 10,570.00		46,000
Architectural Digest - California	Full Page		\$ 17,120.00	\$ 17,120.00		108,000
<b>Dwell</b>						
Dwell	Modern Market - Full Page		\$ 4,375.00	\$ 4,375.00		206,000
<b>Dupont Registry</b>						
Dupont Registry	Editorial Full Page		\$ 3,000.00			
<b>Elite Traveler</b>						
Elite Traveler	Full Page Online Showcase Listing			\$ 9,800.00	\$ 9,800.00	557,000
Elite Traveler	Luxury Homes Feature			\$ 4,500.00	\$ 4,500.00	557,000
<b>Financial Times</b>						
Financial Times	Quadruple Property Spot		\$ 3,000.00	\$ 3,000.00	\$ 6,000.00	420,914
Financial Times	Double Property Spot	\$ 1,500.00			\$ 1,500.00	210,457
<b>The Los Angeles Times</b>						
The Los Angeles Times	Hot Property - listing + digital lighthouse	\$ 425.00		\$ 425.00	\$ 850.00	441,560
The Los Angeles Times	Takeover - Full Page	\$ 660.00			\$ 660.00	384,000
The Los Angeles Times	Takeover - Back Cover		\$ 1,600.00		\$ 1,600.00	220,780
<b>Luxe Interiors + Design</b>						
Luxe Interiors + Design	Full Page		\$ 3,450.00		\$ 3,450.00	35,000
<b>The New York Times</b>						
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	Eight Property Spot - Sunday			\$ 6,080.00	\$ 6,080.00	423,111
The New York Times Takeover	Full Page w/ Digital promotion		\$ 750.00		\$ 750.00	165,000
The New York Times Takeover	Back Cover			\$ 1,500.00	\$ 1,500.00	168,000
<b>Robb Report</b>						
Robb Report	Full Page		\$ 8,500.00		\$ 8,500.00	107,000
Robb Report	Robb Report Luxury Property Guide			\$ 7,000.00	\$ 7,000.00	107,000
<b>San Francisco &amp; Silicon Valley</b>						
San Francisco & Silicon Valley	Takeover - Back Cover	\$ 1,475.00			\$ 1,475.00	36,500
<b>The Wall Street Journal</b>						
The Wall Street Journal - National	Quadruple Property Spot w/ Digital Featured Property Upgrade	\$ 3,180.00	\$ 3,180.00		\$ 6,360.00	1,288,848
The Wall Street Journal - National	Eight Property Spot w/ Digital Featured Property Upgrade			\$ 6,360.00	\$ 6,360.00	644,424
<b>The Wall Street Journal</b>						
Mansion Global Experience Luxury	Weekend Property insert		\$ 1,985.00	\$ 1,985.00	\$ 3,970.00	200,000

TOTAL \$ 321,320.00 37,508,516

\*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	
<b>Sotheby's Auction House: Print</b>								
Sotheby's Magazine	Quarter page			\$ 1,315.00	\$ 1,315.00	\$ 2,630.00	70,000	
<b>Sotheby's Auction House: Digital</b>								
Sotheby's Selects E-Newsletter	Sotheby's Selects E-Newsletter				\$ 2,585.00	\$ 2,585.00	770,000	
<b>Digital</b>								
<b>Million Impressions*</b>								
Million Impressions	Digital Banner Program		\$ 1,195.00	\$ 1,195.00	\$ 1,195.00	\$ 3,585.00	750,000	
Million Impressions	Targeting - Select Locations							
<b>Google Adwords</b>								
Google Adwords	Digital PPC program		\$ 2,000.00	\$ 1,250.00	\$ 1,250.00	\$ 4,500.00		
<b>Comprehensive Digital</b>								
Social Mirror Ads	Mirroring Social Post		\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 6,000.00	300,000	
<b>Geofencing - Event and Location</b>								
Geofencing - Event and Location	Target specific events and locations			\$ 1,500.00	\$ 1,500.00	\$ 3,000.00	120,000	
<b>Cottages &amp; Garden</b>								
Daily Deeds	E-Newsletter sent 4X per week			\$ 3,000.00		\$ 3,000.00	60,000	
<b>Crain's New York Business</b>								
Crain's New York Business	Luxury Home Spotlight - custom e-blast			\$ 5,500.00		\$ 5,500.00	50,000	
<b>Dezeen</b>								
Instagram Targeted Post					\$ 4,000.00	\$ 4,000.00		
<b>Dwell.com</b>								
Real Estate Package	Custom Article with promo on Homepage, in E-Newsletter & 1X on FB		\$ 6,000.00			\$ 6,000.00	1,750,000	
<b>Elite Traveler</b>								
Elite Online Real Estate Showcase	Online Real Estate Showcase			\$2,500		\$ 2,500.00	100,000	
<b>Nob Hill Gazette</b>								
Nob Hill Gazette San Francisco, Peninsula and Silicon Valley	OTM On the Market E-Newsletter	\$ 500.00	\$ 500.00	\$ 500.00		\$ 1,500.00	19,500	
<b>JamesEdition</b>								
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	



