



ADVERTISING
BRANDING
MARKETING

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

SKYAD.COM

Santa Martha Bay Estates Advertising and Marketing Program

Curacao | Sotheby's
INTERNATIONAL REALTY

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SKY

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 Santa Martha Bay Estates

SKY Advertising is excited to present to Curacao Sotheby's International Realty® a curated, multi-media marketing selection of offerings to bring ultra-high net worth buyer awareness to Santa Martha Bay Estates.

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 Curacao.

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

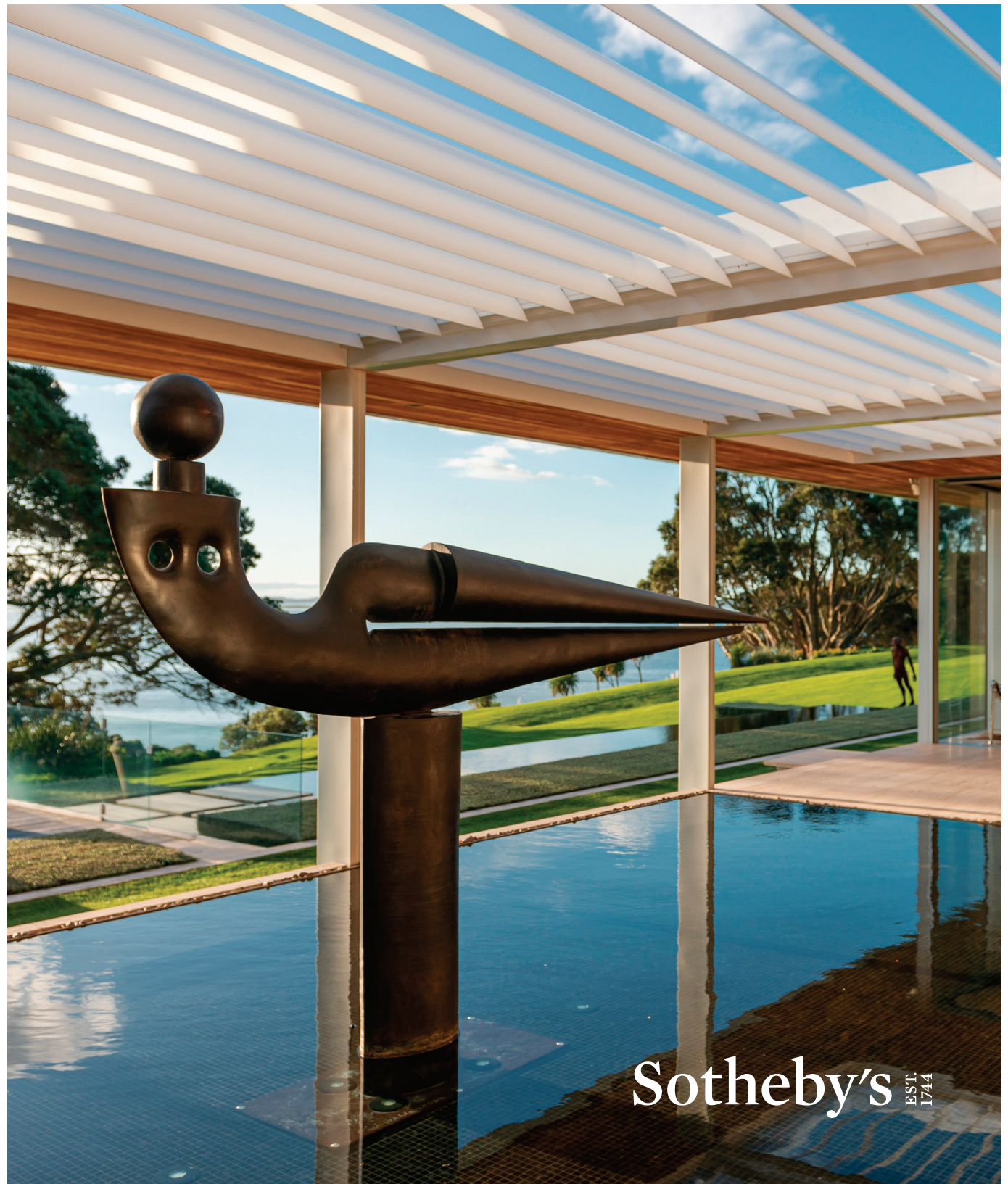
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Sotheby's Auction House Offerings



Sotheby's EST. 1744

SOTHEBY'S MAGAZINE

- 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 - 4 PAGE: \$18,800

HALF PAGE: \$2,630

QUARTER PAGE: \$1,315

Global

[illegible]

DIGITAL

SOTHEBY'S BESPOKE EMAIL

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

PRICE: \$2,500/DEPLOYMENT

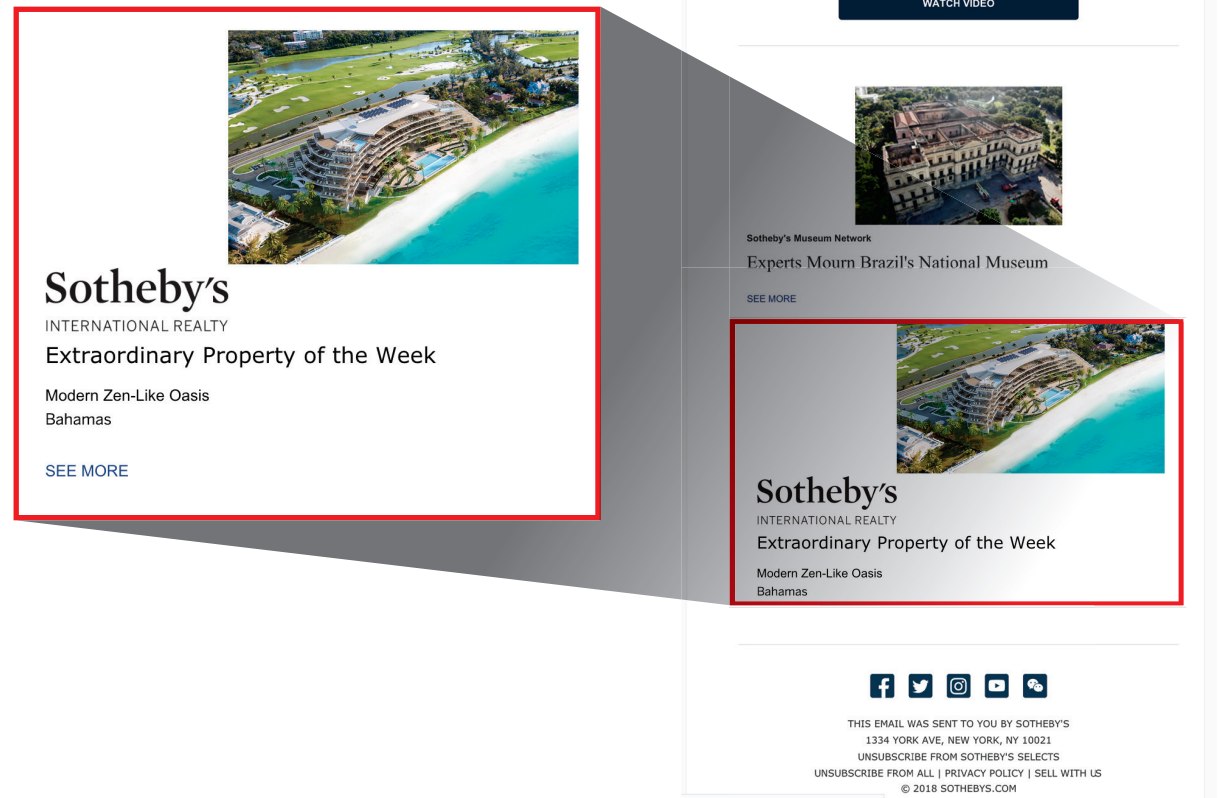


DIGITAL

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



Curacao | Sotheby's
INTERNATIONAL REALTY

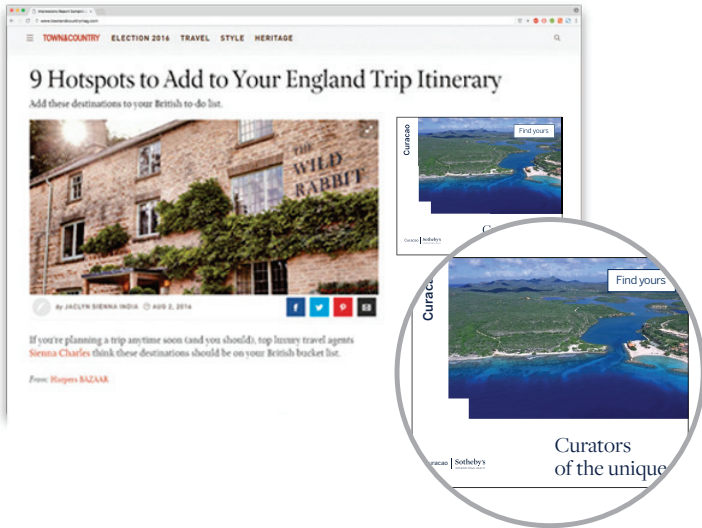
Impressions Campaign

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: **Santa Martha Bay Estates**
- Flight Dates: **August 2025 - October 2025**
- Impressions: **750,000**
- Clicks through to the website of your choice.

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



Impressions Program Targeting Sites

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

GEO TARGETING

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

The New York Times

THE ECONOMIC TIMES



THE WALL STREET JOURNAL.

**Bloomberg
Markets**

Forbes



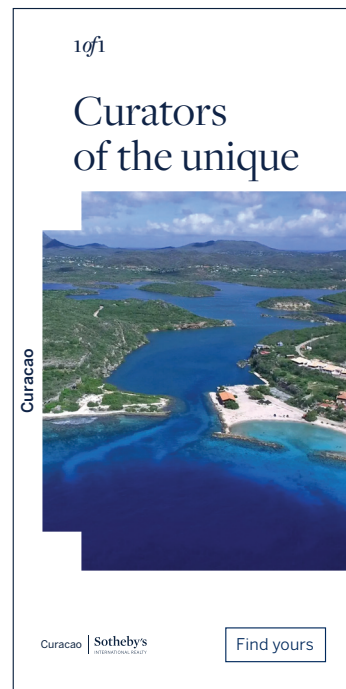
Creative

SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

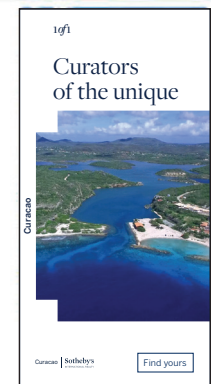
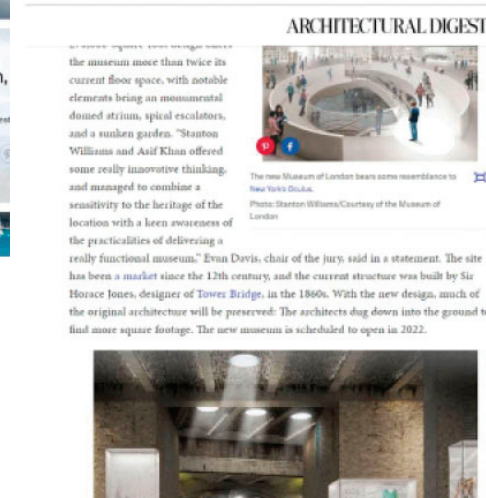
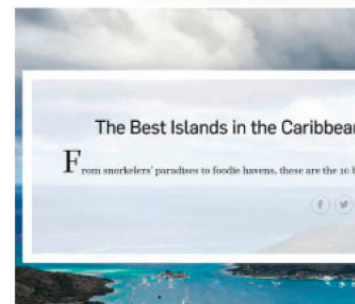
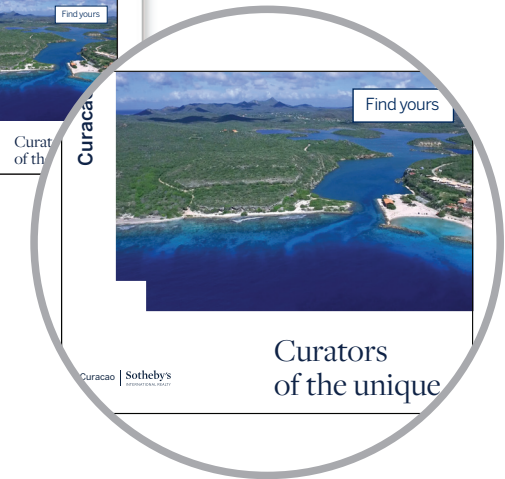
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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

