



ADVERTISING
BRANDING
MARKETING

NEW YORK
477 Madison Ave
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SKYAD.COM

Belize Penthouse - Cape Marco - Marco Island Advertising and Marketing Program

Premier | Sotheby's
INTERNATIONAL REALTY

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PHILADELPHIA 1700 Market Street, Philadelphia, PA 19103 , 215- 365-4040

ADVERTISING
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National & Global Exposure Belize Penthouse - Cape Marco - Marco Island

LET'S DO
GREAT THINGS TOGETHER

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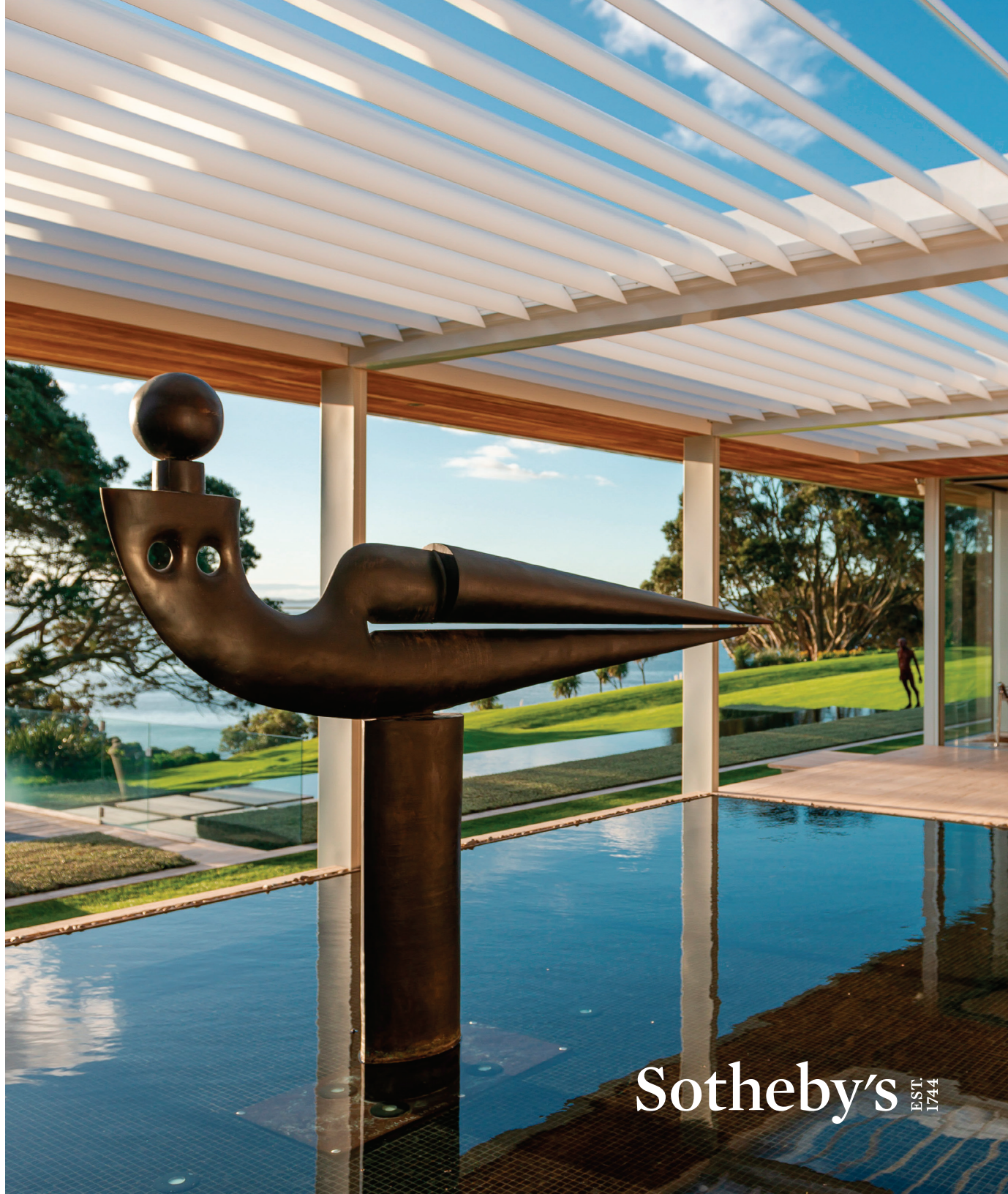
CHLOE STEELY
Account Executive
212-677-2557
chloe@skyad.com

SKY Advertising is excited to present to Premier Sotheby's International Realty® a curated, multi-media marketing selection of offerings to bring ultra-high net worth buyer awareness to Belize Penthouse - Cape Marco - Marco Island.

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 Marco Island, 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.

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
chase.mann@sothebyrealty.com

Co-listed with
Debra Clark
Sotheby's International Realty
Susan Debra Clark and Chase Mann
susan.debra.clark@sothebyrealty.com
and chase.mann@sothebyrealty.com
\$4,500,000 USD

Residence on Seaside Pasha Way
New Delhi, India
sothebyrealty.com/in/16814281

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 ideal location for investment or as a second home.

Residence on Seaside Pasha Way
New Delhi, India
sothebyrealty.com/in/16814281

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 ideal location for investment or as a second home.

Residence on Seaside Pasha Way
New Delhi, India
sothebyrealty.com/in/16814281

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 ideal location for investment or as a second home.

Residence on Seaside Pasha Way
New Delhi, India
sothebyrealty.com/in/16814281

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 ideal location for investment or as a second home.

SOTHEBY'S BESPOKE
EMAIL

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


PRICE: \$2,500/DEPLOYMENT



SOTHEBY'S SELECTS
E-NEWSLETTERS

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


PRICE: \$2,585/DEPLOYMENT



Sotheby's
INTERNATIONAL REALTY
Extraordinary Property of the Week


Modern Zen-Like Oasis
Bahamas

[SEE MORE](#)



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

[SEE MORE](#)

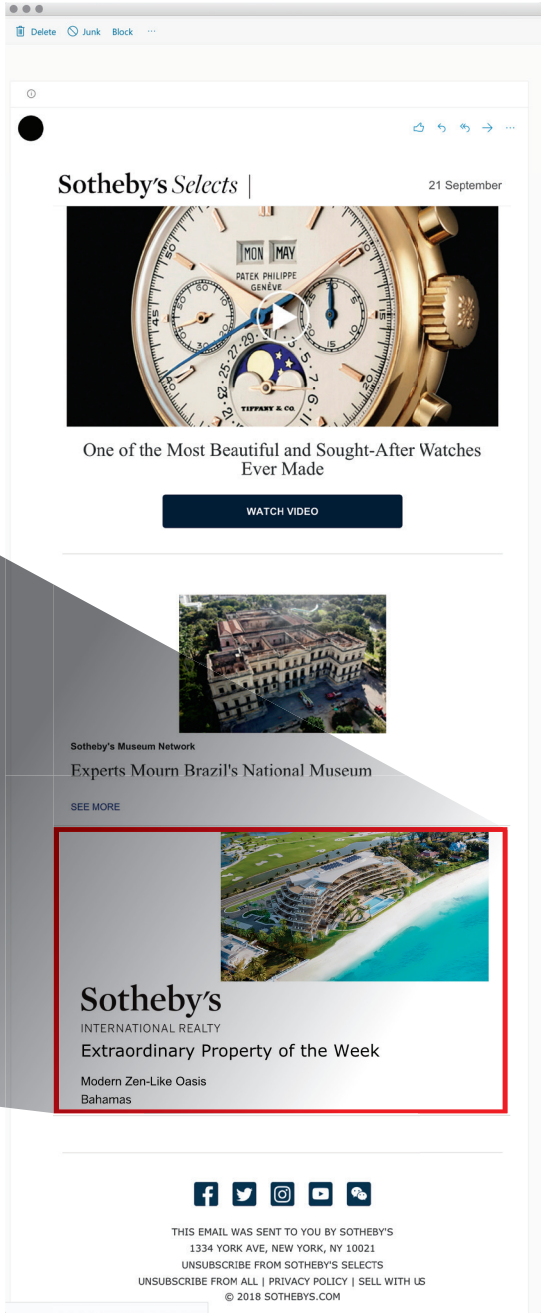


Sotheby's
INTERNATIONAL REALTY
Extraordinary Property of the Week

Modern Zen-Like Oasis
Bahamas

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Digital Offerings



Sotheby's
INTERNATIONAL REALTY

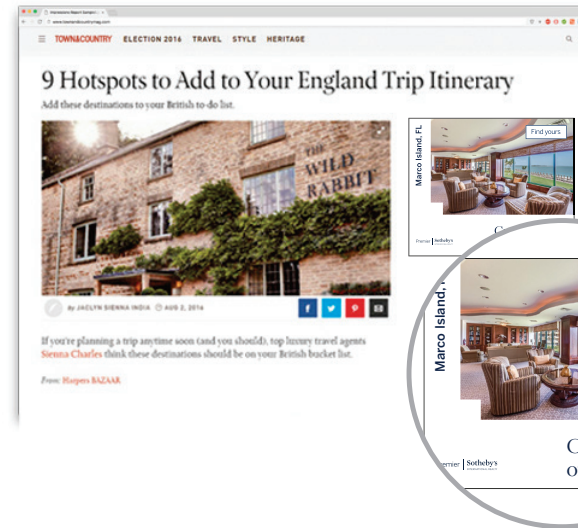
Impressions Campaign

CUSTOMIZABLE.
AFFORDABLE.
MEASURABLE.