# Proposed Schedule, Pricing & Reach 2025

PLAN 2 - CONTINUED

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	\$	325.00	Bonus	\$	325.00	425,000
Custom Email	Custom Email		\$	1,750.00		\$	1,750.00	30,000
Luxe Interiors + Design								
Custom Email	Custom Email		\$	2,650.00		\$	2,650.00	20,000
Native Content + Social Marketing	Native Content + Social Marketing		\$	4,425.00		\$	4,425.00	294,000
Luxury Estate								
Luxury Estate	Showcase Listing + Elite Listing Packages - 1 month	\$1,100				\$	1,100.00	
Robbreport.com								
Robbreport.com	Featured Listing Carousel - 1 Property - Real Estate Article Page				\$	3,000.00	\$	3,000.00
Robbreport.com	Real Estate Newsletter - 3 Sends		\$	5,000.00			\$	5,000.00
Robbreport.com	Featured Listing in Real Estate E-Newsletter	\$	1,875.00				\$	1,875.00
WSJ.com								
Mansion Global Homepage Hero	Shared Banner	\$	650.00	\$	650.00		\$	1,300.00
Mansion Global e-Newsletter	Daily Monday-Friday			\$	3,680.00		\$	3,680.00
Property Upgrades	10 Featured Property Upgrades	Bonus	Bonus	Bonus		Bonus	\$	-

# Proposed Schedule, Pricing & Reach 2025

PLAN 2 - CONTINUED

Print

Conde Nast Magazines

Architectural Digest - Manhattan	Full Page	\$	2,510.00	\$	2,510.00	13,000
Architectural Digest - LA Metro	Full Page	\$	6,840.00	\$	6,840.00	46,000

Dwell

Dwell	Modern Market - Full Page	\$	4,375.00	\$	4,375.00	206,000
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Elite Traveler

Elite Traveler	Luxury Homes Feature			\$	4,500.00	\$	4,500.00	557,000
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Financial Times

Financial Times	Double Property Spot	\$	1,500.00	\$	1,500.00	\$	3,000.00	420,914
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The Los Angeles Times

The Los Angeles Times	Hot Property - listing + digital lighthouse	\$	425.00	\$	425.00	\$	850.00	441,560
The Los Angeles Times	Takeover - Full Page	\$	660.00	\$	660.00	\$	1,320.00	768,000

Luxe Interiors + Design

Luxe Interiors + Design	Full Page	\$	3,450.00	\$	3,450.00	35,000
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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
The New York Times Takeover	Full Page w/ Digital promotion			\$	750.00	\$	750.00	\$	1,500.00	330,000

Robb Report

Robb Report	Robb Report Luxury Property Guide			\$	3,500.00	\$	3,500.00	107,000
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San Francisco & Silicon Valley

San Francisco & Silicon Valley	Takeover - Back Cover	\$	1,475.00	\$	1,475.00	36,500
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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
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TOTAL