BANNER PRODUCTION: \$350



Sample Banners For Impressions Programs As They Appear On Sites

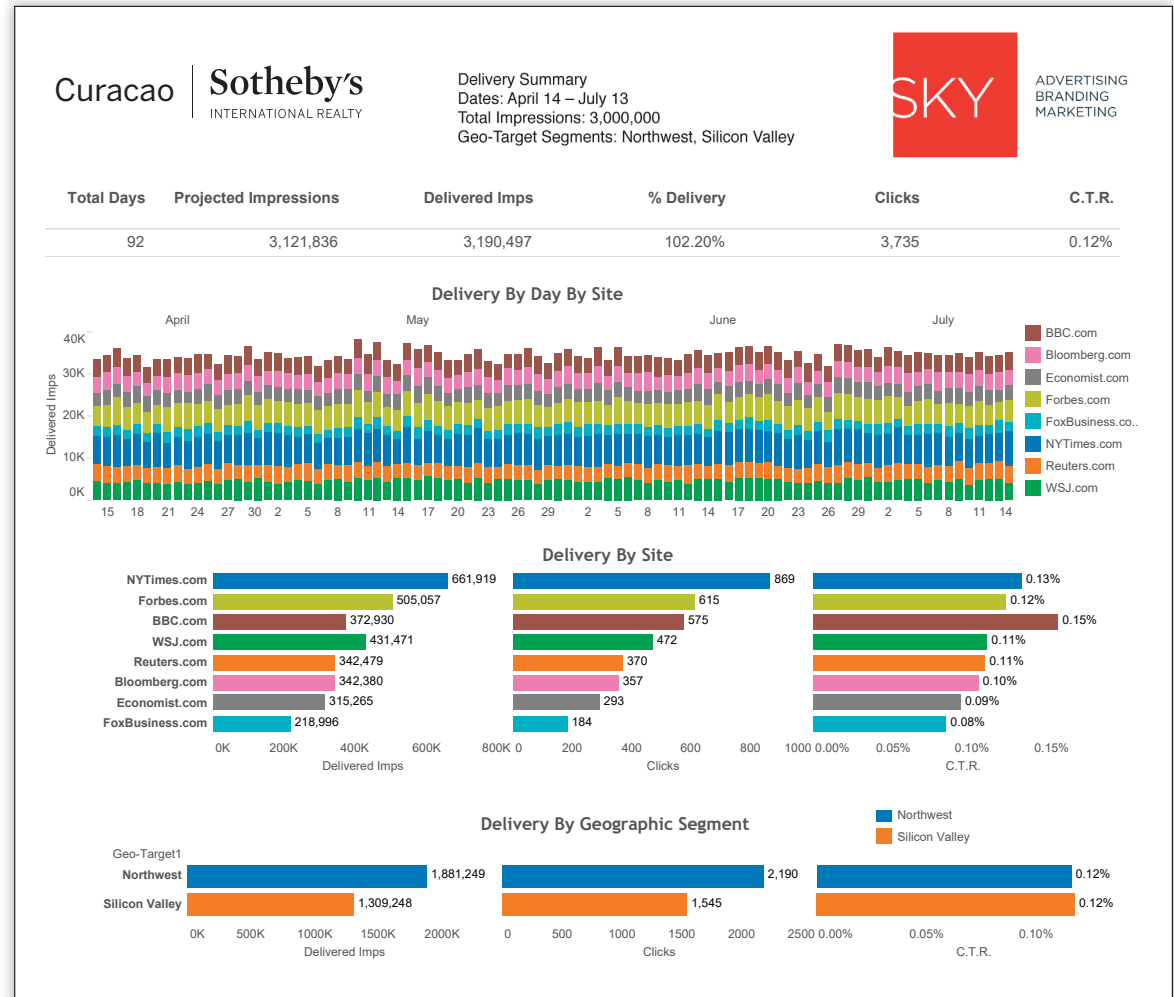


Comprehensive Reporting For Your Customized Campaign

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

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

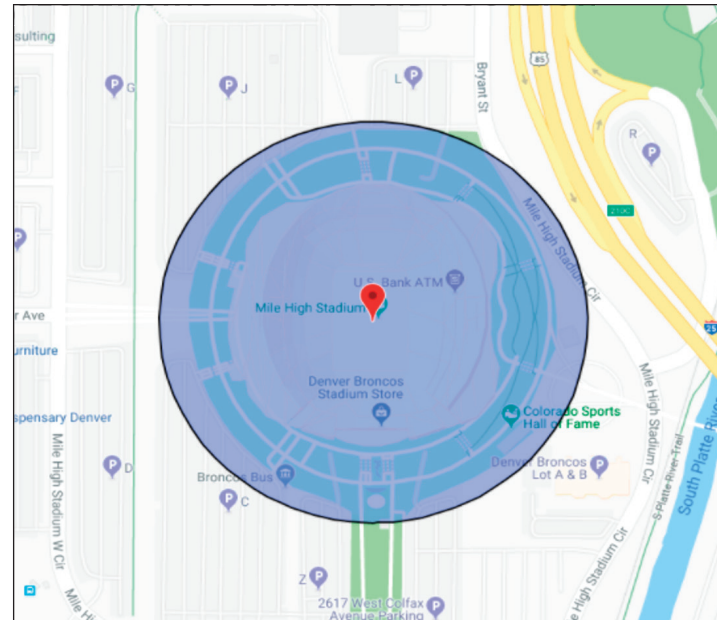
IMPRESSIONS PROGRAM SAMPLE REPORT



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

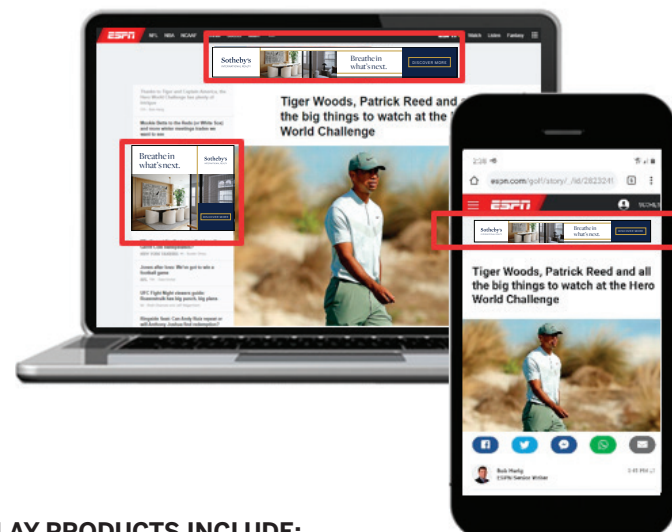
PRICING

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

Comprehensive Digital

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

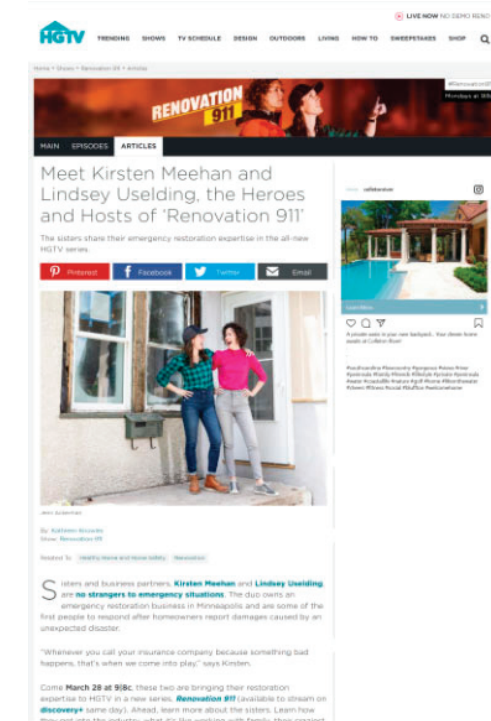
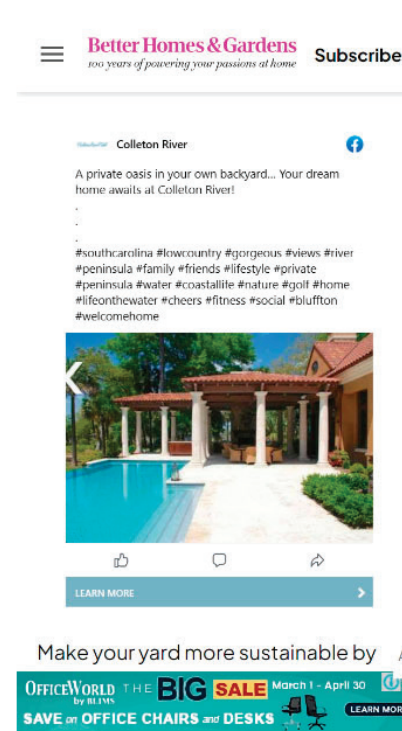
SOCIAL MIRROR ADS

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.

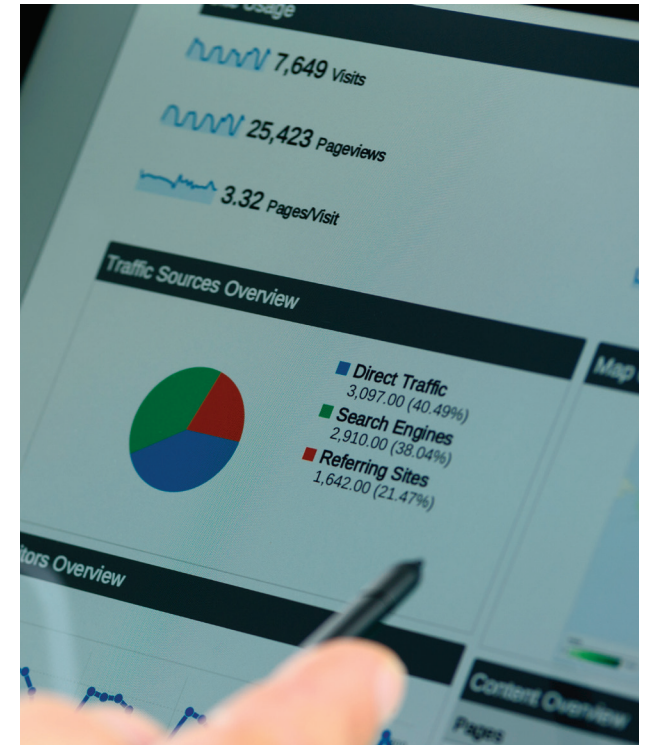


CAMPAIGN SETUP, OPTIMIZATION, & MONTHLY MANAGEMENT

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 Curacao

Google Ads Impressions

85,229

Google Ads Clicks

930

Google Ads CTR

1.09%

Google Ads Phone Calls

9

Average Cost-Per-Click

\$1.52

Google Ads Interaction R...

1.14%

Clicks

930

Impressions

85,229

Showing 9 of 9 Rows

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

Showing 50 of 89 Rows

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

Cities

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

Google AdWords

MONTHLY REPORTING

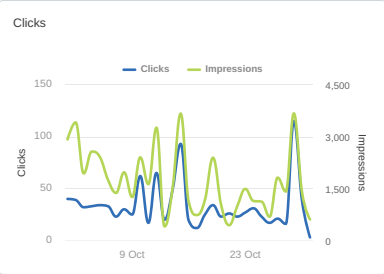
Receive detailed monthly reporting to keep you up to date on your campaign metrics and engagement. View integrated data and monthly KPI's.



SIR Curacao

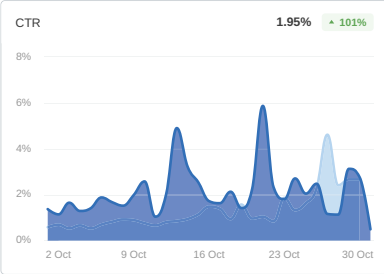
October KPI's

Clicks




CTR

1.95% ▲ 101%



Google Ads Phone Calls

12 ▲ 71%



Total Impressions ▼ 46%

53,704

Total Clicks ▲ 9%

1,049

Phone Calls ▲ 71%

12

Interaction Rate ▲ 218%

4.17%

CTR ▲ 101%

1.95%

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 realty	1	1	1

LinkedIn.com

LinkedIn has over 600 million members, and 40% of them visit the professional social network each day. It's an opportunity to reach your target audience when they're most engaged.

Marketers can engage with a community of professionals, including influencers, decision-makers, and executives, driving actions that are relevant to your business.

You can target an audience based on location, company, industry, age, gender, education, job experience, job title, and more.

PRICE: STARTING FROM \$2,000/MONTH



DIGITAL

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.

