



ADVERTISING  
BRANDING  
MARKETING

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

---

SKYAD.COM

# Harbor Beach Trophy Point Estate Advertising and Marketing Program

ONE | Sotheby's  
INTERNATIONAL REALTY

# Table of Contents

## 3 INTRO

## 4 SOTHEBY'S AUCTION HOUSE

- 5 Sotheby's Magazine
- 6 Sotheby's Bespoke Email
- 7 Sotheby's Selects e-Newsletters

## 8 DIGITAL

- 9 Impressions Campaign
- 14 Geofencing - Event and Location
- 15 Comprehensive Digital
- 16 Google AdWords
- 19 Billionaire Magazine
- 20 Cottages & Garden
- 21 duPont Registry
- 22 Elite Traveler
- 23 Nob Hill Gazette
- 24 JamesEdition.com
- 28 LA Times
- 29 Ocean Home
- 31 RobbReport.com
- 33 WSJ.com
- 36 Boat International e-Newsletter

## 37 PRINT

- 38 The Wall Street Journal
- 40 The New York Times
- 42 The New York Times Takeover
- 43 Boat International
- 44 duPont Registry
- 45 Elite Traveler
- 46 Financial Times
- 47 Los Angeles Times
- 49 Ocean Home Magazine
- 50 Private Air Luxury Homes Magazine
- 51 San Francisco & Silicon Valley Takeover

## 52 SCHEDULE, PRICING & REACH

- 53 2025





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 Harbor Beach Trophy Point Estate

SKY Advertising is excited to present to ONE Sotheby's International Realty® a curated, multi-media marketing selection of offerings to bring ultra-high net worth buyer awareness to Harbor Beach Trophy Point Estate.

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 FT Lauderdale, FL.

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

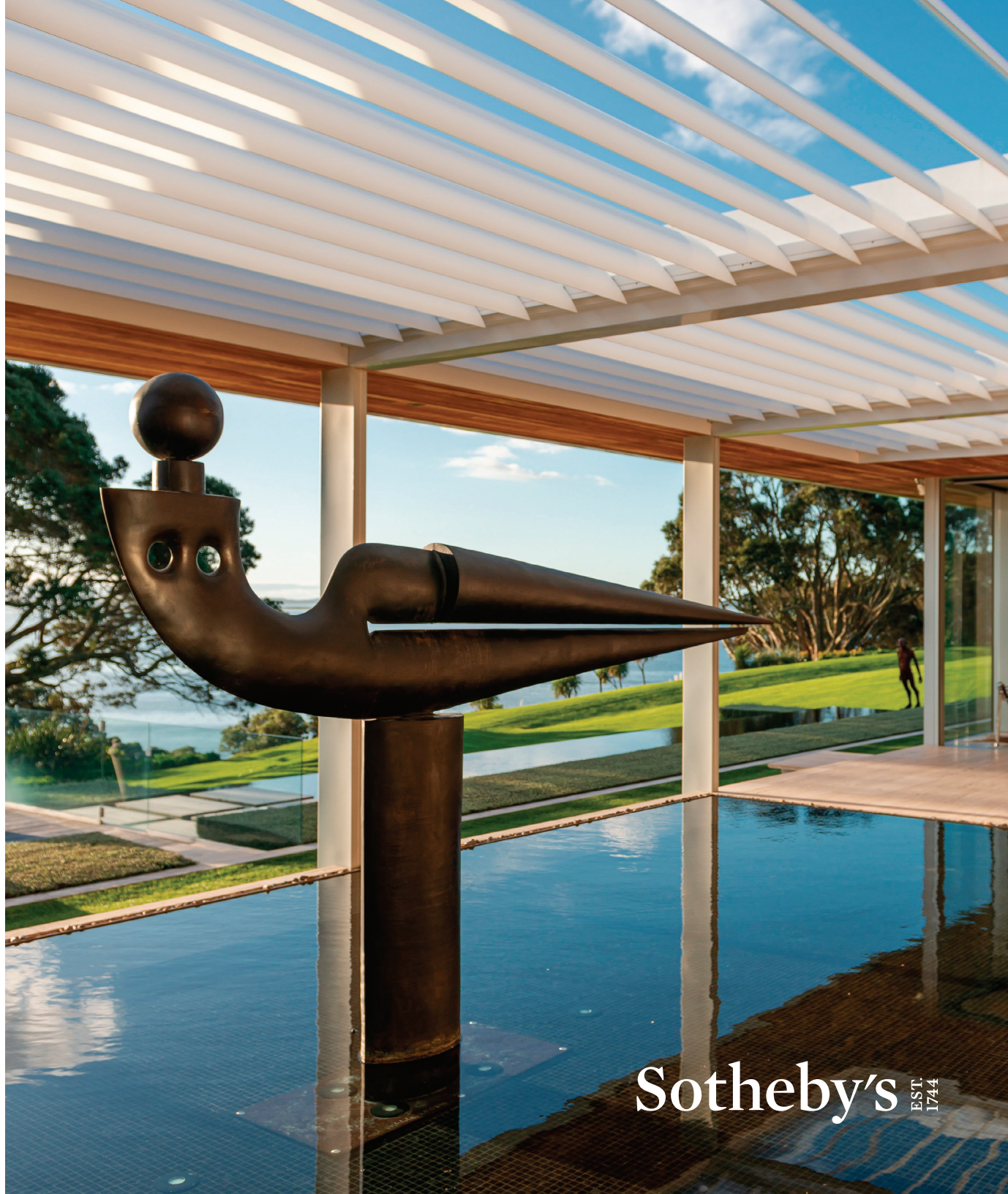
JANINE JONES  
*Executive Vice President*  
**212-677-2714**  
[janine@skyad.com](mailto:janine@skyad.com)

PAULA DAVIDSON  
*Senior Account Executive*  
**212-677-2671**  
[paula@skyad.com](mailto:paula@skyad.com)

SARA HELENI  
*Account Executive*  
**212-674-2402**  
[sara@skyad.com](mailto:sara@skyad.com)

CHLOE STEELY  
*Account Executive*  
**212-677-2557**  
[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

Sun Island, Georgia, United States  
sothebyrealty.com/us/sun-island-3  
Atlanta Fine Homes  
Sotheby's International Realty  
Chase Mann  
chmann@sothebyrealty.com

Co-listed with  
DeLachy  
Sotheby's International Realty  
Susan DeLachy and Chase Mann  
susan.delachy@sothebyrealty.com  
and chase@sothebyrealty.com  
\$4,500,000 USD

**Residence on Seidler Patel Marg**  
New Delhi, India  
sothebyrealty.com/in/SEIDPAT

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.

**Duplex Apartment on Park Road**  
Mumbai, India  
sothebyrealty.com/in/552085

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

**\$3,80,790 USD**

**Villa in Assagao**  
Goa, India  
sothebyrealty.com/in/ATVICT

2,225 sq. ft. (1,225 sq. ft.), this fully furnished house is a perfect blend of modern luxury and an exclusive beachfront location. Features five bedrooms and an outdoor pool.

**\$2,48,254 USD**

**Duplex Apartment on Seidler Patel Marg**  
Mumbai, India  
sothebyrealty.com/in/552085

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

**\$3,80,790 USD**

SOTHEBY'S BESPOKE  
EMAIL

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

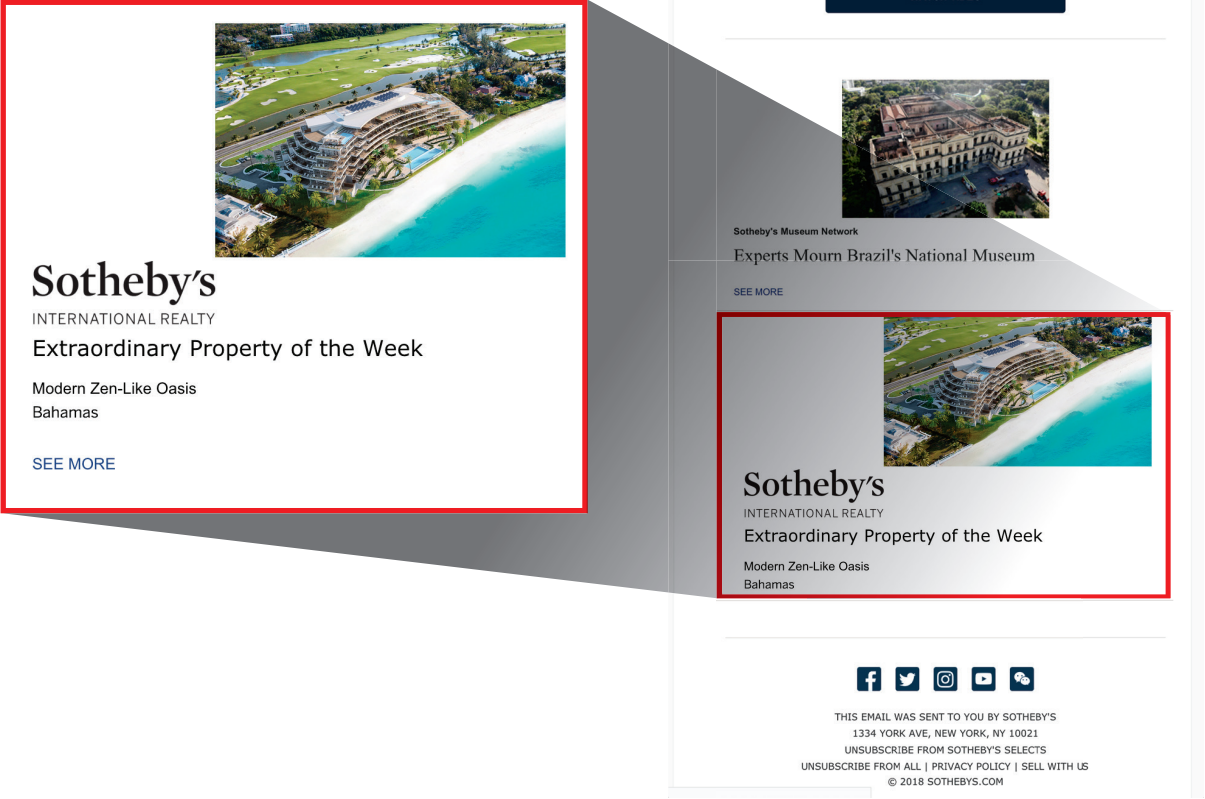
PRICE: \$2,500/DEPLOYMENT



SOTHEBY'S SELECTS  
E-NEWSLETTERS

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

PRICE: \$2,585/DEPLOYMENT





# Digital Offerings



**Sotheby's**  
INTERNATIONAL REALTY



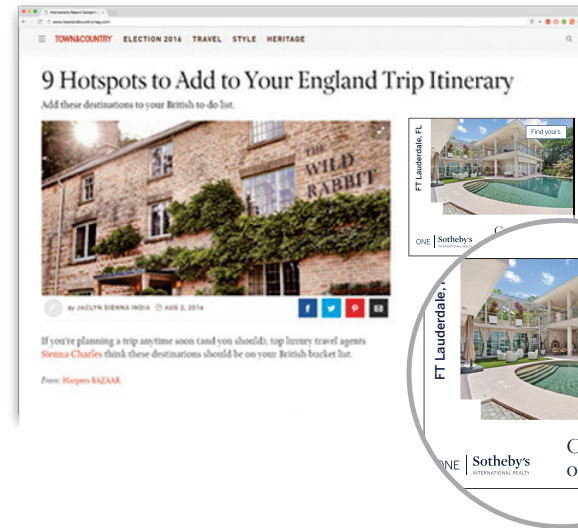
# Impressions Campaign

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

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

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

**Impress locally. Impress globally.**



## CAMPAIGN OVERVIEW AND BUDGET

- Campaign: **Harbor Beach Trophy Point Estate**
- Flight Dates: **Two weeks**
- Impressions: **100,000**
- Clicks through to the website of your choice.

<b>100K Impressions per two weeks:</b>	<b>\$900</b>
<b>250K Impressions per month:</b>	<b>\$1,195</b>
<b>500K Impressions per month:</b>	<b>\$1,625</b>
<b>1 Million Impressions per month:</b>	<b>\$2,450</b>
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




