



ADVERTISING  
BRANDING  
MARKETING

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

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SKYAD.COM

# La Guaria Ranch Advertising and Marketing Program

Costa  
Rica

| Sotheby's  
INTERNATIONAL REALTY

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NEW YORK 477 Madison Ave, New York, NY 10022, 212- 677-2500  
PHILADELPHIA 1700 Market Street, Philadelphia, PA 19103 , 215- 365-4040

ADVERTISING  
BRANDING  
MARKETING

# National & Global Exposure La Guaria Ranch

SKY Advertising is excited to present to Costa Rica Sotheby's International Realty® a curated, multi-media marketing selection of offerings to bring ultra-high net worth buyer awareness to La Guaria Ranch.

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 land in Costa Rica.

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

LET'S DO  
GREAT THINGS TOGETHER

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CHLOE STEELY  
*Account Executive*  
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[chloe@skyad.com](mailto:chloe@skyad.com)

# Digital Offerings



**Sotheby's**  
INTERNATIONAL REALTY

# Impressions Campaign

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

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

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

**Impress locally. Impress globally.**



## CAMPAIGN OVERVIEW AND BUDGET

- Campaign: **La Guaria Ranch**
- Flight Dates: **August 2025 - October 2025**
- Impressions: **750,000**
- Clicks through to the website of your choice.

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



# Impressions Program Targeting Sites

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

## GEO TARGETING

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

The New York Times

THE ECONOMIC TIMES



THE WALL STREET JOURNAL.

**Bloomberg  
Markets**

**Forbes**



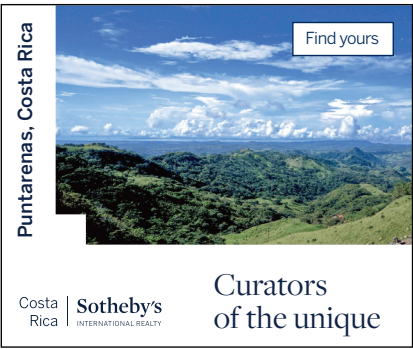
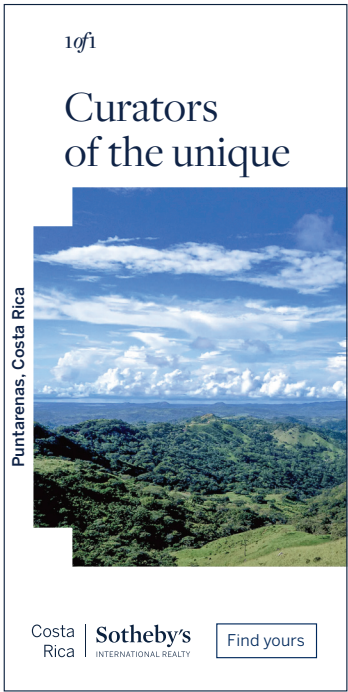
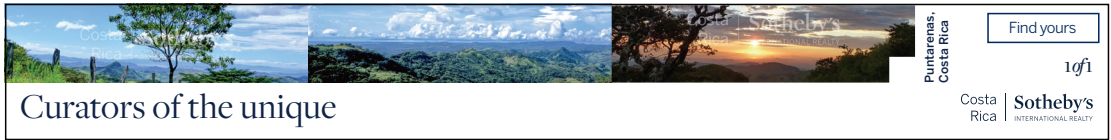
# Creative

## SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

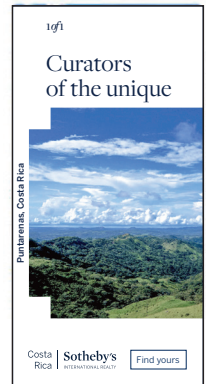
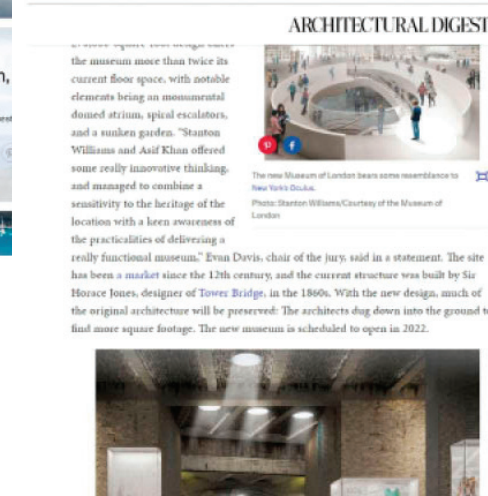
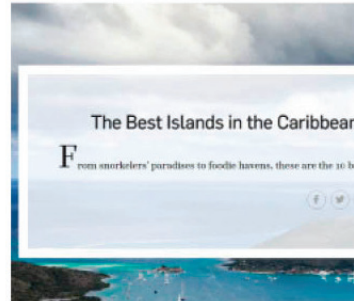
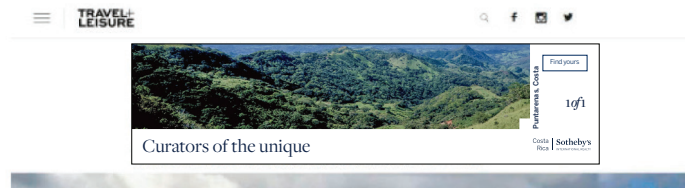
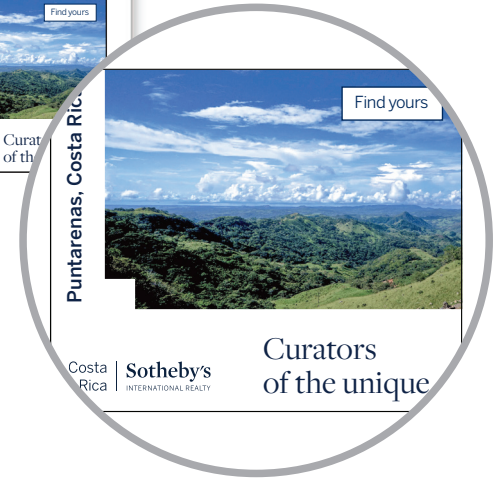
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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