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

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

Impress locally. Impress globally.



CAMPAIGN OVERVIEW AND BUDGET

- Campaign: **Belize Penthouse - Cape Marco - Marco Island**
- 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



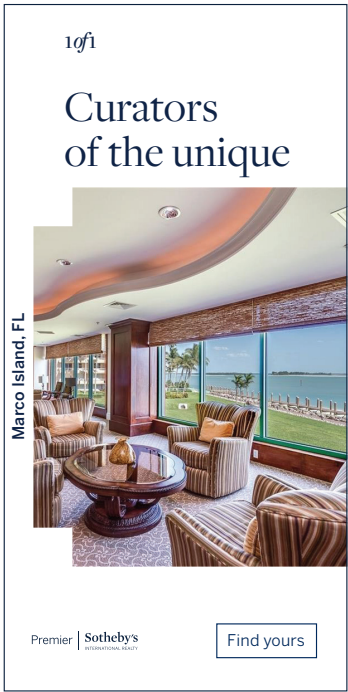
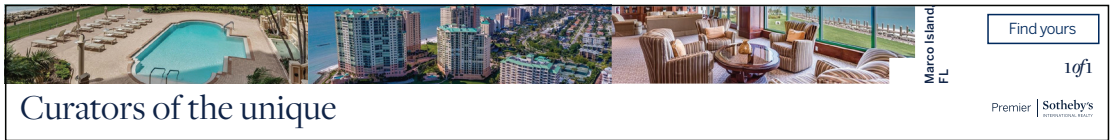
Creative

SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

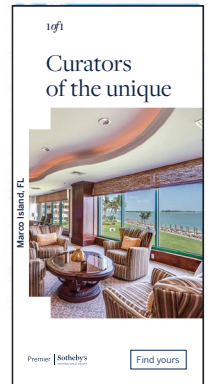
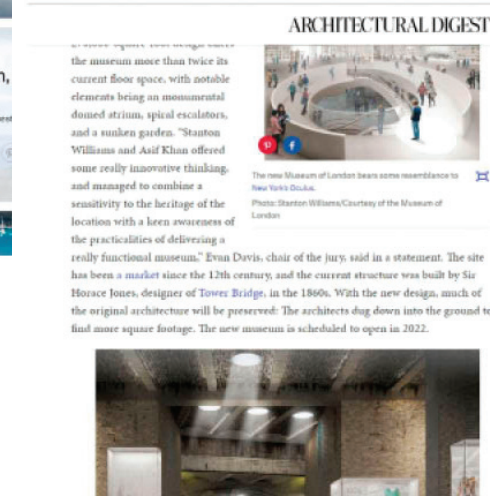
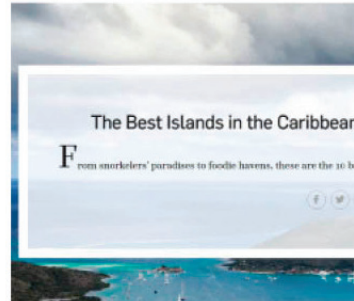
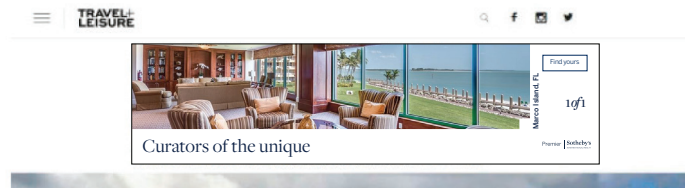
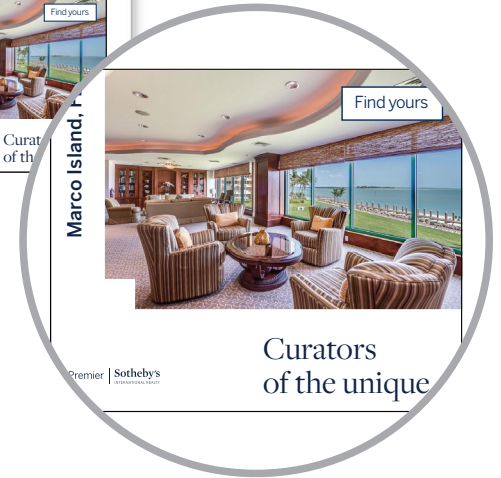
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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

BANNER PRODUCTION: \$350



Sample Banners For Impressions Programs As They Appear On Sites

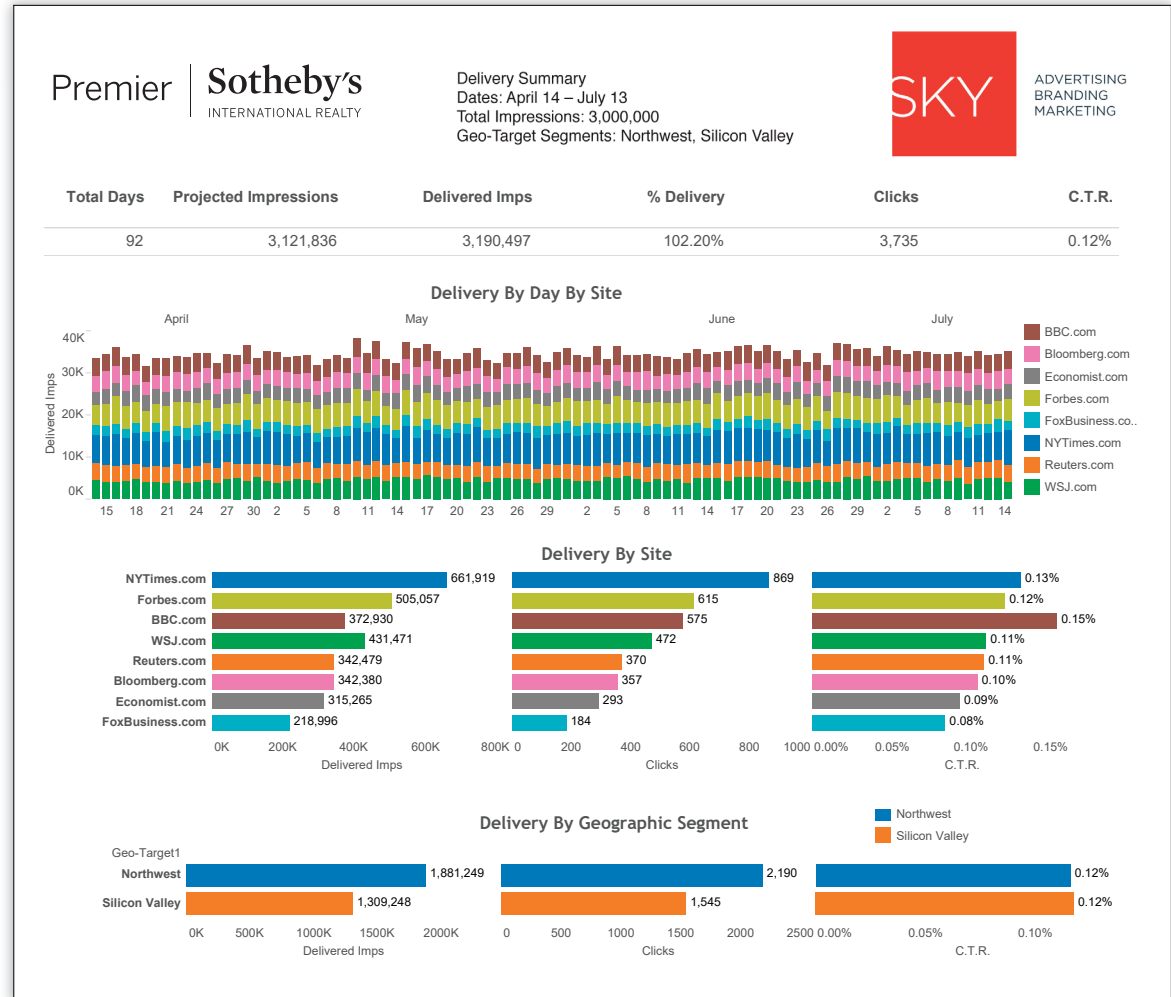


Comprehensive Reporting For Your Customized Campaign

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.