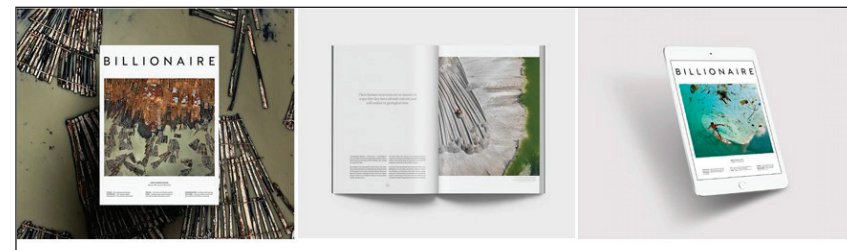
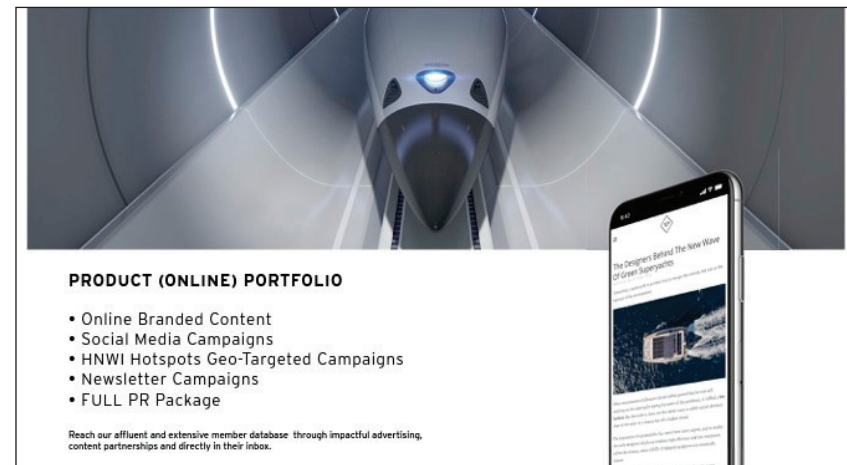
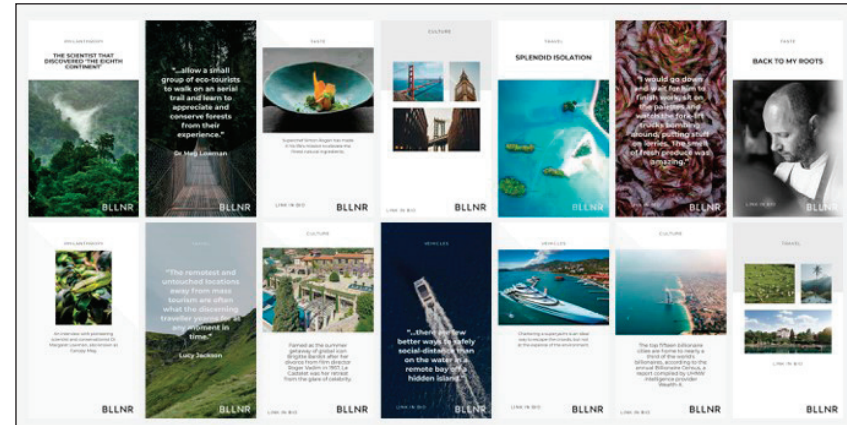
1x hyper-targeted social media campaign (4 weeks) - target UHNW's on FB/IG via the Billionaire social channels, driving targeted traffic to the content piece online.

CUSTOM CONTENT + ENEWSLETTER:

PRICE: \$4,500

CUSTOM CONTENT + SOCIAL CAMPAIGN:

PRICE: \$6,000



DIGITAL

Cottages & Garden

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

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

TOP 10 MARKETS

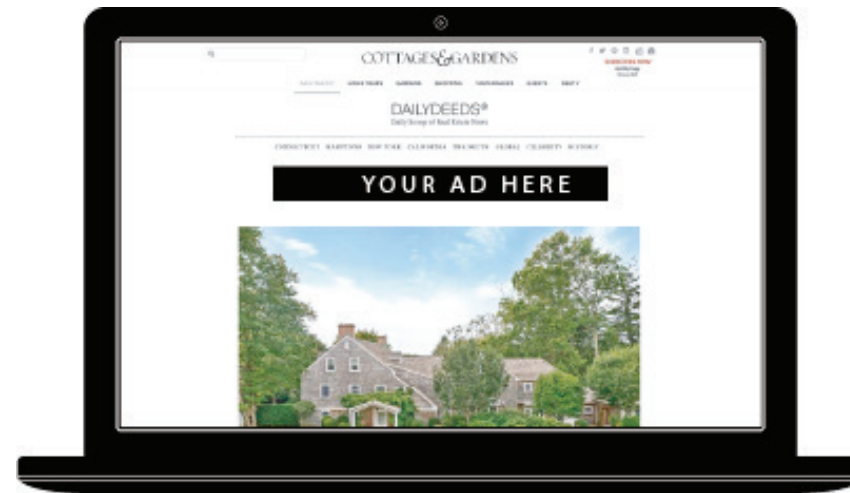
- | | |
|---------------|-----------------|
| • New York | • Virginia |
| • California | • New jersey |
| • Connecticut | • Illinois |
| • Florida | • Massachusetts |
| • Texas | • Pennsylvania |

DAILY DEEDS

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

C&G STORIES

CONTENT DEVELOPMENT: \$5,295



Floral Gift Ideas for Mother's Day

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



Check Out the Latest Design News

New shops, a showroom, and a luxury collection.



Ready, Set, Game Time!

12 fun finds that double as playful decor.

Spotlight



CALIFORNIA CLOSETS

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

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

WEEKLY E-NEWSLETTER

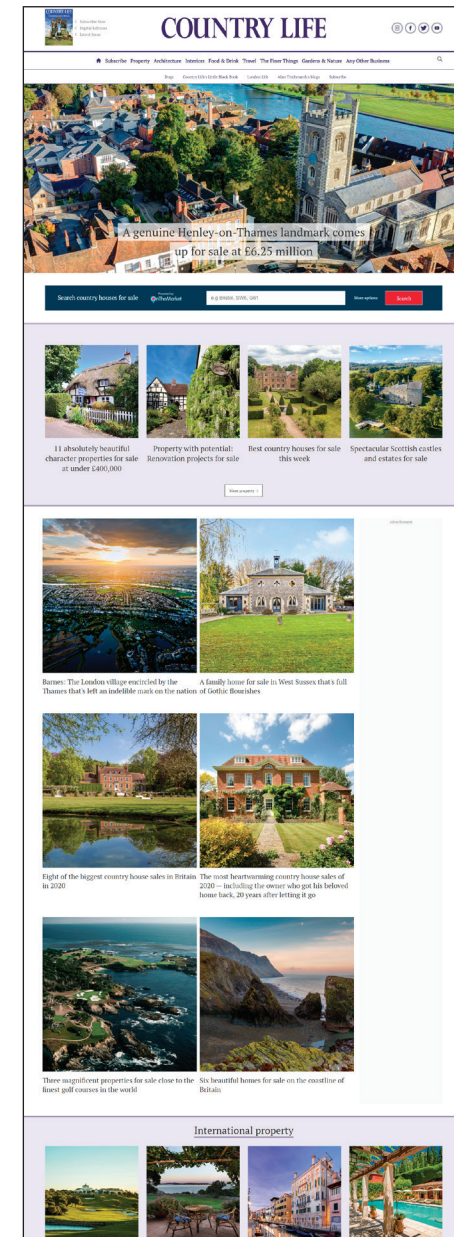
Published Wednesdays & Saturdays

Reach 25,000 loyal readers who are infatuated with property, architecture, the arts, gardening, the countryside, schools and wildlife.

PRICE: \$1,950

E-NEWSLETTER DEDICATED SEND

PRICE: \$2,250



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

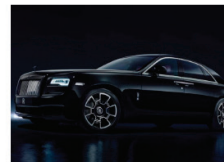
BONUS
DAILY NEWSLETTER
LUXURY

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



MAZDA NEWS

Mazda Westside Village Delivers One of the First MC20s in the U.S.



SPONSORED

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



FOR SALE

Check The Specs: A 2019 Porsche 911 GT3 RS With A 24000 Special With Customization Package



WATCHES

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



WATCHES

Discover Ulysse Nardin's New Limited-Edition Trepasier Tourbillon

TINT WORLD
Automotive Styling Centers

FASTEST GROWING AUTO-STYLING FRANCHISE!

500+ 500+ 500+

INTERNATIONAL AUTOMOTIVE STYLING SERVICES
RESIDENTIAL AUTOMOTIVE STYLING SERVICES
COMMERCIAL AUTOMOTIVE STYLING SERVICES

Master Franchise for the United States
Total Franchise Fee: \$10,000
Investment: \$100,000 - \$200,000
Contact: 800-888-8888

Kia Niro For Sale	Lexus LS For Sale
Porsche For Sale	Volvo For Sale
Volvo For Sale	Volvo For Sale

TOP LINKS

Latest Car Specs
Celebrity Cars
Latest Car Videos
Exotic Cars For Sale

COMPANY LINKS

Advertise
Contact Us
Sell Your Car



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Want to change how you receive these emails?
Update your preferences | Unsubscribe from this list

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.

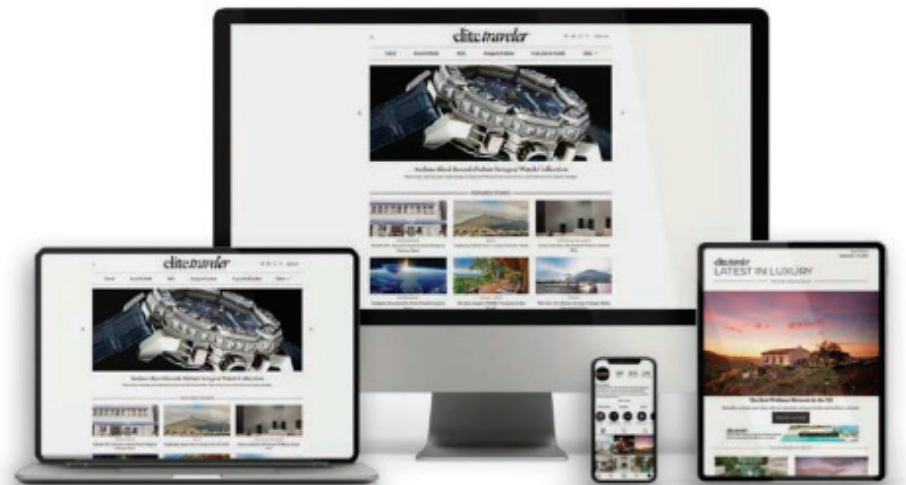
- Average HHI **\$7.9M**
- Average Net Worth **\$32M**
- **318,661** Unique Browsers

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



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.

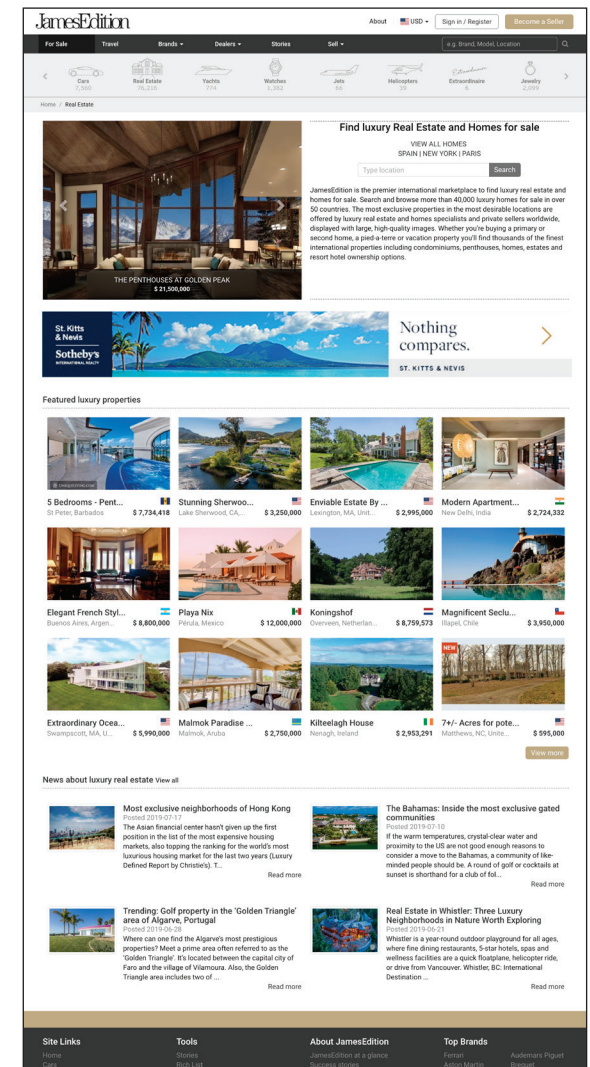
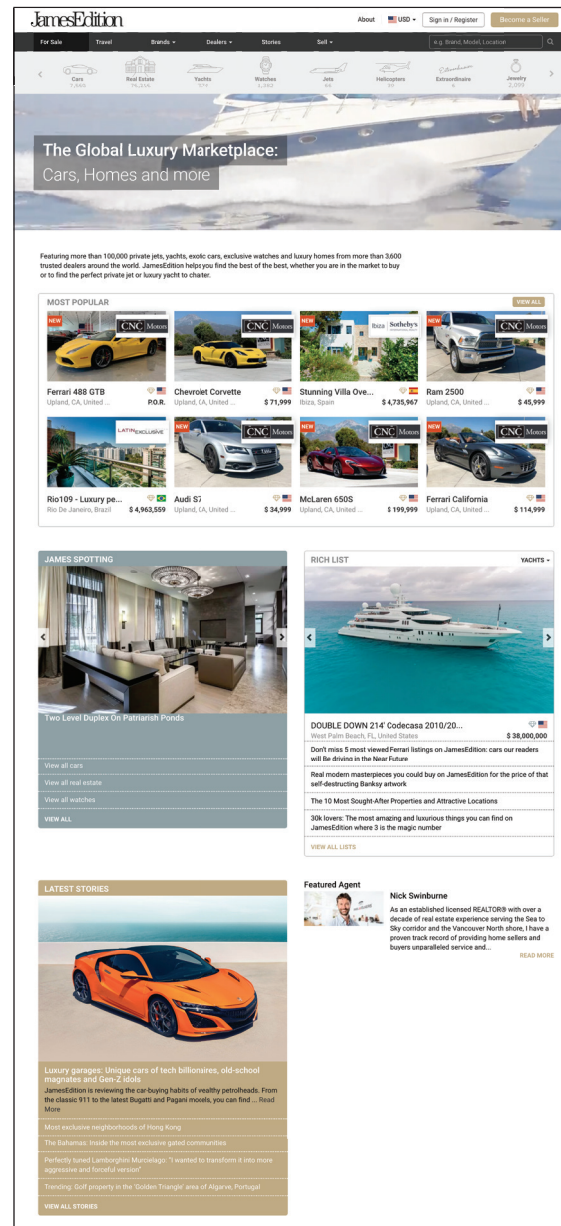
Location Open Rates

- 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.