Curators of the unique

ONE | Sotheby's INTERNATIONAL REALTY

Find yours

1 of 1

FT Lauderdale, FL



Curators of the unique

ONE | Sotheby's INTERNATIONAL REALTY

Find yours

1 of 1

FT Lauderdale, FL

1 of 1

Curators of the unique




ONE | Sotheby's INTERNATIONAL REALTY

Find yours

FT Lauderdale, FL

Find yours

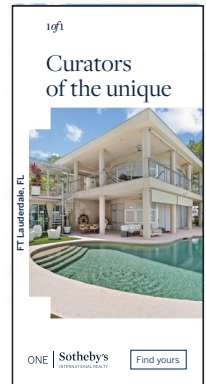
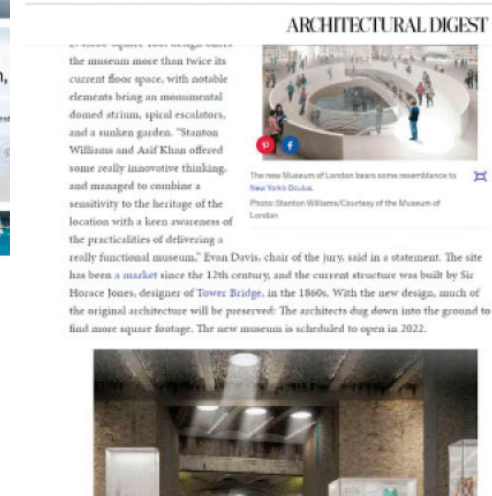
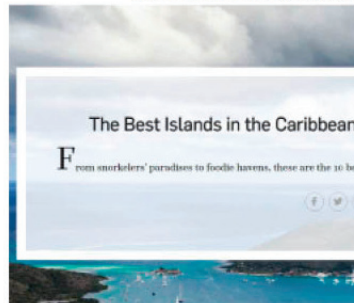
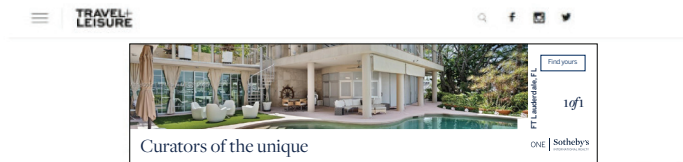
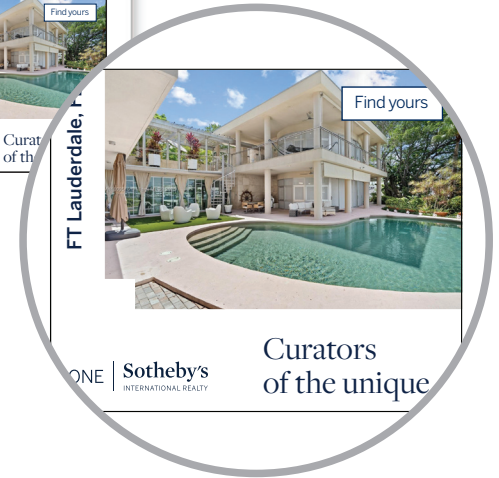
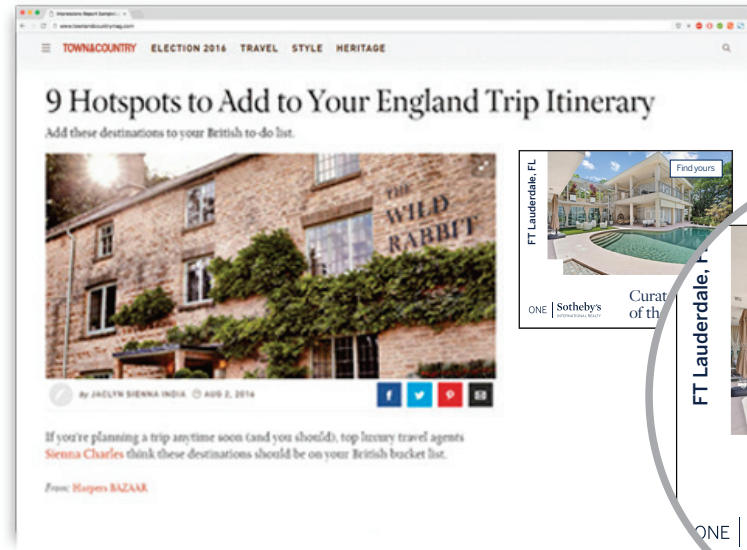


ONE | Sotheby's INTERNATIONAL REALTY

Curators of the unique

FT Lauderdale, FL

# Sample Banners For Impressions Programs As They Appear On Sites

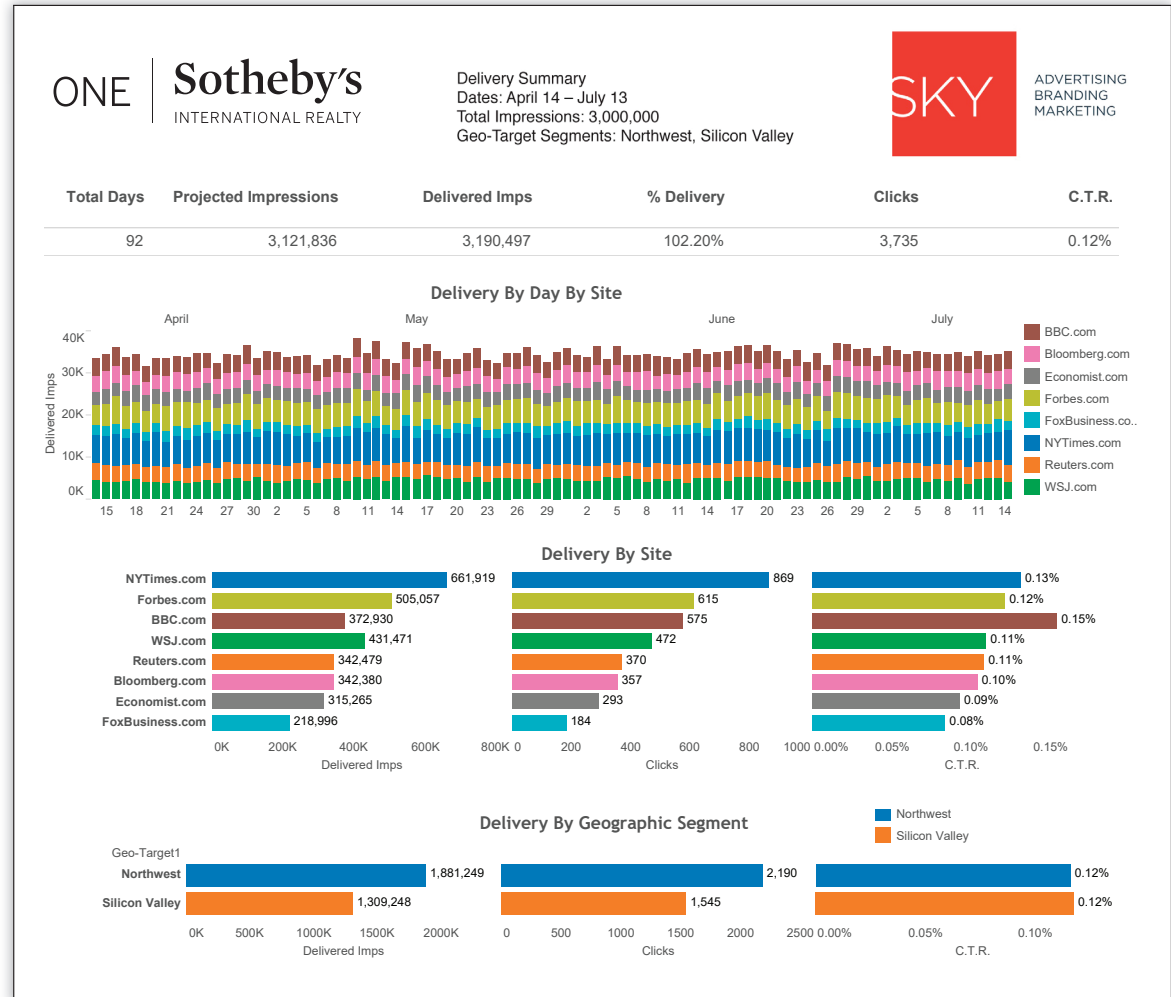


# Comprehensive Reporting For Your Customized Campaign

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

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

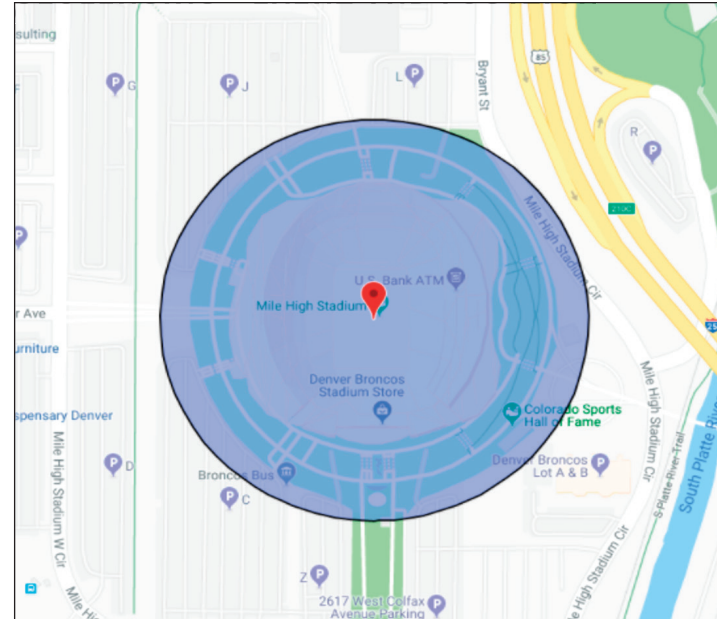
## IMPRESSIONS PROGRAM SAMPLE REPORT



# Digital Event Targeting

## GEOFENCE REACHES YOUR AUDIENCE ON THE MOVE

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



## GEOFENCE SELECT LOCATIONS OR EVENTS AND THEN RETARGET THE AUDIENCE AFTER

### PRICING

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

# Comprehensive Digital

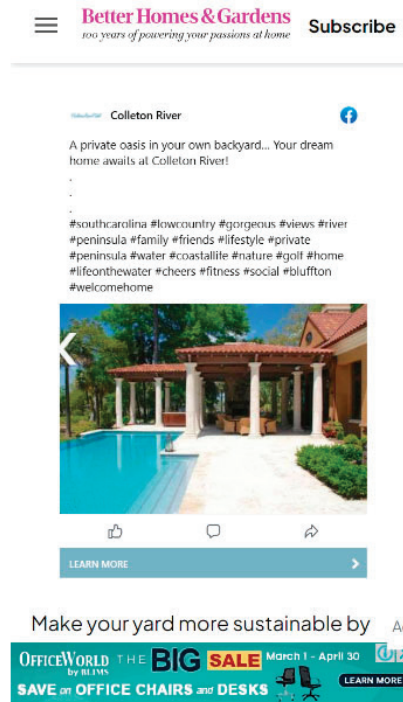
## SOCIAL MIRROR ADS

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

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

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

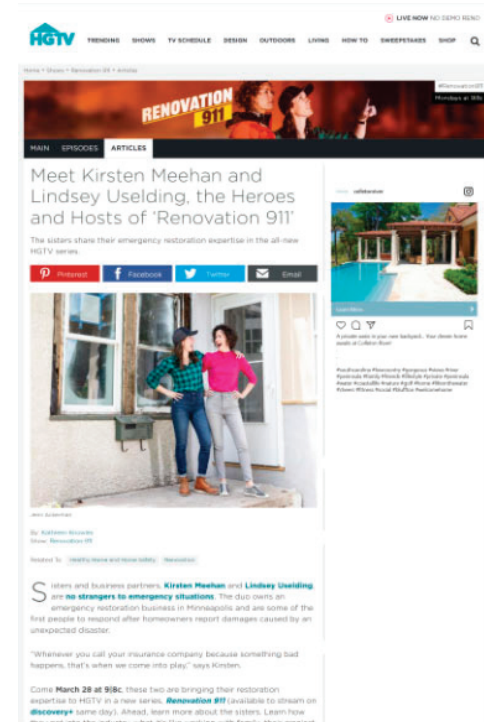
Ads can be display, video, OTT across connected TVs or carousel.



## TARGETING ABILITIES:

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

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





# Google AdWords

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

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

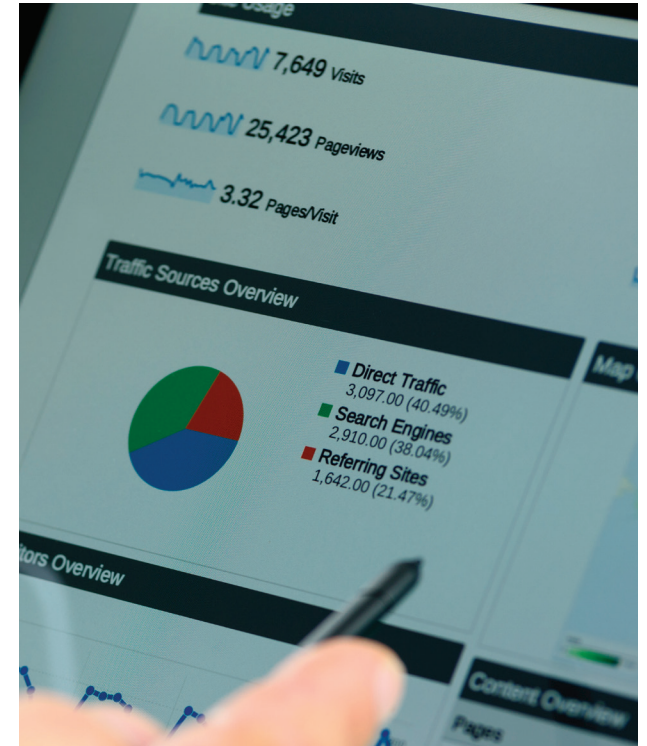


## CAMPAIGN SETUP, OPTIMIZATION, & MONTHLY MANAGEMENT

Which can include:

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

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



# Google AdWords

## CLIENT DASHBOARD

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



### SIR ONE

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 ONE

October KPI's

Clicks

Total Impressions ▼ 46%  
**53,704**

CTR

Total Clicks ▲ 9%  
**1,049**

Google Ads Phone Calls

Phone Calls ▲ 71%  
**12**

Interaction Rate

Interaction Rate ▲ 218%  
**4.17%**

CTR

CTR ▲ 101%  
**1.95%**

Average CPC

Average CPC ▲ 7%  
**\$0.94**

Cities and Regions

Showing 50 of 540 Rows			
CITY	IMPRESSIONS ▼	CLICKS	INTERACTIONS
Washington	30,976	497	613
Potomac	4,073	64	64
Baltimore	2,976	80	274
New York	1,535	51	51
Ashburn	1,386	39	137
Rockville	1,207	16	27
Virginia Beach	799	23	48
Richmond	413	6	46

Keywords

Showing 23 of 23 Rows			
KEYWORD	CLICKS	IMPRESSIONS	INTERACTIONS
dc real estate	51	886	51
luxury property for sale dc	40	114	40
home for sale dc	19	529	19
real estate in washington dc	6	101	6
georgetown washington dc apar...	6	56	6
houses in georgetown dc	3	19	3
buy house georgetown dc	2	6	2
mclean reality	1	1	1



# Billionaire Magazine

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

## DIGITAL AUDIENCE

- **29% Millionaires**

### Readership stats

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

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

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

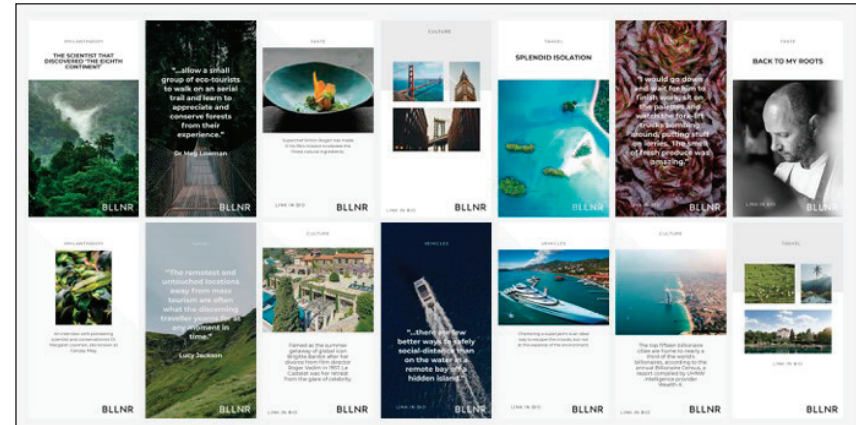
1x hyper-targeted social media campaign (4 weeks) - target UHNW's on FB/IG via the Billionaire social channels, driving targeted traffic to the content piece online

### CUSTOM CONTENT + ENEWSLETTER:

PRICE: \$4,500

### CUSTOM CONTENT + SOCIAL CAMPAIGN:

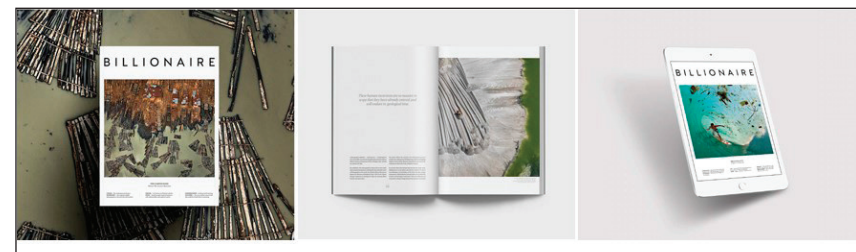
PRICE: \$6,000



**PRODUCT (ONLINE) PORTFOLIO**

- Online Branded Content
- Social Media Campaigns
- HNWI Hotspots Geo-Targeted Campaigns
- Newsletter Campaigns
- FULL PR Package

Reach our affluent and extensive member database through impactful advertising, content partnerships and directly in their inbox.