\$ 124,425.00 14,807,079

\*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	Quarter page				\$ 1,315.00	\$ 1,315.00	35,000	
Sotheby's Auction House: Digital								
Sotheby's Selects E-Newsletter	Sotheby's Selects E-Newsletter				\$ 2,585.00	\$ 2,585.00	770,000	
Digital								
Million Impressions*								
Million Impressions	Digital Banner Program		\$ 1,195.00	\$ 1,195.00	\$ 1,195.00	\$ 3,585.00	750,000	
Million Impressions	Targeting - Select Locations							
Google Adwords								
Google Adwords	Digital PPC program		\$ 2,000.00	\$ 1,250.00	\$ 1,250.00	\$ 4,500.00		
Comprehensive Digital								
Social Mirror Ads	Mirroring Social Post		\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ 6,000.00	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	
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	\$ 1,500.00	19,500	
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	

# Proposed Schedule, Pricing & Reach 2025

PLAN 3 - CONTINUED

<b>LA Times</b>								
Lighthouse Fixed Position - Hot Property Page	Lighthouse Fixed Position - Hot Property Page	Bonus	\$	325.00	Bonus	\$	325.00	425,000
Custom Email	Custom Email		\$	1,750.00		\$	1,750.00	30,000
<b>Luxe Interiors + Design</b>								
Native Content + Social Marketing	Native Content + Social Marketing		\$	4,425.00		\$	4,425.00	294,000
<b>Luxury Estate</b>								
Luxury Estate	Showcase Listing + Elite Listing Packages - 1 month		\$1,100			\$	1,100.00	
<b>Robbreport.com</b>								
Robbreport.com	Featured Listing Carousel - 1 Property - Real Estate Article Page				\$	3,000.00	\$	3,000.00
Robbreport.com	Featured Listing in Real Estate E-Newsletter		\$	1,875.00			\$	1,875.00
<b>WSJ.com</b>								
Mansion Global Homepage Hero	Shared Banner	\$	650.00	\$	650.00		\$	1,300.00
Mansion Global e-Newsletter	Daily Monday-Friday			\$	3,680.00		\$	3,680.00
Property Upgrades	Featured Property Upgrades	Bonus		Bonus		Bonus	\$	-



# Proposed Schedule, Pricing & Reach 2025

PLAN 3 - CONTINUED

Print

Conde Nast Magazines

Architectural Digest - Manhattan	Full Page	\$	2,510.00	\$	2,510.00	13,000
Architectural Digest - Los Angeles/ West LA	Full Page	\$	2,870.00	\$	2,870.00	19,000

Dwell

Dwell	Modern Market - Large AD	\$	2,500.00	\$	2,500.00	206,000
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Elite Traveler

Elite Traveler	Luxury Homes Feature			\$	4,500.00	\$	4,500.00	557,000
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Financial Times

Financial Times	Double Property Spot	\$	1,500.00	\$	1,500.00	\$	3,000.00	420,914
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The Los Angeles Times

The Los Angeles Times	Hot Property - listing + digital lighthouse	\$	425.00	\$	425.00	\$	850.00	441,560
The Los Angeles Times	Takeover - Full Page	\$	660.00	\$	660.00	\$	1,320.00	768,000

Luxe Interiors + Design

Luxe Interiors + Design	Full Page	\$	3,450.00	\$	3,450.00	35,000
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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	846,222
The New York Times Takeover	Full Page w/ Digital promotion			\$	750.00	\$ 750.00	330,000

Robb Report

Robb Report	Robb Report Luxury Property Guide			\$	3,500.00	\$	3,500.00	107,000
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San Francisco & Silicon Valley

San Francisco & Silicon Valley	Takeover - Back Cover	\$	1,475.00	\$	1,475.00	36,500
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The Wall Street Journal

The Wall Street Journal - National	Property Spot w/ Digital Featured Property Upgrade	\$	795.00		\$	795.00	644,424			
The Wall Street Journal - National	Double Property Spot w/ Digital Featured Property Upgrade			\$	1,590.00	\$	1,590.00	644,424		
The Wall Street Journal - 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
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TOTAL

\$ 93,060.00 12,415,079

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