BANNER PRODUCTION: \$350



# Sample Banners For Impressions Programs As They Appear On Sites

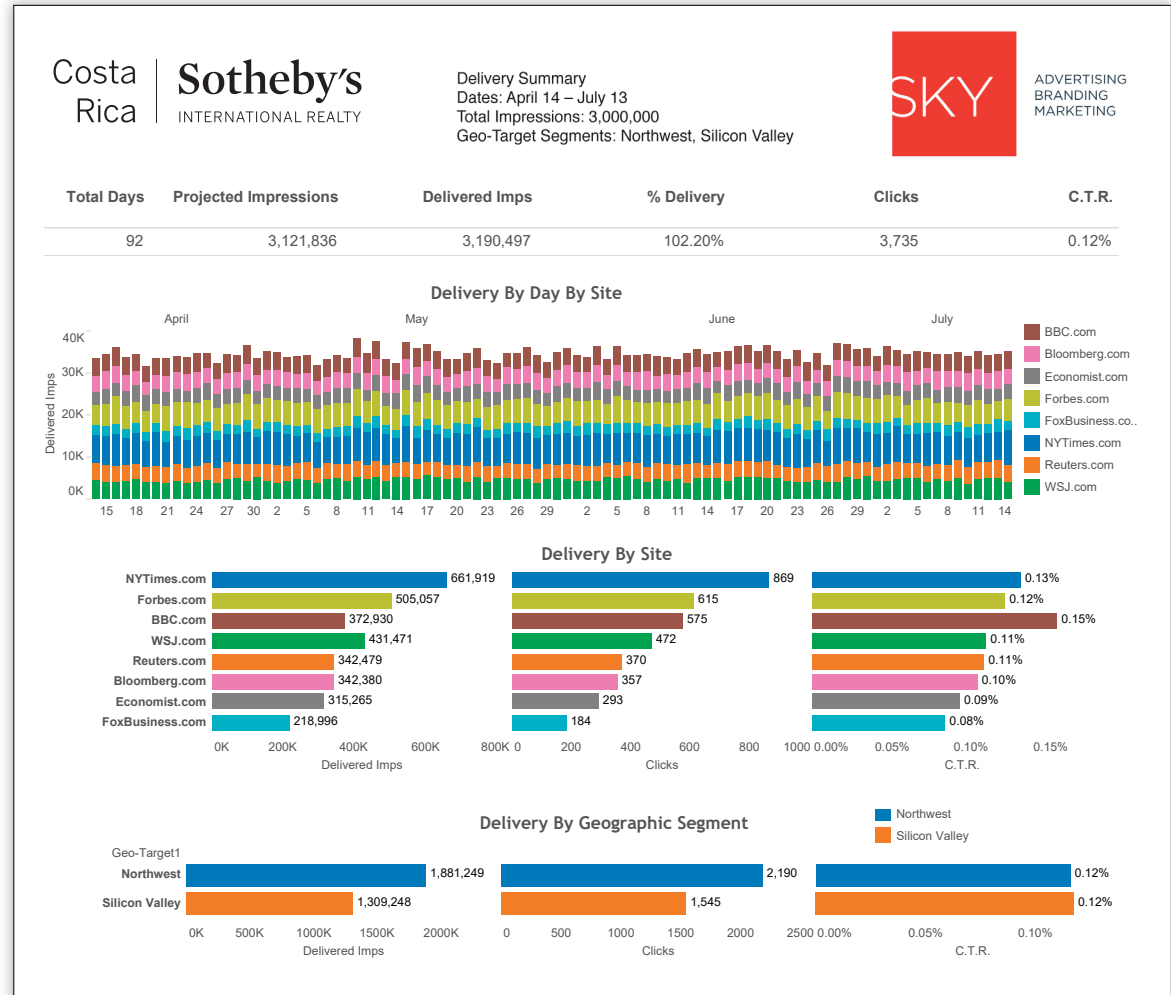


# Comprehensive Reporting For Your Customized Campaign

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

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

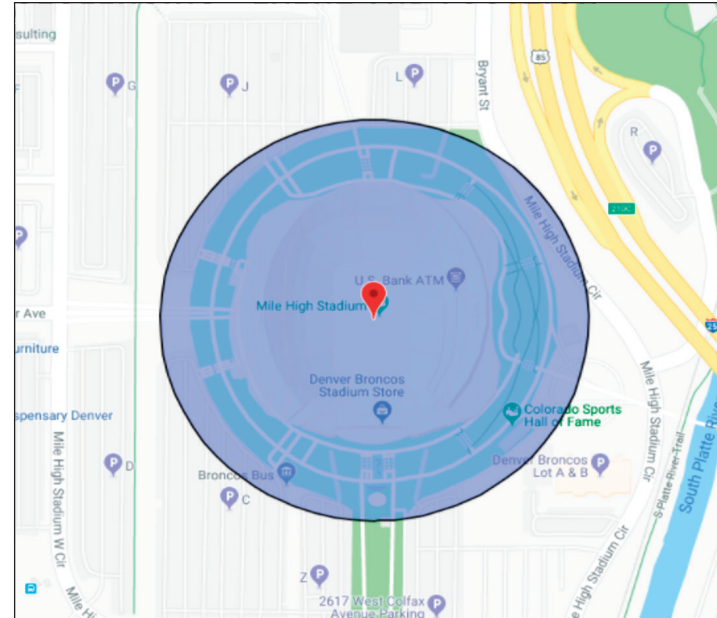
## IMPRESSIONS PROGRAM SAMPLE REPORT



# Digital Event Targeting

## GEOFENCE REACHES YOUR AUDIENCE ON THE MOVE

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



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

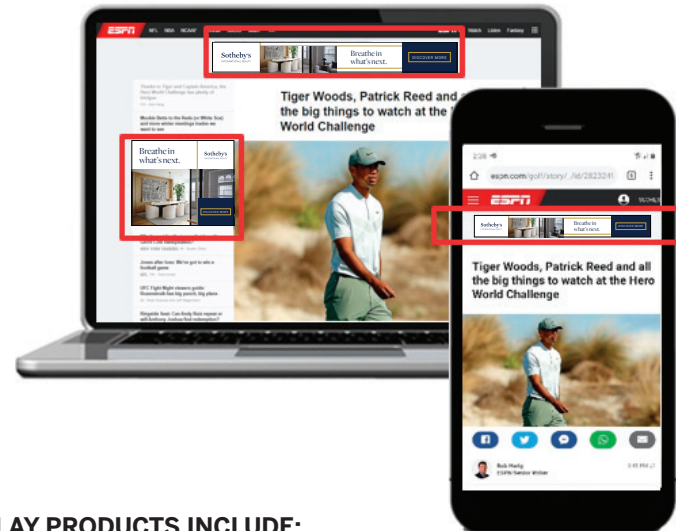
### PRICING

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

# Comprehensive Digital

## DISPLAY

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



### TARGETED DISPLAY PRODUCTS INCLUDE:

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

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

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

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

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

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

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

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

Cross Platform Targeting available from Mobile Conquesting.

