



ADVERTISING  
BRANDING  
MARKETING

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

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SKYAD.COM

# 763 Greenwich Street Advertising and Marketing Program

**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 763 Greenwich Street

SKY Advertising is excited to present to Downtown Manhattan Brokerage Sotheby's International Realty® a curated, multi-media marketing selection of offerings to bring ultra-high net worth buyer awareness to 763 Greenwich Street.

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 New York, NY.

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

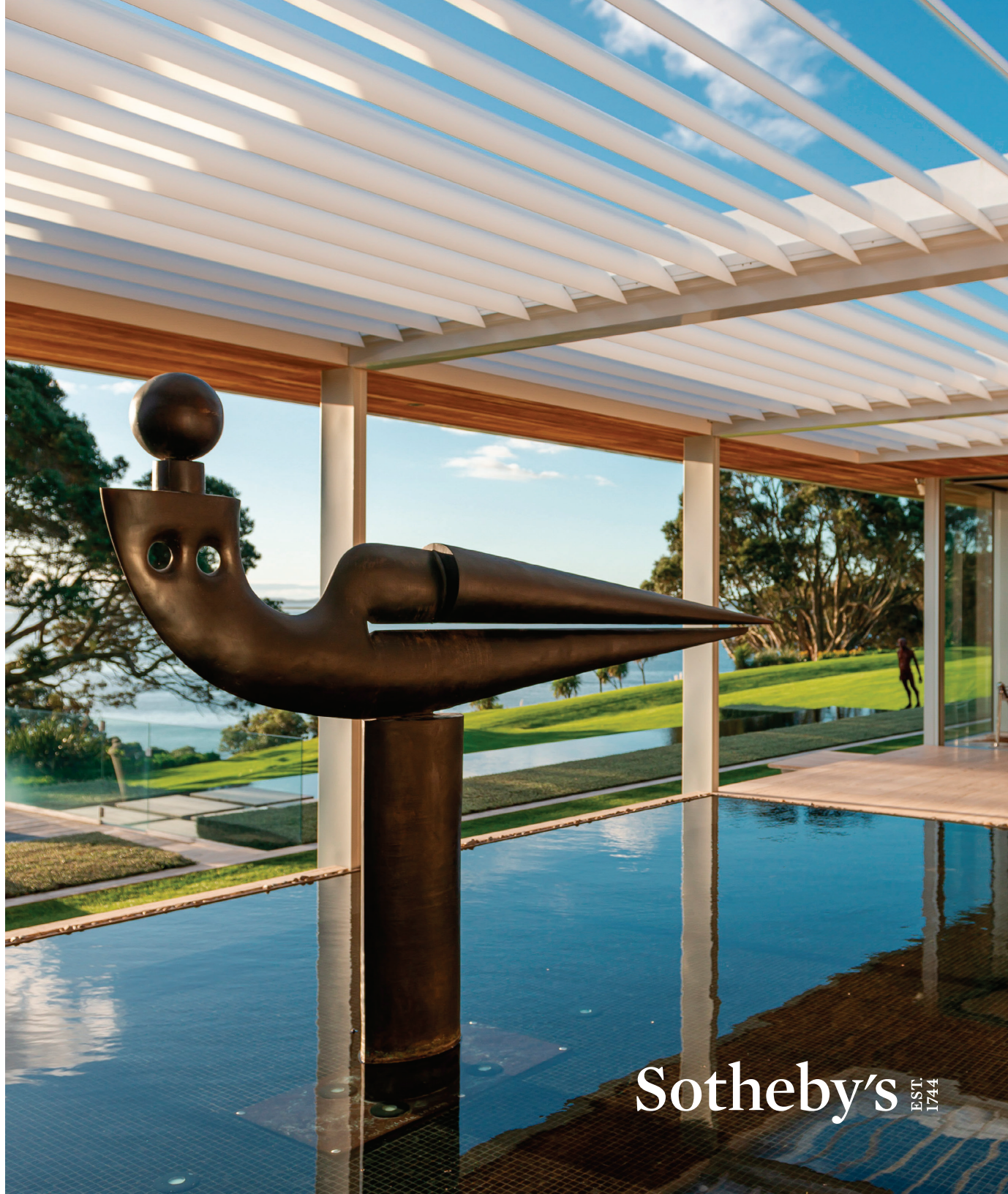
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[chloe@skyad.com](mailto:chloe@skyad.com)

Sotheby's  
Auction House  
Offerings



Sotheby's EST. 1744

# Sotheby's Auction Magazine

## SOTHEBY'S MAGAZINE

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

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

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



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

**Sotheby's**  
INTERNATIONAL REALTY

San Jose, Georgia, United States  
sothebyrealty.com/us/16180403  
Atlanta Five Homes  
Sotheby's International Realty  
Chase Mann  
chase.mann@sothebyrealty.com

Co-listed with  
Sotheby's International Realty  
Susan Schell and Ben Schell  
susan.schell@sothebyrealty.com  
ben.schell@sothebyrealty.com  
\$450,000,000 USD

**Residence on Sander Patel Marg**  
New Delhi, India  
sothebyrealty.com/us/16181421

This home for sale spans 4.1, 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 exclusive art-filled property.

**Price Upon Request**

**Duplex Apartment on Park Road**  
Mumbai, India  
sothebyrealty.com/us/16180285

This unique home encompasses an entire floor with panoramic area and city views. With a carpet area of around 550 sq. ft. (5,000 sq. ft.) and two spacious bedrooms, this duplex is a gemstone.

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

**Villa in Assagao**  
Goa, India  
sothebyrealty.com/us/16181817

5.5 acre plot with 11,000 sq. ft. (1,200 sq. ft.), this fully furnished house features a large pool, a private garden, and an exclusive beach access. Features five bedrooms and an outdoor pool.

**\$2,480,000 USD**

**Duplex Apartment on Sander Patel Marg**  
Mumbai, India  
sothebyrealty.com/us/16181817

With high-end finishes and modern amenities, this property has five bedrooms, a swimming pool, and an exclusive beach access. This duplex is located in a gated community with lush greenery.

**\$2,232,000 USD**

SOTHEBY'S BESPOKE  
EMAIL

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


PRICE: \$2,500/DEPLOYMENT



SOTHEBY'S SELECTS  
E-NEWSLETTERS

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


PRICE: \$2,585/DEPLOYMENT



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


Modern Zen-Like Oasis  
Bahamas

[SEE MORE](#)



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

[SEE MORE](#)

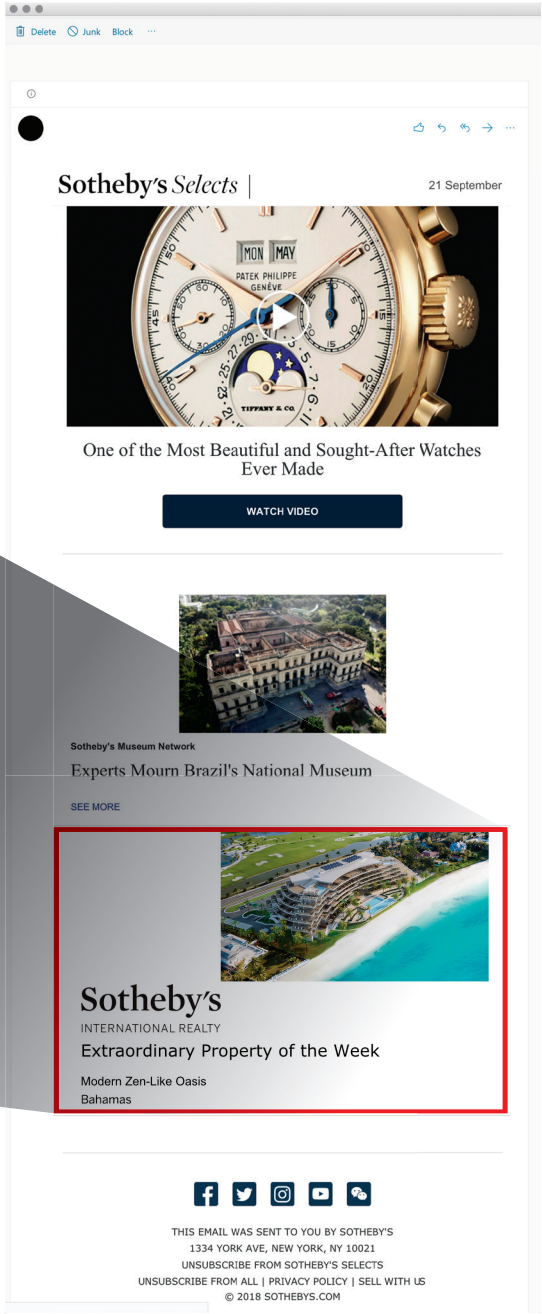


**Sotheby's**  
INTERNATIONAL REALTY  
Extraordinary Property of the Week

Modern Zen-Like Oasis  
Bahamas

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

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



**Sotheby's**  
INTERNATIONAL REALTY

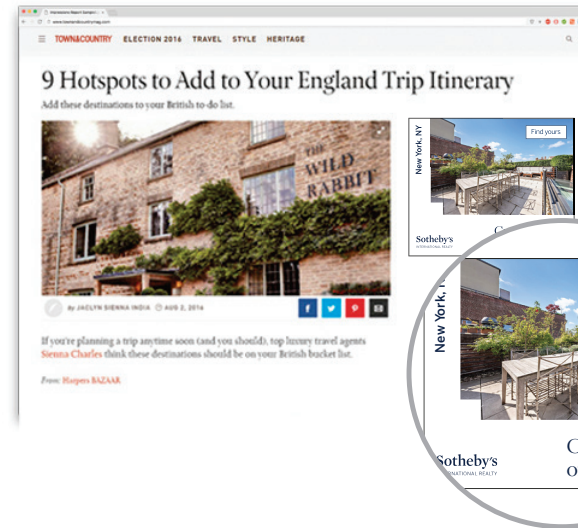
# Impressions Campaign

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

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

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

**Impress locally. Impress globally.**



## CAMPAIGN OVERVIEW AND BUDGET

- Campaign: **763 Greenwich Street**
- Flight Dates: **July 2025 - September 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**



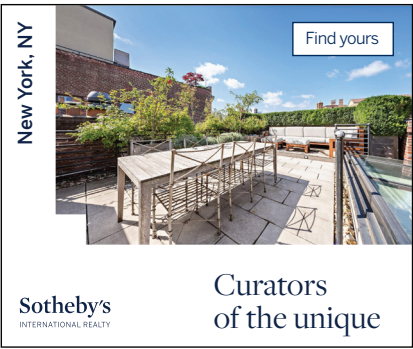
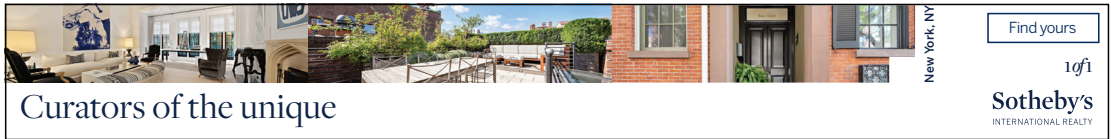
# Creative

## SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

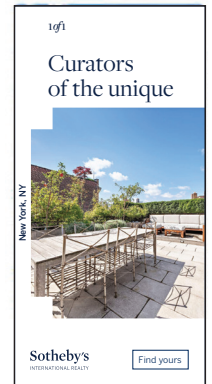
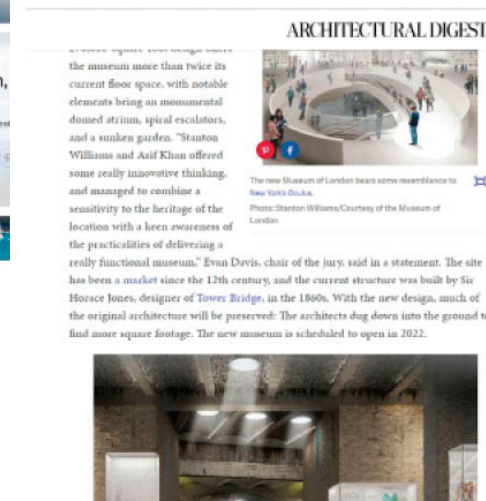
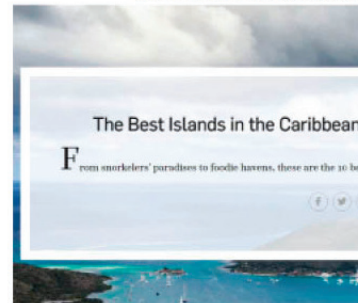
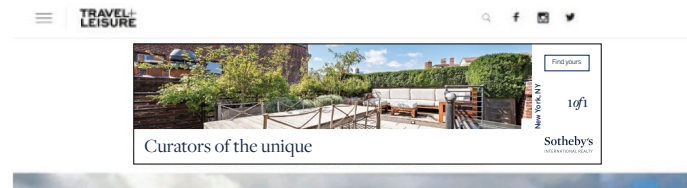
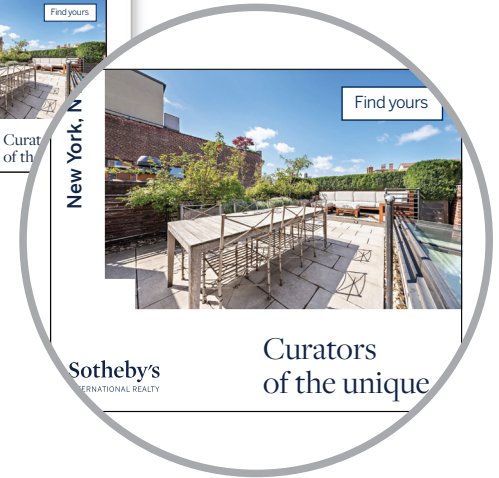
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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

BANNER PRODUCTION: \$350



# Sample Banners For Impressions Programs As They Appear On Sites

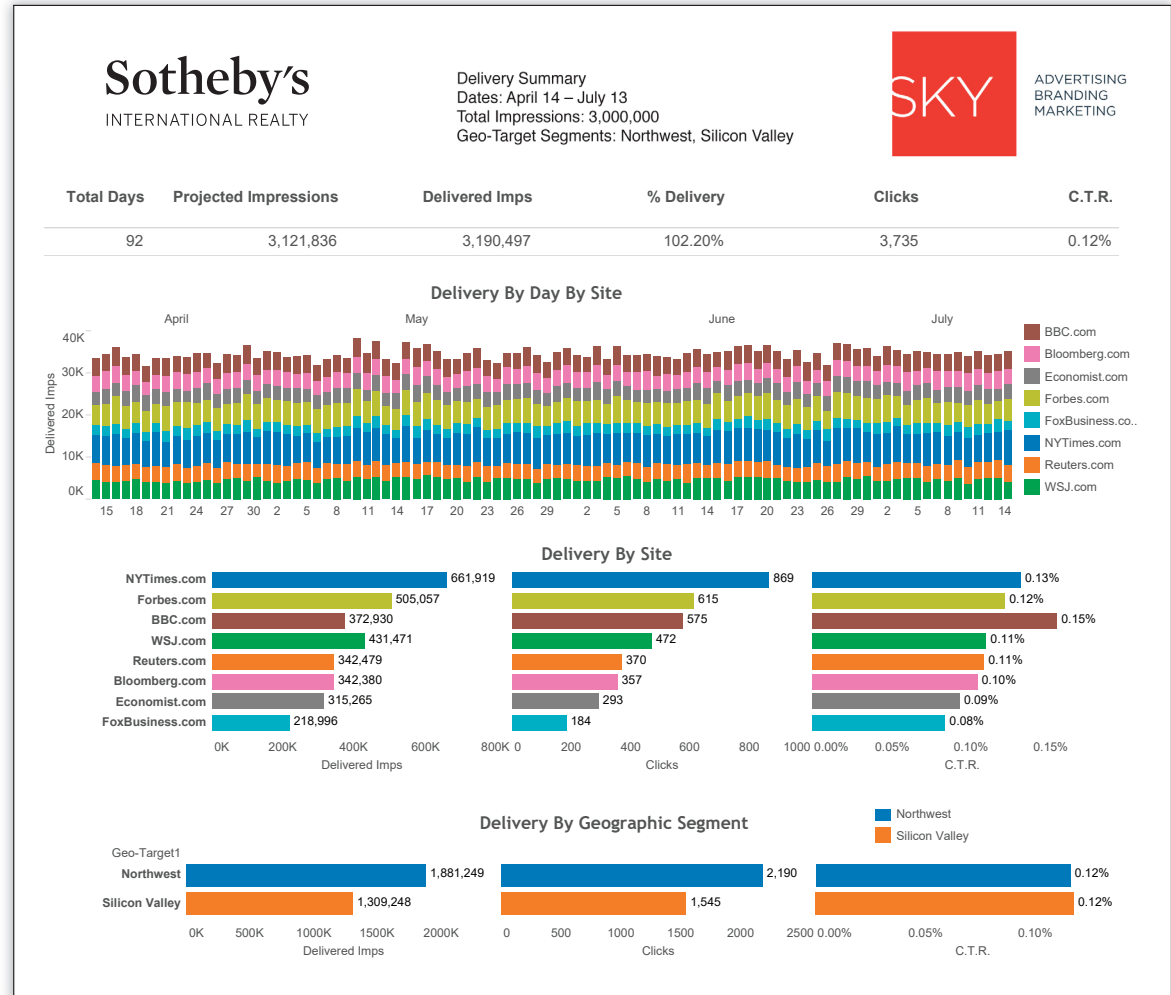


# Comprehensive Reporting For Your Customized Campaign

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.

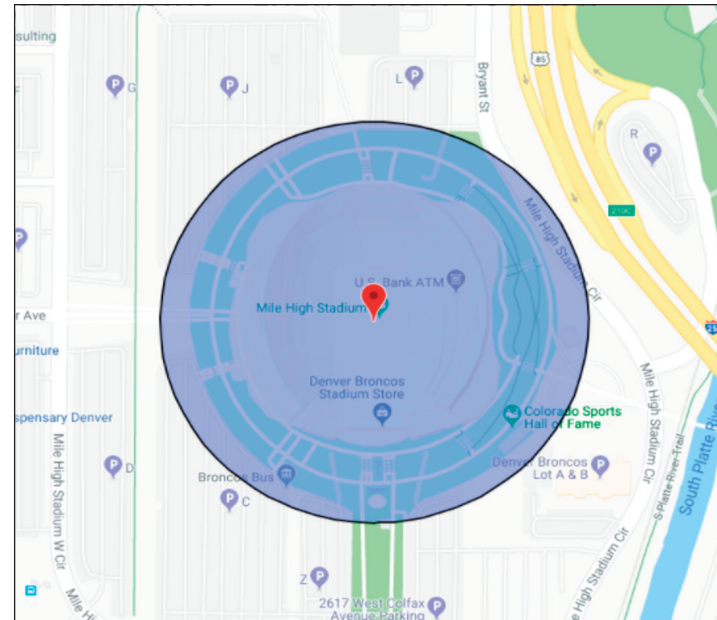
## IMPRESSIONS PROGRAM SAMPLE REPORT



# 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

## OVER-THE TOP (OTT) AND CONNECTED TV (CTV)

OTT and CTV works to reach audiences en masse, build brand awareness, and drive sales lift. The relative cost efficiencies realized through digital TV allows advertisers to sustain crucial, growth-driving efforts at a reasonable price point. Additionally, CTV is essential to filling the (large) gaps in a fragmented media landscape.

With **46%** of adults watching TV on a connected device each day, it's simply too vast of an audience to ignore.



## BENEFITS OF OTT AND CTV ADVERTISING

With OTT and CTV advertising, you can reach viewers beyond the reach of traditional Linear TV (i.e. cable, satellite, and antenna).

This new audience includes a growing number of cord-cutters or those who don't pay for standard cable or satellite services.

The rise of OTT and CTV viewership provides more meaningful ways for you to engage at the right time with the right target audience at the right moments—bringing together the targeting precision of digital with the high impact of TV viewership.

## CONNECTED TV AND OVER-THE-TOP (OTT) ADVERTISING BENEFITS

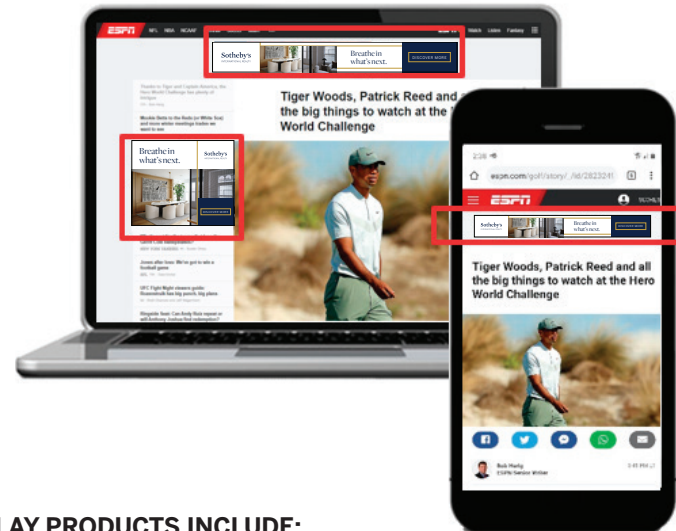
- User-controlled viewing experiences lets advertisers get in front of the right audiences at the right times.
- User-registration data allows for cross-screen targeting.
- IP-based delivery permits the application of 1st and 3rd party audience data to target households watching ad-supported content.

**PRICE: FROM \$2,500/MONTH  
37,500 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

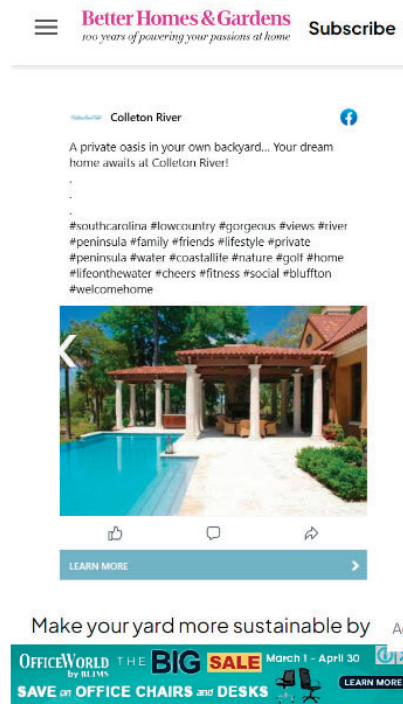
## SOCIAL MIRROR ADS

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.

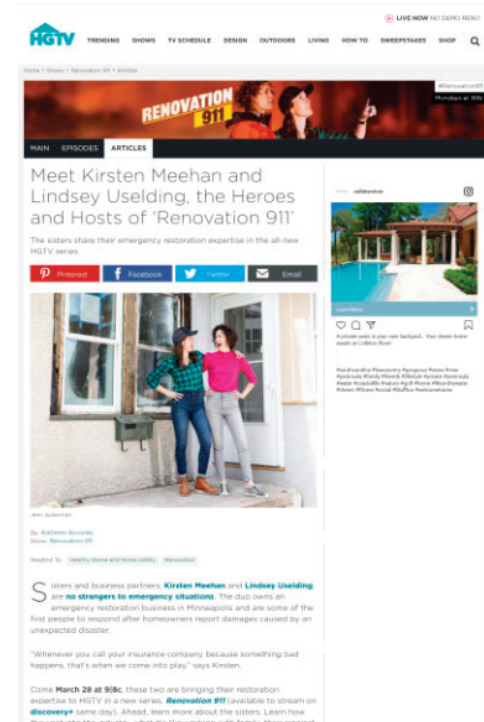
Ads can be display, video, OTT across connected TVs or carousel.