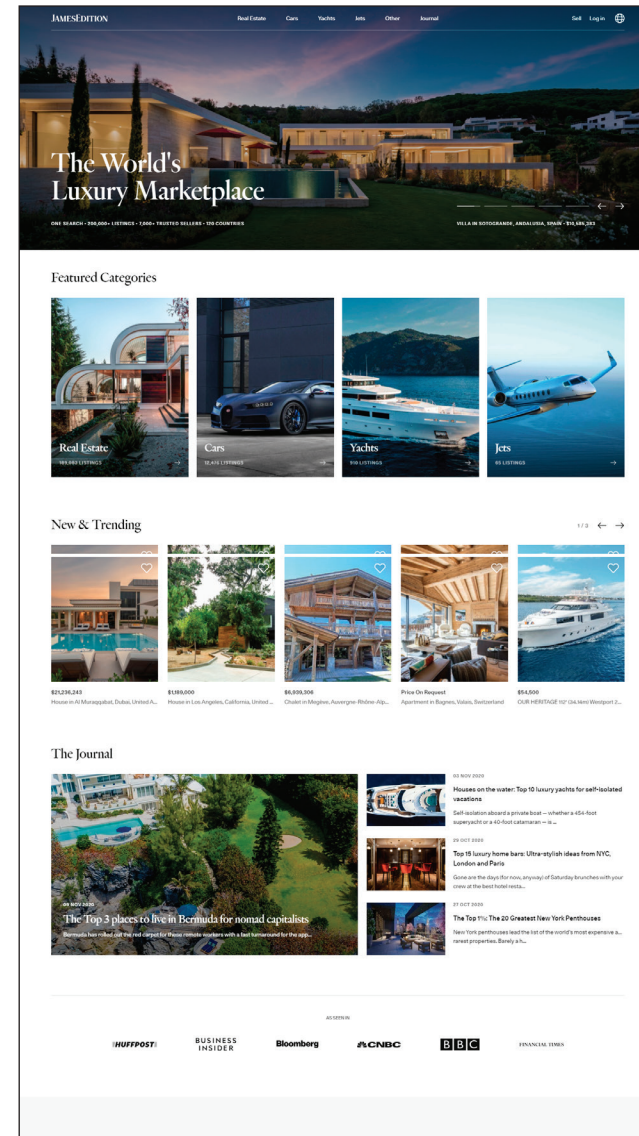
Showcase your office and properties and bring increased visibility to capture the attention of the UHNW in the James Edition rotating Gallery. The Rotating Gallery is a carousel of selected listings that automatically changes every 5 seconds on the Home Page and the Real Estate Page.

HOME PAGE

FEATURED BANNER: \$3,000

REAL ESTATE PAGE

FEATURED BANNER: \$2,500



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.

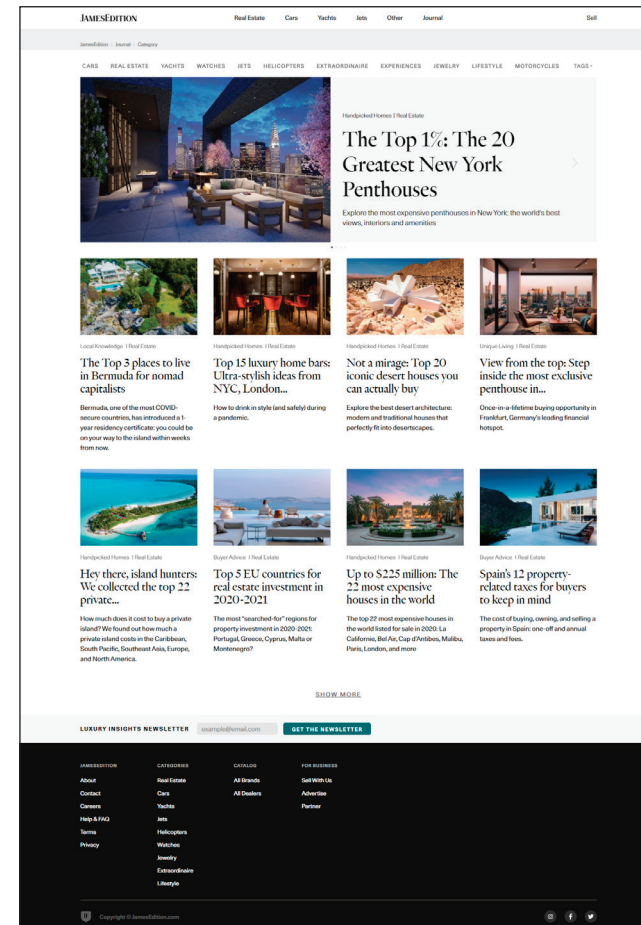
With more than 10 million monthly page views from around the world, JamesEdition.com is the quintessential marketplace for ultra-high net worth individuals. With users evenly spread throughout the Americas, EMEA and Asia, JamesEdition.com is the only truly global site to market luxury.

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

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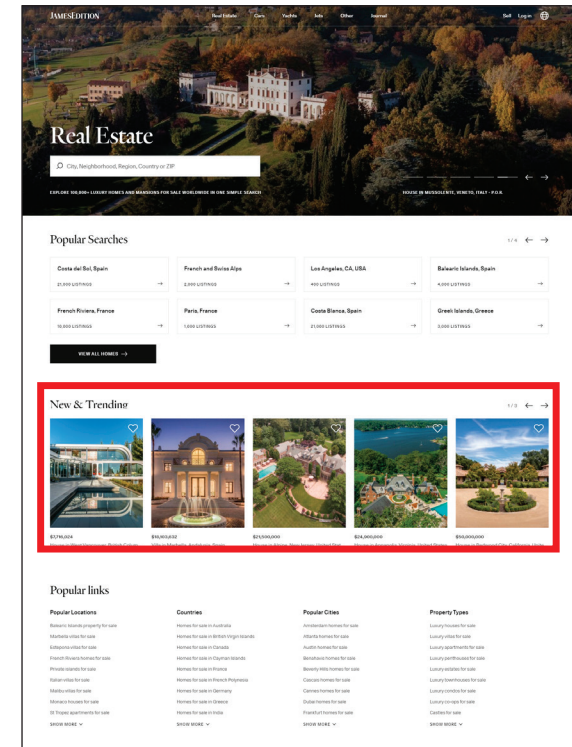
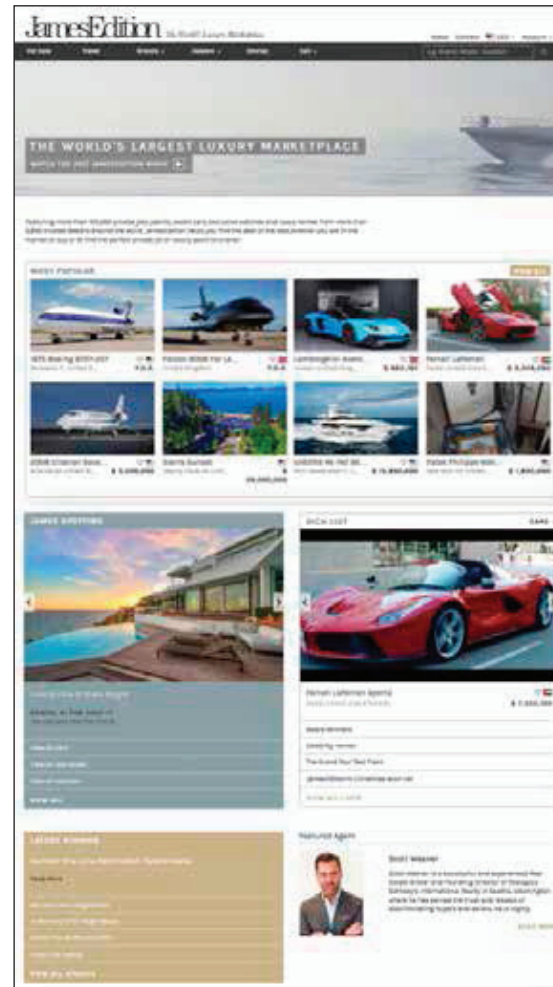
Upgrade your listings for increased visibility to capture the attention of the UHNW.

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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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

JetSet

12 MONTH GLOBAL DIGITAL CAMPAIGN

EMAIL

Jetset Magazine offers access to over 50,000 opted-in subscribers for email marketing purposes. Luxury advertisers can instantly reach the ultra-wealthy through a banner insertion in the Jetset Magazine weekly newsletter that provides timely news about our readers' passions.

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

12 month Web Feature

- 1 Million monthly page views
- 170K unique vistiors

PRICE \$2,500/YEAR

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



DIGITAL

Land Report

TheLandReport.com is the official Web site for The Land Report Magazine and serves as a daily guidebook for American landowners, featuring a database full of credible and relevant stories gathered daily from media outlets around the country. The daily headlines are a must-read for landowners who want to stay up-to-date on topics that matter most to them.

- Net Worth: **89.3M**
- Household Income: **\$9.2M**

Top In-Bound Markets:

- Texas
- California
- Florida
- Colorado
- New York
- Illinois
- Georgia
- North Carolina
- Pennsylvania
- South Carolina

SOCIAL MEDIA POSTS

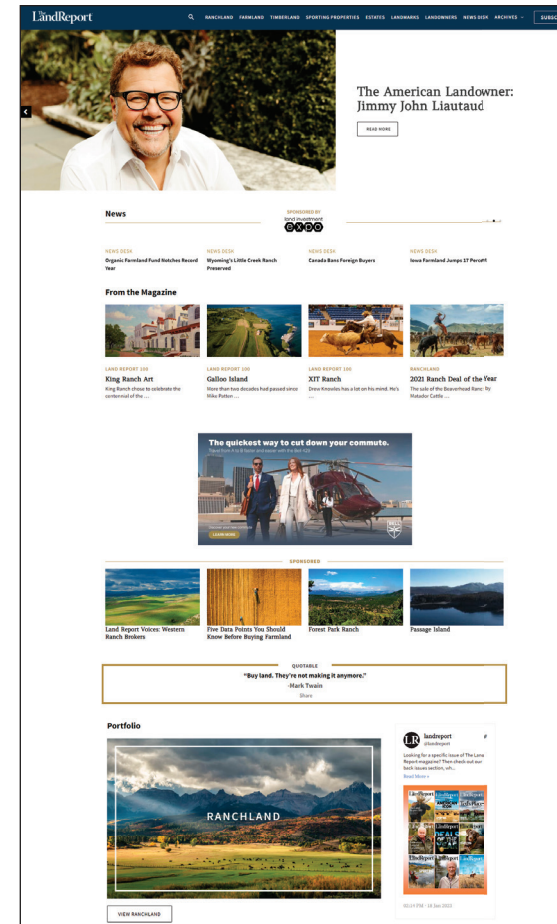
BANNERS: \$1,450/POST

E-NEWSLETTER

MONTHLY E-NEWSLETTER: \$1,950/SEND

EDITOR'S DESK E-NEWSLETTER SPONSORSHIP

PRICE: \$5,885/DEPLOYMENT



DIGITAL

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TheLandReport.com is the official Web site for The Land Report Magazine and serves as a daily guidebook for American landowners, featuring a database full of credible and relevant stories gathered daily from media outlets around the country. The daily headlines are a must-read for landowners who want to stay up-to-date on topics that matter most to them.