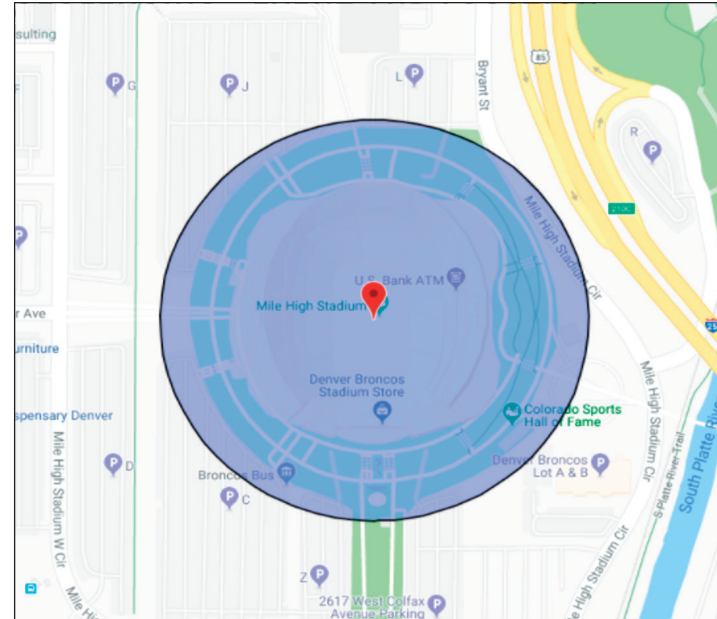
IMPRESSIONS PROGRAM SAMPLE REPORT



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.



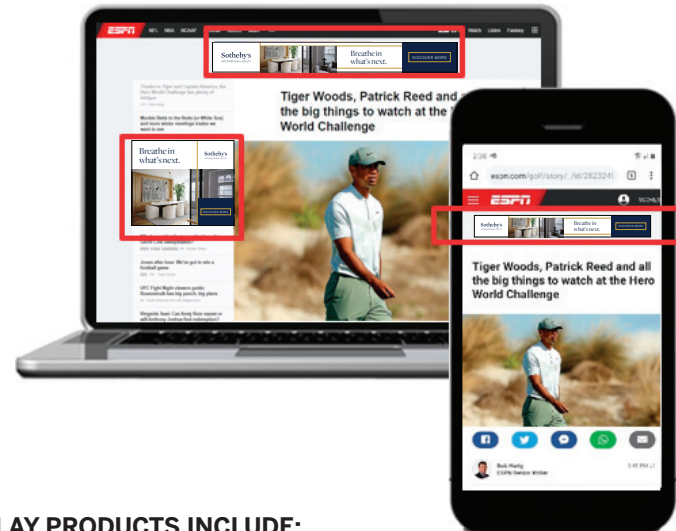
PRICING

- From: **\$1,500/month**
- **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

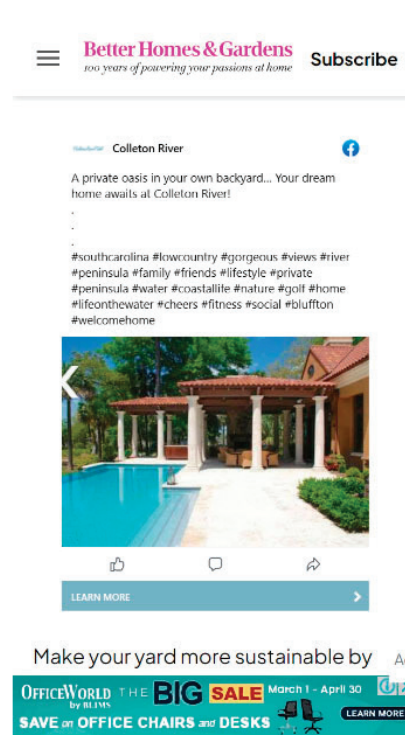
SOCIAL MIRROR ADS

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.

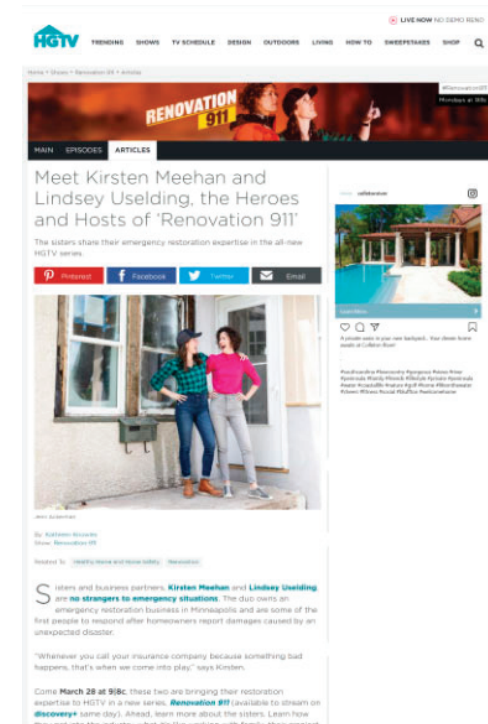
Ads can be display, video, OTT across connected TVs or carousel.



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.

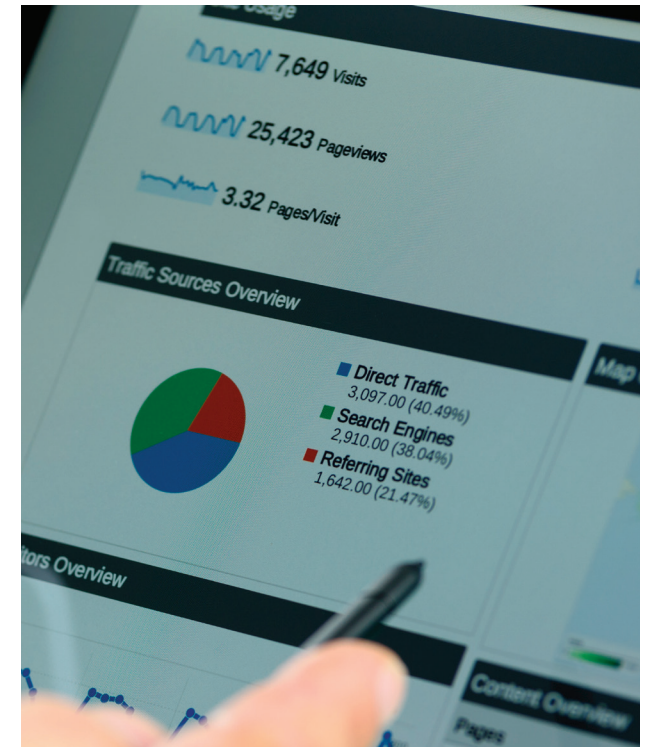


CAMPAIGN SETUP, OPTIMIZATION, & MONTHLY MANAGEMENT

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 Premier

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

Showing 50 of 89 Rows

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

Cities

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

Google AdWords

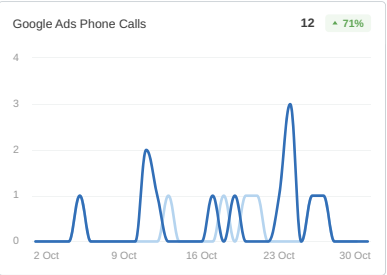
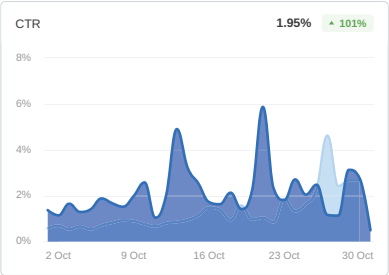
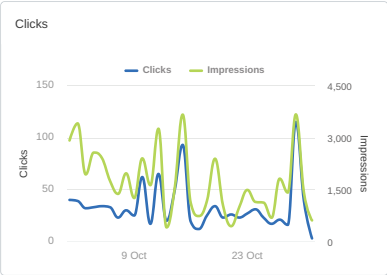
MONTHLY REPORTING

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



SIR Premier

October KPI's



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

Chicago Tribune

The Chicago Tribune helps Chicagoans, and those that love Chicago, stay connected to the stories and topics that affect this great city. Its award-winning stories range from an array of topics that matter most; including breaking news, politics, sports, culture, suburban coverage and engaging interactive features.