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

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

# Comprehensive Digital

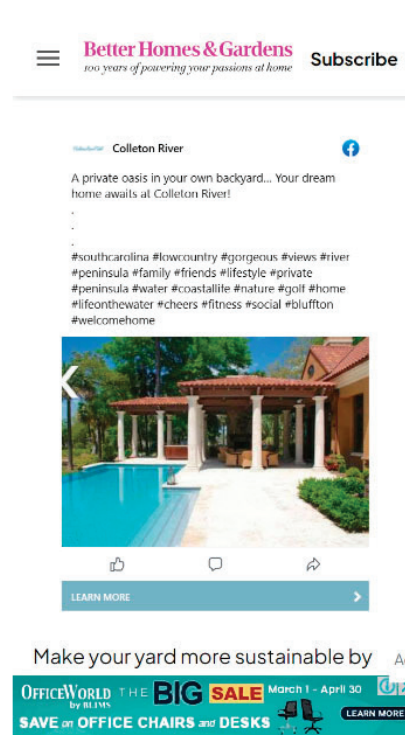
## SOCIAL MIRROR ADS

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

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

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

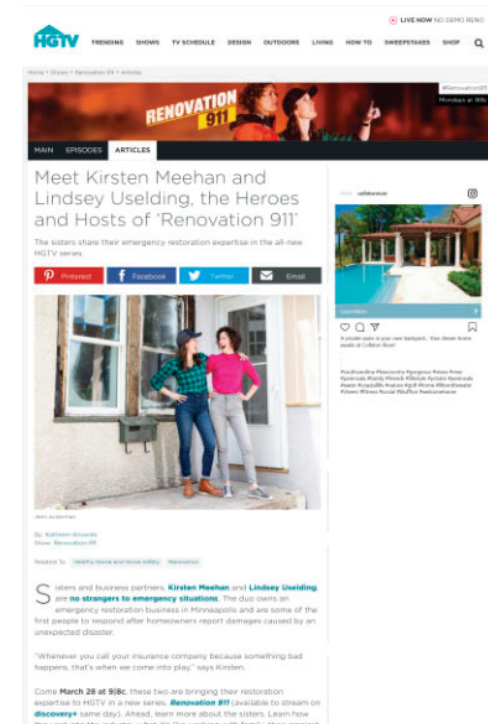
Ads can be display, video, OTT across connected TVs or carousel.



## TARGETING ABILITIES:

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

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



# Google AdWords

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

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

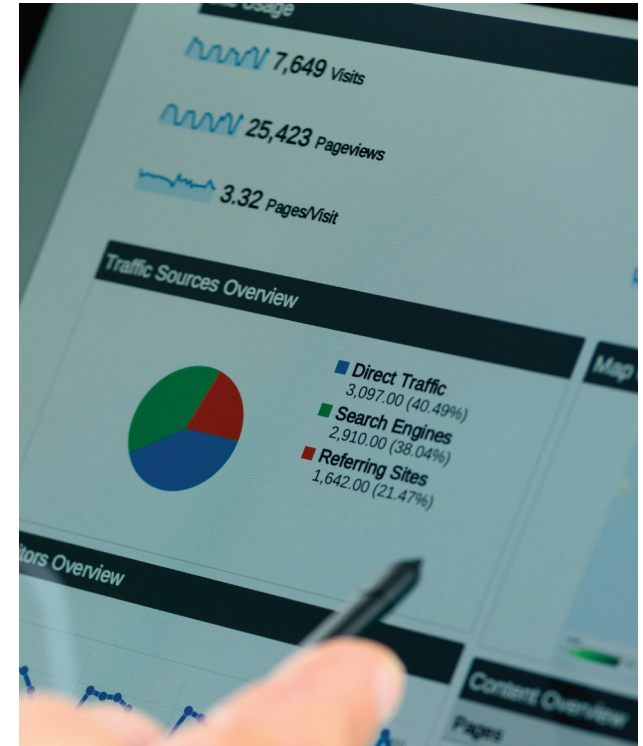


## CAMPAIGN SETUP, OPTIMIZATION, & MONTHLY MANAGEMENT

Which can include:

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

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



# Google AdWords

## CLIENT DASHBOARD

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



### SIR Costa Rica

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

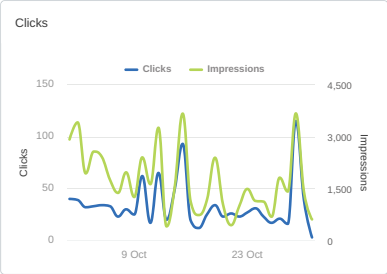
Receive detailed monthly reporting to keep you up to date on your campaign metrics and engagement. View integrated data and monthly KPI's.



### SIR Costa Rica

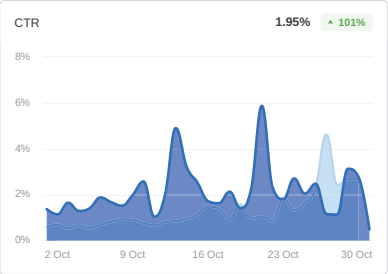
October KPI's

Clicks




CTR

1.95% ▲ 101%



Google Ads Phone Calls

12 ▲ 71%



Total Impressions ▼ 46%

53,704

Total Clicks ▲ 9%

1,049

Phone Calls ▲ 71%

12

Interaction Rate ▲ 218%

4.17%

CTR ▲ 101%

1.95%

Average CPC ▲ 7%

\$0.94

Cities and Regions

Showing 50 of 540 Rows

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

Keywords

Showing 23 of 23 Rows

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

# Website Visitor ID

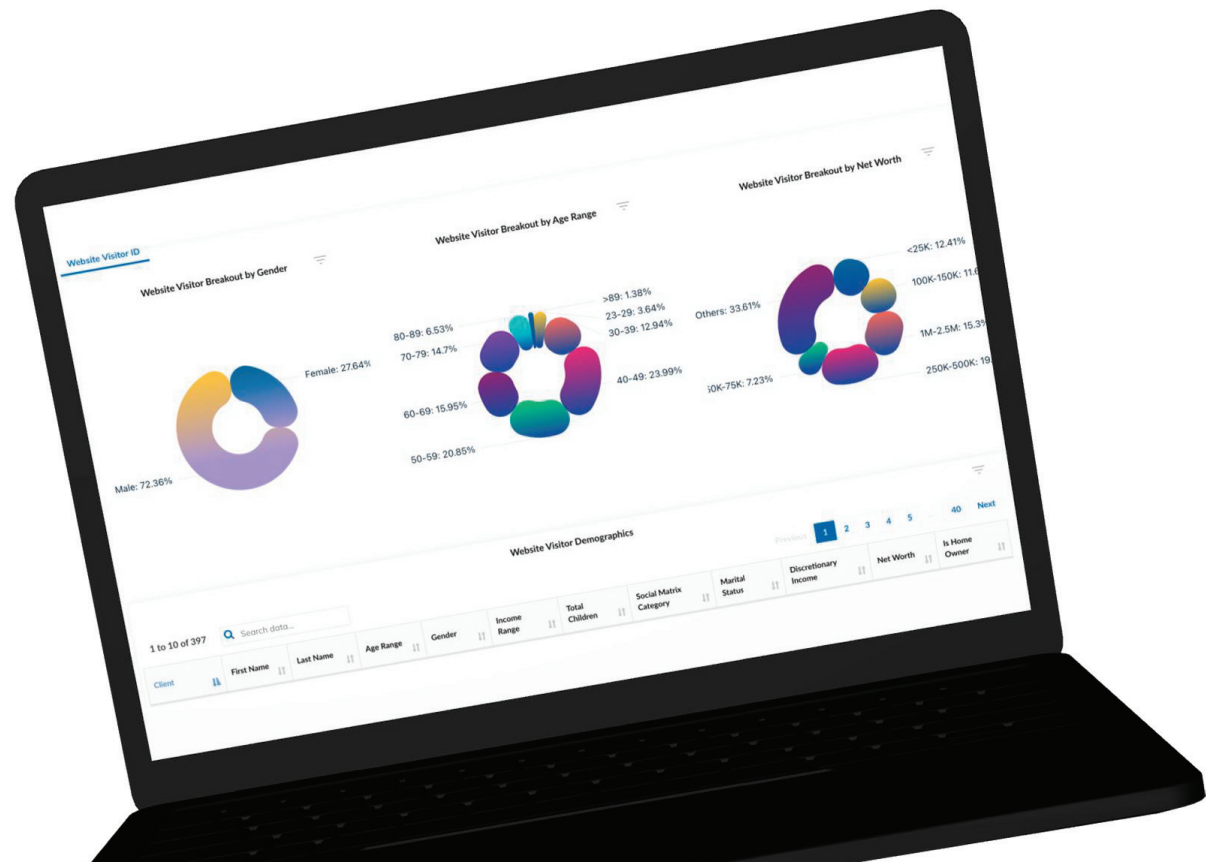
Website Visitor ID collects your website traffic data and identifies information about its users.