# 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

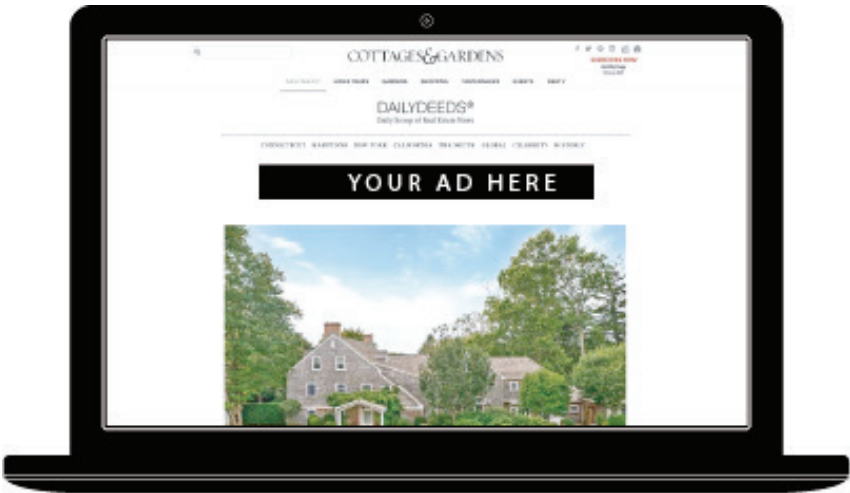
ROTATING GALLERY: \$2,950

## 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.


## ADDED VALUE

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

**BONUS  
WEEKLY NEWSLETTER  
LUXURY LIFESTYLE NEWSLETTER  
POSTING**


[illegible]

**don't  
REGISTER DAILY**




**SPOYBROS**  
**RM Sotheby's Arizona: 2005 Porsche Carrera GT**


---



**MOTORIST NEWS**  
**2021 Was Rolls-Royce's Best Year Ever**




**FBI SAO**  
**The Best 80% Cars You Can Buy Today**




**DRIVEN NEWS**  
**McLaren's Wetland Village Delivers One of the First MC20s in the U.S.**

---




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




**FBI SAO**  
**Check The Spec: A 2018 Porsche 911 GT2 RS With A \$140K Special Web Customization Package**

---




**NATIVES**  
**Bell & Ross Releases The New Limited-Edition BR 02-92 Military Clock**



**NATIVES**  
**Discover Ullyson Warden's New Limited-Edition Terrestrial Invention**

---



**TINT WORLD**  
AUTOMOTIVE STYLING CENTERS®

**FASTEST GROWING AUTO STYLING FRANCHISE!**

**\$500K+ \$500K+ \$500K+**

**\*AUTOMOTIVE STYLING SERVICES**  
\*PAVEMENT MARKINGS  
\*COMMERCIAL SERVICES  
\*RESIDENTIAL SERVICES

Call or Email Today! Toll Free 1-800-1-LookingForBusiness  
www.tintworldfranchise.com  
Toll Free 800-888-8888

**Learn More!**

---

Porsche For Sale		Lamborghini Car Sale	
Porsche For Sale		BMW Cars For Sale	
Volkswagen Only		Best SUVs For Sale	






---

**TOP LINKS**

- [Exotic Car Specs](#)
- [Candidacy Cars](#)
- [Exotic Car Videos](#)
- [Exotic Cars For Sale](#)

**COMPANY LINKS**

- [About Us](#)
- [Contact Us](#)
- [Sell Your Car](#)

Copyright © 2021 iAdPart Publishing Inc. All rights reserved.  
Want to change how you receive our emails?  
[Update your preferences.](#)    [Shoedrive from left foot](#)

# Elite Traveler

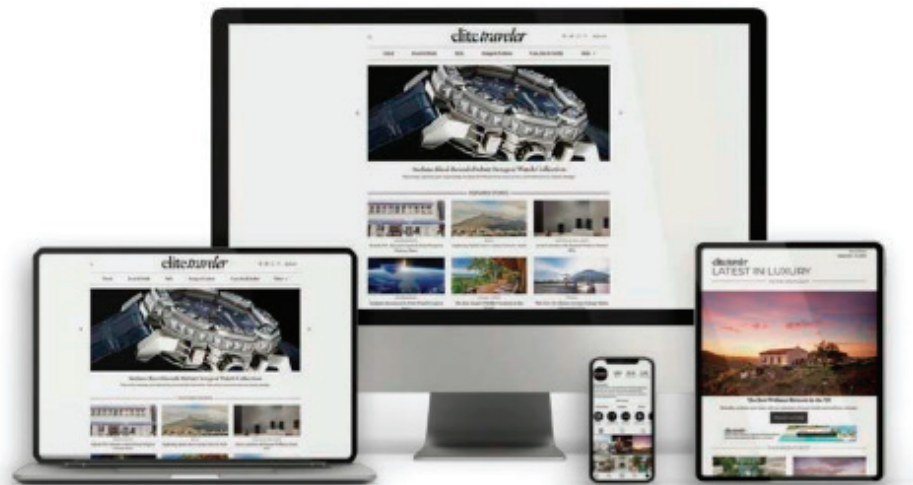
Since its launch in 2001, Elite Traveler has been the market-leading guide and curator of the global luxury lifestyle of UHNW individuals. It is written and designed by an experienced team of editors in New York and London for the elusive global elite who live the private jet lifestyle, delivering expert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

## 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.

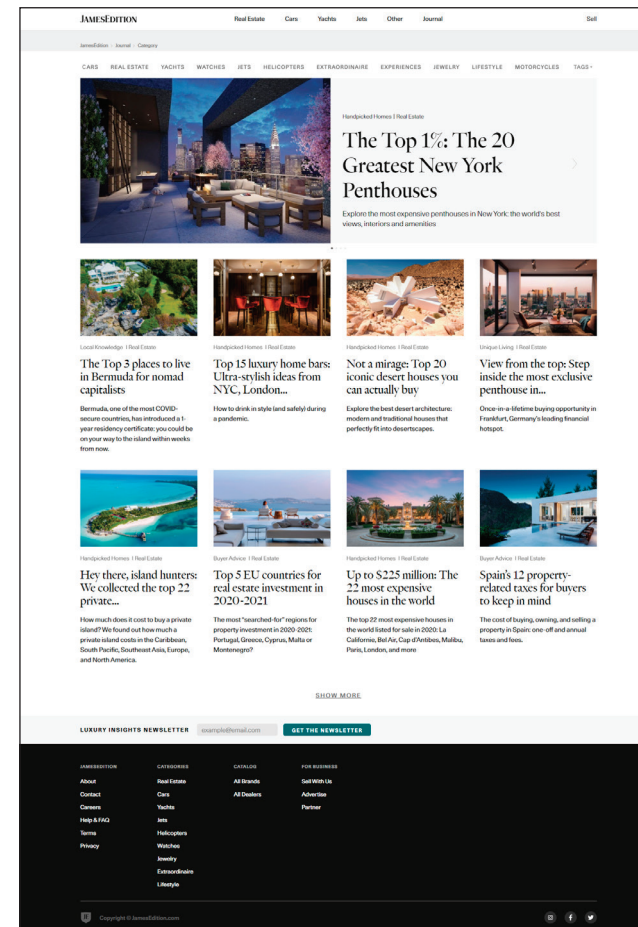
With more than 10 million monthly page views from around the world, JamesEdition.com is the quintessential marketplace for ultra-high net worth individuals. With users evenly spread throughout the Americas, EMEA and Asia, JamesEdition.com is the only truly global site to market luxury.

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.

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

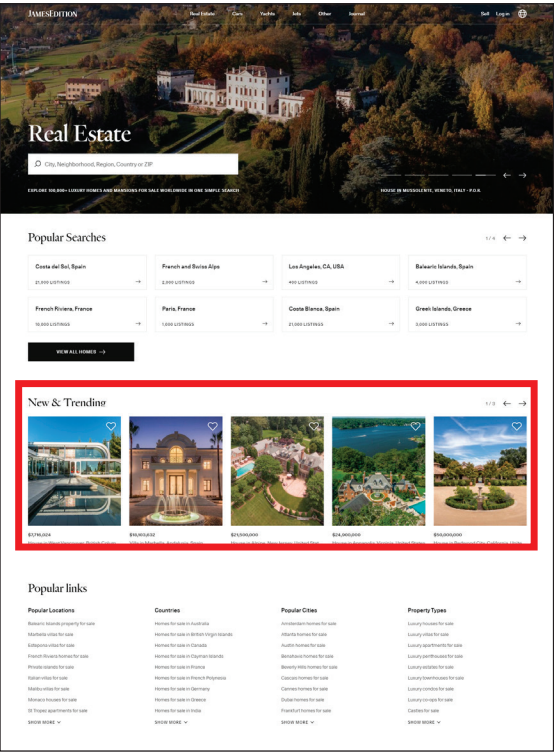
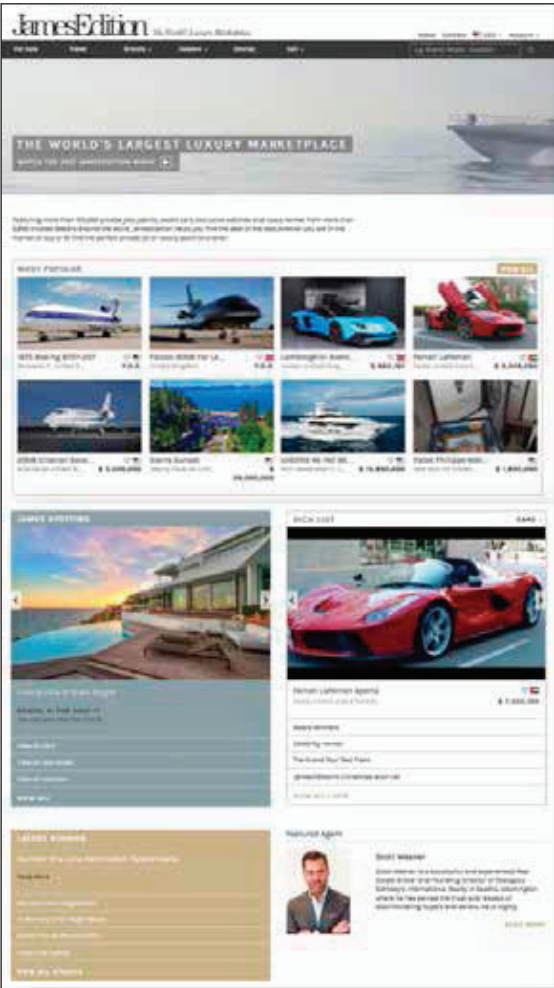
Upgrade your listings for increased visibility to capture the attention of the UHNW.

HOME PAGE POSITION

FEATURED SPOT: 1,700/30 DAYS

REAL ESTATE POSITION

FEATURED SPOT: 1,400/30 DAYS





# jamesedition.com

## SOCIAL MEDIA POST

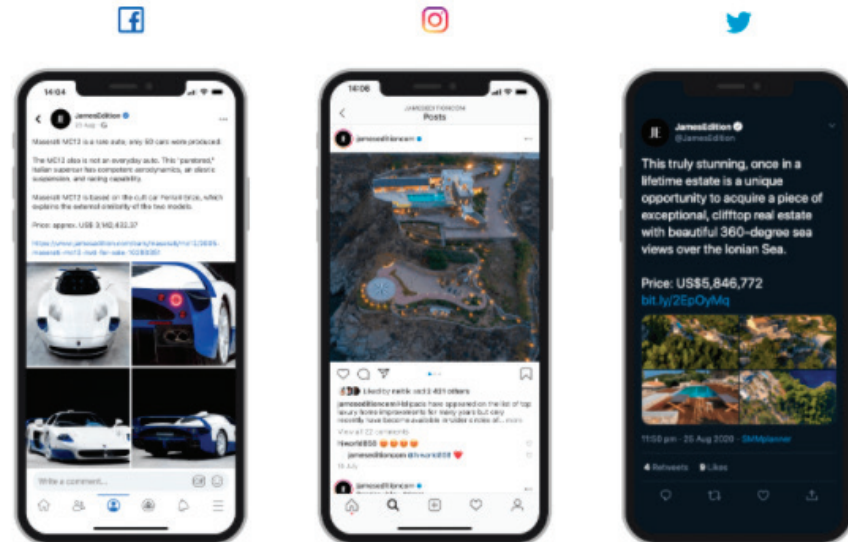
Founded in 2008, JamesEdition.com features the largest collection of luxury goods worldwide.