- Average Monthly Page Views: 36.6M
- Unique Monthly Visitors: 11.7M

CUSTOM EMAIL

Email deployment to target audience featuring dedicated content.

Targeting options can include:

- Geography (zip code, DMA)
- Demographic (Age, Household Income, Interest)
- Home Intenders
- First Time Homeowner
- Homeowner / Renter
- Property Type
- Home Value

CUSTOM EMAIL 50K: \$1,200

CUSTOM EMAIL 100K: \$1,950

CUSTOM EMAIL 150K: \$2,375



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
- California
- Connecticut
- Florida
- Texas
- Virginia
- New Jersey
- Illinois
- Massachusetts
- Pennsylvania

SPOTLIGHT + PROPERTY OF NOTE

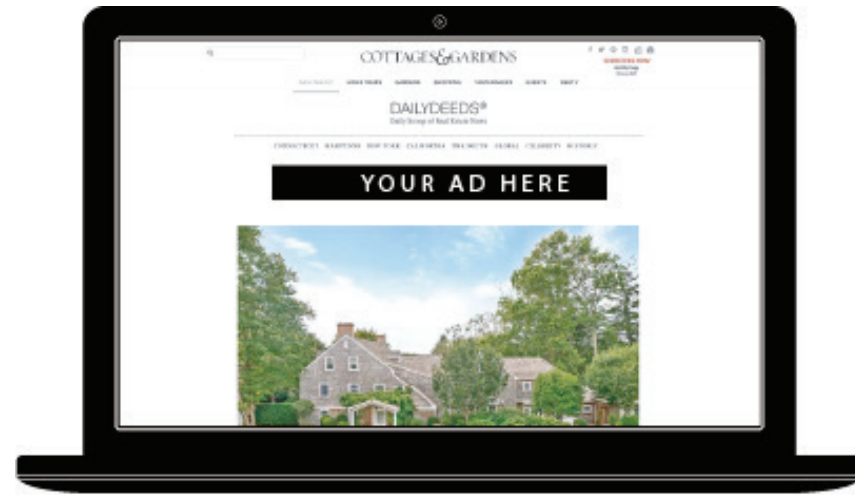
ROTATING GALLERY: \$2,950

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.

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

SPONSORED

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

FOR SALE

Check The 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 Diver

WATCHES

Discover Ulysse Nardin's New Limited-Edition Torpilleur Tourbillon

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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.

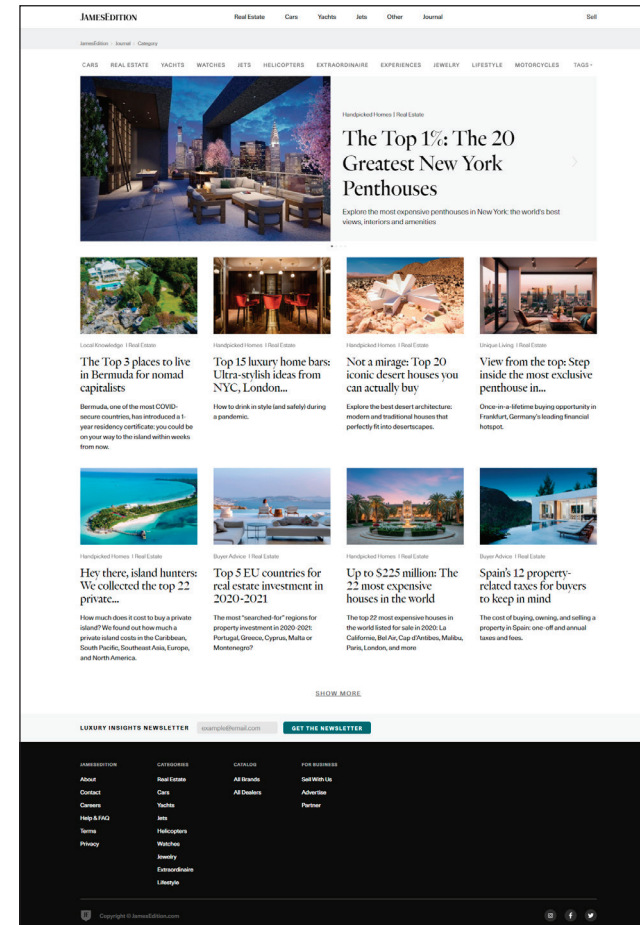
A Featured Story is an article published on the website. Articles are evergreen content. The average time that viewers spend on an article page exceeds 2 minutes indicating that article views come from the most loyal and engaged users.

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 & JOURNAL ARTICLE

\$3,900 TRENDING & JOURNAL ARTICLE



jamesedition.com

NEW & TRENDING

FEATURED LUXURY POSITION

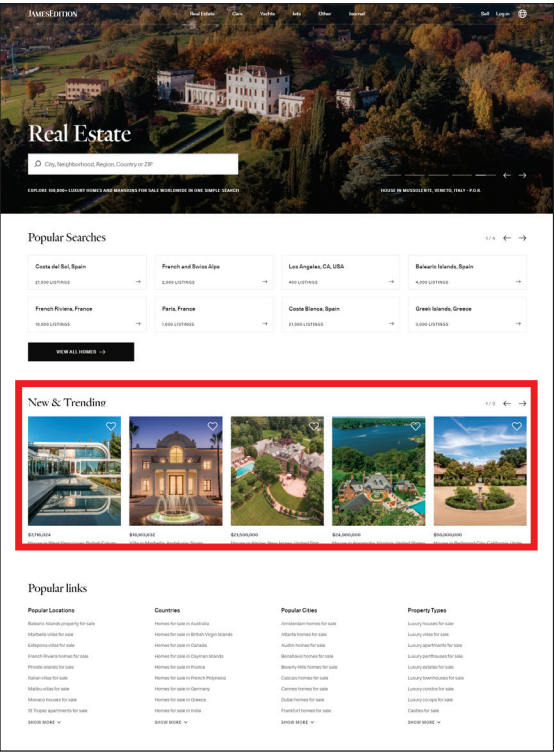
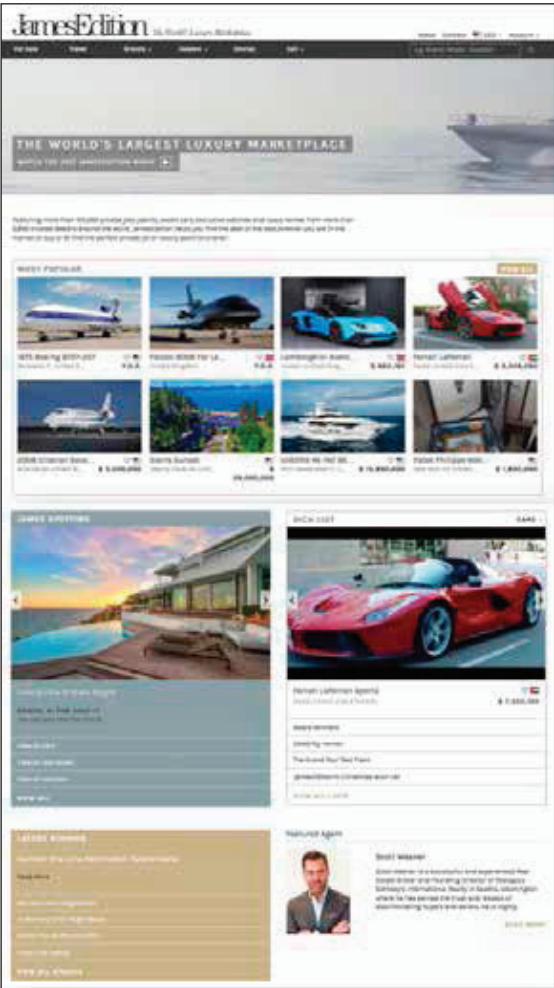
Founded in 2008, JamesEdition.com features the largest collection of luxury goods worldwide. The exquisite items curated by JamesEdition.com range from celebrity-owned luxury real estate to rare supercars. An affluent audience of 25,000 per day is browsing for the finest the globe has to offer.