## WEBSITE VISITOR ID IDENTIFIES YOUR WEB TRAFFIC

Information You Will Receive:

- **First Party Data:** First Name, Last Name, Emails, Physical Address, Age, Net Worth, and other demographic data.
- **Website Visitor Demographics:** URLs Visited, Device ID, and Industry.
- **Daily Refreshed Data:** Your dashboard is updated daily with the latest Website Visitor ID insights—ready for you to put to work across direct mail, email campaigns, digital marketing, and more.

WEBSITE DATA COLLECTION: \$600/MONTH



# LinkedIn.com

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

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

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

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**DIGITAL BANNER CAMPAIGN:**  
**STARTING FROM \$2,000/MONTH**



# duPont Registry

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

## ADDED VALUE

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

POST: \$1,295/POST

## BONUS

WEEKLY NEWSLETTER

LUXURY LIFESTYLE NEWSLETTER

POSTING

**SPONSORED**

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

**INDUSTRY REPORTS**

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

**SPONSORED**

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

**SPONSORED**

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

**INDUSTRY REPORTS**

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

**SPONSORED**

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

**FOR SALE**

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

**DEALER NEWS**

**Maserati Westlake Vignale Delivers One of the First M250s in the U.S.**

**FOR SALE**

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

**WATCHES**

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

**WATCHES**

**Discover Ulysse Nardin's New Limited-Edition Torpilleur Tourbillon**

**WATCHES**

**Discover Ulysse Nardin's New Limited-Edition Torpilleur Tourbillon**

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skyad.com

18

# 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

NEW & TRENDING

FEATURED LUXURY POSITION

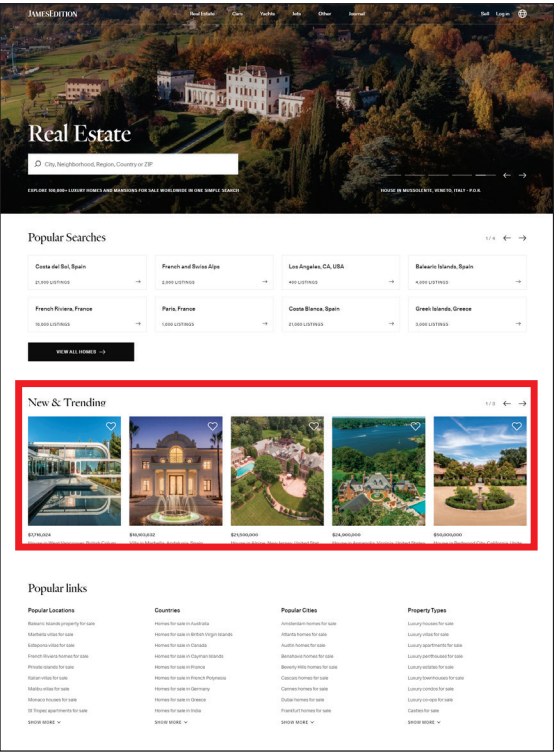
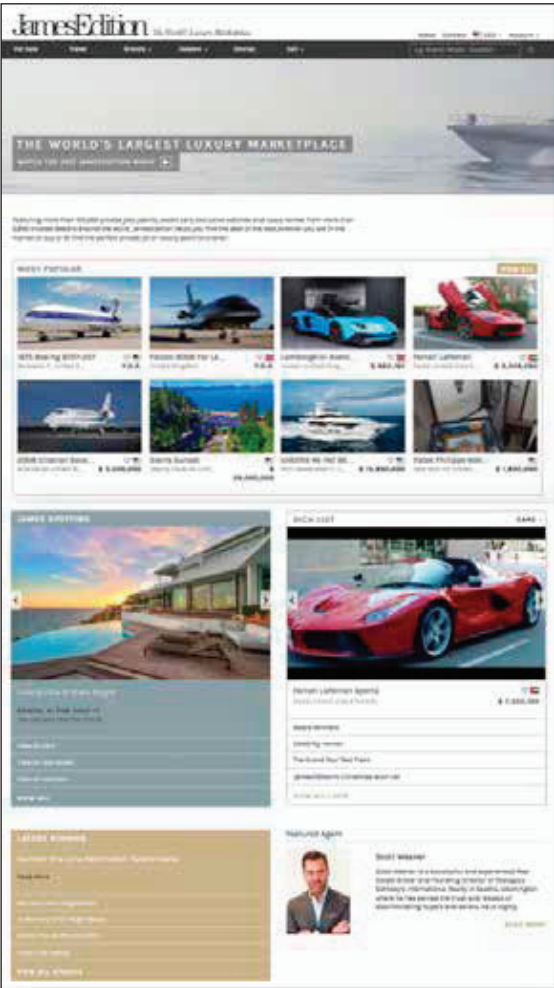
Founded in 2008, JamesEdition.com features the largest collection of luxury goods worldwide. The exquisite items curated by JamesEdition.com range from celebrity-owned luxury real estate to rare supercars. An affluent audience of 25,000 per day is browsing for the finest the globe has to offer.