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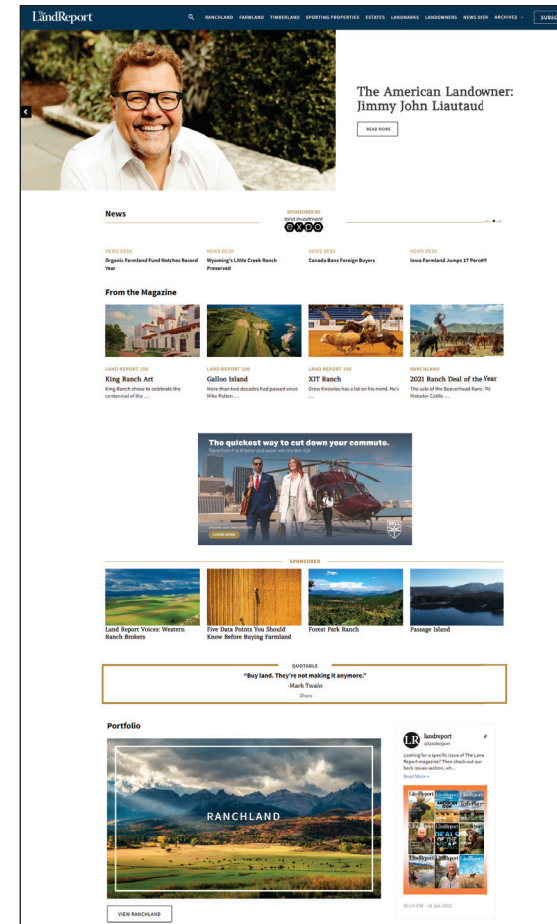
- Texas
- California
- Florida
- Colorado
- New York
- Illinois
- Georgia
- North Carolina
- Pennsylvania
- South Carolina

EDITOR'S DESK DISPLAY ADS

PRICE: \$3,550 - \$4,125/MONTH

EDITOR'S DESK ON THE MARKET DISPLAY ADS

PRICE: \$2,950



PUBLISHER'S PICKS PREMIER PLACEMENT

PRICE: \$5,885

PUBLISHER'S PICKS STANDARD PLACEMENT

PRICE: \$2,375

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

\$8,000 FOR 1 YEAR



Ocean Home

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

EXCLUSIVE EMAIL

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

PRICE: \$2,750 PER WEEK



SPONSORED CONTENT

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

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

PRICE: \$3,000

SOCIAL MEDIA POST

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

- 60,000+ Followers.

INSTAGRAM POST: \$800

FACEBOOK POST: \$675

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

OCEAN HOME MAGAZINE

EXCLUSIVE E-MAIL CAMPAIGN

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

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

Price: \$2,500 .per

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

SALES@OCEANHOMEMAG.COM

OCEAN HOME IS THE LEADING LUXURY COASTAL LIFESTYLE MAGAZINE.

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

RMS

RobbReport.com

REAL ESTATE ENEWSLETTER

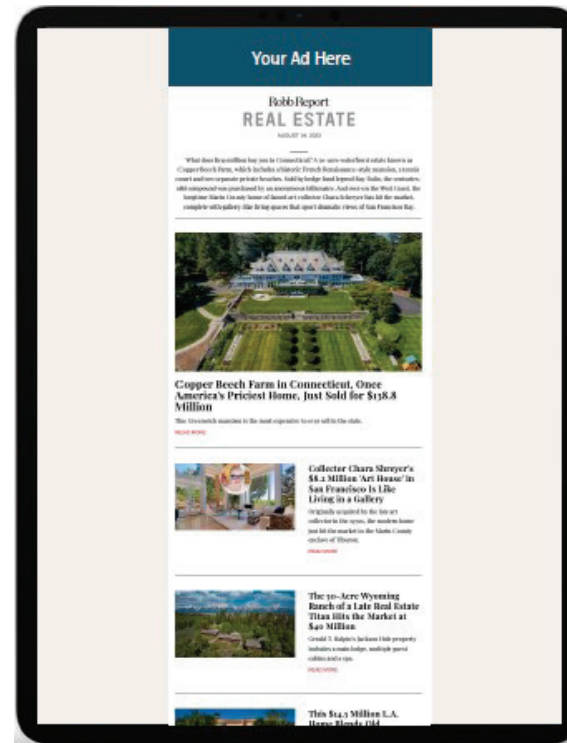
60,000+ REAL ESTATE ENTHUSIASTS

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: \$6,000/WEEK

3 Sends



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
PRICE: \$1,350 PER MONTH

REAL ESTATE ARTICLE PAGES
PRICE: \$3,000 PER MONT

RR|R

Robb Report

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STYLE

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TRAVEL

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REAL ESTATE

FEATURED LISTING

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

\$5,284,900

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REAL ESTATE NEWS

NEW CONSTRUCTION

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

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

By Mark David

CELEBRITY HOMES

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

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

By Wendy Bowman

ART & COLLECTIBLES

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

The auction house produced lower results than last year

RobbReport.com

LUXURY PROPERTY LISTING

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.

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- Average Household Net Worth: \$3.5M

UP TO 10 PROPERTIES: \$3,500/MONTH

RR1

Robb Report

SUBSCRIBE

CARS YACHTS AVIATION WATCHES STYLE HOME FOOD & DRINK TRAVEL GIFT GUIDE VIDEOS

40737 properties available.


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59 Lascelles Blvd, Toronto, ON M5P2C9, CAN
\$5,399,999
Bed: 4 Bath: 5 SQFT: N/A
Homes & Land




Sierra Madre Mountain Retreat, Encampment, Wyoming 82325
\$995,000
Bed: N/A Bath: N/A SQFT: N/A
Homes & Land




1241 N Rio Vista Blvd, Fort Lauderdale, Florida 33301
\$5,970,000
Bed: 5 Bath: 5 SQFT: N/A
Homes & Land




2965 Outlook Way, Naramata, BC V0H 1N0, CAN
\$2,199,000
Bed: 5 Bath: 5 SQFT: N/A
Homes & Land




1709 Pope Court, Wilmington, North Carolina 28405
\$1,100,000
Bed: 4 Bath: 4 SQFT: N/A
Homes & Land




419 S Front Street, Wilmington, North Carolina 28401
\$849,000
Bed: 3 Bath: 2 SQFT: N/A
Homes & Land




2236 Acacia Drive, Wilmington, North Carolina 28403
\$1,041,700
Bed: 4 Bath: 5 SQFT: N/A
Homes & Land




10430 E ACOMA Drive, Scottsdale, Arizona 85255
\$949,000
Bed: 4 Bath: 3 SQFT: 2797
Homes & Land




6097 N Paradise View Drive, Paradise Valley, Arizona 85253
\$3,295,000
Bed: 4 Bath: 4 SQFT: 4605
Homes & Land



33799 N 84TH Street, Scottsdale, Arizona 85266
\$3,375,000
Bed: 4 Bath: 4 SQFT: 4985
Homes & Land



1000 Curisha Point S, St Helena Island, South Carolina 29920
\$980,000
Bed: 3 Bath: 3 SQFT: 2524
Homes & Land



20012 Tavernier DR, Estero, Florida 33928
\$895,000
Bed: 3 Bath: 3 SQFT: 2488
Homes & Land

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)

WEEKLY NEWSLETTER

- Out on Fridays
- **100%** SOV
- **50,000** Opt in subscribers

PRICE: \$3,500

Trouble viewing this email? [View in web browser.](#)

THE WALL STREET JOURNAL



REAL ESTATE

Coronavirus is baring its teeth to the spring real-estate market. [Mansion's Katherine Clarke reports](#) that new home listings dropped a staggering 27% in late March and early April. For perspective, new listings increased by an average of about 50% between March 1 and April 5 in both 2018 and 2019.

It's a harsh reality for homesellers who had their hopes up, and agents who were looking forward to what's normally a busy season for the industry. "People are definitely holding back until people can physically come and see the space," Douglas Elliman's Frances Katzen told our reporter. "They want to see a return to normalcy again before they list."

The pandemic is also threatening to rock a shaky condo market in New York. Oversupply and retreating foreign buyers already loomed large over condo developers. Now, halting construction has thrown project timelines into disarray, forcing developers to renegotiate maturing loans and source cash to recapitalize their buildings and buy more time. [Read more here.](#)

Do air purifiers and filters kill viruses?

In Houston, a [high-stakes divorce battle](#) between Ed Bosarge and his wife, Marie Bosarge, provides a rare glimpse into the secretive and complex mechanisms ultrahigh-net-worth individuals use to buy real estate and move their money around the globe. Mrs. Bosarge is accusing her billionaire husband of using a complex web of trusts and limited liability companies to prevent her from accessing cash and the 13 homes they acquired together.

Finally, we look at how [security personnel have come to feel like part of the family](#) in gated communities. "It's more hospitality-driven than policing," one homeowner told us.

And remember: Keep sending your real estate-related questions by replying to this email. ☺

Happy reading!

-Kerry Barger, digital editor of Mansion

Coronavirus Batters Spring Home-Selling Season, as New Listings Drop 27%



JIM RAVITSCH

[By comparison](#), new listings rose by an average of about 50% between March 1 and April 5 in 2018 and 2019.

Coronavirus Forces New York Condo Developers Into a Race Against Time



MICHAEL NAGLE/LOOMBERG NEWS

As construction across the city screeches to a halt, developers reckon with [how to keep their projects funded](#) while the pandemic rages on.

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

PRICE: \$3,680



AloneTogether

**Staying home
saves lives.**

For more info visit
coronavirus.gov

Powered by  LiveIntent

 Autonomous

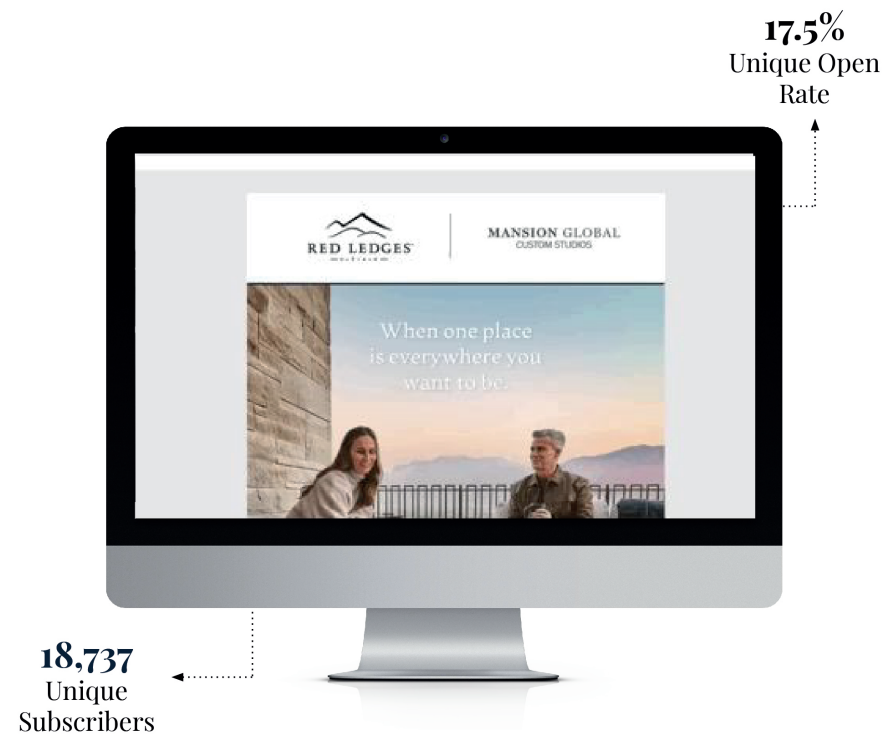
The Wall Street Journal Online (WSJ.com)

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: \$6,000 EXCLUSIVE EMAIL



Boat International e-Newsletter

For more than 30 years, Boat International has been the world's most authoritative, trusted and comprehensive magazine for the superyacht community, inspiring the lifestyles of the international wealthy elite. The magazines and books are timeless and collectable.

The readers constitute some of the wealthiest and inaccessible individuals in the world. Overall the average net worth of our audience (across events and print) is \$35.9 million, with a combined wealth of \$1.662 trillion. The subscribers (Boat International and Boat International US Edition) account for more than 10 per cent of the total global billionaire population. The network of the audience extends to more than 6,000 UHNWIs, with a combined wealth of \$3.74 trillion.