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

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

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

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



## PHOTO

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

PHOTO: \$800

## PHOTO PLUS

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

PHOTO PLUS: \$1,000

## VIDEO

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

VIDEO: \$1,800

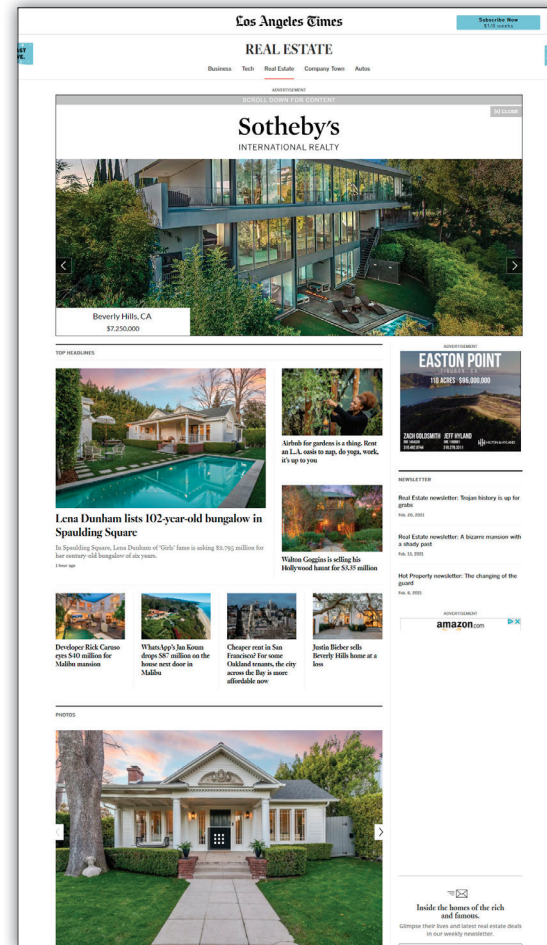
# LA Times

## 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**



# 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.

## ENEWSLETTER

Ocean Home magazine offers advertisers a unique opportunity to reach an incomparable community of active buyers and renters of luxury oceanfront, oceanview, ocean accessible, and island homes and villas around the country and the globe. In addition to their search for the picture-perfect oceanfront property, villa or resort, to call home, our readers are interested in coastal architecture, nautical accessories, design, décor and outdoor lifestyle accoutrements for their ocean home.

Ocean Home magazine has multiple options for connecting and delivering your messages to a highly engaged and affluent audience putting your message right in their inbox as a partner in our monthly eNewsletter.

- 22,000+ Opt-in subscribers
- 32% Open Rate
- 15% Click through rate

PRICE: STARTING AT \$750 PER MONTH

**OCEAN HOME MAGAZINE MONTHLY NEWSLETTER**

Ocean Home magazine offers advertisers a unique opportunity to reach an incomparable community of active buyers and renters of luxury oceanfront, ocean view, ocean accessible, and island homes and villas around the country and the globe. In addition to their search for the picture-perfect oceanfront property, villa or resort, to call home, our readers are interested in coastal architecture, nautical accessories, design, décor and outdoor lifestyle accoutrements for their ocean home.

Ocean Home magazine has multiple options for connecting and delivering your messages to a highly engaged and affluent audience of 22,000+ opt-ins putting your message right in their inbox as a partner in our monthly eNewsletter.

**PRICE AND SPECS**

- **DISPLAY AD:** \$500 per 300 x 250 block plus link
- **FEATURED AD:** \$700 per First position, Large image, Headline (30 characters) + text (40 words) & two links
- **SHARED AD:** \$500 per Image, Headline (30 characters) + text (40 words) & two links

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

**2022 RELEASE DATES**

• Feb 16	• June 22	• Sept 21
• March 16	• July 13	• Oct 19
• April 20	• Aug 17	• Nov 16
• May 18		

Limited inventory. Reservations are first come, deadline 1 week prior.

**22,000** **19%** **15%**  
OPT-IN SUBSCRIBERS OPEN RATE CLICK THROUGH RATE

The Ocean Home digital team is committed to bringing your brand's vision to life through original, well-designed and engineered digital experiences. Contact us to reach the wealthiest consumers in the world who can easily afford multiple vacation homes and products for their coastal lifestyle.

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



# 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

## SOCIAL MEDIA POST

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

- 60,000+ Followers.

FACEBOOK POST: \$675 PER POST

INSTAGRAM POST: \$800 PER POST

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

**OCEAN HOME MAGAZINE**

**OCEAN HOME MAGAZINE MONTHLY NEWSLETTER**

Ocean Home magazine offers advertisers a unique opportunity to reach an incomparable community of active buyers and renters of luxury oceanfront, ocean view, ocean accessible, and island homes and villas around the country and the globe. In addition to their search for the picture-perfect oceanfront property, villa or resort, to call home, our readers are interested in coastal architecture, nautical accessories, design, décor and outdoor lifestyle accoutrements for their ocean home.

Ocean Home magazine has multiple options for connecting and delivering your messages to a highly engaged and affluent audience of 22,000+ opt-ins putting your message right in their inbox as a partner in our monthly eNewsletter.

**PRICE AND SPECS**

- **DISPLAY AD:** \$500 per 300 x 250 block plus link
- **FEATURED AD:** \$700 per First position, Large image, Headline (30 characters) + text (40 words) & two links
- **SHARED AD:** \$500 per Image, Headline (30 characters) + text (40 words) & two links

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

**2022 RELEASE DATES**

• Feb 16	• June 22	• Sept 21
• March 16	• July 13	• Oct 19
• April 20	• Aug 17	• Nov 16
• May 18		

Limited inventory. Reservations are first come, deadline 1 week prior.

**22,000** **19%** **15%**  
OPT-IN SUBSCRIBERS OPEN RATE CLICK THROUGH RATE

The Ocean Home digital team is committed to bringing your brand's vision to life through original, well-designed and engineered digital experiences. Contact us to reach the wealthiest consumers in the world who can easily afford multiple vacation homes and products for their coastal lifestyle.

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



# RobbReport.com

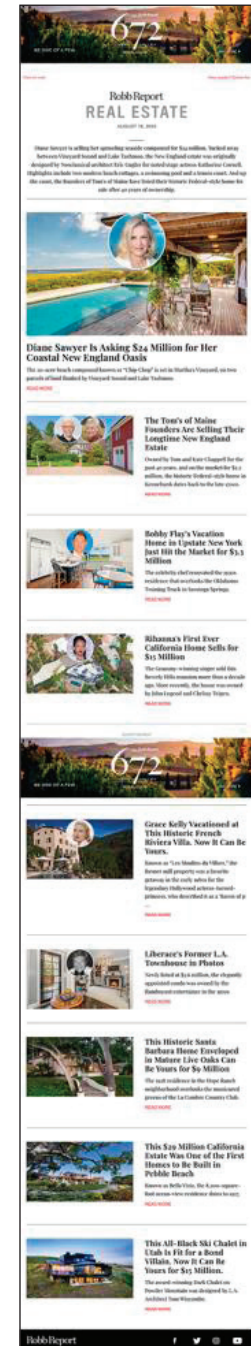
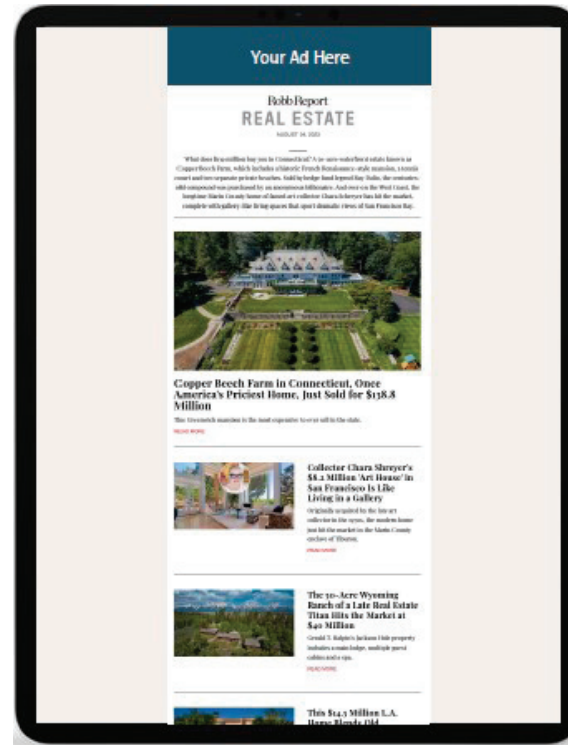
## REAL ESTATE ENEWSLETTER

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

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

YACHTS

AVIATION

WATCHES

STYLE

HOME

FOOD & DRINK

TRAVEL

VIDEOS

THE VAULT

REAL ESTATE

FEATURED LISTING

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

\$5,284,900

Search a location

ADVERTISEMENT

REAL ESTATE NEWS

NEW CONSTRUCTION

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

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

By Mark David

CELEBRITY HOMES

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

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

By Wendy Bowman

ART & COLLECTIBLES

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

The auction house produced lower results than last year

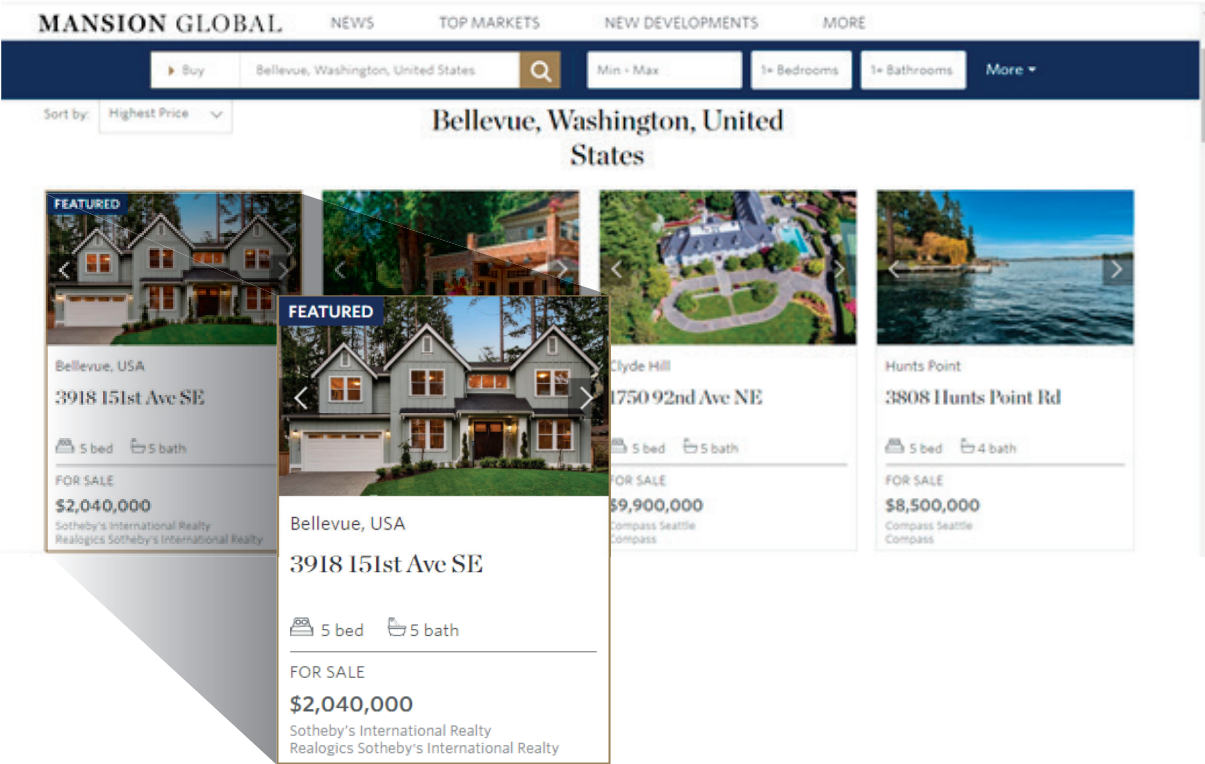
# The Wall Street Journal Online (WSJ.com)

## FEATURED PROPERTY UPGRADES

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

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

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



# The Wall Street Journal Online (WSJ.com)

## MANSION GLOBAL HOMEPAGE HERO

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

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

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

SHARED BANNER: \$650/LISTING

Shared with 5 properties





# The Wall Street Journal Online (WSJ.com)

## MANSSION 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 Brimley 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/10 Ave, Suite 1001, BC	\$13,400,000
7. 4121 Ave. Marlene, Burnaby, BC	\$15,000,000
8. 7512 151st Ave. Burnaby, Burnaby, BC	\$15,000,000
9. 8000 15th Ave, Burnaby, BC	\$15,000,000
10. 400 Sandhill 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	25	\$25,000,000

Region	Average Home Price	Number of Luxury Listings (over \$2M)	Most Expensive Listing
Ontario	\$578,072	1,061	\$35,000,000
Toronto	\$868,817	332	\$35,000,000

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

# 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 NEWSLETTER



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

READ MORE

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

READ MORE

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

READ MORE

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

READ MORE

LATEST YACHT NEWS

New 60 metre Amels 200 motor yacht sold

READ MORE

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

READ MORE

Turquoise Yachts reveals 62 metre superyacht concept Project Nautilus

READ MORE

DISCOVER THE POWER OF FLEET XPRESS FOR SUPERYACHTS



# Print Offerings



Sotheby's  
INTERNATIONAL REALTY



# The Wall Street Journal

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

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

PROPERTY SPOT: \$795  
DOUBLE PROPERTY SPOT: \$1,590  
QUADRUPLE PROPERTY SPOT: \$3,180  
EIGHT PROPERTY SPOTS: \$6,360

Includes Bonus 30 Day Digital -  
Featured Property Upgrade

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

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

# MANSION

THE WALL STREET JOURNAL

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 a few decades ago. "It was obviously a weird outcome," Randy said of deciding to auction the home.

More closely associated with private art or collectibles, auctions are on the rise for luxury real estate, with auction houses reporting a dramatic spike in the number of high-net-worth sellers seeking their aid since 2020. And a downturn in luxury home sales, auction companies are pitching homeowners on their ability to market unique properties in a range of deep-pocketed buyers beyond local markets and to sell them within a precise time frame.