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



# Land Report

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

- Net Worth: **\$9.3M**
- Household Income: **\$9.2M**

Top In-Bound Markets:

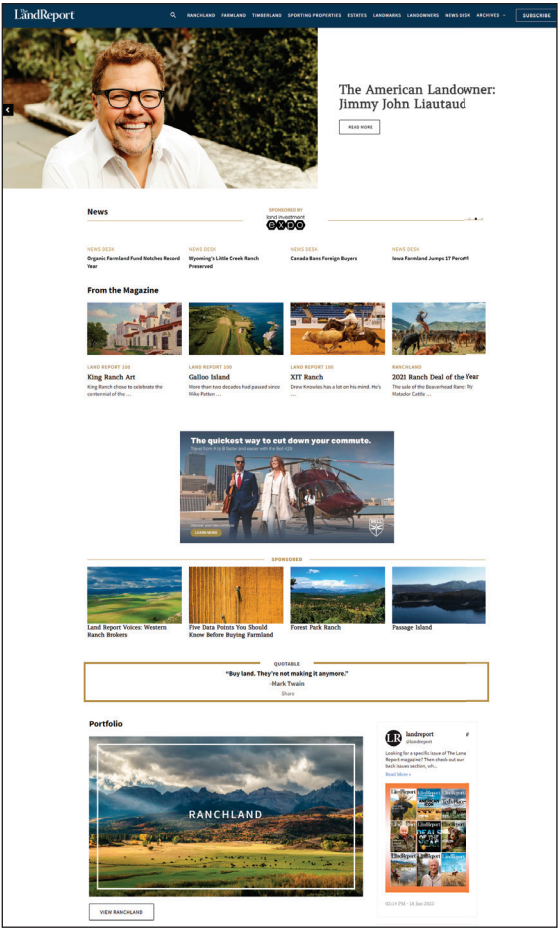
- |              |                  |
|--------------|------------------|
| • Texas      | • Illinois       |
| • California | • Georgia        |
| • Florida    | • North Carolina |
| • Colorado   | • Pennsylvania   |
| • New York   | • South Carolina |

PUBLISHER'S PICKS PREMIER PLACEMENT

PRICE: \$5,885

PUBLISHER'S PICKS STANDARD PLACEMENT

PRICE: \$2,375



# List Globally

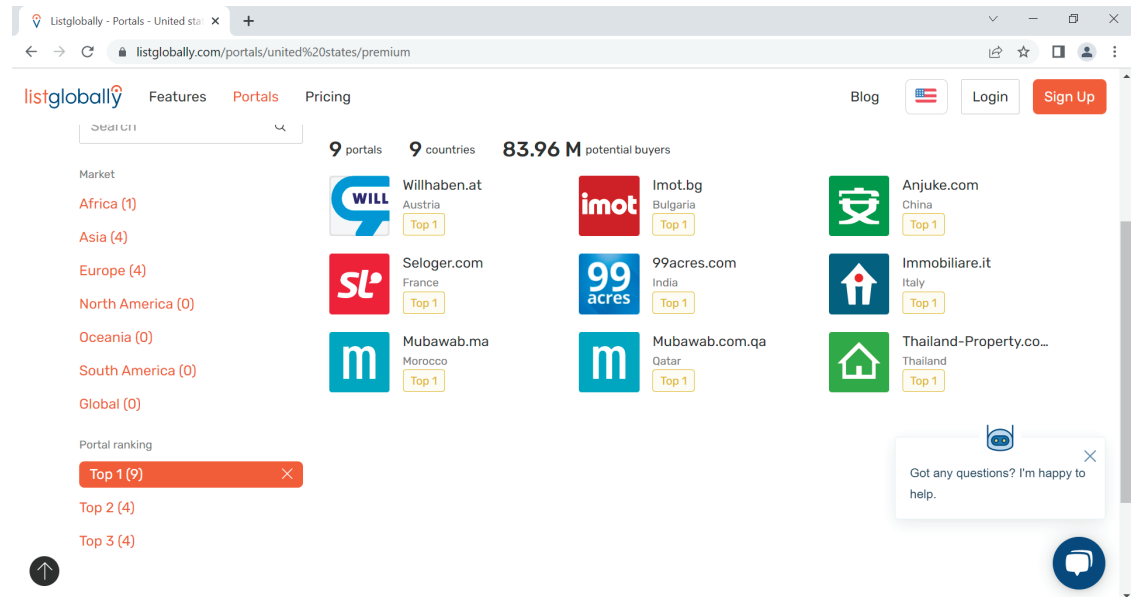
## ENHANCED LISTING

ListGlobally helps real estate professionals to promote their listings worldwide. Through a network of 100+ property portals in 60+ countries.

## PREMIUM PUBLICATION ON LISTGLOBALLY

- All listings published across ListGlobally's full Premium Network.
- All listings elevated in their search placement on ListGlobally network property portals.
- Agents from the office will have their photos appear on their listings in search results.
- Agents will receive the moniker "Global Agent" on their listing in search results.
- Elite Promotion
- Elite promotion moves your listing to the top of search results in your market.
- Elite promotions provide 7-times the performance for featured listings.
- The promotion can be changed as often as you like

ENHANCED AND ELEVATED LISTINGS  
AND ONE ELITE PROMOTION:  
\$200/MONTH - 3 MONTH MINIMUM  
\$150/MONTH - 6 MONTH MINIMUM



# RobbReport.com

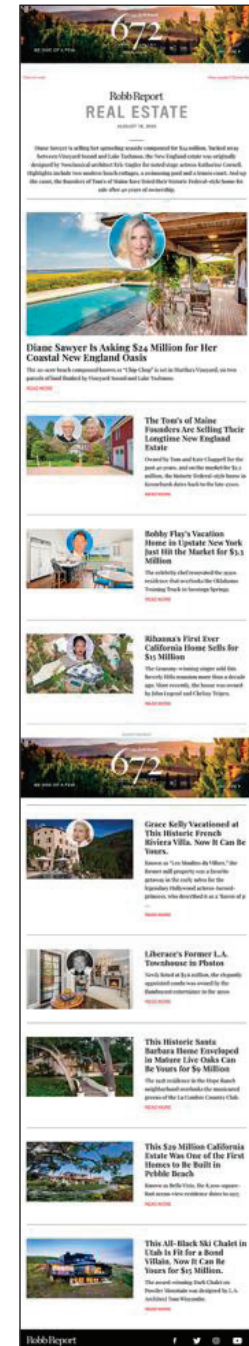
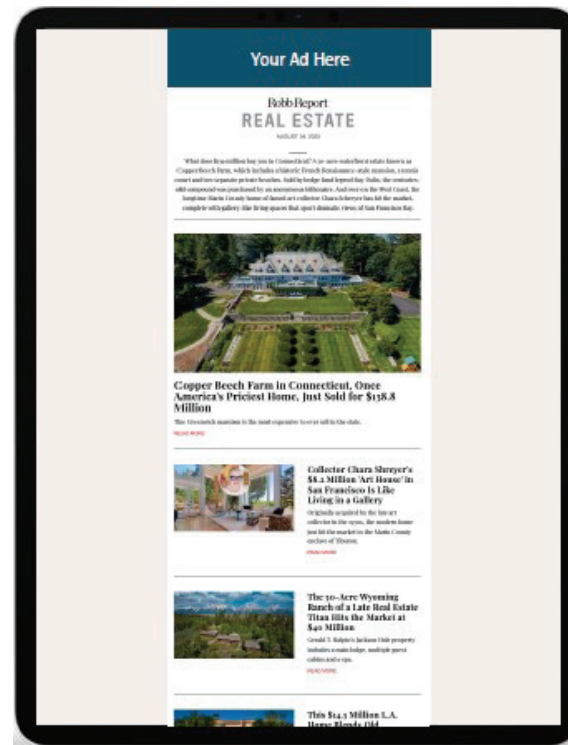
## REAL ESTATE NEWSLETTER