## 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.

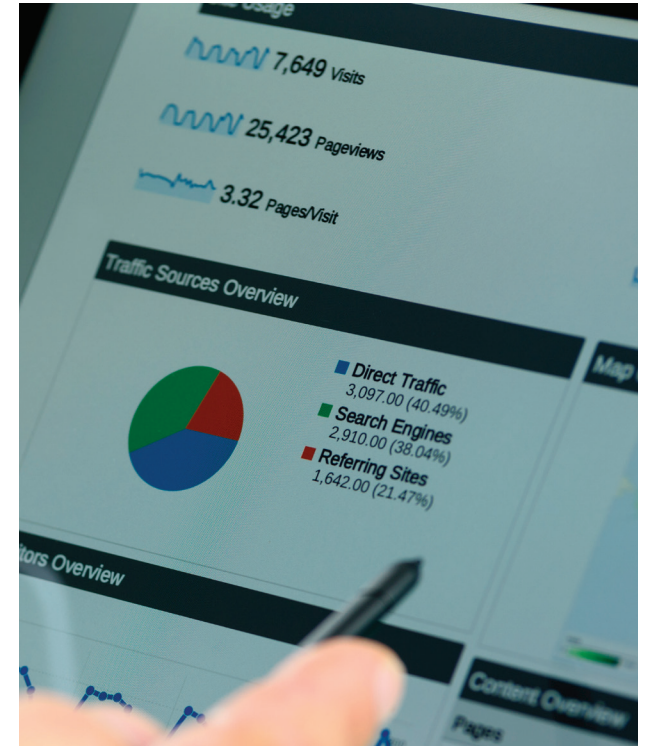


## CAMPAIGN SETUP, OPTIMIZATION, & MONTHLY MANAGEMENT

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 Downtown Manhattan Brokerage

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

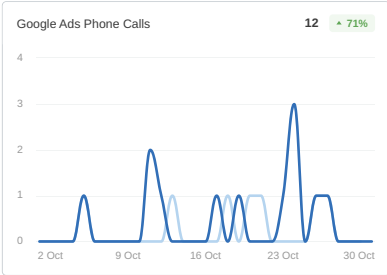
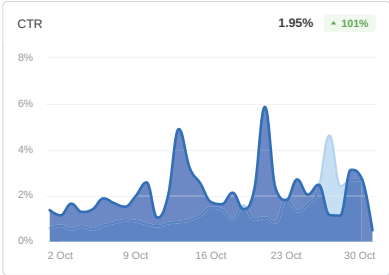
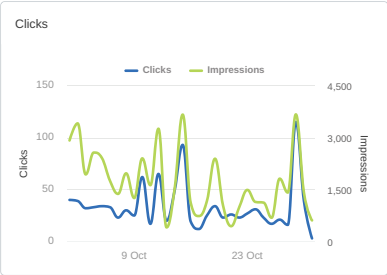
## MONTHLY REPORTING

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



## SIR Downtown Manhattan Brokerage

### October KPI's



Total Impressions <span>▼ 46%</span>	Total Clicks <span>▲ 9%</span>	Phone Calls <span>▲ 71%</span>	Interaction Rate <span>▲ 218%</span>	CTR <span>▲ 101%</span>	Average CPC <span>▲ 7%</span>
53,704	1,049	12	4.17%	1.95%	\$0.94

### Cities and Regions

Showing 50 of 540 Rows

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

### Keywords

Showing 23 of 23 Rows

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

# Billionaire Magazine

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

## DIGITAL AUDIENCE

- **29% Millionaires**

### Readership stats

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

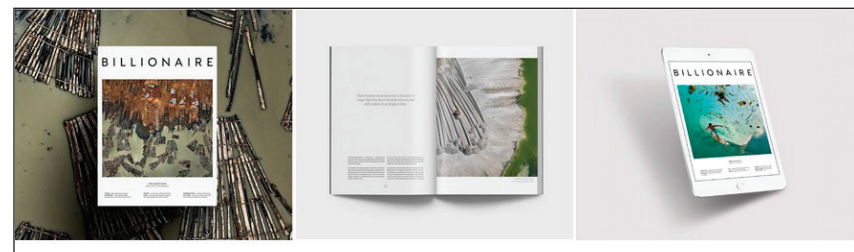
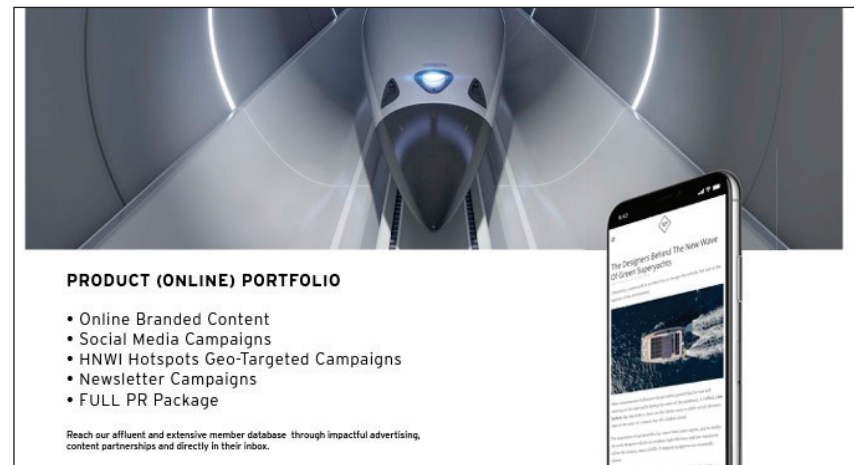
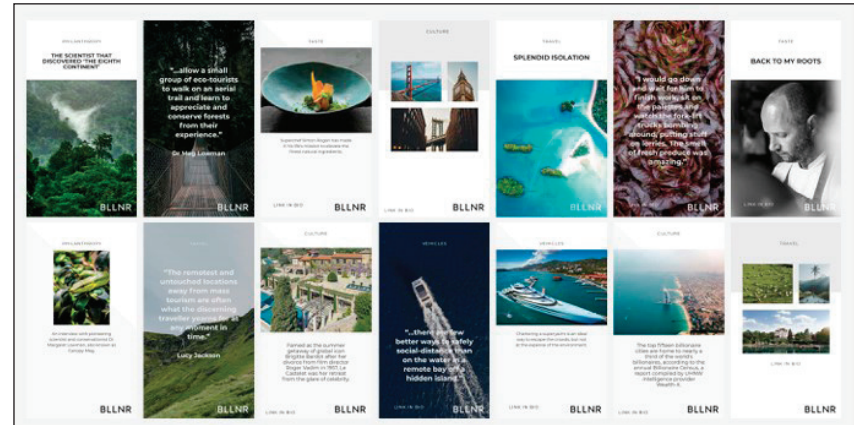
1x Online content piece - will sit on the site indefinitely and pick up organic views

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

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

CUSTOM CONTENT + ENEWSLETTER: \$4,500

CUSTOM CONTENT + SOCIAL CAMPAIGN: \$6,000



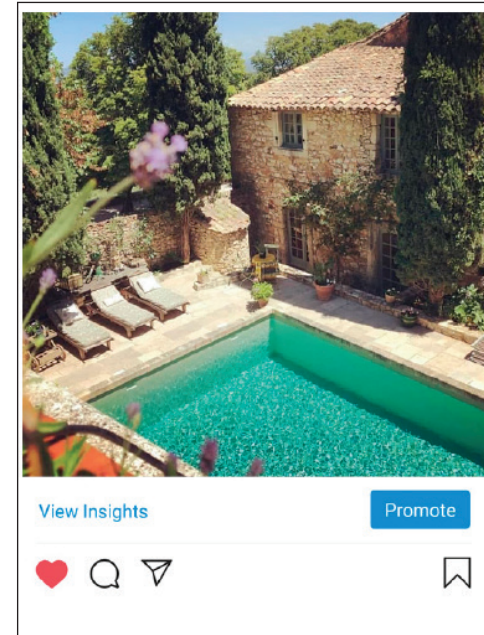
# Conde Nast UK

## INSTAGRAM @CONDENASTPROPERTY

Ready to jump into action on instagram, @condenastproperty is the fastest growing account at Conde Nast Britain and consistently comes in at No 1 each week on growth and engagement. @condenastproperty has grown organically in 3 years and now has 263K followers.

---

INSTAGRAM POST: \$ 2,750



# Cottages & Garden

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

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

## TOP 10 MARKETS

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

## SPOTLIGHT + PROPERTY OF NOTE

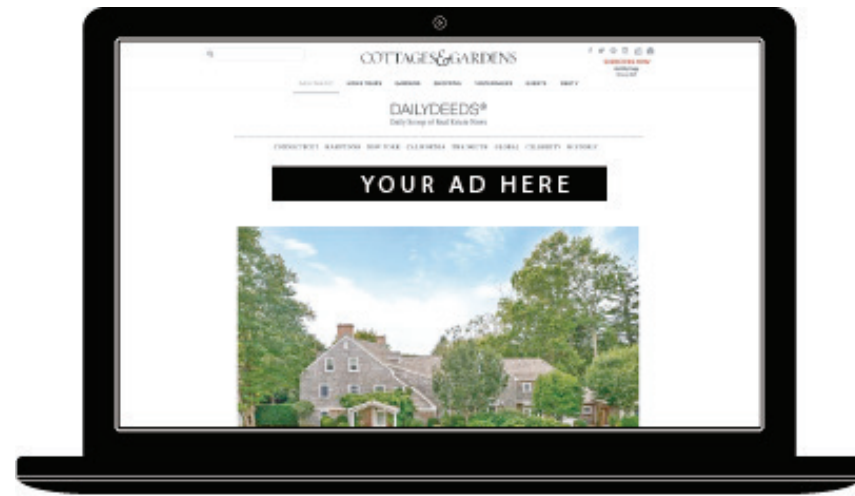
ROTATING GALLERY: \$2,950

## DAILY DEEDS

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

## INSTAPARTNERSHIP

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



### Floral Gift Ideas for Mother's Day

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



### Check Out the Latest Design News

New shops, a showroom, and a luxury collection.



### Ready, Set, Game Time!

12 fun finds that double as playful decor.

## Spotlight



CALIFORNIA CLOSETS

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

# Country Life

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

## Three core audience pillars:

Traditional country champions – wealthy empty nesters enjoying their retirement in the countryside.

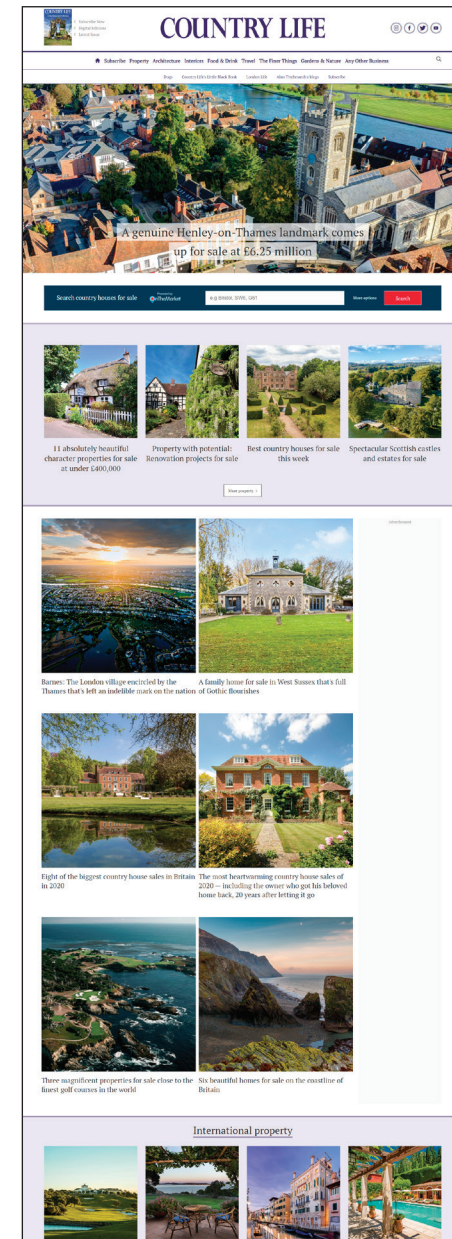
Custodians of the land – country dwellers with a deep emotional connection to the countryside.

Discerning Country – a quietly refined group, the most affluent, and willing to spend on the brands that reflect their discerning taste.