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

Please turn to page M5

**TRIBECA PENTHOUSE**  
New York City

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

**Room for Prayer, Without Leaving Home**

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

**By Susan Foxworth**

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

Practitioners of Hinduism, particularly in India, have long created pooja rooms or areas in their homes; the word *pooja*, sometimes spelled *puja*, refers to the Sanskrit word for worship. A *pooja* room usually has an altar, murti or idols, supporting idols and pictures of Hindu gods. They are used for solitary or communal prayer, worship and meditation, and are often decorated for special occasions during festival such as Diwali.

said Pooja Chhabra, a consultant in Dallas, Texas, a set 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 seen as a sign of the growing demand for *pooja* rooms in the U.S.

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

**Homes as unique as you**  
sothebysrealty.com

**Coastal Estate**  
Aerial view of a large estate with a private beach and pool.

**Modern Interior**  
A modern interior with a large open-plan living area and a private pool.

**Large Estate**  
A large estate with a private pool and a tennis court.

**Luxury Home**  
A luxury home with a private pool and a tennis court.

**Large Estate**  
A large estate with a private pool and a tennis court.

**Modern Interior**  
A modern interior with a large open-plan living area and a private pool.

**Large Estate**  
A large estate with a private pool and a tennis court.

**Luxury Home**  
A luxury home with a private pool and a tennis court.

**Large Estate**  
A large estate with a private pool and a tennis court.

**Modern Interior**  
A modern interior with a large open-plan living area and a private pool.

**Large Estate**  
A large estate with a private pool and a tennis court.

**Luxury Home**  
A luxury home with a private pool and a tennis court.

**Large Estate**  
A large estate with a private pool and a tennis court.

**Modern Interior**  
A modern interior with a large open-plan living area and a private pool.

**Large Estate**  
A large estate with a private pool and a tennis court.

**Luxury Home**  
A luxury home with a private pool and a tennis court.

**Large Estate**  
A large estate with a private pool and a tennis court.

**Modern Interior**  
A modern interior with a large open-plan living area and a private pool.

**Large Estate**  
A large estate with a private pool and a tennis court.

**Luxury Home**  
A luxury home with a private pool and a tennis court.

**Large Estate**  
A large estate with a private pool and a tennis court.

**Modern Interior**  
A modern interior with a large open-plan living area and a private pool.

**Large Estate**  
A large estate with a private pool and a tennis court.

**Luxury Home**  
A luxury home with a private pool and a tennis court.

**Large Estate**  
A large estate with a private pool and a tennis court.

**Modern Interior**  
A modern interior with a large open-plan living area and a private pool.

**Large Estate**  
A large estate with a private pool and a tennis court.

**Luxury Home**  
A luxury home with a private pool and a tennis court.

**Large Estate**  
A large estate with a private pool and a tennis court.

**Modern Interior**  
A modern interior with a large open-plan living area and a private pool.

**Large Estate**  
A large estate with a private pool and a tennis court.

**Luxury Home**  
A luxury home with a private pool and a tennis court.

**Large Estate**  
A large estate with a private pool and a tennis court.

**Modern Interior**  
A modern interior with a large open-plan living area and a private pool.

**Large Estate**  
A large estate with a private pool and a tennis court.

**Luxury Home**  
A luxury home with a private pool and a tennis court.

**Large Estate**  
A large estate with a private pool and a tennis court.

**Modern Interior**  
A modern interior with a large open-plan living area and a private pool.

**Large Estate**  
A large estate with a private pool and a tennis court.

**Luxury Home**  
A luxury home with a private pool and a tennis court.

**Large Estate**  
A large estate with a private pool and a tennis court.

**Modern Interior**  
A modern interior with a large open-plan living area and a private pool.

**Large Estate**  
A large estate with a private pool and a tennis court.

**Luxury Home**  
A luxury home with a private pool and a tennis court.

**Large Estate**  
A large estate with a private pool and a tennis court.

**Modern Interior**  
A modern interior with a large open-plan living area and a private pool.

**Large Estate**  
A large estate with a private pool and a tennis court.

**Luxury Home**  
A luxury home with a private pool and a tennis court.

**Large Estate**  
A large estate with a private pool and a tennis court.

**Modern Interior**  
A modern interior with a large open-plan living area and a private pool.

**Large Estate**  
A large estate with a private pool and a tennis court.

**Luxury Home**  
A luxury home with a private pool and a tennis court.

**Large Estate**  
A large estate with a private pool and a tennis court.

**Modern Interior**  
A modern interior with a large open-plan living area and a private pool.

**Large Estate**  
A large estate with a private pool and a tennis court.

**Luxury Home**  
A luxury home with a private pool and a tennis court.

**Large Estate**  
A large estate with a private pool and a tennis court.

**Modern Interior**  
A modern interior with a large open-plan living area and a private pool.

**Large Estate**  
A large estate with a private pool and a tennis court.

**Luxury Home**  
A luxury home with a private pool and a tennis court.

**Large Estate**  
A large estate with a private pool and a tennis court.

**Modern Interior**  
A modern interior with a large open-plan living area and a private pool.

**Large Estate**  
A large estate with a private pool and a tennis court.

**Luxury Home**  
A luxury home with a private pool and a tennis court.

**Large Estate**  
A large estate with a private pool and a tennis court.

**Modern Interior**  
A modern interior with a large open-plan living area and a private pool.

**Large Estate**  
A large estate with a private pool and a tennis court.

**Luxury Home**  
A luxury home with a private pool and a tennis court.

**Large Estate**  
A large estate with a private pool and a tennis court.

**Modern Interior**  
A modern interior with a large open-plan living area and a private pool.

**Large Estate**  
A large estate with a private pool and a tennis court.

**Luxury Home**  
A luxury home with a private pool and a tennis court.

**Large Estate**  
A large estate with a private pool and a tennis court.

**Modern Interior**  
A modern interior with a large open-plan living area and a private pool.

**Large Estate**  
A large estate with a private pool and a tennis court.

**Luxury Home**  
A luxury home with a private pool and a tennis court.

**Large Estate**  
A large estate with a private pool and a tennis court.

**Modern Interior**  
A modern interior with a large open-plan living area and a private pool.

**Large Estate**  
A large estate with a private pool and a tennis court.

**Luxury Home**  
A luxury home with a private pool and a tennis court.

**Large Estate**  
A large estate with a private pool and a tennis court.

**Modern Interior**  
A modern interior with a large open-plan living area and a private pool.

**Large Estate**  
A large estate with a private pool and a tennis court.

**Luxury Home**  
A luxury home with a private pool and a tennis court.

**Large Estate**  
A large estate with a private pool and a tennis court.

**Modern Interior**  
A modern interior with a large open-plan living area and a private pool.

**Large Estate**  
A large estate with a private pool and a tennis court.

**Luxury Home**  
A luxury home with a private pool and a tennis court.

**Large Estate**  
A large estate with a private pool and a tennis court.

**Modern Interior**  
A modern interior with a large open-plan living area and a private pool.

**Large Estate**  
A large estate with a private pool and a tennis court.

**Luxury Home**  
A luxury home with a private pool and a tennis court.

**Large Estate**  
A large estate with a private pool and a tennis court.

**Modern Interior**  
A modern interior with a large open-plan living area and a private pool.

**Large Estate**  
A large estate with a private pool and a tennis court.

**Luxury Home**  
A luxury home with a private pool and a tennis court.

**Large Estate**  
A large estate with a private pool and a tennis court.

**Modern Interior**  
A modern interior with a large open-plan living area and a private pool.

**Large Estate**  
A large estate with a private pool and a tennis court.

**Luxury Home**  
A luxury home with a private pool and a tennis court.

**Large Estate**  
A large estate with a private pool and a tennis court.

**Modern Interior**  
A modern interior with a large open-plan living area and a private pool.

**Large Estate**  
A large estate with a private pool and a tennis court.

**Luxury Home**  
A luxury home with a private pool and a tennis court.

**Large Estate**  
A large estate with a private pool and a tennis court.

**Modern Interior**  
A modern interior with a large open-plan living area and a private pool.

**Large Estate**  
A large estate with a private pool and a tennis court.

**Luxury Home**  
A luxury home with a private pool and a tennis court.

**Large Estate**  
A large estate with a private pool and a tennis court.

**Modern Interior**  
A modern interior with a large open-plan living area and a private pool.

**Large Estate**  
A large estate with a private pool and a tennis court.

**Luxury Home**  
A luxury home with a private pool and a tennis court.

**Large Estate**  
A large estate with a private pool and a tennis court.

**Modern Interior**  
A modern interior with a large open-plan living area and a private pool.

**Large Estate**  
A large estate with a private pool and a tennis court.

**Luxury Home**  
A luxury home with a private pool and a tennis court.

**Large Estate**  
A large estate with a private pool and a tennis court.

**Modern Interior**  
A modern interior with a large open-plan living area and a private pool.

**Large Estate**  
A large estate with a private pool and a tennis court.

**Luxury Home**  
A luxury home with a private pool and a tennis court.

**Large Estate**  
A large estate with a private pool and a tennis court.

**Modern Interior**  
A modern interior with a large open-plan living area and a private pool.

**Large Estate**  
A large estate with a private pool and a tennis court.

**Luxury Home**  
A luxury home with a private pool and a tennis court.

**Large Estate**  
A large estate with a private pool and a tennis court.

**Modern Interior**  
A modern interior with a large open-plan living area and a private pool.

**Large Estate**  
A large estate with a private pool and a tennis court.

**Luxury Home**  
A luxury home with a private pool and a tennis court.

**Large Estate**  
A large estate with a private pool and a tennis court.

**Modern Interior**  
A modern interior with a large open-plan living area and a private pool.

**Large Estate**  
A large estate with a private pool and a tennis court.

**Luxury Home**  
A luxury home with a private pool and a tennis court.

**Large Estate**  
A large estate with a private pool and a tennis court.

**Modern Interior**  
A modern interior with a large open-plan living area and a private pool.

**Large Estate**  
A large estate with a private pool and a tennis court.

**Luxury Home**  
A luxury home with a private pool and a tennis court.

**Large Estate**  
A large estate with a private pool and a tennis court.

**Modern Interior**  
A modern interior with a large open-plan living area and a private pool.

**Large Estate**  
A large estate with a private pool and a tennis court.

**Luxury Home**  
A luxury home with a private pool and a tennis court.

**Large Estate**  
A large estate with a private pool and a tennis court.

**Modern Interior**  
A modern interior with a large open-plan living area and a private pool.

**Large Estate**  
A large estate with a private pool and a tennis court.

**Luxury Home**  
A luxury home with a private pool and a tennis court.

**Large Estate**  
A large estate with a private pool and a tennis court.

**Modern Interior**  
A modern interior with a large open-plan living area and a private pool.

**Large Estate**  
A large estate with a private pool and a tennis court.

**Luxury Home**  
A luxury home with a private pool and a tennis court.

**Large Estate**  
A large estate with a private pool and a tennis court.

**Modern Interior**  
A modern interior with a large open-plan living area and a private pool.

**Large Estate**  
A large estate with a private pool and a tennis court.

**Luxury Home**  
A luxury home with a private pool and a tennis court.

**Large Estate**  
A large estate with a private pool and a tennis court.

**Modern Interior**  
A modern interior with a large open-plan living area and a private pool.

**Large Estate**  
A large estate with a private pool and a tennis court.

**Luxury Home**  
A luxury home with a private pool and a tennis court.

**Large Estate**  
A large estate with a private pool and a tennis court.

**Modern Interior**  
A modern interior with a large open-plan living area and a private pool.

**Large Estate**  
A large estate with a private pool and a tennis court.

**Luxury Home**  
A luxury home with a private pool and a tennis court.

**Large Estate**  
A large estate with a private pool and a tennis court.

**Modern Interior**  
A modern interior with a large open-plan living area and a private pool.

**Large Estate**  
A large estate with a private pool and a tennis court.

**Luxury Home**  
A luxury home with a private pool and a tennis court.

**Large Estate**  
A large estate with a private pool and a tennis court.

**Modern Interior**  
A modern interior with a large open-plan living area and a private pool.

**Large Estate**  
A large estate with a private pool and a tennis court.

**Luxury Home**  
A luxury home with a private pool and a tennis court.

**Large Estate**  
A large estate with a private pool and a tennis court.

**Modern Interior**  
A modern interior with a large open-plan living area and a private pool.

**Large Estate**  
A large estate with a private pool and a tennis court.

**Luxury Home**  
A luxury home with a private pool and a tennis court.

**Large Estate**  
A large estate with a private pool and a tennis court.

**Modern Interior**  
A modern interior with a large open-plan living area and a private pool.

**Large Estate**  
A large estate with a private pool and a tennis court.

**Luxury Home**  
A luxury home with a private pool and a tennis court.

**Large Estate**  
A large estate with a private pool and a tennis court.

**Modern Interior**  
A modern interior with a large open-plan living area and a private pool.

**Large Estate**  
A large estate with a private pool and a tennis court.

**Luxury Home**  
A luxury home with a private pool and a tennis court.

**Large Estate**  
A large estate with a private pool and a tennis court.

**Modern Interior**  
A modern interior with a large open-plan living area and a private pool.

**Large Estate**  
A large estate with a private pool and a tennis court.