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

REAL ESTATE POSITION
FEATURED SPOT: \$1,400



jamesedition.com

SOCIAL MEDIA POST

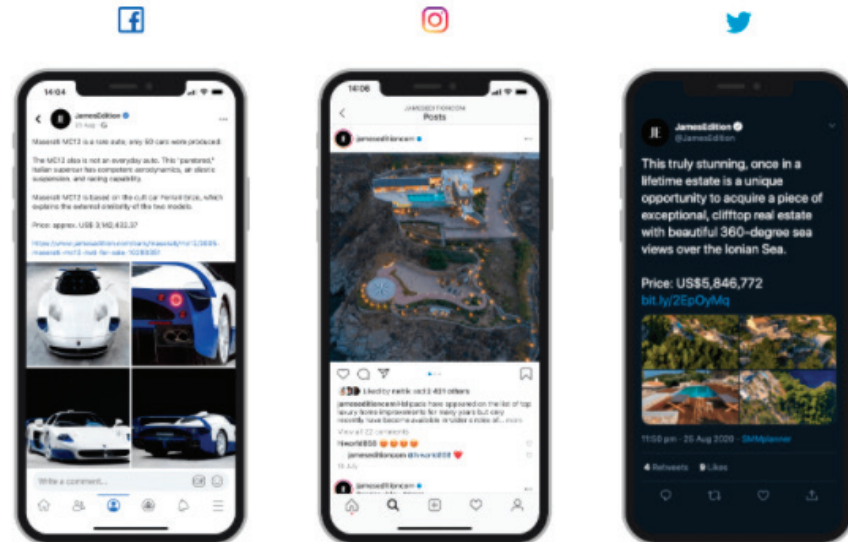
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Showcase your office and properties and bring increased visibility to capture the attention of the UHNW with a Social Post.

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



PHOTO

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

PHOTO: \$800

PHOTO PLUS

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

PHOTO PLUS: \$1,000

VIDEO

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

VIDEO: \$1,800

Luxury Estate

LUXURY ESTATE

Luxury Estate is the leading international portal for the luxury real estate market.

With its website and apps translated in 16 languages and users from 132 countries, LE is the perfect solution to reach international buyers.

- **1,900,000** visitors per month
- **18,000,000** page views per month
- **3,000,000** euro average buyer inquiry

SHOWCASE LISTING + ELITE LISTING PACKAGES PRICES:

\$1,100 FOR 1 MONTH

\$3,250 FOR 3 MONTHS

\$5,100 FOR 6 MONTHS



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.

BANNERS

Online Banner Ads offer a versatile and flexible way to connect with consumers and drive customers to your website. They also provide an excellent way to establish your online presence and brand awareness.

PRICE: BONUS WITH PRINT PLACEMENT



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

OCEAN HOME MAGAZINE MONTHLY ENEWSLETTER

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 OPT-IN SUBSCRIBERS **19%** OPEN RATE **15%** 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.

INSTAGRAM: \$800 PER POST

FACEBOOK: \$675 PER POST

FACEBOOK/INSTAGRAM AD:

\$1,400 PER MONTH

OCEANHOMEMAG
2021 SPRING
EXCLUSIVE

OCEANHOMEMAG
EXCLUSIVE

FROM A PENTHOUSE YOU CAN SEE FOREVER

There's a very special promise in a Penthouse: heightened luxury, expansive beauty, an elevated perspective. The Penthouse Residences at Four Seasons Resort and Private Residences Anguilla deliver on all counts.

Come with us as we wander through the remarkable Kelly Weastler-designed interiors and onto grand outdoor spaces that bring life into the open air in elegant comfort—with sweeping views of Maids Bay Beach you won't find anywhere else on the island.

Four Seasons Private Residences Anguilla is truly a place apart - an iconic, award-winning Caribbean resort on an island that's a perfect blend of casual elegance and barefoot chic.

Let us help you arrange your Discovery Experience of the Penthouses at Four Seasons Private Residences Anguilla today.

OCEAN HOME MAGAZINE EXCLUSIVE E-MAIL CAMPAIGN

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

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

Price: \$2,500 per

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

SALES@OCEANHOMEMAG.COM

OCEAN HOME IS THE LEADING LUXURY COASTAL LIFESTYLE MAGAZINE.

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

RMS

RobbReport.com

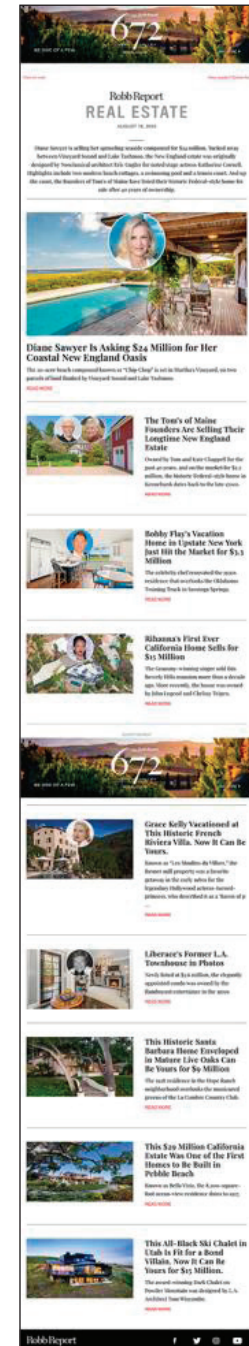
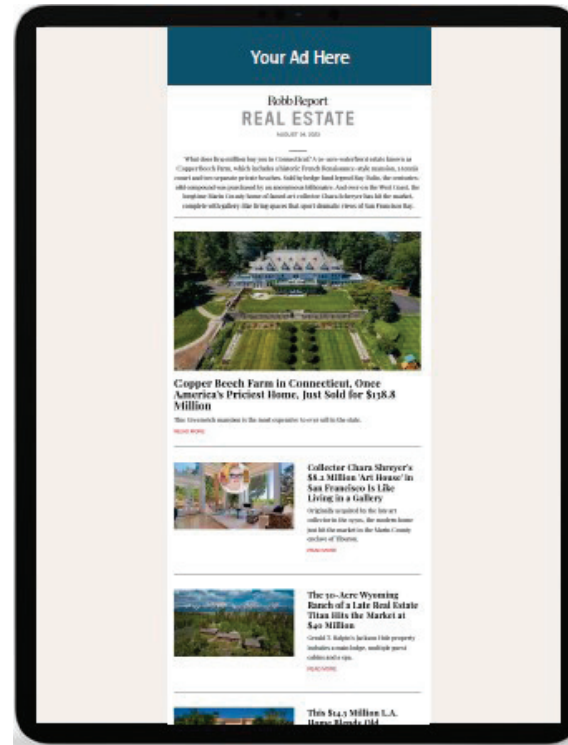
REAL ESTATE NEWSLETTER

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



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

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REAL ESTATE

FEATURED LISTING

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

\$5,284,900

Search a location

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REAL ESTATE NEWS

NEW CONSTRUCTION

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

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

By Mark David

CELEBRITY HOMES

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

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

By Wendy Bowman

ART & COLLECTIBLES

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

The auction house produced lower results than last year

The Wall Street Journal Online (WSJ.com)