- 1.68M Global page views per month
- 352K Social Followers
- 81% Targeted HNWI Audience

## E-NEWSLETTER DEDICATED SEND

PRICE: \$2,250



# 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

# Elite Traveler

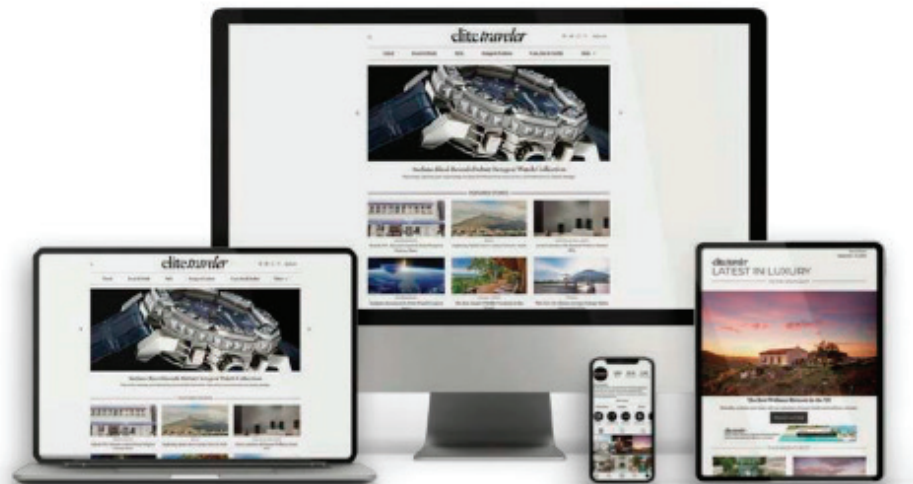
Since its launch in 2001, Elite Traveler has been the market-leading guide and curator of the global luxury lifestyle of UHNW individuals. It is written and designed by an experienced team of editors in New York and London for the elusive global elite who live the private jet lifestyle, delivering expert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

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

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

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

**Half price with full page print purchase**



# Nob Hill Gazette

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

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

## E-NEWSLETTER

### ON THE MARKET

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

PRICE: \$500 PER LISTING

**San Francisco, Peninsula, and Silicon Valley**



# jamesedition.com

## E-NEWSLETTER

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

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

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

### • 600,000+ subscribers.

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

### Location Open Rates

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

### Email Engagement

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

LISTING FEATURE: \$1,500

# jamesedition.com

## ROTATING GALLERY

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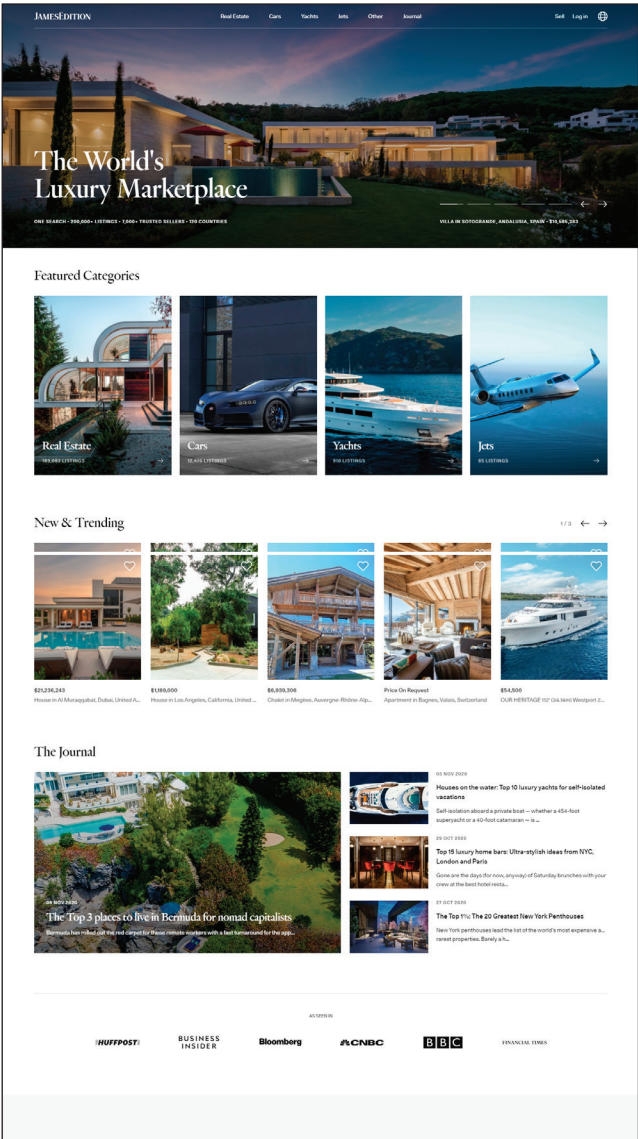
Showcase your office and properties and bring increased visibility to capture the attention of the UHNW in the James Edition rotating Gallery. The Rotating Gallery is a carousel of selected listings that automatically changes every 5 seconds on the Home Page and the Real Estate Page.

### HOME PAGE

FEATURED BANNER: \$3,000

### REAL ESTATE PAGE

FEATURED BANNER: \$2,400



# jamesedition.com

## FEATURED ARTICLE AND E-NEWSLETTER PROMOTION

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

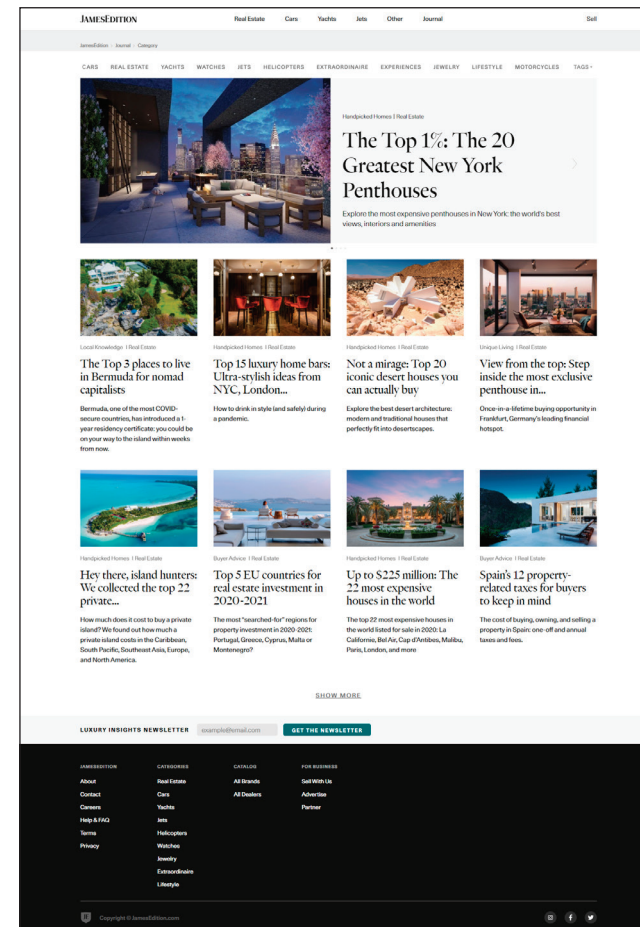
With more than 10 million monthly page views from around the world, JamesEdition.com is the quintessential marketplace for ultra-high net worth individuals. With users evenly spread throughout the Americas, EMEA and Asia, JamesEdition.com is the only truly global site to market luxury.

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

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

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

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



# jamesedition.com

NEW & TRENDING

FEATURED LUXURY POSITION

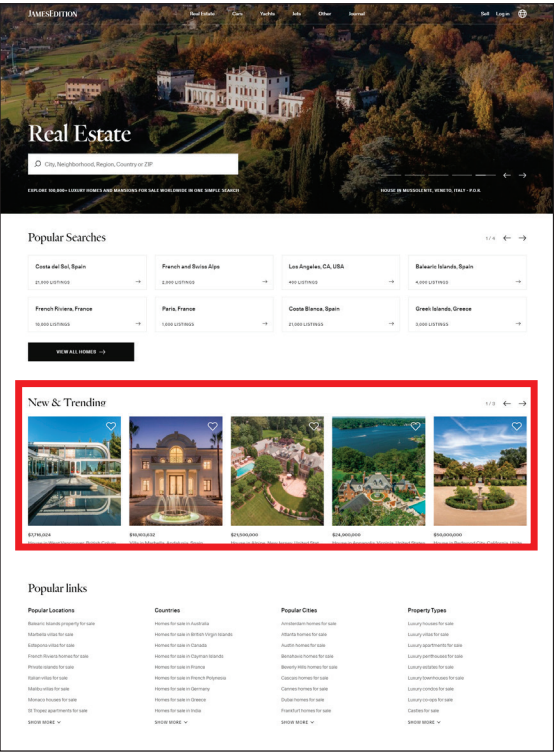
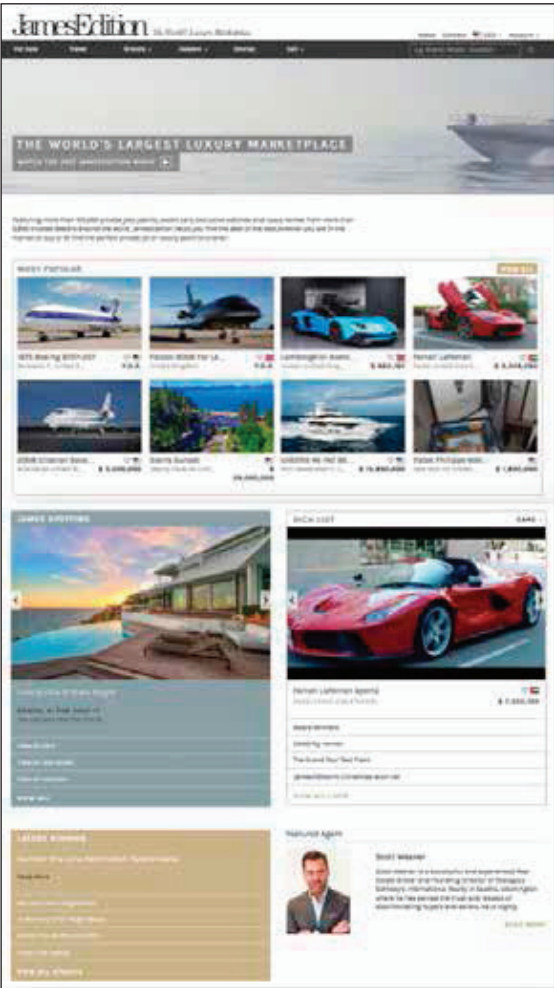
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Upgrade your listings for increased visibility to capture the attention of the UHNW.

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

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



# jamesedition.com

## SOCIAL MEDIA POST

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

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

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

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

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



## PHOTO

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

PHOTO: \$800

## PHOTO PLUS

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

PHOTO PLUS: \$1,000

## VIDEO

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

VIDEO: \$1,800

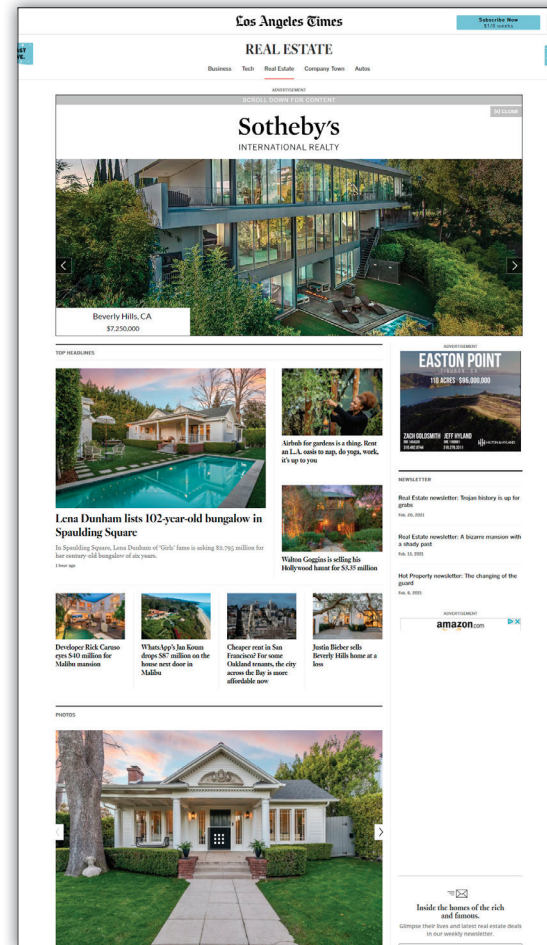
# LA Times

## LIGHTHOUSE FIXED POSITION HOT PROPERTY PAGE 100% SOV

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

PRICE: \$325/MONTH

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



# Le Figaro

The finest selection of properties to buy and to rent, in France and abroad.