**Luxury Home**  
A luxury home with a private pool and a tennis court.

**Large Estate**  
A large estate with a private pool and a tennis court.

**Modern Interior**  
A modern interior with a large open-plan living area and a private pool.

**Large Estate**  
A large estate with a private pool and a tennis court.

**Luxury Home**  
A luxury home with a private pool and a tennis court.

**Large Estate**  
A large estate with a private pool and a tennis court.

**Modern Interior**  
A modern interior with a large open-plan living area and a private pool.

**Large Estate**  
A large estate with a private pool and a tennis court.

**Luxury Home**  
A luxury home with a private pool and a tennis court.

**Large Estate**  
A large estate with a private pool and a tennis court.

**Modern Interior**  
A modern interior with a large open-plan living area and a private pool.

**Large Estate**  
A large estate with a private pool and a tennis court.

**Luxury Home**  
A luxury home with a private pool and a tennis court.

**Large Estate**  
A large estate with a private pool and a tennis court.

**Modern Interior**  
A modern interior with a large open-plan living area and a private pool.

**Large Estate**  
A large estate with a private pool and a tennis court.

**Luxury Home**  
A luxury home with a private pool and a tennis court.

**Large Estate**  
A large estate with a private pool and a tennis court.

**Modern Interior**  
A modern interior with a large open-plan living area and a private pool.

**Large Estate**  
A large estate with a private pool and a tennis court.

**Luxury Home**  
A luxury home with a private pool and a tennis court.

**Large Estate**  
A large estate with a private pool and a tennis court.

**Modern Interior**  
A modern interior with a large open-plan living area and a private pool.

**Large Estate**  
A large estate with a private pool and a tennis court.

**Luxury Home**  
A luxury home with a private pool and a tennis court.

**Large Estate**  
A large estate with a private pool and a tennis court.

**Modern Interior**  
A modern interior with a large open-plan living area and a private pool.

**Large Estate**  
A large estate with a private pool and a tennis court.

**Luxury Home**  
A luxury home with a private pool and a tennis court.

**Large Estate**  
A large estate with a private pool and a tennis court.

**Modern Interior**  
A modern interior with a large open-plan living area and a private pool.

**Large Estate**  
A large estate with a private pool and a tennis court.

**Luxury Home**  
A luxury home with a private pool and a tennis court.

**Large Estate**  
A large estate with a private pool and a tennis court.

**Modern Interior**  
A modern interior with a large open-plan living area and a private pool.

**Large Estate**  
A large estate with a private pool and a tennis court.

**Luxury Home**  
A luxury home with a private pool and a tennis court.

**Large Estate**  
A large estate with a private pool and a tennis court.

**Modern Interior**  
A modern interior with a large open-plan living area and a private pool.

**Large Estate**  
A large estate with a private pool and a tennis court.

**Luxury Home**  
A luxury home with a private pool and a tennis court.

**Large Estate**  
A large estate with a private pool and a tennis court.

**Modern Interior**  
A modern interior with a large open-plan living area and a private pool.

**Large Estate**  
A large estate with a private pool and a tennis court.

**Luxury Home**  
A luxury home with a private pool and a tennis court.

**Large Estate**  
A large estate with a private pool and a tennis court.

**Modern Interior**  
A modern interior with a large open-plan living area and a private pool.

**Large Estate**  
A large estate with a private pool and a tennis court.

**Luxury Home**  
A luxury home with a private pool and a tennis court.

**Large Estate**  
A large estate with a private pool and a tennis court.

**Modern Interior**  
A modern interior with a large open-plan living area and a private pool.

**Large Estate**  
A large estate with a private pool and a tennis court.

**Luxury Home**  
A luxury home with a private pool and a tennis court.

**Large Estate**  
A large estate with a private pool and a tennis court.

**Modern Interior**  
A modern interior with a large open-plan living area and a private pool.

**Large Estate**  
A large estate with a private pool and a tennis court.

**Luxury Home**  
A luxury home with a private pool and a tennis court.

**Large Estate**  
A large estate with a private pool and a tennis court.

**Modern Interior**  
A modern interior with a large open-plan living area and a private pool.

**Large Estate**  
A large estate with a private pool and a tennis court.

**Luxury Home**  
A luxury home with a private pool and a tennis court.

**Large Estate**  
A large estate with a private pool and a tennis court.

**Modern Interior**  
A modern interior with a large open-plan living area and a private pool.

**Large Estate**  
A large estate with a private pool and a tennis court.

**Luxury Home**  
A luxury home with a private pool and a tennis court.

**Large Estate**  
A large estate with a private pool and a tennis court.

**Modern Interior**  
A modern interior with a large open-plan living area and a private pool.

**Large Estate**  
A large estate with a private pool and a tennis court.

**Luxury Home**  
A luxury home with a private pool and a tennis court.

**Large Estate**  
A large estate with a private pool and a tennis court.

**Modern Interior**  
A modern interior with a large open-plan living area and a private pool.

**Large Estate**  
A large estate with a private pool and a tennis court.

**Luxury Home**  
A luxury home with a private pool and a tennis court.

**Large Estate**  
A large estate with a private pool and a tennis court.

**Modern Interior**  
A modern interior with a large open-plan living area and a private pool.

**Large Estate**  
A large estate with a private pool and a tennis court.

**Luxury Home**  
A luxury home with a private pool and a tennis court.

**Large Estate**  
A large estate with a private pool and a tennis court.

**Modern Interior**  
A modern interior with a large open-plan living area and a private pool.

**Large Estate**  
A large estate with a private pool and a tennis court.

**Luxury Home**  
A luxury home with a private pool and a tennis court.

**Large Estate**  
A large estate with a private pool and a tennis court.

**Modern Interior**  
A modern interior with a large open-plan living area

# 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: \$6,080

"All the News That's Fit to Print"

# The New York Times

Today, nearly every state and city in the U.S. has a copy of The New York Times. It's the most widely read newspaper in the world.

Vol. CLXVIII ... No. 56,137 ... 11/25/2018 ... The New York Times Company ... NEW YORK, MONDAY, NOVEMBER 5, 2018 ... \$3.00

### Web's Far Right Edge in Polls Might Not Tip House Scales

By KEVIN MURPHY and ALI HUSTON

On Wednesday, voters across the country cast their ballots in the mid-term elections. While many voters are likely to be focused on the presidential race, the House of Representatives will also be up for election. And the results could have a significant impact on the future of the country.

### It's Not Heaven, It's Brooklyn

The 10,000 runners in this year's New York City Marathon enjoyed blue skies, near ideal conditions and a fast course. Pages F7-F22.

### Spending Millions in a Bid to Avoid Sanctions

By MICHAEL WOOD

WASHINGTON — The Trump administration is spending millions of dollars to avoid international sanctions on Iran. The administration is reportedly paying for the transportation of Iranian oil to the United States.

### Called to Serve, Utah Mayor Always Answered


By JEFFREY M. HARRIS

PORTLAND, Ore. — The death of a Utah mayor has prompted a reflection on the importance of public service. The mayor, who was known for his dedication to his community, died of a heart attack.


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

By RICHARD HENRY


ATLANTA — The weeks, from the time when the Georgia Republican Party accused its rival of being a "hack" to the time when the rival accused the Republican Party of being a "hack," have been a series of accusations and counter-accusations.




Discover the unique [sothebysrealty.com](https://sothebysrealty.com)




**Omarino.co.nz**  
BAY OF ISLANDS, NEW ZEALAND  
Price Upon Request  
New Zealand Sotheby's International Realty  
Ben Macky  
[ben.macky@sothebysrealty.com](mailto:ben.macky@sothebysrealty.com) +64 219 37885




**Seafair - Harbour Island**  
SCOTTSDALE, ARIZONA  
KEYESTHER, THE BAHAMAS  
\$15,950,000 | [sirbahamas.com/id/61421](https://sirbahamas.com/id/61421)  
Bahamas Sotheby's International Realty  
Colleen Carey  
[colleen.carey@sirbahamas.com](mailto:colleen.carey@sirbahamas.com) +1.242.818.6038




**10244 E Hualapai Drive**  
SCOTTSDALE, ARIZONA  
\$14,000,000 | [sothebysrealty.com/id/6830744](https://sothebysrealty.com/id/6830744)  
Russ Lyon Sotheby's International Realty  
Frank Aazami  
[frank.aazami@sir.com](mailto:frank.aazami@sir.com) +1.480.266.0240




**75 Hunki Dorf Court, #W113**  
KEYSTONE, COLORADO  
\$5,000,000 | [sothebysrealty.com/id/616TK4J](https://sothebysrealty.com/id/616TK4J)  
LIV Sotheby's International Realty  
Hank Wietheke | Doyle Richmond  
[doyle.richmond@sothebysrealty.com](mailto:doyle.richmond@sothebysrealty.com) +1.970.390.9240




**3005 45th Street NW**  
WASHINGTON, DISTRICT OF COLUMBIA  
\$9,850,000 | [sothebysrealty.com/id/NR5GFS](https://sothebysrealty.com/id/NR5GFS)  
TTR Sotheby's International Realty  
Mark Lowham  
[milowham@ttr.com](mailto:milowham@ttr.com) +1.703.966.6949



**1350 27th Street NW**  
WASHINGTON, DISTRICT OF COLUMBIA  
\$3,950,000 | [sothebysrealty.com/id/QHPFGD](https://sothebysrealty.com/id/QHPFGD)  
TTR Sotheby's International Realty  
Jeff Lockard | Andrew Smith  
[lockardsmith@ttr.com](mailto:lockardsmith@ttr.com) +1.202.246.4433



**300Bull-704.com**  
SAVANNAH, GEORGIA  
\$4,600,000  
Daniel Ravenel Sotheby's International Realty  
Lucy Hitch | Monica McGoldrick  
[lucy.hitch@sothebysrealty.com](mailto:lucy.hitch@sothebysrealty.com) +1.912.667.7407



**46 White Pine Canyon Road**  
PARK CITY, UTAH  
\$18,275,000 | [sothebysrealty.com/id/QWGXH8](https://sothebysrealty.com/id/QWGXH8)  
Summit Sotheby's International Realty  
Michael LaPay | Miriam Noel  
[michael.lapay@sothebysrealty.com](mailto:michael.lapay@sothebysrealty.com) +1.435.640.5700

© 2023 Sotheby's International Realty. All Rights Reserved. Sotheby's International Realty® is a registered trademark and used with permission. Each Sotheby's International Realty office is independently owned and operated, except those operated by Sotheby's International Realty, Inc. All offerings are subject to errors, omissions, changes including price or withdrawn without notice. Equal Housing Opportunity.

skyad.com | 40

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.

- PROPERTY SPOT, COLOR: \$760  
DOUBLE PROPERTY SPOT, COLOR: \$1,520  
QUADRUPLE PROPERTY SPOT, COLOR: \$3,040

# Discover the unique

sothebysrealty.com

**Sotheby's**  
INTERNATIONAL REALTY

Omarino.co.nz

**BAY OF ISLANDS, NEW ZEALAND**

**Price Upon Request**

New Zealand Sotheby's International Realty

Ben Mackay

ben.mackay@sothebysrealty.com

+64 219.37885

**Seafair – Harbour Island**

**ELEUTHERA, THE BAHAMAS**

**\$15,950,000 | sirbahamas.com/id/6J421**

Bahamas Sotheby's International Realty

Colleen Carey

colleen.carey@sirbahamas.com

+1.242.818.6038

**10244 E Hualapai Drive**

**SCOTTSDALE, ARIZONA**

**\$14,000,000 | sothebysrealty.com/id/6830744**

Russ Lyon Sotheby's International Realty

Frank Aazami

frank.aazami@sir.com

+1.480.266.0240

**75 Hunki Dori Court, #W13**

**KEYSTONE, COLORADO**

**\$5,000,000 | sothebysrealty.com/id/BGTK4J**

LIV Sotheby's International Realty

Hank Westlake | Doyle Richmond

doyle.richmond@sothebysrealty.com

+1.970.390.9240

**3005 45th Street NW**

**WASHINGTON, DISTRICT OF COLUMBIA**

**\$9,850,000 | sothebysrealty.com/id/NR5GSPS**

TTR Sotheby's International Realty

Mark Lowham

mlowham@ttrsir.com

+1.703.966.6949

**1350 27th Street NW**

**WASHINGTON, DISTRICT OF COLUMBIA**

**\$3,950,000 | sothebysrealty.com/id/QHPFDG**

TTR Sotheby's International Realty

Jeff Lockard | Andrew Smith

lockardsmith@ttrsir.com

+1.202.246.4433

**300Bull-704.com**

**SAVANNAH, GEORGIA**

**\$4,600,000**

Daniel Ravenel Sotheby's International Realty

Lucy Hitch | Monica McColekirk

lucy.hitch@sothebysrealty.com

+1.912.667.7407

**46 White Pine Canyon Road**

**PARK CITY, UTAH**

**\$18,275,000 | sothebysrealty.com/id/QWGXH8**

Summit Sotheby's International Realty

Michael LaPay | Miriam Noel


michael.lapay@sothebysrealty.com

+1.435.640.5700

© 2023 Sotheby's International Realty. All Rights Reserved. Sotheby's International Realty® is a registered trademark and used with permission. Each Sotheby's International Realty office is independently owned and operated, except those operated by Sotheby's International Realty, Inc. All offerings are subject to errors, omissions, changes including price or withdrawal without notice.  
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**  
**925ParkAve-5-6C.com**



This rarely available 5 bedroom, 4.5 bath duplex defines perfection offering all the benefits and grandeur of lower-floor living along with the convenience and services of a distinguished, luxury Park Avenue cooperative. Sitting 7'2" to 10' foot ceilings, gleaming 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 Hemington, has it all.

---

## Triple Mint Designer Duplex on Park Avenue






**Wendy Arriz**  
Senior Global Real Estate Advisor  
Associate Broker | 917.361.5038  
wendy.arriz@sothebysrealty



Sotheby's International Realty® East Side Manhattan Brokerage | 500 Madison Avenue, 2nd Floor, New York, New York 10022 | [sothebysinternational.com/nyc](#)


©2023 Sotheby's International Realty LLC. All rights reserved. Sotheby's International Realty, the Sotheby's logo and the Sotheby's International Realty logo are registered trademarks of Sotheby's International Realty Inc. and/or its affiliates. All other marks contained herein may be the trademarks of their respective owners. Equal Housing Opportunity Act. Equal Housing Opportunity Logo. Equal Housing Opportunity Act. Equal Housing Opportunity Logo.

## Sotheby's

INTERNATIONAL REALTY

**1130 Park Avenue, P1E-A**  
**New York, New York | \$6,000,000 | [1130ParkAvenue@PIA.com](mailto:1130ParkAvenue@PIA.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.

**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 | 917.361.5038  
[wendy.ariz@sothebysrealty.com](mailto:wendy.ariz@sothebysrealty.com)

**Sotheby's International Realty - East Side Manhattan Brokerage** | 600 Madison Avenue, 2nd Floor, New York, New York 10022 | [sothebysrealty.com/ny](http://sothebysrealty.com/ny)

© 2022 Sotheby's International Realty, a wholly owned subsidiary of Sotheby's, is an equal opportunity and equal housing lender. Sotheby's International Realty is a registered trademark of Sotheby's International Realty, a wholly owned subsidiary of Sotheby's. Sotheby's International Realty is a registered trademark of Sotheby's International Realty, a wholly owned subsidiary of Sotheby's. Sotheby's International Realty is a registered trademark of Sotheby's International Realty, a wholly owned subsidiary of Sotheby's.