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



# 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

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# The Wall Street Journal Online (WSJ.com)

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

PRICE: \$3,680

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*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 Bruden 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, Westmount, QC	\$15,000,000
8. 7512 151st Ave. Rye, Chateau-Richer, QC	\$15,000,000
9. 8000 Miles Lane, Toronto, ON	\$15,000,000
10. 400 Sandrine Road, Toronto, ON	\$20,000,000

Region	Average Home Price	Number of Luxury Listings (over \$2M)	Most Expensive Listing
British Columbia	\$740,000	1141	\$10,000,000
Vancouver	\$1,407,048	879	\$10,000,000
Calgary	\$667,400	122	\$20,000,000
Whisper	\$1,053,300	26	\$25,000,000
Ontario	\$578,072	1,061	\$35,000,000
Toronto	\$868,817	302	\$30,000,000
Quebec	\$194,291	185	\$20,000,000
Westmount	\$1,376,900	22	\$20,000,000
Chateau-Richer	\$116,333	1	\$20,000,000

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# 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

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



**\$26 Million**  
Brazilian soccer star Neymar has bought his Miami, FL home.

# MANSTION

THE WALL STREET JOURNAL.

**Looking Up**  
In North Carolina, a single-story house that's 37 feet tall. **M7**



HOUSES | MARKETS | PEOPLE | REBELS | SALES

Friday, November 1, 2024

## 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 KATHLEEN CLARK and E.R. SCHOENFELT



Randy and Robin Landrum 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 triplicate in the sought-after Tribeca neighborhood came with more than 2,000 square feet of terraces, a floating staircase and a private elevator. In all, the roughly 2,500-square-foot property sold for \$5 million, less than half of what they had originally asked and little more than they paid for it two decades ago. "It was obviously a stupid mistake," Randy said of deciding to auction the home.

Now closely associated with privacy art or collectibles, auctions are on the rise for luxury real estate, with auction houses reporting a dramatic spike in the number of high-net-worth sellers seeking their services since 2020. And as a slowdown in luxury home sales, auction companies are providing homeowners on their way to wealth better properties in a range of deep-pocketed buyers beyond local markets and to investors in a global and fluid market.

Emboldened by the trophy home prices they see on television, or struck by 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.



Randy and Robin Landrum didn't set a minimum, limit on a reserve price, when they auctioned their Tribeca triplex penthouse with Corcoran.



**HIGHEST BID AT AUCTION**  
**\$5 MILLION**

**PRICE LISTED FOR**  
**\$12.2 MILLION**

**TRIBECA PENTHOUSE**  
New York City

## Room for Prayer, Without Leaving Home

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

By SUSAN PERCIVAL

**IN THE DALLAS SUBURBS**, gleaming Indian lights on an oil lamp in front of a wooden structure housing idols in her kitchen. The newly renovated area is dedicated to prayer and is backed by gold-and-white tiles matching the gilded trim and the white quartz countertop, the 45-year-old said.

Practitioners of Hinduism, particularly in India, have long created poppy rooms or areas in their homes. The word poppy, sometimes spelled puja, refers to the Sanskrit word for worship. A poppy room usually has an altar, mandala or religious objects and pictures of Hindu gods. They are used for religious or ceremonial purposes, worship and meditation, and are often

decorated for special ceremonies during festivals such as Diwali, said Pooja Chhabra, a consultant in Varanasi, India. It is a set of an architect-designed principles based on Indian traditions.

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

She first learned poppy room design from her mother, who is popular on social media. (Lila on a Monday Kaur) in her home country (New York). There, she said, a poppy room is an Indian-American tradition, more common of people in India than the Hindu-American family's poppy room—in America, filled with glowing oil lamps and pictures of Hindu gods.



More U.S. builders and developers are accommodating demand for poppy rooms, Brenda Samuels says, often getting more interior-design inquiries after posting her poppy room renovation projects on Instagram.

Photo credit to page 104

[illegible]

# The Wall Street Journal

## MANSION GLOBAL EXPERIENCE LUXURY

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

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

FULL PAGE:  
\$980/TEMPLATE  
\$1,985/CUSTOM



The New York Times 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**

skyad.com | 30

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# The New York Times International Edition

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

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

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

SMOGGY CITIES  
LONDON LESSONS  
FOR INDIA'S AIR  
PAGE 18 | SCIENCE

ZADIE SMITH  
THE WRITER ON  
THE JOY OF DANCE  
PAGE 28 | CULTURE

A PIONEER OF KINETIC ART  
JULIO LE PARC FINDS NEW  
AUDIENCES IN THE U.S.  
PAGE 38 | CULTURE

# The New York Times

INTERNATIONAL EDITION | WEDNESDAY, NOVEMBER 16, 2016

## Berlusconi, and a lesson for America

By Stephen Scalet  
Contributing Writer

OTTAWA

MR. "GOD OF THE COURT" may not be the most famous name in the world, but it is a name that has been in the news for a long time. The Italian politician, who has been in and out of power several times, is now facing a new challenge. He is being accused of having a relationship with a woman who is the daughter of a man who was once a powerful figure in the Italian government. This is a story that has been in the news for a long time, and it is a story that has been in the news for a long time.

## Conflicts arise when president is also tycoon

By [Name]  
Contributing Writer

WASHINGTON

As a first-time president, Donald Trump's many businesses will be expected by him. The president-elect has a long history of being a businessman, and he is now expected to be a president. This is a story that has been in the news for a long time, and it is a story that has been in the news for a long time.

## Vast, pristine and endangered

By [Name]  
Contributing Writer

WASHINGTON

When you think of the word "pristine," you think of a place that is untouched by man. But what if that place is also a place that is in danger of being destroyed? This is a story that has been in the news for a long time, and it is a story that has been in the news for a long time.



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

**Includes Digital promotion and Digital Flipbook**



1 of 1

# Expect exceptional

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

**Sotheby's**  
INTERNATIONAL REALTY

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



# 925 Park Avenue, 5/6C

5 BED | 4.5 BATH | New York, New York

\$8,400,000

925ParkAve5-6C.com

This rarely available 5 bedroom, 4.5 bath duplex delivers perfection offering all the benefits and grandeur of townhouse living along with the convenience and services of a distinguished, luxury Park Avenue cooperative. Featuring 1720 to 2020 foot ceilings, stunning hardwood floors and through the wall air conditioning are additional features throughout this extraordinary home. Simply stated, this incredible home, designed by renowned interior decorator, Anne Hempleton, has it all.