## PROPRIÉTÉS LE FIGARO.COM – FRANCE

- **2.1 million** sessions per month
- International audience: **22%**  
(Top 5 audience: US, UK, Belgium, Switzerland, Germany)

## PROPRIÉTÉS LE FIGARO.COM – INTERNATIONAL

- **180,000** sessions per month  
(top 5 audience: US, UK, France, Canada, Australia)

## HEADLINE SEARCH

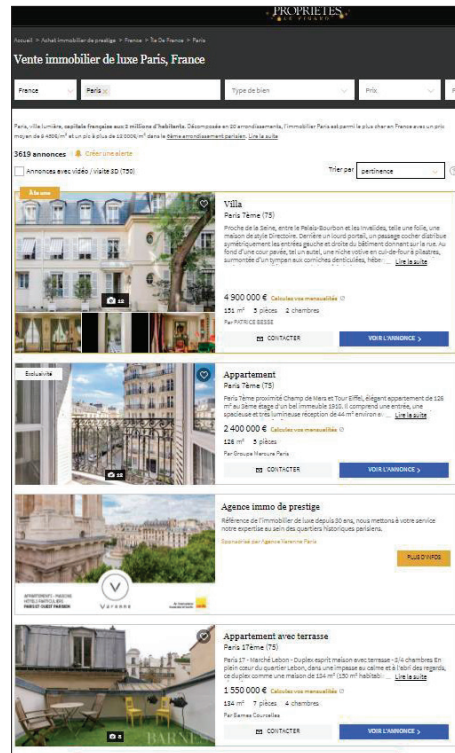
Position your property at the very top of the results page.

FEATURED CITY: \$795/CITY/MONTH

## NATIVE AD

Premium display format increases visibility among search results. These placements are also able to appear to users with specific search criteria – castles, manors, etc.

NATIVE PLACEMENT BY CITY: \$500/CITY/MONTH



# 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



# RobbReport.com

## REAL ESTATE ENEWSLETTER

60,000+ REAL ESTATE ENTHUSIASTS

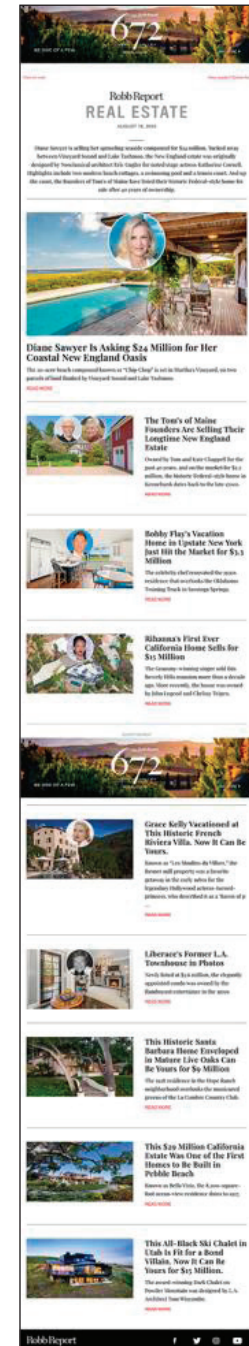
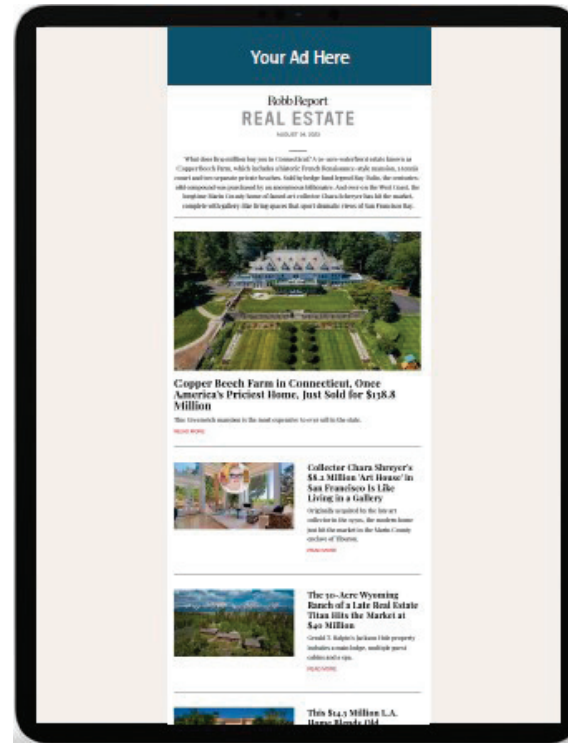
Every Monday, Wednesday and Friday, Robb Report's Real Estate newsletter reaches 60K+ opt-in subscribers. This newsletter showcases the full spectrum of homes, real estate, architectural design and more, with insightful viewpoints for a rapidly growing online audience for this category.

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

NEWSLETTER: \$5,000/WEEK

3 Sends

PROPERTY LISTING: \$1,875/WEEK



# RobbReport.com

## FEATURED LISTING CAROUSEL

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

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

PRICE: \$1,350 PER MONTH

RR|R

RobbReport

SUBSCRIBE

CARS

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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

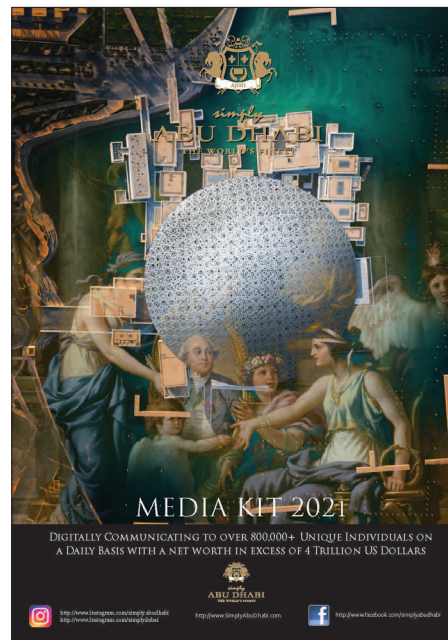
# Simply Abu Dhabi

Simply Abu Dhabi is an English language luxury lifestyle publication that is only available by invitation to the highest echelon of society.

## INSTAGRAM POST

Simply Abu Dhabi differs from the norm and can only be described as a heavy weight coffee table book, primarily targeting the elite and affluent globally

- A hyper link to our online edition of Simply Abu Dhabi is circulated quarterly, via an electronic communication, to over 500,000 active and subscribed email addresses globally.
- Conservative estimates would easily value our 7,800 'By Invitation Only' readers of the Simply Abu Dhabi printed publication, with a combined net worth in excess of \$4 TRILLION US dollars.
- Instagram: We proudly boast over 156,000 organically created instagram followers for @SimplyAbuDhabi complimented by the following: 95,000 followers on @AmazingAbuDhabi 101,000 followers on @SimplyDubai



PRICE: \$1,350 PER POST

2 Post Minimum

# 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. 1120 North Avenue, Vancouver, BC	\$10,000,000
4. 1480 - 1011 Cantonment Street Toronto, ON	\$11,500,000
5. 3600 Park Crescent, Vancouver, BC	\$12,900,000
6. 1 Penn Blvd, Suite 1000, Suite 1000, BC	\$13,800,000
7. 41 St. Patrick, Vancouver, BC	\$15,000,000
8. 1512 1512 Ave Royale, Chateau-Richer, QC	\$15,000,000
9. 8000 Maple, Toronto, ON	\$15,000,000
10. 400 Sandrine Road, Toronto, ON	\$15,000,000

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
Ontario	\$578,072	1,061	\$35,000,000
Toronto	\$868,817	302	\$30,000,000
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** [ad](#)

**Staying home saves lives.**

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

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

# 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

Includes Bonus 30 Day Digital -  
Featured Property Upgrade

**\$36 Million**  
Brazilian soccer star Neymar has bought land in Miami. **M3**

## MANSION

THE WALL STREET JOURNAL

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

HOUSES • MARKETS • PEOPLE • REPAIRS • SALES

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

### Going Once, Going Twice

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

**By Kenneth C. 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, their triple in the sought-after Tribeca neighborhood came with more than 2,000 square feet of terrace, a floating staircase and a private elevator. At auction, the roughly 3,300-square-foot property sold for \$5 million, less than half of what they had originally asked and little more than they paid for it two decades ago. "It was obviously a weird estate," Randy said of deciding to auction the home.

More closely associated with private art or collectibles, auctions are on the rise for luxury real estate, with auction houses reporting a dramatic spike in the number of high-net-worth sellers seeking their aid since 2020. And a decade ago, when 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.

Introduced 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 supposedly priced their luxury homes often have been forced to repeatedly cut their asking prices.

Please turn to page M5

**TRIBECA PENTHOUSE**  
New York City

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

### Room for Prayer, Without Leaving Home

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

**By Susan Foxworth**

**IN THE DALLAS SUBURBS**, sun-dappled light filters on an oil lamp in front of a wooden structure housing idols in two niches. The newly renovated area is dedicated to prayer and is tucked by gold and white tile matching the gilded trim and the white quartz counter, the 41-year-old said.

Practitioners of Hinduism, particularly in India, have long created pooja rooms or areas in their homes; the word *pooja*, sometimes spelled *puja*, refers to the Sanskrit word for worship. A *pooja* room usually has an altar, murti or idols, supporting idols and pictures of Hindu gods. They are used for solitary or communal prayer, worship and meditation, and are often decorated for special occasions during festivals such as Diwali, said Pooja Chhabra, a consultant in Dallas, Texas, a unit of architectural-design principles based on Indian tradition.

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

Do-it-yourself *pooja* room decoration has also become a social media hit. A feature on Mindy Kaling's hit Netflix comedy "Never Have I Ever," about a first-generation Indian-American teenager, was scenes of prayer in front of the Vishnu 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 Scharf says she's getting more interior-design inquiries after posting her *pooja*-room renovation projects on Instagram.

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

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

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

**Swimming Pool**  
A view of a large swimming pool with a modern design.

**Modern House**  
A view of a modern house at night with large windows.

**Large Estate**  
A view of a large estate with a pool and landscaped grounds.

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

**Large House**  
A view of a large house with a pool and a large yard.

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- 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**

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EIGHT PROPERTY SPOT: \$6,080

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# The New York Times

**Late Edition**  
Today's paper, except on Sundays, is published at 6 p.m. in New York City, and at 5 p.m. in Washington, Chicago, Los Angeles, and San Francisco. It is published at 4 a.m. in Honolulu, and at 3 a.m. in London, Sydney, and Tokyo. It is published at 11 p.m. in London, Sydney, and Tokyo. It is published at 11 p.m. in London, Sydney, and Tokyo.

VOL. CLXXIV • No. 58,627 © 1998 The New York Times Company NEW YORK, MONDAY, NOVEMBER 5, 1998 \$1.00

**It's Not Heaven, It's Brooklyn.**  
The \$6,000 rooms in this year's New York City Marathon offered blue skies, near-ideal conditions and a fast route. P.1-12

## Spending Millions in a Bid to Attract Army of Laptops to Sony

**By DAVID HENNING  
and BENJAMIN SVETKEY**  
Sony Corp. is in a race with other Japanese electronics companies to lure a new generation of computer users to its products. The company is spending millions of dollars to attract a new generation of computer users to its products. The company is spending millions of dollars to attract a new generation of computer users to its products. The company is spending millions of dollars to attract a new generation of computer users to its products.

by United States officials of Iraq, Iraqis, and the United States. The United States is spending millions of dollars to attract a new generation of computer users to its products. The company is spending millions of dollars to attract a new generation of computer users to its products. The company is spending millions of dollars to attract a new generation of computer users to its products.

## Partisan Roots Of New Query On The Census

**By MICHAEL NICHOLS**  
WASHINGTON — While it is not yet clear whether the census will be taken by mail or by door-to-door interviews, the question of how the census will be taken is a partisan issue. The census will be taken by mail or by door-to-door interviews. The census will be taken by mail or by door-to-door interviews.

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

**Choosing the Spread of One-Franchise**

**By KEVIN BROWN  
and ALI WINSTON**  
On Wednesday, President Trump gave an address to Congress in which he said that he was going to sign a law that would allow him to fire anyone who was not a member of his administration. This was a surprise to many people, as Trump had previously said that he would not sign any laws that would allow him to fire anyone who was not a member of his administration.

## NEW ANALYSIS Edge in Polls Might Not Top House Scales

**Outcome Hinges on a Handful of States**

**By NATH CHEN**  
WASHINGTON — A new analysis of the 1998 congressional elections shows that the outcome of the elections will hinge on a handful of states. The analysis shows that the outcome of the elections will hinge on a handful of states. The analysis shows that the outcome of the elections will hinge on a handful of states.