- Circulation US: **25,600**
- Average Net Worth: **\$35.9 million**

PRICE: \$750



BOAT

No Images? Click here

BOAT BRIEFING

DISCOVER THE POWER OF FLEET XPRESS FOR SUPERYACHTS

LATEST BROKERAGE NEWS

Benetti Harmony III listed for sale with Fraser

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Benetti Rutli E now for sale with Northrop & Johnson and Denison

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C2M price drop on Codecasa Regina d'Italia II with Edmiston & Company

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\$1M price cut on 50 metre Trinity La Dea II with IYC

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Lürssen's 130 metre+ Project Lightning pictured on sea trials

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Turquoise Yachts reveals 62 metre superyacht concept Project Nautilus

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DISCOVER THE POWER OF FLEET XPRESS FOR SUPERYACHTS

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INTERNATIONAL REALTY

The Wall Street Journal

The Wall Street Journal represents credibility and influence and continues to be the leading environment for luxury real estate clients to connect with the world's most affluent home-buying audience. With new and exciting content alignment opportunities in "Mansion" WSJ's luxury real estate section, we are able to further strengthen our brand, expand visibility and deliver our message with more resounding results than ever before.

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

QUARTER PAGE: \$4,675

QUARTER PAGE: \$3,535

4x7 Buy 6 get 3 free

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**



\$26 Million
Brazilian soccer star Neymar has bought land in Miami. **M3**

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

HOUSES | MARKETS | PEOPLE | REDOS | SALES

THE WALL STREET JOURNAL

Friday, November 1, 2024 | **M2**

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 Katherine Cusack and E.R. Sussman

Randy and Robin Landman had been trying to sell their Manhattan penthouse for over a year when they turned to the auction market this summer. First listed for \$12.2 million, their price in the single offer Tribeca penthouse came with more than 2,000 square feet of terrace, a floating staircase and a private elevator. At auction, the roughly 3,300-square-foot property sold for \$5 million, less than half of what they had originally asked and little more than they paid for it two decades ago. "It was absolutely a weird outcome," Randy said of deciding to auction the home.

More closely associated with 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 services since 2020. And a downturn in luxury home sales, auction companies are pitching homeowners on their ability to market unique properties in a range of deep-pocketed buyers beyond local markets and to sell them within a precise time frame.

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

Please turn to page M5



Randy and Robin Landman don't let a steep price, when they auctioned their Tribeca penthouse with Concierge.



TRIBECA PENTHOUSE
New York City

FIRST LISTED FOR: **\$12.2 MILLION**

HIGHEST BID AT AUCTION: **\$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, lamp-post Buddha lights on an oil lamp in front of a wooden structure housing idols in her kitchen. The newly renovated area is dedicated to prayer and is backed by gold and silver tiles matching the gilded trim and the white quartz countertop, the 41-year-old said.

Practitioners of Hinduism, particularly in India, have long used pooja rooms or areas in their homes, the word pooja, Sanskrit for prayer, refers to the Sanskrit word for worship. A pooja room usually has an altar, murti or to his supporting deity and pictures of Hindu gods. They are used for solitary or communal prayer, worship and meditation, and are often decorated for special ceremonies during festivals such as Diwali, said Pallavi Chaudhary, a consultant in Texas. Diwali, 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 or accommodating demand for pooja rooms.

Diwali, the festival of lights, is a time when many Indian Americans decorate their homes with gold and silver. In the Hindu film comedy "Never Say I Love You," about a first-generation Indian American teenager who supports his father's dream of a Hindu temple in front of the Volkswagen family's pooja area was a common sight with his ship and meditation, and are often



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



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



Grid of property listings with images and brief descriptions.

PRINT

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

VOL. CLXXVIII No. 58,137 44th St. New York, N.Y. 10018-1101 NEW YORK, MONDAY, NOVEMBER 5, 2018 \$3.00

Web's Far Right Can Hear Itself As Trump Talks Chorus of 'Spread of Once-Fringe Views'

By KEVIN MARSH
and DAVID WEINSTEIN

On Wednesday, as President Trump's second inaugural ceremony got underway, a chorus of voices on the Web's far right was heard. They were not just shouting "Trump 2020" or "MAGA" (Make America Great Again), but also "Spread the word" and "Once-fringe views." The voices were heard in a virtual space, but they were also heard in the real world, as the President's second inaugural ceremony got underway.

Web's Far Right Can Hear Itself As Trump Talks Chorus of 'Spread of Once-Fringe Views'

By KEVIN MARSH
and DAVID WEINSTEIN

On Wednesday, as President Trump's second inaugural ceremony got underway, a chorus of voices on the Web's far right was heard. They were not just shouting "Trump 2020" or "MAGA" (Make America Great Again), but also "Spread the word" and "Once-fringe views." The voices were heard in a virtual space, but they were also heard in the real world, as the President's second inaugural ceremony got underway.

Web's Far Right Can Hear Itself As Trump Talks Chorus of 'Spread of Once-Fringe Views'

By KEVIN MARSH
and DAVID WEINSTEIN

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It's Not Heaven, It's Brooklyn

By ANDREW HOGAN

The 2019 census for the five boroughs of New York City shows that the city is no longer just a city of immigrants, but a city of immigrants' children. The census shows that the city is no longer just a city of immigrants, but a city of immigrants' children.

Spending Millions in a Bid to Avoid Sanctions

By ANDREW HOGAN

The Trump administration is spending millions of dollars to avoid sanctions from the United Nations. The administration is spending millions of dollars to avoid sanctions from the United Nations.

Partisan Roots Of New Query On the Census

By MICHAEL WINTER

The Trump administration is asking for a new query on the census. The administration is asking for a new query on the census.

Called to Serve, Utah Mayor Always Answered

By ALAN TINKER

A Utah mayor has been called to serve. The mayor has been called to serve.

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

By RICHARD HENNETT

A Republican has accused a Georgia rival of being a hack. The Republican has accused a Georgia rival of being a hack.



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

QUADRUPLE PROPERTY SPOT: \$2,600
DOUBLE PROPERTY SPOT: \$1,300
PROPERTY SPOT: \$650
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- Distribution: **NYC Metro Area**

FULL PAGE, COLOR: \$750
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1 of 1

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exceptional

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


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5/6C

5 BED | 4.5 BATH | New York, New York

\$8,450,000
925ParkAve5-6C.com

This rarely available 5 bedroom, 4.5 bath duplex defines perfection offering all the benefits and grandeur of townhouse living along with the convenience and services of a distinguished, luxury Park Avenue cooperative. Featuring 9'10 to 10 foot ceilings, stunning hardwood floors and through the wall air conditioning are additional features throughout this extraordinary home. Simply stated, this incredible home, designed by renowned interior decorator, Anna Hampton, has it all.

Triple Mint Designer
Duplex on Park Avenue






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Senior Global Real Estate Advisor
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1130 Park Avenue, PH-A

New York, New York | \$10,500,000 | 1130ParkAvenuePH-A.com

This masterfully renovated 3 bedroom, 3.5 bath penthouse residence showcases views of Park Avenue, the East River, Central Park, and the Manhattan skyline.

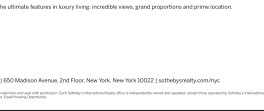
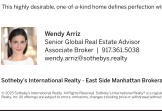





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7.3 Bathrooms
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Billionaire Magazine

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



Boat International

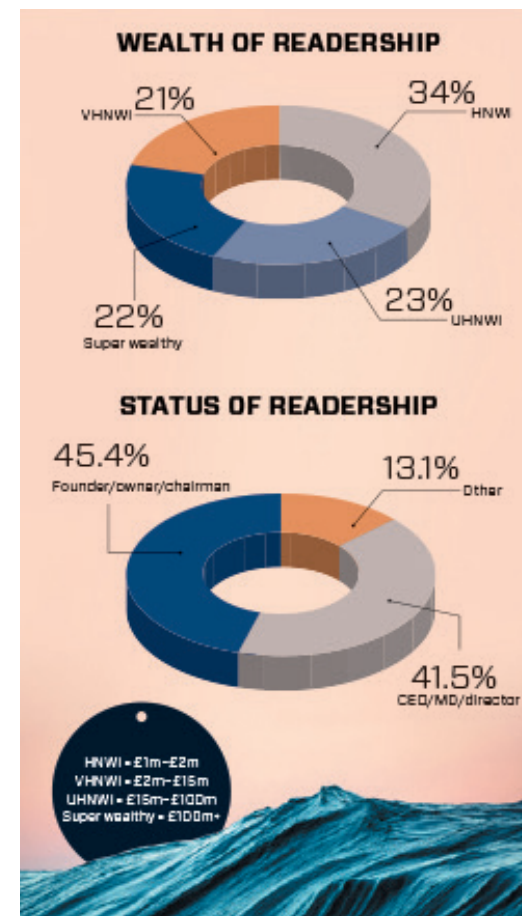
For more than 30 years, Boat International has been the world's most authoritative, trusted and comprehensive magazine for the superyacht community, inspiring the lifestyles of the international wealthy elite. The magazines and books are timeless and collectable.

The readers constitute some of the wealthiest and inaccessible individuals in the world. Overall the average net worth of our audience (across events and print) is \$35.9 million, with a combined wealth of \$1.662 trillion. The subscribers (Boat International and Boat International US Edition) account for more than 10 per cent of the total global billionaire population. The network of the audience extends to more than 6,000 UHNWIs, with a combined wealth of \$3.74 trillion.

- Circulation US: **25,600**
- Average Net Worth: **\$35.9 million**

FULL PAGE: \$4,650

FULL PAGE + E-NEWSLETTER: \$5,100



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

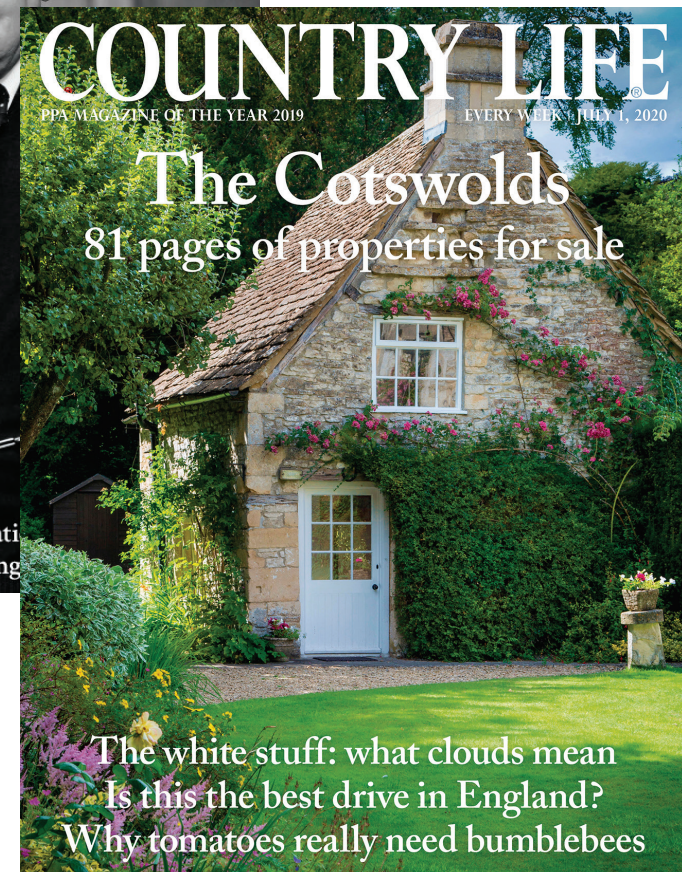
FULL PAGE: \$3,300

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International Properties Edition



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PREMIUM PUBLISHING

OVERVIEW

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

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

EDITORIAL FULL PAGE: \$3,000



Financial Times

The Financial Times showcases the finest residential properties on the market and provides sage advice to a discerning audience of high-end private owners, as well as investors, every Saturday in its stand-alone “House & Home” section. Targeting upscale readers who are passionate about home and living, this full-color supplement is the world’s only weekly property and lifestyle section, which is internationally focused and globally-distributed every weekend.