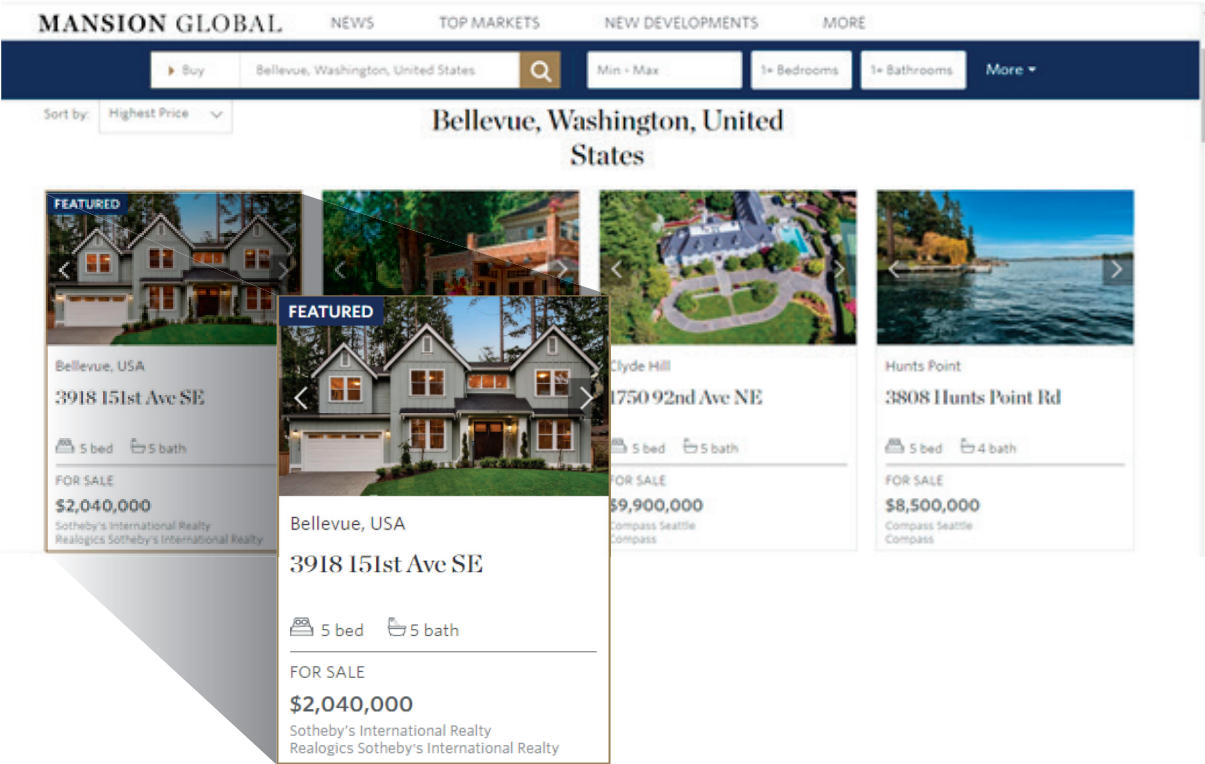
FEATURED PROPERTY UPGRADES

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 Brudenell Park, Toronto, ON	\$10,000,000
3. 1100 North Avenue, Vancouver, BC	\$10,000,000
4. 1400 - 1011 Cantonment Street Toronto, ON	\$11,500,000
5. 1000 Park Crescent, Vancouver, BC	\$10,000,000
6. 1. Fernhill Court, Bala, ON	\$10,000,000
7. 4100 1011 Street, Surrey, BC	\$10,000,000
8. 1010 1011 St. Catharines, Ontario	\$10,000,000
9. 1010 1011 St. Catharines, Ontario	\$10,000,000
10. 1010 1011 St. Catharines, Ontario	\$10,000,000

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
Surrey	\$607,400	122	\$10,000,000
Whisper	\$1,053,300	26	\$10,000,000
Ontario	\$578,072	1,061	\$10,000,000
Toronto	\$868,817	302	\$10,000,000
Quebec	\$194,291	185	\$10,000,000
Westmount	\$1,376,900	22	\$10,000,000
Chateau-Richer	\$116,333	1	\$10,000,000

TRENDING TODAY

Architectural Digest @ArchDigest [Following](#)

We found the most iconic building in every state in America: archdg.co/8hz6SKy



3:26 AM - 25 May 2018

#AloneTogether [ad](#)

Staying home saves lives.

For more info visit coronavirus.gov

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

Print Offerings



Sotheby's
INTERNATIONAL REALTY

The Wall Street Journal

MANSION GLOBAL EXPERIENCE LUXURY

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

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

FULL PAGE:

\$980/TEMPLATE

\$1,985/CUSTOM



The New York Times

IN THE FRIDAY MAIN NEWS SECTION

The New York Times is widely recognized as the most influential news source for many of the world's most sophisticated and loyal readers. Today's Times is influential in more ways than ever, with sections devoted to everything from the arts and entertainment to sports and science, business and technology to dining and home design. The Main News section provides extensive coverage of the leading events and issues of the day, global and national. It features the editorial page and Op-Ed articles contributed by leaders in every field. The Main News section is the most well-read section and it sets the agenda for the most important news of the day. This is an essential environment to give your luxury properties the ultimate exposure.

- Circulation: **483,701**
- Male / Female ratio: **62.2% / 37.8%**
- Average household income: **\$381,464**
- Median age: **45.2**
- Over one half have liquid assets valued at **\$1 million+**
- Over 1 in 4 have a household net worth of **\$3 million**

PROPERTY SPOT, COLOR: \$760
DOUBLE PROPERTY SPOT, COLOR: \$1,520
QUADRUPLE PROPERTY SPOT, COLOR: \$3,040
EIGHT PROPERTY SPOT, COLOR: \$6,080

"All the News That's Fit to Print"

The New York Times

Today, during heavy rain and dark clouds, the sun is visible in the distance, as seen from the top of the Empire State Building. The sun is visible in the distance, as seen from the top of the Empire State Building. The sun is visible in the distance, as seen from the top of the Empire State Building.

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Web's Far Right Can Hear Itself As Trump Talks

Chorus of the Spread of Once-Fringe Views

By KEVIN WOOD and JILL WEISS

On Wednesday, as news outlets reported that President Trump's administration was considering a ban on transgender people in the military, the far-right website Breitbart.com published an article titled "The Far Right's New Favorite: Transgender People." The article, written by a Breitbart contributor, argued that transgender people were a threat to the military and should be banned. The article was widely shared on social media and was one of the most popular stories on the website.

Edge in Polls Might Not Tip House Scales

Outcomes Hang on a Handful of Seats

By NICHOLAS...

As the 2020 election draws near, the race for the U.S. House of Representatives is becoming increasingly competitive. While the Democrats have a significant lead in the polls, the outcome of the election will ultimately be determined by the results in a handful of swing states. The race for the House is expected to be one of the closest in decades.

It's Not Heaven, It's Brooklyn

The 10,000+ runners in this year's New York City Marathon enjoyed blue skies, near-ideal conditions and a fast course. Pages F7-F12.

By MICHAEL...

The 2020 New York City Marathon was a success. With a course that was fast and scenic, and a day of near-perfect weather, the race drew over 10,000 runners. The marathon was held in Brooklyn, and the course was one of the best in the world. The race was a success for all involved.

Spending Millions in a Bid to Avoid Sanctions

Oligarch Disguises Small Army of Lobbyists to Sway Washington

By MICHAEL...

A Russian oligarch is spending millions of dollars to influence U.S. policy. The oligarch, who is a close associate of the Russian government, is using a network of lobbyists to sway U.S. officials. The oligarch is trying to avoid sanctions that have been imposed on Russian officials.

Partisan Roots Of New Query On The Census


By MICHAEL...

The U.S. Census Bureau is facing a new challenge. The bureau is being asked to provide information that is being used for partisan purposes. The bureau is trying to remain neutral and provide accurate information.

Called to Serve, Utah Mayor Always Answered

By JEFF...

A Utah mayor has died. The mayor was a dedicated public servant and was always ready to serve his community. The mayor's death is a loss to the community.




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michael.lapay@sothebysrealty.com +1.435.640.5700

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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



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 20 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









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

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Sotheby's
INTERNATIONAL REALTY

1130 Park Avenue, P11-A

New York, New York | \$9,600,000 | 1130ParkAvenue@PIR.com

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

850 Park Avenue, 6S

New York, New York | \$4,700,000 | 850ParkAve@si.com

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

Wendy Ariz
Senior Global Real Estate Advisor
Associate Broker | 917.361.5038
wendy.ariz@sothebyrealty.com

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**WILLIAM
PITT**

REAL ESTATE
REPLYTY



Idyllic Estate on Park-Like Grounds

637 Valley Road New Canaan, Connecticut

\$4,200,000

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

Experience the unparalleled 37-acre estate—on 104 quiet 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 game wing. Outdoors, enjoy a pool, tennis and poloball courts, bluestone patios, and a fire pit. The updated 2010 guest house offers a cozy retreat. Just minutes from town, the Train, and the Long Island Sound, this exceptional estate blends luxury, privacy, and convenience—an opportunity not to be missed!

6 Bedrooms

7.3 Bathrooms

12,071+ sq.ft.







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



LM Home Team at William Pitt Sotheby's International Realty®
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Promote your brand and properties in style with this tabloid insert devoted to Sotheby's International Realty and delivered to high-net worth neighborhoods.

- Distribution: **Chicago Metro Area**
- Circulation: **150,000+**

BACK COVER: \$1,300

Includes Digital Banner Promotion



1 of 1

Curators

of the unique

Chicago, Illinois | Represented by Lisa Huber on page 5

Sotheby's
INTERNATIONAL REALTY

March 2025 | sothebyrealty.com

Sottheby's
REAL ESTATE INCORPORATED

223 Coral Lane

Palm Beach, Florida | \$1,650,000+ [coral@palmbeach.com](#)

Breathe Palm Beach paradise from the peaceful enclave of Coral Lane. This attractive 5 bedroom, 6 full bathroom, and 2 half bathroom home offers an idyllic escape and moments from the vibrant heart of Palm Beach. Located a few blocks north of Main Street's shopping and dining, you will enjoy an exact street with easy access to the best of the town.

13629 Treasure Cove Circle

North Palm Beach, Florida | \$1,300,000 [nphd@northtrendsusa.com](#)

Three trendsUSA's Insider Carriage Homes... Three Docks... One Building - A Remarkable Family Compound - Serene and secure enclave in a true tropical setting ably located along the North Palm Beach-Innocentia motorway. Let us sell separately.