## Called to Serve, U.S. Mayor Also Answered

**By JULIE HENNING  
SOUTH OGDEN, Utah** — The city of South Ogden, Utah, is a city of about 10,000 people. The city is a city of about 10,000 people. The city is a city of about 10,000 people. The city is a city of about 10,000 people.

"I am honored that the city of South Ogden, Utah, is a city of about 10,000 people. The city is a city of about 10,000 people. The city is a city of about 10,000 people. The city is a city of about 10,000 people.

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

**By JENNIFER HENNING  
and ALAN BERNER**  
ATLANTA — The Georgia Republican Party is accusing its rival, the Georgia Democratic Party, of being a "hack." The Georgia Republican Party is accusing its rival, the Georgia Democratic Party, of being a "hack." The Georgia Republican Party is accusing its rival, the Georgia Democratic Party, of being a "hack."

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# The New York Times

## THE SUNDAY REAL ESTATE

Through innovative journalism and captivating photography, video, and graphics, we aim to educate, delight, and inspire readers in their quest for the ultimate home or investment. This section is distributed in the New York Tri-State area each Sunday.

- Circulation: **403,748**
- Sunday: **972,774**
- Male / Female ratio: **51% / 49%**
- Median HHI: **\$193,586**
- Average HHI: **\$359,826**
- Median Age: **50**

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# RealEstate

The New York Times

SECOND HOMES

## THE HAMPTONS NORTH?

The Hudson Valley is starting to resemble that stretch of Long Island.

**By JILL SACKIN**  
For decades now, the Hudson Valley has been known as a place where the wealthy go to escape the city. But now, the region is gaining a reputation for being a place where the middle class can escape the city. The region is gaining a reputation for being a place where the middle class can escape the city. The region is gaining a reputation for being a place where the middle class can escape the city.

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# The New York Times International Edition

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

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


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







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




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




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



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



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




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

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Equal Housing Opportunity

- Circulation: **160,000**
- Distribution: **NYC Metro Area**

**Includes Digital promotion and Digital Flipbook**



1 of 1

# Expect exceptional

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

**Sotheby's**  
INTERNATIONAL REALTY

April 2025 | [sothebysrealty.com](https://sothebysrealty.com)



**925 Park Avenue,  
5/6C**

5 BED | 4.5 BATH | New York, New York

\$8,400,000  
925ParkAve5-6C.com

This rarely available 5 bedroom, 4.5 bath duplex delivers perfection offering all the benefits and grandeur of townhouse living along with the convenience and services of a distinguished, luxury Park Avenue cooperative. Featuring 1720 to 2020 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, Anne Hemphill, has it all.



**Triple Mint Designer  
Duplex on Park Avenue**






**Wendy Arry**  
Senior Global Real Estate Advisor  
Associate Broker | 917.361.9038  
wendy@nycdottynyrealty

**Sotbey's International Realty • East Side Manhattan Brokerage** | 850 Madison Avenue, 2nd Floor, New York, New York 10022 | [sotbaysinternational.com/nyc](http://sotbaysinternational.com/nyc)



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**Sotheby's**  
INTERNATIONAL REALTY


**1130 Park Avenue, PH-A**  
New York, New York | \$9,600,000    [1130ParkAvenue@PIR.com](mailto:1130ParkAvenue@PIR.com)

This masterfully renovated 3 bedroom, 3 1/2 bath penthouse residence showcases views of Park Avenue, the East River, Central Park, and the Manhattan skyline.

**850 Park Avenue, 6S**  
New York, New York | \$4,750,000    [850ParkAve@si.com](mailto:850ParkAve@si.com)

This highly desirable, one-of-a-kind home delivers perfection with the ultimate features in luxury: being incredible views, grand proportions and prime location.



**Wendy Ariz**  
Senior Global Real Estate Advisor  
Associate Broker | 927.363.5038  
[wendy.ariz@sothebysrealty](mailto:wendy.ariz@sothebysrealty)

**Sotheby's International Realty - East Side Manhattan Brokerage**, 60 Madison Avenue, 2nd Floor, New York, New York 10022 | [sothebysrealty.com/hgt/](http://sothebysrealty.com/hgt/)

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**William  
Pitt** | **Sotheby's**  
INTERNATIONAL REALTY



## Idyllic Estate on Park-Like Grounds

637 Valley Road New Canaan, Connecticut

**\$4,200,000**

[sothebysrealty.com/cd/v2PCQY](#)

Experience the unparalleled 33rd PCTV World estate—a majestic stone Georgian Colonial on 104 idyllic acres along the Silvermine River. This \$2,000 sq. ft. masterpiece features a chef's kitchen, stately library, ensuite bedrooms with eight fireplaces, a billiards room, and a private guest wing. Outdoors, enjoy a pool, tennis and poloball courts, bluestone patios, and a fire pit. The updated 2010 guest house offers a cozy retreat. Just minutes from town, the Train, and the Long Island Sound, this exceptional estate blends luxury, privacy, and convenience—an opportunity not to be missed!

---

**6 Bedrooms**

**7.3 Bathrooms**

**12,071+ sq.ft.**







**Julianne Fisher**  
Licensed Real Estate Salesperson  
203.858.0749  
[julianne.fisher@sothebysrealty.com](#)



**LM Homes Team at William Pitt Sotheby's International Realty**  
Laurie: 937.505.6273 | Marnie: 203.444.6372  
[lmhomes@sothebysrealty.com](#)

**William Pitt Sotheby's International Realty | 195 Post Road East, Westport, Connecticut | [sothebysrealty.com](#)**

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# Architectural Digest

## INSPIRE AFFLUENT BUYERS

With over 60 local and feeder market regions available with exclusive rates, you can reach these high-income, luxury buyers when they're inspired to buy.

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

## FULL PAGE, COLOR:

- Circulation Per Region: up to **16,000**
- Readership Per Region: up to **117,390**
- Median Household Income: **\$134,318**
- Median Age: **54**
- Male / Female: **46% / 54%**

FULL PAGE, COLOR  
MANHATTAN: \$2,510




TTR  
Sotheby's

### 300 International Drive #2501

BALTIMORE, MARYLAND

Live amongst the clouds with the best undisturbed view in Baltimore. Highlighting the epitome of luxury condo living within the Four Seasons Private Residences Baltimore. Residence #2501 features 2,000+ square feet of living with high-end finishes and a seamless open floorplan. Centrally located to America's most prestigious golf courses: Caves Valley, Congressional, Baltimore Country Club and more.

Offered at \$2,999,000

**TRAVELSTEAD!**  
Alex Lerner  
410-460-9125  
alex.lerner@ttr.com

**Lydia Travelstead**  
410-809-2213  
lydiatravelstead@ttr.com

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velvære

Live at Velvære. Experience a sense of well-being where nature and surroundings are intrinsically linked to living whole. This 60-acre community will feature direct access to the ocean and park, world-class amenities, a wellness center, an art gallery, a fitness center, a swimming pool, a tennis court, a basketball court, a soccer field, a playground, a pet park, a dog run, a dog wash, a dog grooming salon, a dog daycare, a dog training center, a dog boarding facility, a dog hotel, a dog spa, a dog restaurant, a dog bar, a dog lounge, a dog library, a dog museum, a dog theater, a dog cinema, a dog concert hall, a dog arena, a dog stadium, a dog arena, a dog stadium, a dog arena, a dog stadium.

VELVÆREAPARTMENT.COM

**MADEBY SUMMIT**  
Summit | Sotheby's

Keri Holland + Lisa Story | info@velværeapartment.com | 435.602.6570

# Country Life

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

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

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

HALF PAGE: \$2,000

FULL PAGE: \$3,300

DOUBLE PAGE SPREAD: \$6,400

FULL PAGE ADVERTORIAL: \$4,500

**International Properties Edition**



# Elite Traveler

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

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

## ELITE TRAVELER AUDIENCE

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

LUXURY HOMES FEATURE: STARTING AT \$4,500



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

## Global

---

# Propriétés Le Figaro

Propriétés Le Figaro is the finest selection of luxury properties to buy and to rent in France and around the world- in print and online. Propriétés Le Figaro embodies the essence of the French way of life, with a property magazine published bi-monthly. Your properties will be seen by the wealthiest people in France, executives of CAC 40 companies, and executives from the Top Management network. In addition to print, there is an online edition and mobile app.

- Readers: **1.4 million**
- Web Visitors: **93,000 per month**
- Page Views: **890,000 per month**
- Distribution: **U.S.A. 32%, U.K. 19%, France 12%, Canada 3%, Australia 3%**

FULL PAGE: \$2,500

FULL PAGE ADVERTORIAL: \$3,000

# PROPRIÉTÉS

LE FIGARO

Le plus grand choix de BELLES MAISONS et de BEAUX APPARTEMENTS

**BELLES MAISONS DE VACANCES**

Résidence secondaire ou semi-principale, location de luxe, les tendances, les opportunités... région par région.

9795-1881 - Juin 2022 - 10€  
FRANCE & INTERNATIONAL  
proprietes.lefigaro.fr

**35 Sutton Place, 3C**  
New York, New York | \$8,200,000  
3BD | 4.5 BA | 35SuttonPlace.com  
Ana Baranj  
917292-7882 | Ana.Baranj@SothebysRealty

**16 West 40th Street, 20C**  
New York, New York | \$2,095,999  
2 BD | 2.5 BA | TheSuttonPlace.com  
Mara Rush Blum | Andrew Harris  
917507-7955 | MaraBlum@SothebysRealty

**105 Fifth Avenue, 7A**  
New York, New York | \$2,360,000  
2 BD | 2 BA | 105FifthAve.com  
Jeremy V. Stein | Jennifer Hanson  
917854-4401 | Jeremy.Stein@SothebysRealty

**360 West 22nd Street, 17E**  
New York, New York | \$2,000,000  
2 BD | 2 BA | 360West22ndStreet.com  
Daniel Cantatore  
917507-4578 | Daniel.Cantatore@SothebysRealty

**2 River Terrace, 3F**  
New York, New York | \$2,290,000  
1 BD | 1.5 BA | 2RiverTerrace.com  
Barbara Ireland  
917507-4231 | Barbara.Ireland@SothebysRealty

**60 West 20th Street, 4D**  
New York, New York | \$2,250,000  
LOFT | 1 BA | 60West20thStreet.com  
Lisa Osherson | Ana Baranj  
917507-9777 | Lisa.Osherson@SothebysRealty

Sotheby's International Realty - Downtown Manhattan Brokerage | 140 Fifth Avenue, 4th Floor, New York, New York | sothebysrealty.com/nyc

**A Grand Duplex on Park Avenue**

515 Park Avenue 36/37 | New York, New York  
\$22,000,000  
515ParkAve36-37.com

Serena Boardman  
Senior Global Real Estate Advisor, Associate Broker  
212.556.7611 | serenaboardman.com  
serena.boardman@sothebysrealty.com

Sotheby's International Realty - East Side Manhattan Brokerage | 610 Madison Avenue, 2nd Floor, New York, New York 10022 | sothebysrealty.com/ny

# Los Angeles Times Takeover

The Los Angeles Times takeover is an exclusive, full-color Sotheby's International Realty outsert that is placed on top of the Los Angeles times on select Saturdays to coincide with the weekly Hot Properties section.

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

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

FULL PAGE: \$660  
INSIDE FRONT COVER: \$1,500  
INSIDE BACK COVER: \$1,500  
BACK COVER: \$1,600

1 of 1

## Unique homes,



## uniquely for you


Beverly Hills, California | Represented by Eric Lavey

**Sotheby's**  
INTERNATIONAL REALTY

March 2025 | sothebysrealty.com

INTERNATIONAL REALTY

## Zen-like Setting in Santa Fe



1284 Camino De Cruz Blanca, Santa Fe, New Mexico

Beautifully appointed and meticulously maintained masterpiece with guest house on 2.57 acres in an art collector's dream. Coated foothills location yet minutes to downtown.

\$3,500,000

sothebysrealty.com/sf/28P2EN

**Adrienne DuQuette**  
American Dream License# 43553  
505.310.8053  
adrienne.duquette@sothebysrealty.com

Sotheby's International Realty | Santa Fe Brokerage | 231 Washington Avenue, Santa Fe, New Mexico 87505-8588 | sothebysrealty.com

**Vista** | **Sotheby's**  
INTERNATIONAL REALTY




## Vista Playa Estate

7306 Vista Del Mar Ln, Playa del Rey, CA

\$1,750,000  
sothebysrealty.com/sd/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 and the sun. The 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 and the sun. The 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 and the sun.