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

QUADRUPLE PROPERTY SPOT, COLOR: \$3,000
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Sotheby's INTERNATIONAL REALTY

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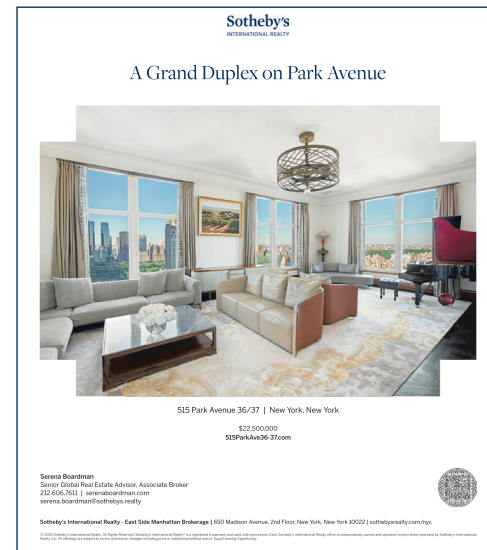
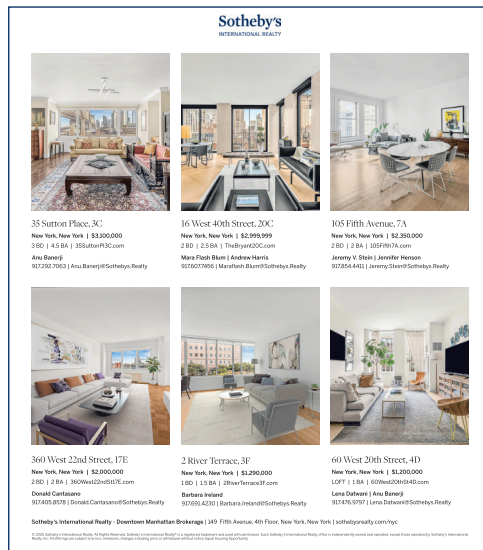
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The Land Report magazine provides nationwide news, information and insight into 40,000 of America's most affluent current and potential home buyers & landowners. The Land Report profiles passionate landowners, high net-worth home & estate owners, identifies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

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

FULL PAGE: \$4,900



PRINT

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.

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65,000 private jet owners and guests

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

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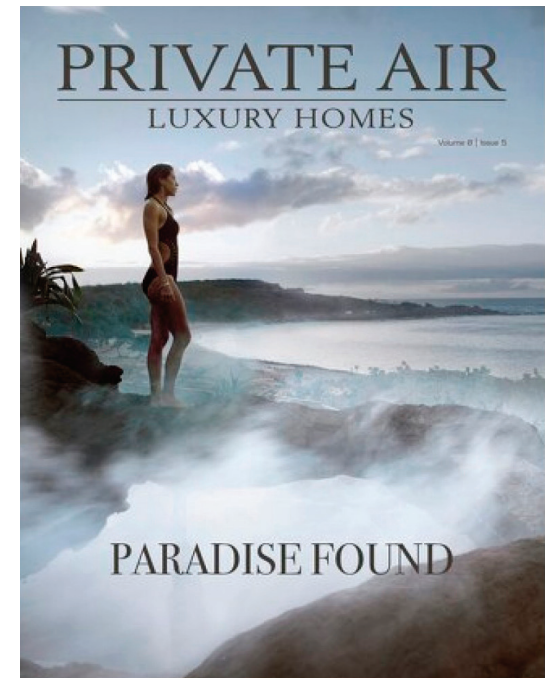
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- Circulation: **101,000+**
- Audience: **324,000**
- Average Age: **43**
- Male / Female Ratio: **77/23**
- Average HHI: **\$548,000**
- Average HNW: **\$3.5M**

FULL PAGE: \$8,500

LUXURY PROPERTY SHOWCASE:
\$9,000/FULL PAGE



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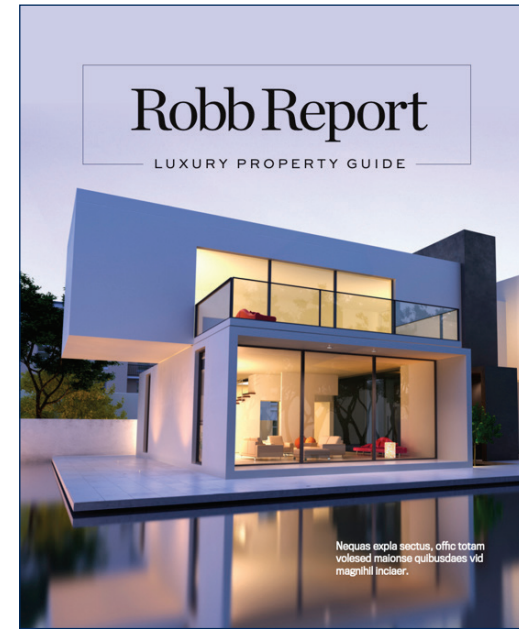
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- **\$555K** average HHI
- **\$1,8MM** highest total real estate value

Global





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Premier | Sotheby's

INTERNATIONAL REALTY

Lido Shores

1067 Westway Drive, Sarasota, Florida

\$24,700,000
[sothebysrealty.com/id/8253M6V](#)



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

6 Bedrooms

7.2 Baths

8,929 square feet






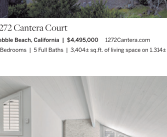

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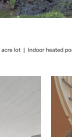
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San Francisco & Silicon Valley Takeover


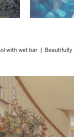
FULL PAGE OCTOBER: \$725
INSIDE FRONT COVER: \$1,125
INSIDE BACK COVER: \$1,125
BACK COVER: \$1,475


1272 Camerra Court
Petaluma Beach, California | \$5,495,000 | 12702Carerra.com
 4 Bedrooms | 2.5+1/2 Bath | 3,694 sq ft of living space on a 3.34+ acre lot | Indoor heated pool with hot tub | Beautifully landscaped grounds

4077 Los Altos Drive
Petaluma Beach, California | \$2,695,000
 3 Bedrooms | 2.5+1/2 Bath | 4077LosAltosDrive.com

64 Spanish Bay Circle
Petaluma Beach, California | \$4,495,000
 4 Bedrooms | 4 Full, 1 Half Bath | 64SpanishBay.com



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Carmel Real Estate Brokerage | 3735 Via Nueva Marie Ste 300, Carmel, CA | CanningHyperHomes.com

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Sotheby's
INTERNATIONAL REALTY

The Residences at Stanly Ranch

Auberge Resorts Collection

Private Residences: Starting at \$2,99M
StanlyRanchNapa.com

The Residences at Stanly Ranch Auberge Resorts Collection are Napa Valley's premier destination for a luxury lifestyle. Each Stanly Ranch residence presents a one-of-a-kind retreat with Auberge's unparalleled service. Residents may enjoy access to luxury resort amenities, including, but not limited to, spa and fitness center, swimming pools, and Auberge Resorts Collection's world-class, bespoke hospitality.

Set within an hour to San Francisco, the gateway to Napa Valley, enjoy the quintessential Wine Country lifestyle located on proximity to the landscape, world-class wineries and restaurants, and community-driven amenities.

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

Matt Ellington
DRE # 00080772
707.228.8000
owner@stanlyranchnapa.com

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

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Schedule, Pricing & Reach



Curacao | 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	Advertorial - 2 page			\$ 10,500.00			\$ 10,500.00	20,000
Sotheby's Magazine	Full Page			\$ 5,260.00		\$ 5,260.00	\$ 10,520.00	40,000
Sotheby's Auction House: Digital								
Sotheby's Bespoke Emails		\$ 2,500.00					\$ 2,500.00	550,000
Sotheby's Selects E-Newsletter	Sotheby's Selects E-Newsletter			\$ 2,585.00			\$ 2,585.00	770,000
Digital								
Million Impressions*								
Million Impressions	Digital Banner Program	\$ 1,195.00	\$ 1,195.00	\$ 1,195.00			\$ 3,585.00	750,000
Million Impressions	Targeting - Select Locations							
Google Adwords								
Google Adwords	Digital PPC program	\$ 1,600.00	\$ 850.00	\$ 850.00			\$ 3,300.00	
LinkedIn								
LinkedIn	Digital Banner Campaign	\$ 3,000.00	\$ 3,000.00	\$ 3,000.00			\$ 9,000.00	300,000
Comprehensive Digital								
Social Mirror Ads	Mirroring Social Post	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00			\$ 4,500.00	300,000
Geofencing - Event and Location								
Geofencing - Event and Location	Target specific events and locations	\$ 1,500.00			\$ 1,500.00		\$ 3,000.00	120,000
Billionaire								
Billionaire	Custom Content + E-Newsletter		\$ 4,500.00				\$ 4,500.00	50,000
Cottages & Garden								
Daily Deeds	E-Newsletter sent 4X per week	\$ 3,000.00					\$ 3,000.00	60,000
C&G Stories	Content development			\$ 5,295.00			\$ 5,295.00	11,510,000
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	
Newsletter	Daily Newsletter		Bonus				\$ -	77,000
Newsletter	Luxury		Bonus				\$ -	2,500

SCHEDULE AND PRICING

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
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
Featured Article and E-Newsletter promotion	Newsletter First Feature & Journal Article		\$ 8,100.00			\$ 8,100.00		292,000
E-Newsletter Featured Listing	E-Newsletter				\$ 1,500.00	\$ 1,500.00		192,000
Social Media	Listing Feature			\$ 1,800.00		\$ 1,800.00		148,000
JetSet Magazine								
JetSet Magazine	Annual Global Campaign			\$2,500		\$ 2,500.00		2,140,000
Land Report								
Social Media Posts	Banners	\$ 1,450.00			\$ 1,450.00	\$ 2,900.00		120,000
Editor's Desk On the Market Display Ads	featured wrap around content at the beginning of the e-newsletter			\$ 2,950.00		\$ 2,950.00		
Publisher's Picks Premier Placement	dedicated social media post and a spotlight article		\$ 5,885.00			\$ 5,885.00		
Luxury Estate								
Luxury Estate	Showcase Listing + Elite Listing Packages - 3 months		\$3,250			\$ 3,250.00		
Ocean Home								
Custom E-Mail	Custom E-Mail	\$ 2,750.00				\$ 2,750.00		22,000
Sponsored Content	Sponsored Content		\$ 3,000.00			\$ 3,000.00		38,199
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	\$ 6,000.00				\$ 6,000.00		60,000
WSJ.com								
Mansion Global Homepage Hero	Shared Banner	\$ 650.00	\$ 650.00	\$ 650.00	\$ 650.00	\$ 2,600.00		656,000
WSJ.com E-Newsletter	Weekly E-Newsletter (Wed or Fri)		\$ 3,500.00			\$ 3,500.00		17,000
Mansion Global Custom E-mail				\$ 6,000.00		\$ 6,000.00		17,000
Yachting E-Newsletter								
Boat International	Boat International	\$ 750.00	\$ 750.00	\$ 750.00		\$ 2,250.00		76,800

SCHEDULE AND PRICING

Proposed Schedule, Pricing & Reach 2025

PLAN 1 - CONTINUED

Print					
Billionaire Magazine					
Billionaire Magazine	Full Page	\$ 8,125.00		\$ 8,125.00	14,791
Boat International					
US National issue	Full Page + E-Newsletter		\$ 5,100.00	\$ 5,100.00	25,600
International issue	Full Page + E-Newsletter	\$ 5,100.00		\$ 5,100.00	12,925
Country Life					
Country Life	Full Page	\$ 3,300.00		\$ 3,300.00	40,000
Dupont Registry					
Dupont Registry	Editorial Full Page		\$ 3,000.00	\$ 3,000.00	
Financial Times					
Financial Times	Quadruple Property Spot	\$ 3,000.00	\$ 3,000.00	\$ 6,000.00	420,914
Financial Times	Double Property Spot	\$ 1,500.00		\$ 1,500.00	
Land Report					
Land Report	Full Page	\$ 4,900.00		\$ 4,900.00	40,000
Le Figaro					
Full Page Advertorial	Full Page Advertorial		\$ 3,000.00	\$ 3,000.00	50,000
The New York Times					
The New York Times	Double Property Spot - Weekday/Saturday	\$ 1,520.00		\$ 1,520.00	423,111
The New York Times	Quadruple Property Spot - Weekday/Saturday	\$ 3,040.00	\$ 3,040.00	\$ 6,080.00	846,222
The New York Times Takeover	Full Page w/ Digital promotion	\$ 750.00		\$ 750.00	165,000
The New York Times Takeover	Inside Back Cover		\$ 1,150.00	\$ 1,150.00	165,000
The New York Times Takeover	Back Cover		\$ 1,500.00	\$ 1,500.00	168,000
The New York Times International Edition					
The New York Times International Edition	Quadruple Property Spot	\$ 2,600.00	\$ 2,600.00	\$ 5,200.00	208,602
The New York Times International Edition	Double Property Spot	\$ 1,300.00		\$ 1,300.00	104,301
The New York Times International Edition	Property Spot			\$ -	0
Private Air Luxury Homes					
Private Air Luxury Homes	Full Page (includes social media & E-Newsletter)	\$ 1,925.00	\$ 1,925.00	\$ 3,850.00	130,000
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
San Francisco & Silicon Valley					
San Francisco & Silicon Valley	Takeover - Back Cover	\$ 1,475.00		\$ 1,475.00	36,500
The Wall Street Journal					
The Wall Street Journal - National	Double Property Spot w/ Digital Featured Property Upgrade	\$ 1,590.00	\$ 1,590.00	\$ 3,180.00	1,288,848
The Wall Street Journal - National	Quadruple Property Spot w/ Digital Featured Property Upgrade		\$ 3,180.00	\$ 6,360.00	1,288,848
The Wall Street Journal					
Mansion Global Experience Luxury	Weekend Property insert	\$ 1,985.00		\$ 1,985.00	100,000
TOTAL				\$ 224,740.00	25,720,161