JB Edwards
Golfset Real Estate Advisor, Associate Broker
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[jb.edwards@sotthebysrealty.com](#)

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Sotheby's
RESIDENTIAL REALTY

A Masterpiece of Architectural Grace

7 Snyvesant Road, Asheville, North Carolina

\$6,995,000
sothebysrealty.com/cd/675364

Originally designed by renowned architect Richard Sharp Smith for Barbara S. Colburn and remodeled by Robert Smith in the early 2000s, this English country manor sits on 4.4 manicured acres in the Forest Preserve, featuring swimming pools, stone water features, and panoramic golf course views. The 7-bedroom, 5.2-bath home features an open floor plan ideal for gatherings, showcasing fine materials and meticulous craftsmanship.

10 bedrooms
7 full, 2 half bathrooms
13,588 square feet





Marilyn Wright
 Global Real Estate Advisor
 828.279.3938
Marilyn.Wright@PerrinSIR.com

Asheville Office | 101 Brook Street, Suite 100 Asheville, North Carolina | jennastanishsotheby.com

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Premier | Sotheby's
INTERNATIONAL REALTY

1 of 1
Creators of Unique

Naples, Florida

Represented by Amy Hease 239.810.7167

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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.

PRICE: EDITORIAL FULL PAGE: \$3,000



Financial Times

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

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

QUADRUPLE PROPERTY SPOT, COLOR: \$3,000
DOUBLE PROPERTY SPOT, COLOR: \$1,500
PROPERTY SPOT, COLOR: \$750

Global

PROPERTY | INTERIORS | ARCHITECTURE | GARDENS



House & Home

FT Weekend

Seeing red

Why is fall so much brighter than a British autumn? — GARDENS PAGE 10

Follow us on Instagram @FT_HouseandHome

Anatomy of an eco-retrofit

Detractors say heat pumps are inefficient, costly and noisy. **Julia Radford** begs to differ — a fossil fuel-free home and meeting climate targets are worth the hassle



PROPERTY | INTERIORS | ARCHITECTURE | GARDENS



House & Home

FT Weekend

Root cause


Planting nature into a home's foundations — ARCHITECTURE PAGE 17

Picture: © R. B. TAYLOR FOR GETTY IMAGES/REUTERS

The downsizing shake-up


The mood is changing. Speculation over Labour's tax policies is seeing more people considering selling homes. Will the reality push the hot, solo Alexandra Lane?

Much has been said about the impact of the cost-of-living crisis on the housing market. But the real story is the impact of the cost-of-living crisis on the housing market. The cost-of-living crisis has led to a significant increase in the number of people who are considering selling their homes. This is a trend that is likely to continue for some time to come.




Homes as unique as you


sothebysrealty.com




2 Clarks Road
ST. LOUIS, MISSOURI
\$1,200,000 | sothebysrealty.com/st-louis/2-clarks-road




10000th Avenue
EDMONTON, ALBERTA
\$1,200,000 | sothebysrealty.com/edmonton/10000th-avenue




2 Clarks Road
ST. LOUIS, MISSOURI
\$1,200,000 | sothebysrealty.com/st-louis/2-clarks-road



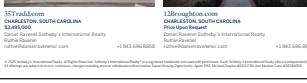
12000th Avenue
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\$1,200,000 | sothebysrealty.com/edmonton/12000th-avenue




3000 46th Street NW
WASHINGTON, DISTRICT OF COLUMBIA
\$1,200,000 | sothebysrealty.com/washington/3000-46th-street-nw




5775 Collins Ave
MIAMI BEACH, FLORIDA
\$1,200,000 | sothebysrealty.com/miami-beach/5775-collins-ave




5000 Park Avenue
MIAMI BEACH, FLORIDA
\$1,200,000 | sothebysrealty.com/miami-beach/5000-park-ave




5775 Collins Ave
MIAMI BEACH, FLORIDA
\$1,200,000 | sothebysrealty.com/miami-beach/5775-collins-ave



3000 46th Street NW
WASHINGTON, DISTRICT OF COLUMBIA
\$1,200,000 | sothebysrealty.com/washington/3000-46th-street-nw



5775 Collins Ave
MIAMI BEACH, FLORIDA
\$1,200,000 | sothebysrealty.com/miami-beach/5775-collins-ave



5000 Park Avenue
MIAMI BEACH, FLORIDA
\$1,200,000 | sothebysrealty.com/miami-beach/5000-park-ave

Ocean Home Magazine

THE LUXURY COASTAL LIFESTYLE PUBLICATION

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

Demographics

- 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**

FULL PAGE: \$2,850,

FULL PAGE E-NEWSLETTER SPOT: \$3,250



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

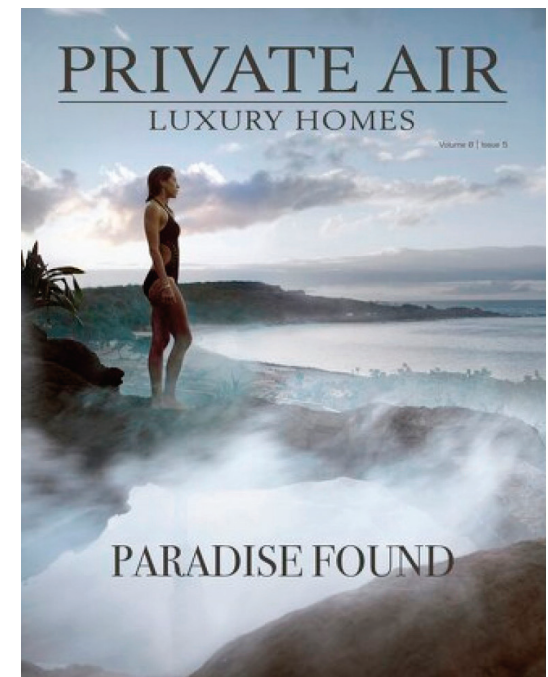
includes social media & E-Newsletter

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**



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
Sotheby's Auction House: Print								
Sotheby's Magazine	Full Page			\$ 5,260.00			\$ 5,260.00	20,000
Sotheby's Magazine	Half Page					\$ 2,630.00	\$ 2,630.00	20,000
Sotheby's Auction House: Digital								
Sotheby's Selects E-Newsletter	Sotheby's Selects E-Newsletter				\$ 2,585.00		\$ 2,585.00	770,000
Digital								
Million Impressions*								
Million Impressions	Digital Banner Program	\$ 1,195.00	\$ 1,195.00	\$ 1,195.00			\$ 3,585.00	750,000
Million Impressions	Targeting - Select locations							
Google Adwords								
Google Adwords	Digital PPC program	\$ 1,750.00	\$ 1,000.00	\$ 1,000.00			\$ 3,750.00	
Comprehensive Digital								
Social Mirror Ads	Mirroring Social Post	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00			\$ 4,500.00	300,000
Display	Digital Banner Program	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00			\$ 4,500.00	450,000
Geofencing - Event and Location								
Geofencing - Event and Location	Target specific events and locations			\$ 1,500.00	\$ 1,500.00		\$ 3,000.00	120,000
Chicago Tribune								
Chicago Tribune	Custom Email 100k		\$ 1,950.00				\$ 1,950.00	100,000
Cottages & Garden								
Instapartnership	Post and Stories takeover			\$ 1,950.00			\$ 1,950.00	64,300
Spotlight + Property of Note	Rotating Gallery				\$ 2,950.00		\$ 2,950.00	
Daily Deeds	E-Newsletter sent 4X per week		\$ 3,000.00				\$ 3,000.00	60,000
Dupont Registry								
Branded Content Post	Custom content article		\$ 1,295.00					
Newsletter	Daily eNewsletter		Bonus					
Newsletter	Luxury eNewsletter		Bonus					
JamesEdition								
New & Trending Real Estate Position	Featured Spot	\$ 1,400.00					\$ 1,400.00	750,000
Featured Article and E-Newsletter promotion	Newsletter Trending & Journal Article		\$ 3,900.00				\$ 3,900.00	292,000
E-Newsletter Featured Listing	E-Newsletter				\$ 1,500.00		\$ 1,500.00	192,000
Social Media	Listing Feature			\$ 1,000.00			\$ 1,000.00	148,000
Luxury Estate								
Luxury Estate	Showcase Listing + Elite Listing Packages - 1 month			\$ 1,100.00			\$ 1,100.00	
Ocean Home								
Custom E-Mail	Custom E-Mail		\$ 2,750.00				\$ 2,750.00	22,000
Facebook/Instagram Ad	Facebook/Instagram Ad	\$ 1,400.00					\$ 1,400.00	43,400

Proposed Schedule, Pricing & Reach 2025

PLAN 1 - CONTINUED

Robbreport.com										
Robbreport.com	Featured Listing Carousel - 1 Property	\$	1,350.00			\$	1,350.00	6,000		
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	\$	650.00	\$	1,950.00	492,000
Mansion Global e-Newsletter	Daily Monday-Friday			\$	3,680.00			\$	3,680.00	17,000
Property Upgrades	10 Featured Property Upgrades	Bonus		Bonus		Bonus		\$	-	