## Triple Mint Designer Duplex on Park Avenue











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**1120 Park Avenue, PH-A**  
New York, New York | \$6,000,000    [1120ParkAvenue@PIR.com](mailto:1120ParkAvenue@PIR.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@sofi.com](mailto:850ParkAve@sofi.com)

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



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## Idyllic Estate on Park-Like Grounds

637 Valley Road New Canaan, Connecticut

\$4,200,000

[sothebyshy.com/rs/vZPCQY](#)

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

## 6 Bedrooms

## 7.3 Bathrooms

## 12,071+ sq.ft.






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

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

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

## PREMIUM PUBLISHING

### OVERVIEW

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

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

EDITORIAL FULL PAGE: \$3,000



# Dwell

## MODERN MARKET

Dwell is the marketplace to living with good design. A trusted authority for 20 years, connecting consumers and design professionals with inspiration, products, and the tools they need to achieve their goals. Published six times a year, each issue of Dwell Magazine includes exclusive stories on the most innovative leaders in architecture and design, presenting modern homes that encapsulate the concept of good design

- Circulation: **215,000**
- Total Reach: **917,000**
- **60%** Female/ **40%** Male
- Average Age: **48**
- Average HHI: **\$227,000**
- Source: **Google Analytics, Quantcast, and Sprout Social 2019**

SMALL AD: \$800

MEDIUM VERTICAL AD: \$1,300

MEDIUM HORIZONTAL AD: \$1,875

LARGE AD: \$2,500



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

## Global

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# The Land Report

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

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

FULL PAGE: \$4,900



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A Grand Duplex on Park Avenue

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\$22,000,000  
515ParkAve36-37.com

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# Robb Report

## LUXURY PROPERTY GUIDE

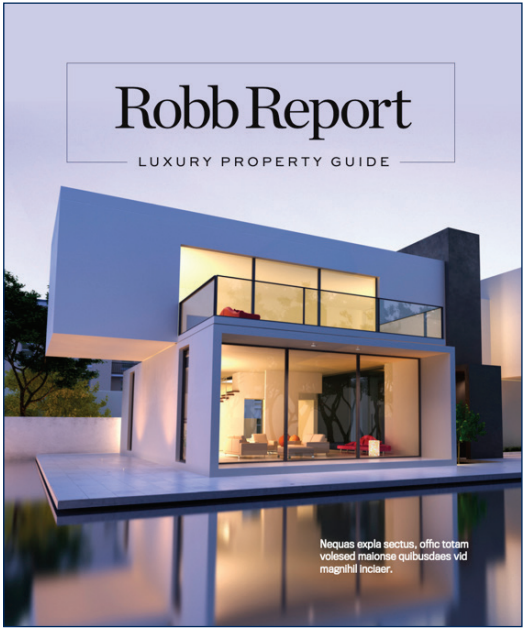
As a global leader in the luxury real estate market, Robb Report showcases the best of the best. From mountain retreats to spectacular beach front properties, Robb Report shares the latest insights and analysis on the industry while highlighting designers, architects, new residences and developments.

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

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

PRICE: \$3,500 FULL PAGE - PROPERTY PORTFOLIO

Global



**Kumara Wilcoxon**  
#1 Agent in Austin, Texas

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

kumarawilcoxon.com

Kumara Wilcoxon  
Global Real Estate Advisor  
kumara@sothebyrealty.com

**Cromwell Hill Estate**  
\$2,495,000  
tesconmmedstate.com

**Expansive Tarrytown Estate**  
\$10,495,000  
3636mumt.com

Kuper Sotheby's International Realty

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**Lido Shores**  
1067 Westway Drive, Sarasota, Florida

\$24,700,000  
sothebyrealty.com/id/825MBV

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

**6 Bedrooms**  
**7.2 Baths**  
**8,929 square feet**

**Joel Schenkel**  
Global Real Estate Advisor  
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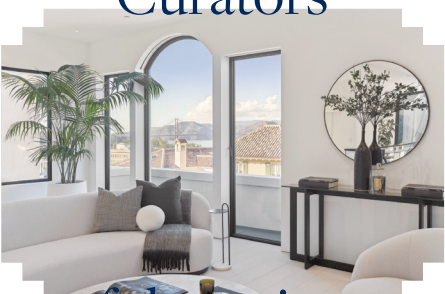
# San Francisco & Silicon Valley Takeover

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

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

1 of 1

# Curators





## of the unique

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

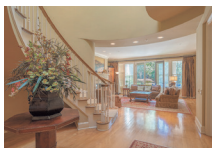

**Sotheby's**  
INTERNATIONAL REALTY

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 | Beautiful 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  
info@warrinpartner.com  
831.241.4458

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

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

# Omarino



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

Price Upon Request  
sothebysnz.com.au/dp/97733P

Ben Mackay  
Sales Associate  
+6420191880  
ben.mackay@sothebyrealty.com

New Zealand Sotheby's International Realty North | 159 Hurdmore Road, Tairāhema, Auckland, New Zealand | sothebysnz.com.au

**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# 0208572  
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	August	September	October	November	December	Media Total	Reach
<b>Digital</b>								
<b>Million Impressions*</b>								
Million Impressions	Digital Banner Program	\$ 1,195.00	\$ 1,195.00	\$ 1,195.00			\$ 3,585.00	750,000
Million Impressions	Targeting - add targeted areas here							
<b>Google Adwords</b>								
Google Adwords	Digital PPC program	\$ 2,000.00	\$ 1,250.00	\$ 1,250.00	\$ 1,250.00	\$ 1,250.00	\$ 7,000.00	
<b>Website Visitor ID</b>								
Website Visitor ID	Website data collection	\$ 600.00	\$ 600.00	\$ 600.00			\$ 1,800.00	
<b>LinkedIn</b>								
LinkedIn	Digital Banner Campaign	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00			\$ 6,000.00	300,000
<b>Comprehensive Digital</b>								
Social Mirror Ads	Mirroring Social Post	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 7,500.00	500,000
Display	Digital Banner Program	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 7,500.00	750,000
<b>Geofencing - Event and Location</b>								
Geofencing - Event and Location	Target specific events and locations	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00			\$ 4,500.00	180,000
<b>Dupont Registry</b>								
Branded Content Post	Custom content article		\$ 1,295.00				\$ 1,295.00	
Newsletter	Daily enewsletter		Bonus				\$ -	77,000
Newsletter	Luxury enewsletter		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	\$ 500.00			\$ 1,500.00	19,500
<b>JamesEdition</b>								
New & Trending Real Estate Position	Featured Spot		\$ 1,400.00				\$ 1,400.00	750,000
E-Newsletter Featured Listing	E-Newsletter			\$ 1,500.00			\$ 1,500.00	192,000
<b>Land Report</b>								
Publisher's Picks Standard Placement	includes a dedicated social media post		\$ 2,375.00					
<b>ListGlobally</b>								
Global Agent Program	Enhanced and Elevated Listings and one Elite Promotion	\$ 200.00	\$ 200.00	\$ 200.00			\$ 600.00	
<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	\$ 650.00			\$ 1,950.00	492,000
Mansion Global e-Newletter	Daily Monday-Friday		\$ 3,680.00				\$ 3,680.00	17,000