7 Bedrooms  
10 Bathrooms  
10,887± sq.ft



**Vincent Carban**  
Santa Monica License# 1354997  
310.596.0346  
vincent.carban@vistarealty.com

Walt Sotheby's International Realty | 1005 S. Catalina Ave, Redwood Beach, CA 90266-1001

**Sotheby's**  
INTERNATIONAL REALTY



## The Residences at Stanly Ranch

Auberge Resorts Collection

Private Residences Starting at \$2,100K  
StanlyRanchNapa.com

The Residences at Stanly Ranch Auberge Resorts Collection are Napa Valley's premier destination for a luxury vacation. Each Stanly Ranch residence promises a true retreat with a private chef, a private butler, and a private driver. The residences are 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 and the sun. The 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 and the sun.

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



**Walt Elgerton**  
DMC #10226272  
707.254.4800  
walt@stanlyranch.com

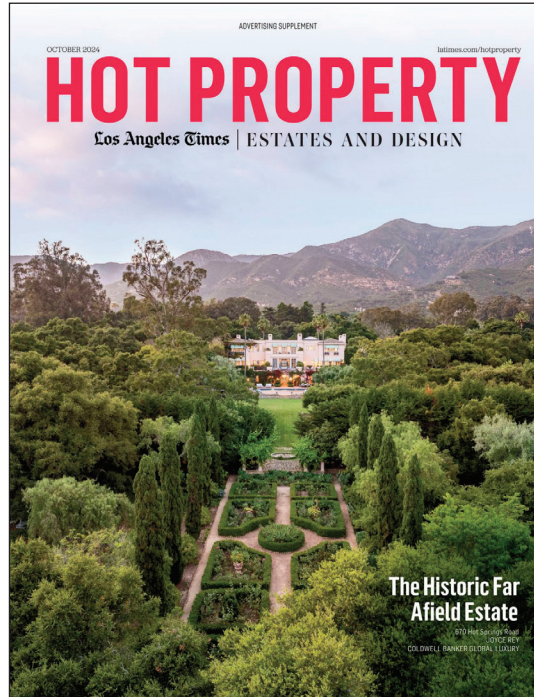
Sotheby's International Realty | Stanly Ranch Residences | 200 Stanly Court, Napa, CA

# Los Angeles Times Hot Property And Digital Lighthouse

## LOS ANGELES TIMES HOT PROPERTY

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

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



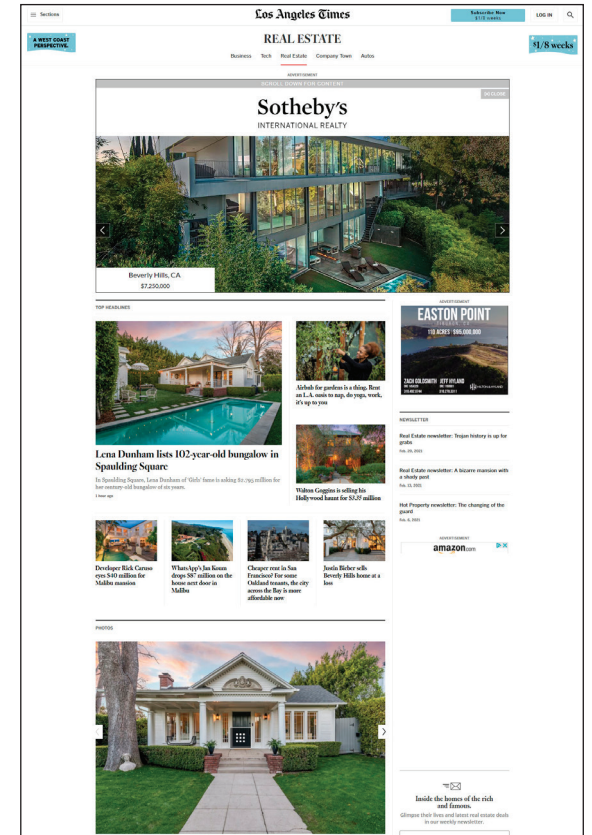
## LA TIMES DIGITAL LIGHTHOUSE

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

- Avg Monthly Impressions: **1.7 Million**

PRICE: \$425

Full color with 30 day Lighthouse Placement



# Private Air Luxury Homes Magazine

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

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

## DISTRIBUTION

### 65,000 private jet owners and guests

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

**FULL PAGE: \$1,925**

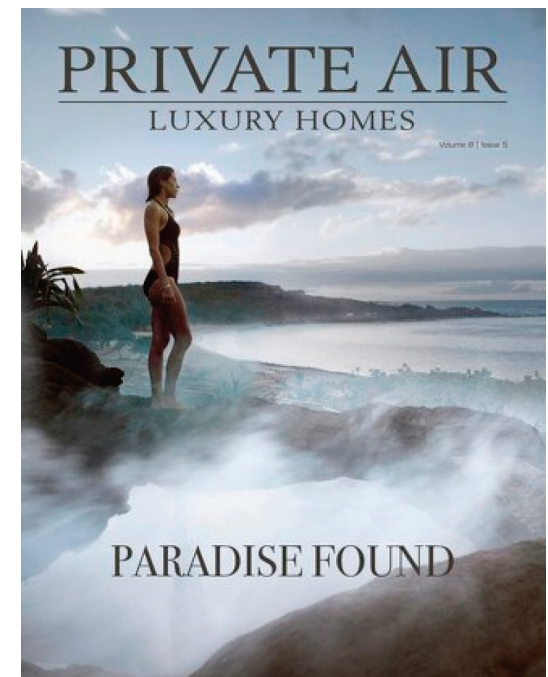
**includes social media & E-Newsletter**

**FULL PAGE IN 3 ISSUES: \$1,550**

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

**FULL PAGE IN 6 ISSUES: \$1,450**


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



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

New Zealand | Sotheby's  
INTERNATIONAL REALTY

# Omarino




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

Price Upon Request  
[sothebyrealty.com/66/RP733P](http://sothebyrealty.com/66/RP733P)

**Ben Macky**  
Sales Associate  
+6429378805  
[ben.macky@sothebyrealty.com](mailto:ben.macky@sothebyrealty.com)

**New Zealand Sotheby's International Realty North** | 109 Hardmore Road, Takapuna, Auckland, New Zealand | [sothebyrealty.com](http://sothebyrealty.com)

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**The Residences  
at Stanly Ranch**

### Auberge Resorts Collection

Private Residences Starting at \$2,950K  
[StanlyRanchNapa.com](#)

The Residences at Stanly Ranch Auberge Resorts Collection are Napa Valley's premier destination for a turnkey 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 quintessential Wine Country lifestyle second to none in connection 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# 02086732  
707.224.8000  
[camb@stanlyranchnapa.com](#)

**Stanly by International Realty • Stanly Ranch Residences | 200 Stanly Cresswell, Napa, CA**

This advertisement is not intended to constitute an offer or solicitation of securities. The offering of Securities through the offering agent will be made pursuant to the prospectus supplement to the offering circular which will be provided to investors. Such Securities may be sold privately and may not be resold without registration. See the offering circular and prospectus supplement for more information.

Schedule,  
Pricing & Reach



Sotheby's  
INTERNATIONAL REALTY

# Proposed Schedule, Pricing & Reach 2025

PLAN 1

Plan 1										
Media	Ad Description	July	August	September	October	Media Total	# Insertions	Reach		Reach
Sotheby's Auction House: Print										
Sotheby's Magazine	Full Page				\$ 5,260.00	\$ 5,260.00	1	35,000		35,000
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*										
Million Impressions	Digital Banner Program	\$ 1,195.00	\$ 1,195.00	\$ 1,195.00		\$ 3,585.00	3	250000		750,000
Million Impressions	Targeting - Select Locations									
Google Adwords										
Google Adwords	Digital PPC program	\$ 1,750.00	\$ 1,000.00	\$ 1,000.00		\$ 3,750.00	3			
Comprehensive Digital										
Social Mirror Ads	Mirroring Social Post	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00		\$ 4,500.00	3	100000		300,000
Display	Digital Banner Program	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00		\$ 4,500.00	3	150000		450,000
OTT - Connected TV	Internet Connected Device ads			\$ 2,500.00	\$ 2,500.00	\$ 5,000.00	2	37500		75,000
Geofencing - Event and Location										
Geofencing - Event and Location	Target specific events and locations		\$ 1,500.00	\$ 1,500.00		\$ 3,000.00	2	60000		120,000
Billionaire										
Billionaire	Custom Content + E-Newsletter		\$ 4,500.00			\$ 4,500.00	1	50,000		50,000
Conde Nast UK										
Conde Nast UK	Instagram Post		\$ 2,750.00			\$ 2,750.00	1	200,000		200,000
Cottages & Garden										
Instapartnership	Post and Stories takeover		\$ 1,950.00			\$ 1,950.00	1	64,300		64,300
Spotlight + Property of Note	Rotating Gallery				\$ 2,950.00	\$ 2,950.00	1			
Daily Deeds	E-Newsletter sent 4X per week	\$ 3,000.00		\$ 3,000.00		\$ 6,000.00	2	60,000		120,000
Country Life										
Country Life	E-Newsletter Dedicated Send	\$ 2,250.00				\$ 2,250.00	1	25,000		25,000
Crain's New York Business										
Crain's New York Business	Luxury Home Spotlight - custom e-blast	\$ 5,500.00								
Elite Traveler										
Elite Online Real Estate Showcase	Online Real Estate Showcase			\$2,500		\$ 2,500.00	1	100,000		100,000
Nob Hill Gazette										
Nob Hill Gazette San Francisco, Peninsula and Silicon Valley	OTM On the Market E-Newsletter	\$ 500.00		\$ 500.00		\$ 1,000.00	2	6,500		13,000
JamesEdition										
New & Trending Home Page Position	Featured Spot	\$ 1,700.00				\$ 1,700.00	1	750,000		750,000
Featured Article and E-Newsletter promotion	Newsletter Trending & Journal Article		\$ 3,900.00			\$ 3,900.00	1	292,000		292,000
E-Newsletter Featured Listing	E-Newsletter			\$ 1,500.00		\$ 1,500.00	1	192,000		192,000
Social Media	Listing Feature				\$ 1,000.00	\$ 1,000.00	1	148,000		148,000

# Proposed Schedule, Pricing & Reach 2025

PLAN 1 - CONTINUED

<b>LA Times</b>									
Lighthouse Fixed Position - Hot Property Page	Lighthouse Fixed Position - Hot Property Page	\$	325.00	Bonus	\$	325.00	1	425000	425,000
<b>Le Figaro</b>									
Headline Search	Featured City	\$	795.00	\$	795.00	\$	1,590.00	2	
Native Ad	Native placement by City		\$	500.00		\$	500.00	1	
<b>Luxury Estate</b>									
Luxury Estate	Showcase Listing + Elite Listing Packages - 1 month				\$	-	0		
Luxury Estate	Showcase Listing + Elite Listing Packages - 3 months		\$3,250		\$	3,250.00	1		
<b>Robbreport.com</b>									
Robbreport.com	Featured Listing Carousel - 1 Property	\$	1,350.00		\$	1,350.00	1	6,000	6,000
Robbreport.com	Real Estate Newsletter - 3 Sends		\$	5,000.00		\$	5,000.00	1	60,000
Robbreport.com	Featured Listing in Real Estate E-Newsletter			\$	1,875.00	\$	1,875.00	1	6,000
<b>Simply Abu Dhabi</b>									
Instagram Post	Instagram Post (2 Post Minimum)	\$	1,350.00	\$	1,350.00	\$	2,700.00	2	25,600
<b>WSJ.com</b>									
Mansion Global Homepage Hero	Shared Banner	\$	650.00	\$	650.00	\$	1,950.00	3	164,000
Mansion Global e-Newletter	Daily Monday-Friday			\$	3,680.00	\$	3,680.00	1	17,000