TOTAL

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

Proposed Schedule, Pricing & Reach 2025

PLAN 2

Plan 2									
Media	Ad Description	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 Magazine	Half Page					\$ 2,630.00	\$ 2,630.00	20,000	
Sotheby's Auction House: Digital									
Sotheby's Bespoke Emails		\$ 2,500.00					\$ 2,500.00	550,000	
Sotheby's Selects E-Newsletter	Sotheby's Selects E-Newsletter			\$ 2,585.00			\$ 2,585.00	770,000	
Digital									
Million Impressions*									
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	\$ 1,600.00	\$ 850.00	\$ 850.00			\$ 3,300.00		
LinkedIn									
LinkedIn	Digital Banner Campaign	\$ 3,000.00	\$ 3,000.00	\$ 3,000.00			\$ 9,000.00	300,000	
Comprehensive Digital									
Social Mirror Ads	Mirroring Social Post	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00			\$ 4,500.00	300,000	
Billionaire									
Billionaire	Custom Content + E-Newsletter		\$ 4,500.00				\$ 4,500.00	50,000	
Cottages & Garden									
Daily Deeds	E-Newsletter sent 4X per week	\$ 3,000.00					\$ 3,000.00	60,000	
C&G Stories	Content development			\$ 5,295.00			\$ 5,295.00	11,510,000	
Country Life									
Country Life	E-Newsletter Dedicated Send		\$ 2,250.00				\$ 2,250.00	25,000	

SCHEDULE AND PRICING

Proposed Schedule, Pricing & Reach 2025

PLAN 2 - CONTINUED

Dupont Registry									
Branded Content Post	Custom content article		\$ 1,295.00					\$ 1,295.00	
Newsletter	Daily Newsletter		Bonus					\$ -	77,000
Newsletter	Luxury		Bonus					\$ -	2,500
Elite Traveler									
Elite Online Real Estate Showcase	Online Real Estate Showcase					\$2,500		\$ 2,500.00	100,000
JamesEdition									
New & Trending Home Page Position	Featured Spot		\$ 1,700.00					\$ 1,700.00	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				\$ 1,800.00			\$ 1,800.00	148,000
JetSet Magazine									
JetSet Magazine	Annual Global Campaign					\$2,500		\$ 2,500.00	2,140,000
Land Report									
Social Media Posts	Banners		\$ 1,450.00					\$ 1,450.00	60,000
Publisher's Picks Premier Placement	dedicated social media post and a spotlight article			\$ 5,885.00				\$ 5,885.00	
Luxury Estate									
Luxury Estate	Showcase Listing + Elite Listing Packages - 3 months			\$3,250				\$ 3,250.00	
Ocean Home									
Custom E-Mail	Custom E-Mail		\$ 2,750.00					\$ 2,750.00	22,000
Facebook/Instagram Ad	Facebook/Instagram Ad			\$ 1,400.00				\$ 1,400.00	43,400
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		\$ 6,000.00					\$ 6,000.00	60,000
WSJ.com									
Mansion Global Homepage Hero	Mansion Global Homepage Hero							\$ -	0
Mansion Global Homepage Hero	Shared Banner		\$ 650.00	\$ 650.00	\$ 650.00	\$ 650.00		\$ 2,600.00	656,000
WSJ.com E-Newsletter	Weekly E-Newsletter (Wed or Fri)			\$ 3,500.00				\$ 3,500.00	0
Mansion Global e-Newsletter	Daily Monday-Friday				\$ 3,680.00			\$ 3,680.00	17,000
Yachting E-Newsletter									
Boat International	Boat International		\$ 750.00	\$ 750.00	\$ 750.00			\$ 2,250.00	76,800

SCHEDULE AND PRICING

Proposed Schedule, Pricing & Reach 2025

PLAN 2 - CONTINUED

Print

Boat International					
International issue	Full Page + E-Newsletter		\$ 5,100.00		\$ 5,100.00
Country Life					
Country Life	Full Page		\$ 3,300.00		\$ 3,300.00
Dupont Registry					
Dupont Registry	Editorial Full Page			\$ 3,000.00	\$ 3,000.00
Financial Times					
Financial Times	Quadruple Property Spot			\$ 3,000.00	\$ 3,000.00
Financial Times	Double Property Spot	\$ 1,500.00	\$ 1,500.00		\$ 3,000.00
Land Report					
Land Report	Full Page		\$ 4,900.00		\$ 4,900.00
Le Figaro					
Full Page Advertorial	Full Page Advertorial			\$ 3,000.00	\$ 3,000.00
The New York Times					
The New York Times	Double Property Spot - Weekday/Saturday	\$ 1,520.00	\$ 1,520.00		\$ 3,040.00
The New York Times	Quadruple Property Spot - Weekday/Saturday			\$ 3,040.00	\$ 3,040.00
The New York Times Takeover	Full Page w/ Digital promotion	\$ 750.00			\$ 750.00
The New York Times Takeover	Inside Back Cover			\$ 1,150.00	\$ 1,150.00
The New York Times Takeover	Back Cover			\$ 1,500.00	\$ 1,500.00
The New York Times International Edition					
The New York Times International Edition	Quadruple Property Spot			\$ 2,600.00	\$ 2,600.00
The New York Times International Edition	Double Property Spot	\$ 1,300.00	\$ 1,300.00		\$ 2,600.00
Private Air Luxury Homes					
Private Air Luxury Homes	Full Page (includes social media & E-Newsletter)	\$ 1,925.00		\$ 1,925.00	\$ 3,850.00
Robb Report					
Robb Report	Robb Report Luxury Property Guide			\$ 3,500.00	\$ 3,500.00
San Francisco & Silicon Valley					
San Francisco & Silicon Valley	Takeover - Full Page		\$ 725.00		\$ 725.00
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
The Wall Street Journal - National	Quadruple Property Spot w/ Digital Featured Property Upgrade			\$ 3,180.00	\$ 6,360.00
The Wall Street Journal					
Mansion Global Experience Luxury	Weekend Property insert		\$ 1,985.00		\$ 1,985.00

TOTAL \$ 157,160.00

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

SCHEDULE AND PRICING

Proposed
Schedule, Pricing
& Reach 2025

PLAN 3

Plan 3											
Media	Ad Description	August	September	October	November	December	Media Total	# Insertions	Reach		Reach
Sotheby's Auction House: Print											
Sotheby's Magazine	Half Page			\$ 2,630.00			\$ 2,630.00	1	20,000		20,000
Sotheby's Magazine	Quarter Page					\$ 1,315.00	\$ 1,315.00	1	20,000		20,000
Sotheby's Auction House: Digital											
Sotheby's Bespoke Emails		\$ 2,500.00					\$ 2,500.00	1	550,000		550,000
Sotheby's Selects E-Newsletter	Sotheby's Selects E-Newsletter			\$ 2,585.00			\$ 2,585.00	1	770,000		770,000
Digital											
Million Impressions*											
Impressions Blast - Two week Campaign	Digital Banner Program - 100K Impression	\$ 900.00		\$ 900.00			\$ 1,800.00	2	100000		200,000
Google Adwords											
Google Adwords	Digital PPC program	\$ 1,600.00	\$ 850.00	\$ 850.00			\$ 3,300.00	3			
LinkedIn											
LinkedIn	Digital Banner Campaign	\$ 3,000.00	\$ 3,000.00	\$ 3,000.00			\$ 9,000.00	3	100000		300,000
Comprehensive Digital											
Social Mirror Ads	Mirroring Social Post	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00			\$ 4,500.00	3	100000		300,000
Cottages & Garden											
Daily Deeds	E-Newsletter sent 4X per week	\$ 3,000.00					\$ 3,000.00	1	60,000		60,000
Country Life											
Country Life	E-Newsletter Dedicated Send		\$ 2,250.00				\$ 2,250.00	1	25,000		25,000
Dupont Registry											
Branded Content Post	Custom content article		\$ 1,295.00				\$ 1,295.00	1			
Newsletter	Daily Newsletter		Bonus				\$ -	1	77,000		77,000
Newsletter	Luxury		Bonus				\$ -	1	2,500		2,500

SCHEDULE AND PRICING

Proposed Schedule, Pricing & Reach 2025

PLAN 3 - CONTINUED

Elite Traveler									
Elite Online Real Estate Showcase	Online Real Estate Showcase				\$2,500		\$ 2,500.00	1	100,000
JamesEdition									
New & Trending Real Estate Position	Featured Spot	\$ 1,400.00					\$ 1,400.00	1	750,000
Featured Article and E-Newsletter promotion	Newsletter Trending & Journal Article		\$ 3,900.00				\$ 3,900.00	1	292,000
E-Newsletter Featured Listing	E-Newsletter			\$ 1,500.00			\$ 1,500.00	1	192,000
Social Media	Listing Feature		\$ 1,800.00				\$ 1,800.00	1	148,000
JetSet Magazine									
JetSet Magazine	Annual Global Campaign				\$2,500		\$ 2,500.00	1	2140000
Land Report									
Social Media Posts	Banners	\$ 1,450.00					\$ 1,450.00	1	60000
Publisher's Picks Standard Placement	includes a dedicated social media post		\$ 2,375.00				\$ 2,375.00	1	
Luxury Estate									
Luxury Estate	Showcase Listing + Elite Listing Packages - 1 month	\$ 1,100.00					\$ 1,100.00	1	
Ocean Home									
Custom E-Mail	Custom E-Mail	\$ 2,750.00					\$ 2,750.00	1	22,000
Instagram Post	Instagram Post		\$ 800.00				\$ 800.00	1	21,800
Robbreport.com									
Robbreport.com	Real Estate Newsletter - 3 Sends	\$ 6,000.00					\$ 6,000.00	1	60,000
WSJ.com									
Mansion Global Homepage Hero	Shared Banner	\$ 650.00	\$ 650.00	\$ 650.00	\$ 650.00		\$ 2,600.00	4	164,000
WSJ.com E-Newsletter	Weekly E-Newsletter (Wed or Fri)		\$ 3,500.00				\$ 3,500.00	1	0
Yachting E-Newsletter									
Boat International	Boat International	\$ 750.00	\$ 750.00	\$ 750.00			\$ 2,250.00	3	25,600

SCHEDULE AND PRICING

Proposed Schedule, Pricing & Reach 2025

PLAN 3 - CONTINUED

Print									
Country Life									
Country Life	Half Page		\$ 2,000.00		\$ 2,000.00		1	40,000	40,000
Dupont Registry									
Dupont Registry	Editorial Full Page			\$ 3,000.00	\$ 3,000.00		1	35,000	
Financial Times									
Financial Times	Double Property Spot		\$ 1,500.00	\$ 1,500.00	\$ 3,000.00		2	210,457	
Financial Times	Property Spot	\$ 750.00			\$ 750.00		1	210,457	210,457
Land Report									
Land Report	Full Page		\$ 4,900.00		\$ 4,900.00		1	40,000	40,000
Le Figaro									
Full Page	Full Page		\$ 2,500.00		\$ 2,500.00		1	50,000	50,000
The New York Times									
The New York Times	Property Spot - Weekday/Saturday	\$ 760.00			\$ 760.00		1	423,111	423,111
The New York Times	Double Property Spot - Weekday/Saturday		\$ 1,520.00	\$ 1,520.00	\$ 3,040.00		2	423,111	846,222
The New York Times Takeover	Full Page w/ Digital promotion	\$ 750.00		\$ 750.00	\$ 750.00	\$ 2,250.00	3	165,000	495,000
The New York Times International Edition									
The New York Times International Edition	Double Property Spot		\$ 1,300.00		\$ 1,300.00	\$ 2,600.00	2	104,301	208,602
The New York Times International Edition	Property Spot	\$ 650.00			\$ 650.00		1	104,301	104,301
Private Air Luxury Homes									
Private Air Luxury Homes	Full Page (includes social media & E-Newsletter)		\$ 1,925.00		\$ 1,925.00		1	65,000	65,000
Robb Report									
Robb Report	Robb Report Luxury Property Guide			\$ 3,500.00	\$ 3,500.00		1	107,000	107,000
San Francisco & Silicon Valley									
San Francisco & Silicon Valley	Takeover - Full Page		\$ 725.00		\$ 725.00		1	36,500	36,500
The Wall Street Journal									
The Wall Street Journal - National	Double Property Spot w/ Digital Featured Property Upgrade	\$ 1,590.00	\$ 1,590.00	\$ 1,590.00	\$ 1,590.00	\$ 6,360.00	4	644,424	2,577,696
The Wall Street Journal									
Mansion Global Experience Luxury	Weekend Property insert		\$ 1,985.00		\$ 1,985.00		1	100,000	100,000
TOTAL					\$ 110,545.00		0		12,146,989

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