**William  
Pitt**

INTERNATIONAL REALTY

---



## Idyllic Estate on Park-Like Grounds

637 Valley Road New Canaan, Connecticut

\$4,200,000

[sothebysestate.com/cd/vZPQYr](#)

Experience the unparalleled 637 Valley Road estate—an majestic stone Georgian Colonial on 7.04 city acre along the Colchester River. This \$2,000 sq. ft. masterpiece features a chef's kitchen, stately library, en-suite bedrooms with night dressings, a billiard room, and a private guest wing. Outdoors, enjoy a pool, tennis and pickleball courts, a miniature golf, and a fire pit. The updated 2018 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.





**Johanne Fisher**  
Licensed Real Estate Salesperson  
203.858.0749  
[johanne.fisher@sothebyrealty.com](#)

**LM Homes Team at William Pitt Sotheby's International Realty**  
Liane, 937.593.6273 | Marnie, 203.644.6372  
[lm.homes@sothebyrealty.com](#)

© 2024 Sotheby's International Realty, LLC. Sotheby's International Realty is a registered trademark of its owner and agent(s). Carl Sotheby is a registered trademark of its owner(s), and all other marks are the property of their respective owners. Sotheby's International Realty is an Equal Housing Opportunity Company. All rights reserved. Sotheby's International Realty is a member company of the Sotheby's International Realty network.



# Boat International

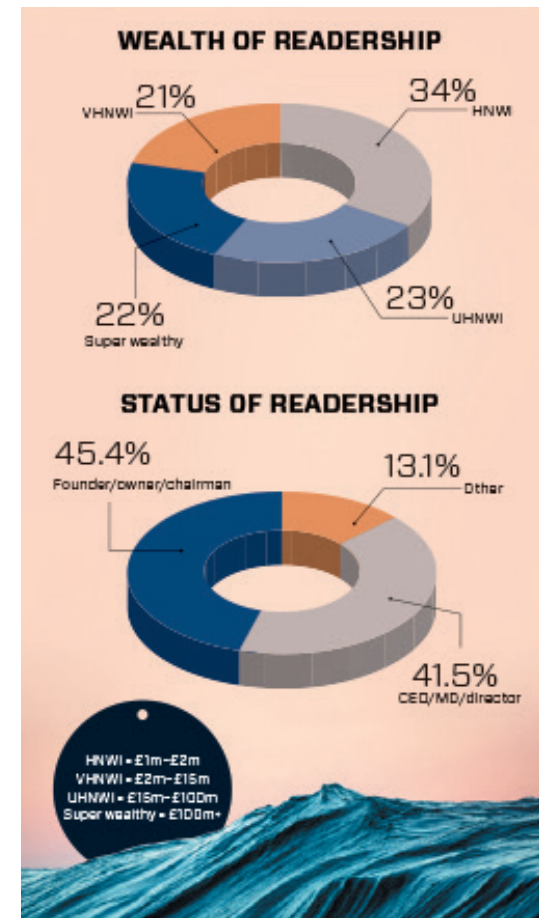
For more than 30 years, Boat International has been the world's most authoritative, trusted and comprehensive magazine for the superyacht community, inspiring the lifestyles of the international wealthy elite. The magazines and books are timeless and collectable.

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



# duPont Registry

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

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

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

## PREMIUM PUBLISHING

### OVERVIEW

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

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

EDITORIAL FULL PAGE: \$3,000





# 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**

FULL PAGE ONLINE SHOWCASE LISTING: \$9,800

FULL PAGE: \$8,550

LUXURY HOMES FEATURE: STARTING AT \$4,500



- Circulation: **214,151**
- Geographic distribution: **Global**
- Readership: **1,993,418**
- Male / Female ratio: **86% / 14%**
- Average household income: **\$338,000**
- Median age: **51**

## Global

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

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

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

1 of 1

# Unique homes,



# uniquely for you

Beverly Hills, California | Represented by Eric Lavey

**Sotheby's**  
INTERNATIONAL REALTY

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

## Zen-like Setting in Santa Fe

12504 Camino De Cruz Blanca, Santa Fe, New Mexico

Beautifully appointed and meticulously maintained main house with guest house and 2.87 acres in an art collector's dream. Covered bath/s with private minutes to downtown.


\$1,900,000

[sothebysrealty.com/sf/2P2FEN](http://sothebysrealty.com/sf/2P2FEN)

**Adrienne DeGusse**  
 Associate Broker | 42063  
 505.313.8003  
[adrienne.degusse@sothebysrealty.com](mailto:adrienne.degusse@sothebysrealty.com)

**Sotheby's International Realty - Santa Fe Brokerage | 121 Washington Avenue, Santa Fe, New Mexico | 505.988.9368 | [sothebysrealty.com](http://sothebysrealty.com)**

© 2014 Sotheby's International Realty, Inc. All rights reserved. Sotheby's International Realty, the Sotheby's International Realty logo, and the Sotheby's International Realty tagline are registered trademarks of Sotheby's International Realty, Inc. All other trademarks are the property of their respective owners. Sotheby's International Realty, Inc. is an Equal Opportunity Employer. All rights reserved.




**Vista**  
Sotheby's  
Real Estate

---

## Vista Playa Estate

7306 Vista Del Mar Ln, Playa del Rey, CA



\$175000000


[withgreatwall.com/3222959](#)


A grand coastal estate with unparalleled views - the Vista Playa Estate is a true masterpiece of luxury and design for the discerning entrepreneur seeking a truly private, world-class living society. This custom built Playa del Rey estate offers unparalleled 120-degree ocean views overlooking Malibu Beach, all within a few minutes drive to the airport and downtown Los Angeles. To schedule an exclusive viewing of this one-of-a-kind property.


**7 Bedrooms**

**10 Bathrooms**

**10,887+ sq.ft**








**Vincent Sarhan**  
Sales Associate CRE #0254957  
213.556.6068  
[vincent@villadelmar.com](#)

**located at Villadelmar Realty | 405 S. California Ave., Redondo Beach, CA | contact us:**

© 2016 Villadelmar Realty, Inc. All rights reserved. Villadelmar Realty, Inc. is a real estate company licensed by the State of California under license number 01512549. Villadelmar Realty, Inc. is not affiliated with Sotheby's International Realty, Inc. or its subsidiaries. Sotheby's International Realty is a registered trademark of Sotheby's International Realty, Inc. All other trademarks are the property of their respective owners.



**Sotheby's**  
Real Estate

## The Residences at Stanly Ranch

Audberg Resorts Collection

Private Residences Starting at \$2,550  
[StanlyRanchHomes.com](http://StanlyRanchHomes.com)

The Residences at Stanly Ranch (Audberg Resorts Collection) are Stanly Valley's premier destination for a luxury lifestyle. Each Stanly Ranch residence promises comfort and convenience with Audberg's unparalleled service. Residents may enjoy access to luxury resort amenities, including horse-riding trails, spa and fitness center, swimming pools, and Audberg Resorts Collection's world-class, bespoke hospitality.

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

Matt Clingman  
CRA (202)203212  
707.618.8800

[mccl@stanlyranch.com](mailto:mccl@stanlyranch.com)

**Stanly's Move-In Ready Party (Party Ranch Residences) 200 Stanly, Concord, Napa, CA**

© 2014 Sotheby's International Realty Inc. All rights reserved. Sotheby's International Realty Inc. is an Equal Opportunity Employer. All trademarks are the property of their respective owners. All information is subject to change without notice and without obligation. Information is for informational purposes only and does not constitute an offer. Please contact your agent for more information.

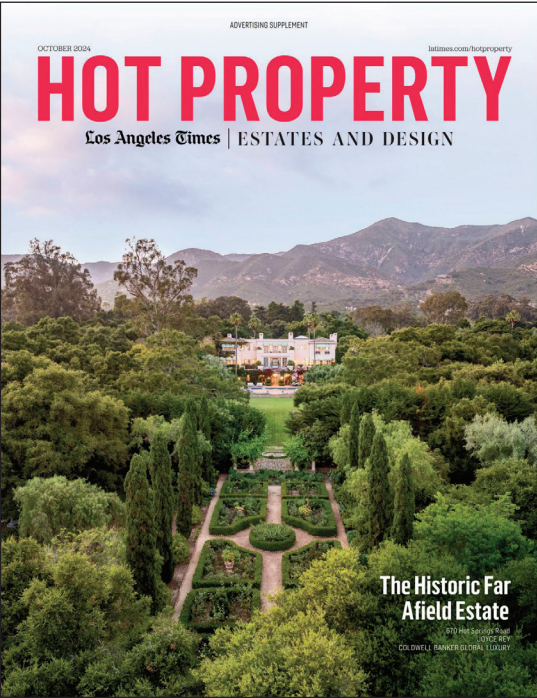


# Los Angeles Times Hot Property And Digital Lighthouse

## 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**



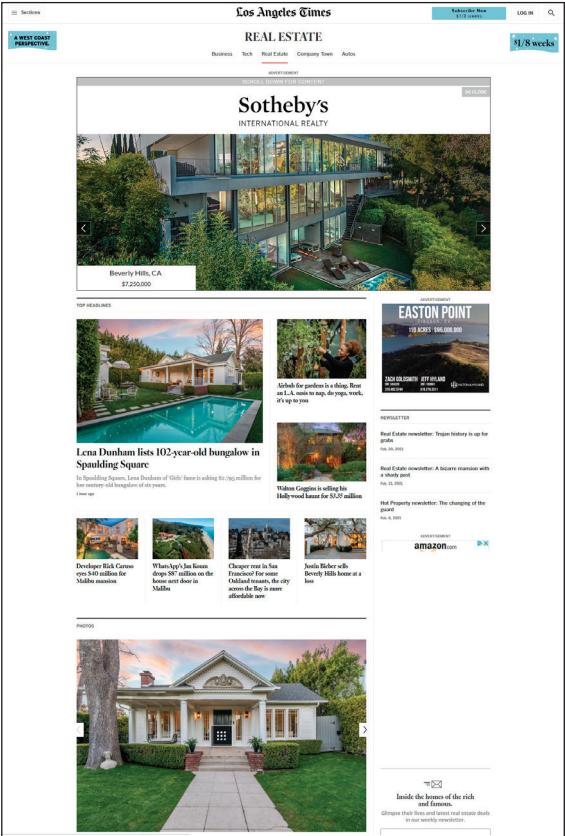
## LA TIMES DIGITAL LIGHTHOUSE

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






Ocean Home is an award-winning coastal lifestyle magazine dedicated to inspiring and educating readers with in-depth articles on exclusive homes and designers, insightful, first-person reports on luxurious resorts and informative stories on must-have products and accessories.

Every issue of Ocean Home inspires and educates highly affluent readers about the world's most exceptional oceanfront architecture, interior design, exclusive resorts and luxury lifestyle.

- High Net Worth Coastal Homeowners
- Luxury Hotels & Resorts
- Private Jets & Luxury Aircraft

- Distribution: **50,000**
- Total Audience: **135,000**
- Geographic breakdown: **United States coastal areas, Canada, Caribbean**
- Average age: **51**
- Male / Female: **49% / 51%**
- Average HHI: **\$2,400,000**
- Net Worth: **\$9,600,000**
- Primary Residence value: **\$3,300,000**
- Geographic Breakdown: **US Coastal Areas – 29% Northeast, 35% Southeast, 28% West, 5% Southwest, 3% Midwest, Caribbean**

**NAPA VALLEY, CALIFORNIA**



**CampusEstateAndVineyards.com**  
\$18,500,000  
St. Helena Brokerage

**ARTHUR D. GOODRICH**  
arthur.goodrich@sothebys.realty

+1 415.735.8771



# Private Air Luxury Homes Magazine

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

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

## DISTRIBUTION

### 65,000 private jet owners and guests

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

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

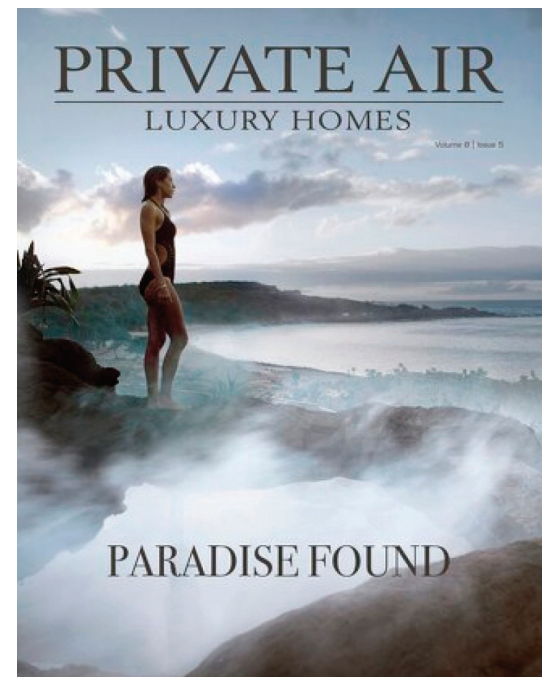
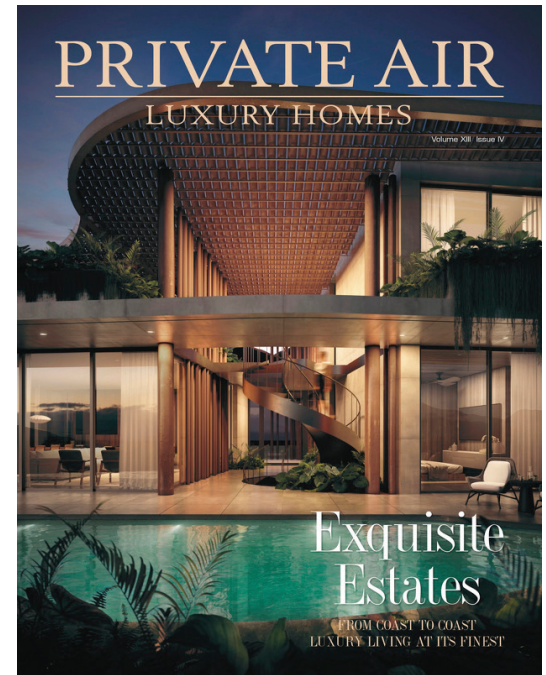
**includes social media & E-Newsletter**

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

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

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

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



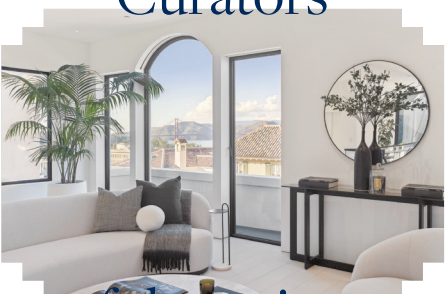
# San Francisco & Silicon Valley Takeover

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

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

1 of 1

# Curators





## of the unique

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

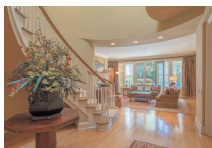

**Sotheby's**  
INTERNATIONAL REALTY

March 2025 | sothebysfvalley.com

**Sotheby's**  
INTERNATIONAL REALTY



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



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


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

No Coating  
Sales Associate License #01099355  
sothebyinternational.com  
831.241.4458

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

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

# Omarino



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

Price Upon Request  
sothebysfvalley.com/dp/97733P

Ben Mackay  
Sales Associate  
+642011880  
ben.mackay@sothebyrealty.com

New Zealand Sotheby's International Realty North | 158 Hardsmire Road, Tairāhema, Auckland, New Zealand | sothebysnz.com

**Sotheby's**  
INTERNATIONAL REALTY

# The Residences at Stanly Ranch

Auberge Resorts Collection

Private Residences Starting at \$2.95M  
StanlyRanchNapa.com

The Residences at Stanly Ranch Auberge Resorts Collection are Napa Valley's premier destination for a luxury lifestyle. Each Stanly Ranch residence promises a one-of-a-kind retreat with Auberge's unparalleled service. Residents may enjoy access to luxury resort amenities, including farm-to-table dining, spa and fitness center, swimming pools, and Auberge Resorts Collection's world-class, bespoke hospitality.