# Proposed Schedule, Pricing & Reach 2025

PLAN 1 - CONTINUED

<b>Print</b>							
<b>Conde Nast Magazines Regional Pages</b>							
Architectural Digest - Manhattan	Full Page		\$ 2,510.00	\$ 2,510.00	1	13000	13,000
<b>Country Life</b>							
Country Life	Full Page		\$ 3,300.00	\$ 3,300.00	1	40,000	40,000
<b>Elite Traveler</b>							
Elite Traveler	Luxury Homes Feature		\$ 4,500.00	\$ 4,500.00	1	557,000	557,000
<b>Financial Times</b>							
Financial Times	Double Property Spot		\$ 1,500.00	\$ 1,500.00	1	210,457	210,457
<b>The Los Angeles Times</b>							
The Los Angeles Times	Hot Property - listing + digital lighthouse		\$ 425.00	\$ 425.00	1	220,780	220,780
The Los Angeles Times	Takeover - Full Page	\$ 660.00		\$ 660.00	1	384,000	384,000
<b>Le Figaro</b>							
Full Page	Full Page		\$ 2,500.00	\$ 2,500.00	1	50,000	50,000
<b>The New York Times</b>							
The New York Times	Double Property Spot - Weekday/Saturday		\$ 1,520.00	\$ 1,520.00	1	423,111	423,111
The New York Times	Quadruple Property Spot - Sunday	\$ 3,040.00		\$ 3,040.00	1	423,111	423,111
The New York Times Takeover	Full Page w/ Digital promotion		\$ 750.00	\$ 750.00	1	165,000	165,000
<b>The New York Times International Edition</b>							
The New York Times International Edition	Double Property Spot		\$ 1,300.00	\$ 1,300.00	1	104,301	104,301
<b>Private Air Luxury Homes</b>							
Private Air Luxury Homes	Full Page (includes social media & E-Newsletter)		\$ 1,925.00	\$ 1,925.00	1	65,000	65,000
<b>San Francisco &amp; Silicon Valley</b>							
San Francisco & Silicon Valley	Takeover - Full Page		\$ 725.00	\$ 725.00	1	36,500	36,500
<b>The Wall Street Journal</b>							
The Wall Street Journal - National	Double Property Spot w/ Digital Featured Property Upgrade	\$ 1,590.00		\$ 1,590.00	1	644,424	644,424
The Wall Street Journal - National	Quadruple Property Spot w/ Digital Featured Property Upgrade		\$ 3,180.00	\$ 3,180.00	1	644,424	644,424
<b>The Wall Street Journal</b>							
Mansion Global Experience Luxury	Weekend Property insert		\$ 980.00	\$ 980.00	1	100,000	100,000
TOTAL				\$ 119,305.00	0		10,142,608
*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	July	August	September	October	Media Total	Reach
Sotheby's Auction House: Print							
Sotheby's Magazine	Half Page				\$ 2,630.00	\$ 2,630.00	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	\$ 1,750.00	\$ 1,000.00	\$ 1,000.00		\$ 3,750.00	
Comprehensive Digital							
Social Mirror Ads	Mirroring Social Post	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00		\$ 4,500.00	300,000
Geofencing - Event and Location							
Geofencing - Event and Location	Target specific events and locations		\$ 1,500.00	\$ 1,500.00		\$ 3,000.00	120,000
Billionaire							
Billionaire	Custom Content + E-Newsletter		\$ 4,500.00			\$ 4,500.00	50,000
Conde Nast UK							
Conde Nast UK	Instagram Post		\$ 2,750.00			\$ 2,750.00	200,000
Cottages & Garden							
Instapartnership	Post and Stories takeover		\$ 1,950.00			\$ 1,950.00	64,300
Spotlight + Property of Note	Rotating Gallery			\$ 2,950.00		\$ 2,950.00	
Daily Deeds	E-Newsletter sent 4X per week	\$ 3,000.00				\$ 3,000.00	60,000
Country Life							
Country Life	E-Newsletter Dedicated Send	\$ 2,250.00				\$ 2,250.00	25,000
Crain's New York Business							
Crain's New York Business	Luxury Home Spotlight - custom e-blast	\$ 5,500.00					
Elite Traveler							
Elite Online Real Estate Showcase	Online Real Estate Showcase			\$2,500		\$ 2,500.00	100,000
Nob Hill Gazette							
Nob Hill Gazette San Francisco, Peninsula and Silicon Valley	OTM On the Market E-Newsletter	\$ 500.00		\$ 500.00		\$ 1,000.00	13,000
JamesEdition							
New & Trending Real Estate Position	Featured Spot	\$ 1,400.00				\$ 1,400.00	750,000
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

<b>LA Times</b>								
Lighthouse Fixed Position - Hot Property Page	Lighthouse Fixed Position - Hot Property Page	\$	325.00	Bonus	\$	325.00		425,000
<b>Le Figaro</b>								
Headline Search	Featured City	\$	795.00	\$	795.00	\$	1,590.00	
Native Ad	Native placement by City	\$	500.00			\$	500.00	
<b>Luxury Estate</b>								
Luxury Estate	Showcase Listing + Elite Listing Packages - 1 month	\$	1,100.00			\$	1,100.00	
<b>Robbreport.com</b>								
Robbreport.com	Real Estate Newsletter - 3 Sends	\$	5,000.00			\$	5,000.00	60,000
Robbreport.com	Featured Listing in Real Estate E-Newsletter			\$	1,875.00	\$	1,875.00	6,000
<b>Simply Abu Dhabi</b>								
Instagram Post	Instagram Post (2 Post Minimum)	\$	1,350.00	\$	1,350.00	\$	2,700.00	51,200
<b>WSJ.com</b>								
Mansion Global Homepage Hero	Shared Banner	\$	650.00	\$	650.00	\$	1,950.00	492,000
Mansion Global e-Newletter	Daily Monday-Friday			\$	3,680.00	\$	3,680.00	17,000

# Proposed Schedule, Pricing & Reach 2025

PLAN 2 - CONTINUED

Print

<b>Conde Nast Magazines Regional Pages</b>					
Architectural Digest - Manhattan	Full Page		\$ 2,510.00	\$ 2,510.00	13,000
<b>Country Life</b>					
Country Life	Full Page		\$ 3,300.00	\$ 3,300.00	40,000
<b>Elite Traveler</b>					
Elite Traveler	Luxury Homes Feature		\$ 4,500.00	\$ 4,500.00	557,000
<b>Financial Times</b>					
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	220,780
The Los Angeles Times	Takeover - Full Page	\$ 660.00		\$ 660.00	384,000
<b>Le Figaro</b>					
Full Page	Full Page		\$ 2,500.00	\$ 2,500.00	50,000
<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	Double Property Spot - Sunday	\$ 1,520.00		\$ 1,520.00	423,111
The New York Times Takeover	Full Page w/ Digital promotion		\$ 750.00	\$ 750.00	165,000
<b>The New York Times International Edition</b>					
The New York Times International Edition	Double Property Spot		\$ 1,300.00	\$ 1,300.00	104,301
<b>Private Air Luxury Homes</b>					
Private Air Luxury Homes	Full Page (includes social media & E-Newsletter)		\$ 1,925.00	\$ 1,925.00	65,000
<b>San Francisco &amp; Silicon Valley</b>					
San Francisco & Silicon Valley	Takeover - Full Page		\$ 725.00	\$ 725.00	36,500
<b>The Wall Street Journal</b>					
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
<b>The Wall Street Journal</b>					
Mansion Global Experience Luxury	Weekend Property insert		\$ 980.00	\$ 980.00	100,000
TOTAL				\$ 95,355.00	8,853,608

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 3

Plan 3							
Media	Ad Description	July	August	September	October	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*							
Impressions Blast - Two week Campaign	Digital Banner Program - 100K Impression	\$ 900.00		\$ 900.00		\$ 1,800.00	200,000
Google Adwords							
Google Adwords	Digital PPC program	\$ 1,750.00	\$ 1,000.00	\$ 1,000.00		\$ 3,750.00	
Comprehensive Digital							
Social Mirror Ads	Mirroring Social Post	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00		\$ 4,500.00	300,000
Geofencing - Event and Location							
Geofencing - Event and Location	Target specific events and locations		\$ 1,500.00	\$ 1,500.00		\$ 3,000.00	120,000
Conde Nast UK							
Conde Nast UK	Instagram Post		\$ 2,750.00			\$ 2,750.00	200,000
Cottages & Garden							
Instapartnership	Post and Stories takeover		\$ 1,950.00			\$ 1,950.00	64,300
Spotlight + Property of Note	Rotating Gallery			\$ 2,950.00		\$ 2,950.00	
Daily Deeds	E-Newsletter sent 4X per week	\$ 3,000.00				\$ 3,000.00	60,000
Country Life							
Country Life	E-Newsletter Dedicated Send	\$ 2,250.00				\$ 2,250.00	25,000
Crain's New York Business							
Crain's New York Business	Luxury Home Spotlight - custom e-blast	\$ 5,500.00					
Elite Traveler							
Elite Online Real Estate Showcase	Online Real Estate Showcase			\$2,500		\$ 2,500.00	100,000
Nob Hill Gazette							
Nob Hill Gazette San Francisco, Peninsula and Silicon Valley	OTM On the Market E-Newsletter	\$ 500.00		\$ 500.00		\$ 1,000.00	13,000
JamesEdition							
New & Trending Real Estate Position	Featured Spot	\$ 1,400.00				\$ 1,400.00	750,000
E-Newsletter Featured Listing	E-Newsletter			\$ 1,500.00		\$ 1,500.00	192,000
LA Times							
Lighthouse Fixed Position - Hot Property Page	Lighthouse Fixed Position - Hot Property Page		\$ 325.00	Bonus		\$ 325.00	425,000
Le Figaro							
Headline Search	Featured City	\$ 795.00		\$ 795.00		\$ 1,590.00	
Native Ad	Native placement by City		\$ 500.00			\$ 500.00	

# Proposed Schedule, Pricing & Reach 2025

PLAN 3 - CONTINUED

Luxury Estate							
Luxury Estate	Showcase Listing + Elite Listing Packages - 1 month	\$	1,100.00		\$	1,100.00	
Robbreport.com							
Robbreport.com	Featured Listing in Real Estate E-Newsletter			\$	1,875.00	\$	1,875.00
Simply Abu Dhabi							6,000
Instagram Post	Instagram Post (2 Post Minimum)	\$	1,350.00	\$	1,350.00	\$	2,700.00
WSJ.com							51,200
Mansion Global Homepage Hero	Shared Banner	\$	650.00	\$	650.00	\$	1,950.00
Mansion Global e-Newsletter	Daily Monday-Friday			\$	3,680.00	\$	3,680.00
							492,000
							17,000

# Proposed Schedule, Pricing & Reach 2025

PLAN 3 - CONTINUED

Print

Conde Nast Magazines Regional Pages

Architectural Digest - Manhattan	Full Page		\$ 2,510.00	\$ 2,510.00	13,000
<b>Country Life</b>					
Country Life	Half Page		\$ 2,000.00	\$ 2,000.00	40,000
<b>Elite Traveler</b>					
Elite Traveler	Luxury Homes Feature		\$ 4,500.00	\$ 4,500.00	557,000
<b>Financial Times</b>					
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	220,780
The Los Angeles Times	Takeover - Full Page	\$ 660.00		\$ 660.00	384,000
<b>Le Figaro</b>					
Full Page	Full Page		\$ 2,500.00	\$ 2,500.00	50,000
<b>The New York Times</b>					
The New York Times	Property Spot - Weekday/Saturday		\$ 760.00	\$ 760.00	423,111
The New York Times	Double Property Spot - Sunday	\$ 1,520.00		\$ 1,520.00	423,111
The New York Times Takeover	Full Page w/ Digital promotion		\$ 750.00	\$ 750.00	165,000
<b>The New York Times International Edition</b>					
The New York Times International Edition	Property Spot		\$ 650.00	\$ 650.00	104,301
<b>Private Air Luxury Homes</b>					
Private Air Luxury Homes	Full Page (includes social media & E-Newsletter)		\$ 1,925.00	\$ 1,925.00	65,000
<b>San Francisco &amp; Silicon Valley</b>					
San Francisco & Silicon Valley	Takeover - Full Page		\$ 725.00	\$ 725.00	36,500
<b>The Wall Street Journal</b>					
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
<b>The Wall Street Journal</b>					
Mansion Global Experience Luxury	Weekend Property insert		\$ 980.00	\$ 980.00	100,000

TOTAL \$ 73,760.00 7,901,608

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

Pricing Subject to Change