# Proposed Schedule, Pricing & Reach 2025

PLAN 1 - CONTINUED

**Print**

Dwell										
Dwell	Modern Market - Small Ad	\$	800.00		\$	800.00	\$	1,600.00	412,000	
Dupont Registry										
Dupont Registry	Editorial Full Page			\$	3,000.00		\$	3,000.00		
Financial Times										
Financial Times	Property Spot	\$	750.00	\$	750.00		\$	1,500.00	420,914	
Land Report										
Land Report	Full Page			\$	4,900.00		\$	4,900.00	40,000	
The New York Times										
The New York Times	Property Spot - Weekday/Saturday	\$	760.00	\$	760.00		\$	1,520.00	846,222	
The New York Times Takeover	Full Page w/ Digital promotion	\$	750.00		\$	750.00	\$	1,500.00	330,000	
The New York Times International Edition										
The New York Times International Edition	Property Spot	\$	650.00	\$	650.00		\$	1,300.00	208,602	
Robb Report										
Robb Report	Robb Report Luxury Property Guide					\$	3,500.00	\$	3,500.00	107,000
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	\$	795.00	\$	2,385.00	1,933,272
The Wall Street Journal										
Mansion Global Experience Luxury	Weekend Property insert			\$	980.00		\$	980.00	100,000	
TOTAL							\$	74,595.00	8,470,510	

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

# Proposed Schedule, Pricing & Reach 2025

PLAN 2

Plan 2 Media	Ad Description	August	September	October	November	December	Media Total	Reach
<b>Digital</b>								
<b>Million Impressions*</b>								
Million Impressions	Digital Banner Program	\$ 1,195.00	\$ 1,195.00	\$ 1,195.00			\$ 3,585.00	750,000
Million Impressions	Targeting - add targeted areas here							
<b>Google Adwords</b>								
Google Adwords	Digital PPC program	\$ 2,000.00	\$ 1,250.00	\$ 1,250.00	\$ 1,250.00	\$ 1,250.00	\$ 7,000.00	
<b>Website Visitor ID</b>								
Website Visitor ID	Website data collection	\$ 600.00	\$ 600.00	\$ 600.00			\$ 1,800.00	
<b>LinkedIn</b>								
LinkedIn	Digital Banner Campaign	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00			\$ 6,000.00	300,000
<b>Comprehensive Digital</b>								
Social Mirror Ads	Mirroring Social Post	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00			\$ 4,500.00	300,000
Display	Digital Banner Program	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00			\$ 4,500.00	450,000
<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	Daily enewsletter		Bonus				\$ -	77,000
Newsletter	Luxury enewsletter		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	\$ 500.00			\$ 1,500.00	19,500
<b>JamesEdition</b>								
New & Trending Real Estate Position	Featured Spot		\$ 1,400.00				\$ 1,400.00	750,000
E-Newsletter Featured Listing	E-Newsletter			\$ 1,500.00			\$ 1,500.00	192,000
<b>Land Report</b>								
Publisher's Picks Standard Placement	includes a dedicated social media post		\$ 2,375.00					
<b>ListGlobally</b>								
Global Agent Program	Enhanced and Elevated Listings and one Elite Promotion	\$ 200.00	\$ 200.00	\$ 200.00			\$ 600.00	
<b>WSJ.com</b>								

# Proposed Schedule, Pricing & Reach 2025

PLAN 2 - CONTINUED

Print												
Dwell												
Dwell	Modern Market - Small Ad		\$	800.00		\$	800.00		\$	1,600.00	412,000	
Financial Times												
Financial Times	Property Spot		\$	750.00	\$	750.00		\$	1,500.00	420,914		
The New York Times												
The New York Times	Property Spot - Weekday/Saturday		\$	760.00	\$	760.00		\$	1,520.00	846,222		
The New York Times Takeover	Full Page w/ Digital promotion		\$	750.00		\$	750.00		\$	1,500.00	330,000	
The New York Times International Edition												
The New York Times International Edition	Property Spot		\$	650.00	\$	650.00		\$	1,300.00	208,602		
Robb Report												
Robb Report	Robb Report Luxury Property Guide							\$	3,500.00	\$	3,500.00	107,000
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	\$	795.00		\$	2,385.00	1,933,272
The Wall Street Journal												
Mansion Global Experience Luxury	Weekend Property insert				\$	980.00		\$	980.00	100,000		
TOTAL										\$	50,190.00	7,295,510
*After 6 months the Impressions Program may be adjusted after evaluation of budget and strategy												
Pricing Subject to Change												

# Proposed Schedule, Pricing & Reach 2025

PLAN 3

Plan 3 Media	Ad Description	August	September	October	November	December	Media Total	Reach
<b>Digital</b>								
<b>Million Impressions*</b>								
Million Impressions	Digital Banner Program	\$ 1,195.00	\$ 1,195.00	\$ 1,195.00			\$ 3,585.00	750,000
Million Impressions	Targeting - add targeted areas here							
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	\$ 2,000.00	\$ 1,250.00	\$ 1,250.00			\$ 4,500.00	
<b>Website Visitor ID</b>								
Website Visitor ID	Website data collection	\$ 600.00	\$ 600.00	\$ 600.00			\$ 1,800.00	
<b>LinkedIn</b>								
LinkedIn	Digital Banner Campaign	\$ 2,000.00					\$ 2,000.00	100,000
<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>Dupont Registry</b>								
Branded Content Post	Custom content article		\$ 1,295.00				\$ 1,295.00	
Newsletter	Daily enewsletter		Bonus				\$ -	77,000
Newsletter	Luxury enewsletter		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	6,500
<b>Land Report</b>								
Publisher's Picks Standard Placement	includes a dedicated social media post		\$ 2,375.00					
<b>ListGlobally</b>								
Global Agent Program	Enhanced and Elevated Listings and one Elite Promotion	\$ 200.00	\$ 200.00	\$ 200.00			\$ 600.00	
<b>WSJ.com</b>								

# Proposed Schedule, Pricing & Reach 2025

PLAN 2 - CONTINUED

Print											
Dwell											
Dwell	Modern Market - Small Ad		\$	800.00		\$	800.00	\$	1,600.00	412,000	
Financial Times											
Financial Times	Property Spot		\$	750.00	\$	750.00		\$	1,500.00	420,914	
The New York Times											
The New York Times	Property Spot - Weekday/Saturday		\$	760.00	\$	760.00		\$	1,520.00	846,222	
The New York Times Takeover	Full Page w/ Digital promotion		\$	750.00		\$	750.00		\$	1,500.00	330,000
The New York Times International Edition											
The New York Times International Edition	Property Spot		\$	650.00	\$	650.00		\$	1,300.00	208,602	
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	\$	795.00	\$	2,385.00	1,933,272
The Wall Street Journal											
Mansion Global Experience Luxury	Weekend Property insert				\$	980.00		\$	980.00	100,000	
TOTAL									\$	32,090.00	5,723,510
*After 6 months the Impressions Program may be adjusted after evaluation of budget and strategy											
Pricing Subject to Change											