Set under an hour to San Francisco, at the gateway to Napa Valley, enjoy the sophisticated Wine Country lifestyle focused on connection to the landscape, world-class wineries and restaurants, and community-driven amenities.

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



Mark Ellingson  
DRE# 0208272  
707.224.8000  
mark@stanlyranchnapa.com

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



Schedule,  
Pricing & Reach



Sotheby's  
INTERNATIONAL REALTY



# Proposed Schedule, Pricing & Reach 2025

PLAN 1

Plan 1								
Media	Ad Description	July	August	September	October	Media Total	Reach	
<b>Sotheby's Auction House: Print</b>								
Sotheby's Magazine	Half Page				\$ 2,630.00	\$ 2,630.00	20,000	
<b>Sotheby's Auction House: Digital</b>								
Sotheby's Bespoke Emails		\$ 2,500.00				\$ 2,500.00	550,000	
Sotheby's Selects E-Newsletter	Sotheby's Selects E-Newsletter				\$ 2,585.00	\$ 2,585.00	770,000	
<b>Digital</b>								
<b>Million Impressions*</b>								
Impressions Blast - Two week Campaign	Digital Banner Program - 100K Impression	\$ 900.00	\$ 900.00			\$ 1,800.00	200,000	
<b>Google Adwords</b>								
Google Adwords	Digital PPC program	\$ 1,600.00	\$ 850.00	\$ 850.00		\$ 3,300.00		
<b>Comprehensive Digital</b>								
Social Mirror Ads	Mirroring Social Post	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00		\$ 4,500.00	300,000	
<b>Geofencing - Event and Location</b>								
Geofencing - Event and Location	Target specific events and locations				\$ 1,500.00	\$ 1,500.00	60,000	
<b>Cottages &amp; Garden</b>								
Instapartnership	Post and Stories takeover		\$ 1,950.00			\$ 1,950.00	64,300	
Spotlight + Property of Note	Rotating Gallery				\$ 2,950.00	\$ 2,950.00		
Daily Deeds	E-Newsletter sent 4X per week	\$ 3,000.00				\$ 3,000.00	60,000	
<b>Dupont Registry</b>								
Branded Content Post	Custom content article	\$ 1,295.00				\$ 1,295.00		
Newsletter	Weekly Newsletter	Bonus				\$ -	77,000	
Newletter	Luxury eNews	Bonus				\$ -	2,500	
<b>Elite Traveler</b>								
Elite Online Real Estate Showcase	Online Real Estate Showcase		\$2,500			\$ 2,500.00	100,000	
<b>Nob Hill Gazette</b>								
Nob Hill Gazette San Francisco, Peninsula and Silicon Valley	OTM On the Market E-Newsletter	\$ 500.00	\$ 500.00			\$ 1,000.00	13,000	
<b>JamesEdition</b>								
New & Trending Real Estate Position	Featured Spot		\$ 1,400.00			\$ 1,400.00	750,000	
Featured Article and E-Newsletter promotion	Newsletter Trending & Journal Article	\$ 3,900.00				\$ 3,900.00	292,000	
E-Newsletter Featured Listing	E-Newsletter				\$ 1,500.00	\$ 1,500.00	192,000	
Social Media	Listing Feature			\$ 1,000.00		\$ 1,000.00	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			Bonus	\$	-	425,000
<b>Ocean Home</b>							
Custom E-Mail	Custom E-Mail		\$	2,750.00		\$	22,000
<b>Robbreport.com</b>							
Robbreport.com	Featured Listing Carousel - 1 Property		\$	1,350.00		\$	6,000
Robbreport.com	Featured Listing in Real Estate E-Newsletter	\$	1,875.00			\$	6,000
<b>WSJ.com</b>							
Mansion Global Homepage Hero	Shared Banner	\$	650.00	\$	650.00	\$	328,000
Mansion Global e-Newsletter	Daily Monday-Friday				\$	3,680.00	17,000
Property Upgrades	10 Featured Property Upgrades			Bonus	Bonus	\$	-
<b>Boat International</b>							
Boat International	Boat International		\$	750.00	\$	750.00	76,800
				\$	750.00	\$	
				\$	750.00	\$	
				\$	2,250.00		

# Proposed Schedule, Pricing & Reach 2025

PLAN 1 - CONTINUED

Print

**Boat International**

US National issue	Full Page + E-Newsletter		\$ 5,100.00	\$ 5,100.00	25,600
-------------------	--------------------------	--	-------------	-------------	--------

**Dupont Registry**

Dupont Registry	Editorial Full Page	\$ 3,000.00		\$ 3,000.00	35,000
-----------------	---------------------	-------------	--	-------------	--------

**Elite Traveler**

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

**Financial Times**

Financial Times	Double Property Spot	\$ 1,500.00		\$ 1,500.00	210,457
-----------------	----------------------	-------------	--	-------------	---------

**The Los Angeles Times**

The Los Angeles Times	Hot Property - listing + digital lighthouse	\$ 425.00		\$ 425.00	220,780
-----------------------	---	-----------	--	-----------	---------

The Los Angeles Times	Takeover - Full Page	\$ 660.00		\$ 660.00	384,000
-----------------------	----------------------	-----------	--	-----------	---------

**The New York Times**

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
-----------------------------	--------------------------------	-----------	--	-----------	---------

**Ocean Home**

Ocean Home	Full Page E-Newsletter Spot		\$ 3,250.00	\$ 3,250.00	70,000
------------	-----------------------------	--	-------------	-------------	--------

**Private Air Luxury Homes**

Private Air Luxury Homes	Full Page (includes social media & E-Newsletter)	\$ 1,925.00		\$ 1,925.00	65,000
--------------------------	--	-------------	--	-------------	--------

**San Francisco & Silicon Valley**

San Francisco & Silicon Valley	Takeover - Full Page		\$ 725.00	\$ 725.00	36,500
--------------------------------	----------------------	--	-----------	-----------	--------

**The Wall Street Journal**

The Wall Street Journal - National	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	\$ 3,180.00	1,288,848
------------------------------------	---	-------------	-------------	-------------	-----------

**The Wall Street Journal**

Mansion Global Experience Luxury	Weekend Property insert		\$ 980.00	\$ 980.00	100,000
----------------------------------	-------------------------	--	-----------	-----------	---------

TOTAL				\$ 82,345.00	9,128,431
-------	--	--	--	--------------	-----------

\*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	Quarter Page				\$ 1,315.00	\$ 1,315.00	20,000
Sotheby's Auction House: Digital							
Sotheby's Bespoke Emails		\$ 2,500.00				\$ 2,500.00	550,000
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	
Comprehensive Digital							
Social Mirror Ads	Mirroring Social Post		\$ 1,500.00	\$ 1,500.00		\$ 3,000.00	200,000
Geofencing - Event and Location							
Geofencing - Event and Location	Target specific events and locations				\$ 1,500.00	\$ 1,500.00	60,000
Cottages & Garden							
Daily Deeds	E-Newsletter sent 4X per week	\$ 3,000.00				\$ 3,000.00	60,000
Dupont Registry							
Branded Content Post	Custom content article	\$ 1,295.00				\$ 1,295.00	
Newsletter	Weekly Newsletter	Bonus				\$ -	77,000
Newletter	Luxury eNews	Bonus				\$ -	2,500
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			Bonus		\$ -	425,000
Ocean Home							
Facebook/Instagram Ad	Facebook/Instagram Ad		\$ 1,400.00			\$ 1,400.00	43,400

# Proposed Schedule, Pricing & Reach 2025

PLAN 2 - CONTINUED

Robbreport.com									
Robbreport.com	Featured Listing in Real Estate E-Newsletter	\$	1,875.00		\$	1,875.00	6,000		
WSJ.com									
Mansion Global Homepage Hero	Shared Banner	\$	650.00	\$	650.00	\$	1,300.00	328,000	
Property Upgrades	10 Featured Property Upgrades			Bonus	Bonus	\$	-		
Boat International									
Boat International	Boat International		\$	750.00	\$	750.00	\$	1,500.00	51,200

# Proposed Schedule, Pricing & Reach 2025

PLAN 2 - CONTINUED

Print

<b>Boat International</b>					
US National issue	Full Page + E-Newsletter		\$ 5,100.00	\$ 5,100.00	25,600
<b>Dupont Registry</b>					
Dupont Registry	Editorial Full Page	\$ 3,000.00		\$ 3,000.00	35,000
<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>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>Ocean Home</b>					
Ocean Home	Full Page E-Newsletter Spot		\$ 3,250.00	\$ 3,250.00	70,000
<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	\$ 3,180.00	1,288,848
<b>The Wall Street Journal</b>					
Mansion Global Experience Luxury	Weekend Property insert		\$ 980.00	\$ 980.00	100,000
TOTAL				\$ 55,515.00	7,169,931

\*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

Media	Ad Description	July	August	September	October	Media Total	Reach
<b>Sotheby's Auction House: Print</b>							
Sotheby's Magazine	Quarter Page				\$ 1,315.00	\$ 1,315.00	20,000
<b>Digital</b>							
<b>Million Impressions*</b>							
Impressions Blast - Two week Campaign	Digital Banner Program - 100K Impression	\$ 900.00				\$ 900.00	100,000
<b>Google Adwords</b>							
Google Adwords	Digital PPC program	\$ 1,600.00	\$ 850.00	\$ 850.00		\$ 3,300.00	
<b>Geofencing - Event and Location</b>							
Geofencing - Event and Location	Target specific events and locations				\$ 1,500.00	\$ 1,500.00	60,000
<b>Dupont Registry</b>							
Branded Content Post	Custom content article	\$ 1,295.00				\$ 1,295.00	
Newsletter	Weekly Newsletter	Bonus				\$ -	77,000
Newletter	Luxury eNews	Bonus				\$ -	2,500
<b>Nob Hill Gazette</b>							
Nob Hill Gazette San Francisco, Peninsula and Silicon Valley	OTM On the Market E-Newsletter	\$ 500.00	\$ 500.00			\$ 1,000.00	13,000
<b>JamesEdition</b>							
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
<b>LA Times</b>							
Lighthouse Fixed Position - Hot Property Page	Lighthouse Fixed Position - Hot Property Page			Bonus		\$ -	425,000
<b>Ocean Home</b>							
Instagram Post	Instagram Post		\$ 750.00			\$ 750.00	21,800
<b>Robbreport.com</b>							
Robbreport.com	Featured Listing in Real Estate E-Newsletter	\$ 1,875.00				\$ 1,875.00	6,000
<b>WSJ.com</b>							
Mansion Global Homepage Hero	Shared Banner	\$ 650.00				\$ 650.00	164,000
Property Upgrades	10 Featured Property Upgrades		Bonus	Bonus		\$ -	
<b>Boat International</b>							
Boat International	Boat International		\$ 750.00	\$ 750.00		\$ 1,500.00	51,200

# Proposed Schedule, Pricing & Reach 2025

PLAN 3 - CONTINUED

Print					
Financial Times					
Financial Times	Property Spot		\$ 750.00	\$ 750.00	210,457
The Los Angeles Times					
The Los Angeles Times	Hot Property - listing + digital lighthouse		\$ 425.00	\$ 425.00	220,780
The Los Angeles Times	Takeover - Full Page	\$ 660.00		\$ 660.00	384,000
The New York Times					
The New York Times	Property Spot - Weekday/Saturday		\$ 760.00	\$ 760.00	423,111
The New York Times	Property Spot - Sunday	\$ 760.00		\$ 760.00	381,268
The New York Times Takeover	Full Page w/ Digital promotion		\$ 750.00	\$ 750.00	165,000
San Francisco & Silicon Valley					
San Francisco & Silicon Valley	Takeover - Full Page		\$ 725.00	\$ 725.00	36,500
The Wall Street Journal					
The Wall Street Journal - National	Property Spot w/ Digital Featured Property Upgrade	\$ 795.00	\$ 795.00	\$ 1,590.00	1,288,848
The Wall Street Journal					
Mansion Global Experience Luxury	Weekend Property insert		\$ 980.00	\$ 980.00	100,000
TOTAL				\$ 24,385.00	5,092,464
*After 6 months the Impressions Program may be adjusted after evaluation of budget and strategy					
Pricing Subject to Change					