Proposed Schedule, Pricing & Reach 2025

PLAN 1 - CONTINUED

Print						
Chicago Tribune						
Chicago Tribune	Takeover - Full Page		\$ 725.00		\$ 725.00	150,000
Dupont Registry						
Dupont Registry	Editorial Full Page		\$ 3,000.00		\$ 3,000.00	
Financial Times						
Financial Times	Double Property Spot	\$ 1,500.00	\$ 1,500.00		\$ 3,000.00	420,914
The New York Times						
The New York Times	Double Property Spot - Weekday/Saturday	\$ 1,520.00	\$ 1,520.00		\$ 3,040.00	846,222
The New York Times Takeover	Full Page w/ Digital promotion	\$ 750.00		\$ 750.00	\$ 1,500.00	330,000
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	\$ 3,850.00	130,000
The Wall Street Journal						
The Wall Street Journal - National	Double Property Spot w/ Digital Featured Property Upgrade	\$ 1,590.00	\$ 1,590.00	\$ 1,590.00	\$ 4,770.00	1,933,272
The Wall Street Journal						
Mansion Global Experience Luxury	Weekend Property insert		\$ 980.00		\$ 980.00	100,000
TOTAL						\$ 85,680.00 8,603,108
*After 6 months the Impressions Program may be adjusted after evaluation of budget and strategy						
Pricing Subject to Change						

Proposed Schedule, Pricing & Reach 2025

PLAN 2

Plan 2								
Media	Ad Description	August	September	October	November	December	Media Total	Reach
Sotheby's Auction House: Print								
Sotheby's Magazine	Half Page			\$ 2,630.00		\$ 2,630.00	\$ 5,260.00	40,000
Sotheby's Auction House: Digital								
Sotheby's Bespoke Emails		\$ 2,500.00					\$ 2,500.00	550,000
Sotheby's Selects E-Newsletter	Sotheby's Selects E-Newsletter				\$ 2,585.00		\$ 2,585.00	770,000
Digital								
Million Impressions*								
Million Impressions	Digital Banner Program	\$ 1,195.00	\$ 1,195.00	\$ 1,195.00			\$ 3,585.00	750,000
Million Impressions	Targeting - Select locations							
Google Adwords								
Google Adwords	Digital PPC program	\$ 1,750.00	\$ 1,000.00	\$ 1,000.00			\$ 3,750.00	
Comprehensive Digital								
Social Mirror Ads	Mirroring Social Post	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00			\$ 4,500.00	300,000
Geofencing - Event and Location								
Geofencing - Event and Location	Target specific events and locations				\$ 1,500.00		\$ 1,500.00	60,000
Chicago Tribune								
Chicago Tribune	Custom Email 50k		\$ 1,200.00				\$ 1,200.00	50,000
Cottages & Garden								
Instapartnership	Post and Stories takeover			\$ 1,950.00			\$ 1,950.00	64,300
Spotlight + Property of Note	Rotating Gallery				\$ 2,950.00		\$ 2,950.00	
Daily Deeds	E-Newsletter sent 4X per week		\$ 3,000.00				\$ 3,000.00	60,000
Dupont Registry								
Branded Content Post	Custom content article		\$ 1,295.00					
Newsletter	Daily eNewsletter		Bonus					
Newsletter	Luxury eNewsletter		Bonus					
JamesEdition								
New & Trending Home Page Position	Featured Spot		\$ 1,700.00				\$ 1,700.00	750,000
New & Trending Real Estate Position	Featured Spot	\$ 1,400.00					\$ 1,400.00	750,000
E-Newsletter Featured Listing	E-Newsletter				\$ 1,500.00		\$ 1,500.00	192,000
Luxury Estate								
Luxury Estate	Showcase Listing + Elite Listing Packages - 1 month			\$ 1,100.00			\$ 1,100.00	
Ocean Home								
Custom E-Mail	Custom E-Mail		\$ 2,750.00				\$ 2,750.00	22,000
Instagram Post	Instagram Post	\$ 800.00					\$ 800.00	21,800

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	\$	650.00	\$	1,950.00	492,000
Mansion Global e-Newsletter	Daily Monday-Friday			\$	3,680.00			\$	3,680.00	17,000
Property Upgrades	10 Featured Property Upgrades	Bonus		Bonus		Bonus		\$	-	

Proposed Schedule, Pricing & Reach 2025

PLAN 2 - CONTINUED

Print						
Chicago Tribune						
Chicago Tribune	Takeover - Full Page		\$ 725.00		\$ 725.00	150,000
Dupont Registry						
Dupont Registry	Editorial Full Page		\$ 3,000.00		\$ 3,000.00	35,000
Financial Times						
Financial Times	Double Property Spot	\$ 1,500.00	\$ 1,500.00		\$ 3,000.00	420,914
The New York Times						
The New York Times	Double Property Spot - Weekday/Saturday	\$ 1,520.00	\$ 1,520.00		\$ 3,040.00	846,222
The New York Times Takeover	Full Page w/ Digital promotion	\$ 750.00		\$ 750.00	\$ 1,500.00	330,000
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
The Wall Street Journal						
The Wall Street Journal - National	Double Property Spot w/ Digital Featured Property Upgrade	\$ 1,590.00	\$ 1,590.00	\$ 1,590.00	\$ 4,770.00	1,933,272
The Wall Street Journal						
Mansion Global Experience Luxury	Weekend Property insert		\$ 980.00		\$ 980.00	100,000
TOTAL						
					\$ 71,725.00	8,845,508

*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
Sotheby's Auction House: Print									
Sotheby's Magazine	Half Page			\$ 2,630.00			\$ 2,630.00		20,000
Sotheby's Magazine	Quarter Page					\$ 1,315.00	\$ 1,315.00		20,000
Sotheby's Auction House: Digital									
Sotheby's Selects E-Newsletter	Sotheby's Selects E-Newsletter				\$ 2,585.00		\$ 2,585.00		770,000
Digital									
Million Impressions*									
Impressions Blast - Two week Campaign	Digital Banner Program - 100K Impression	\$ 900.00	\$ 900.00				\$ 1,800.00		200,000
Google Adwords									
Google Adwords	Digital PPC program	\$ 1,750.00	\$ 1,000.00	\$ 1,000.00			\$ 3,750.00		
Comprehensive Digital									
Social Mirror Ads	Mirroring Social Post		\$ 1,500.00	\$ 1,500.00			\$ 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
Chicago Tribune									
Chicago Tribune	Custom Email 50k		\$ 1,200.00				\$ 1,200.00		50,000
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						
Newsletter	Daily eNewsletter		Bonus						
Newsletter	Luxury eNewsletter		Bonus						
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
Luxury Estate									
Luxury Estate	Showcase Listing + Elite Listing Packages - 1 month			\$ 1,100.00			\$ 1,100.00		
Ocean Home									
Facebook Post	Facebook Post		\$ 675.00				\$ 675.00		21,600
Instagram Post	Instagram Post	\$ 800.00					\$ 800.00		21,800

Proposed Schedule, Pricing & Reach 2025

PLAN 3 - 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	
Mansion Global e-Newsletter	Daily Monday-Friday		\$ 3,680.00		\$ 3,680.00	17,000	
Property Upgrades	10 Featured Property Upgrades	Bonus	Bonus	Bonus	\$ -		

Proposed Schedule, Pricing & Reach 2025

PLAN 3 - CONTINUED

Print						
Chicago Tribune						
Chicago Tribune	Takeover - Full Page		\$ 725.00		\$ 725.00	150,000
Dupont Registry						
Dupont Registry	Editorial Full Page		\$ 3,000.00		\$ 3,000.00	
Financial Times						
Financial Times	Double Property Spot	\$ 1,500.00	\$ 1,500.00		\$ 3,000.00	420,914
The New York Times						
The New York Times	Double Property Spot - Weekday/Saturday	\$ 1,520.00	\$ 1,520.00		\$ 3,040.00	846,222
The New York Times Takeover	Full Page w/ Digital promotion	\$ 750.00		\$ 750.00	\$ 1,500.00	330,000
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
The Wall Street Journal						
The Wall Street Journal - National	Double Property Spot w/ Digital Featured Property Upgrade	\$ 1,590.00	\$ 1,590.00	\$ 1,590.00	\$ 4,770.00	1,933,272
The Wall Street Journal						
Mansion Global Experience Luxury	Weekend Property insert		\$ 980.00		\$ 980.00	100,000
TOTAL						
					\$ 55,300.00	6,631,808

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