



ADVERTISING  
BRANDING  
MARKETING

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

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SKYAD.COM

# 3350 Stoneridge Lane Advertising and Marketing Program

Beverly  
Hills

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 3350 Stoneridge Lane

SKY Advertising is excited to present to Beverly Hills Sotheby's International Realty® a curated, multi-media marketing selection of offerings to bring ultra-high net worth buyer awareness to 3350 Stoneridge Lane.

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 Los Angeles, CA.

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

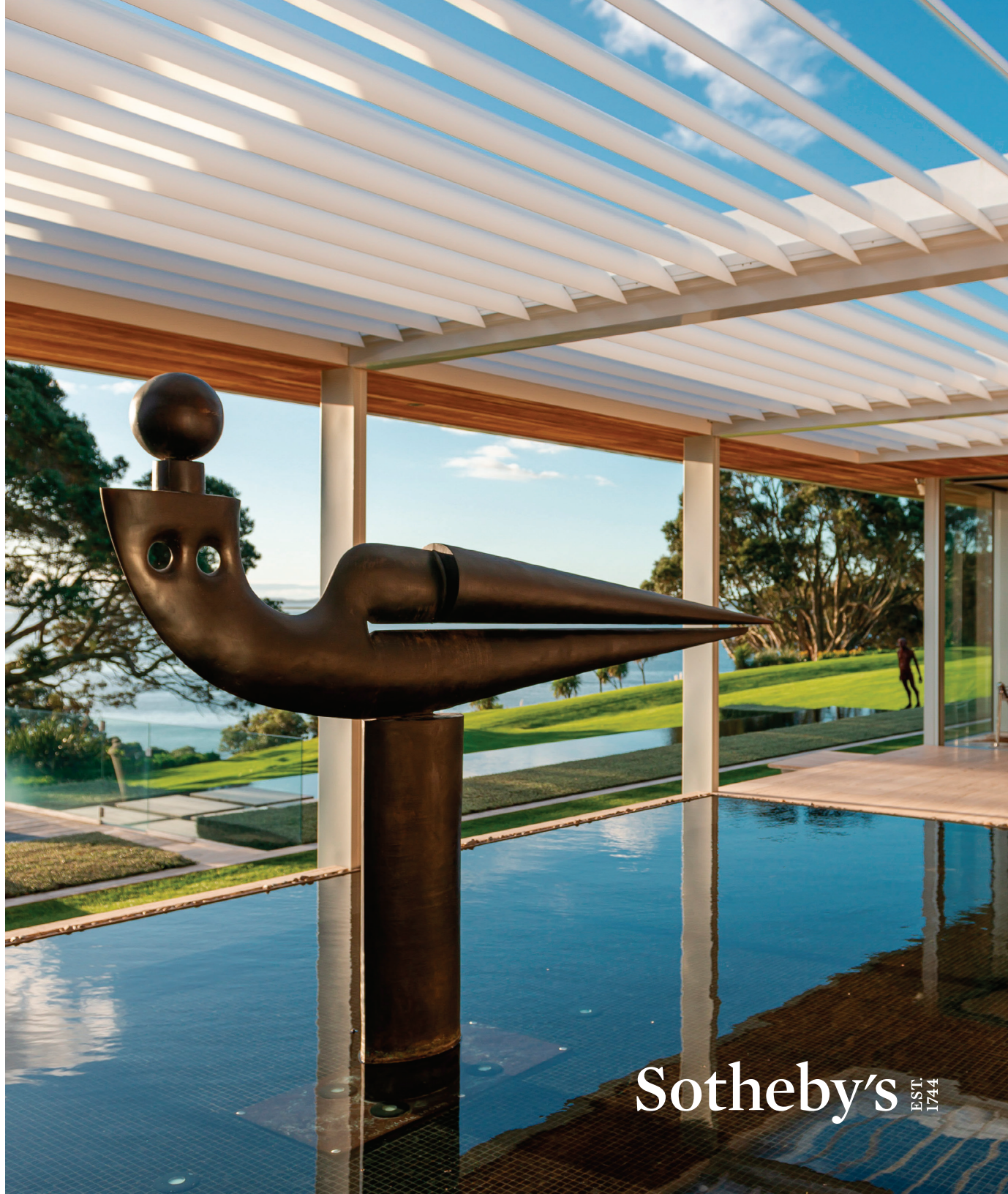
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*Account Executive*  
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chloe@skyad.com

Sotheby's  
Auction House  
Offerings



Sotheby's EST. 1744



# Sotheby's Auction Magazine

## SOTHEBY'S MAGAZINE

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

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

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



Sotheby's  
INTERNATIONAL REALTY

Sun Island, Georgia, United States  
sothebyrealty.com/64/580493  
Atlanta Fine Homes  
Sotheby's International Realty  
Chase Mann  
chmann@sothebyrealty.com

Co-listed with  
Sotheby's International Realty  
Susan Schell and Ben Schell  
susan.schell@sothebyrealty.com  
ben.schell@sothebyrealty.com  
\$40,000,000 USD

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

**Residence on Saddle Point Way**  
New Delhi, India  
sothebyrealty.com/64/5814241  
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.

**Residence on Saddle Point Way**  
New Delhi, India  
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SOTHEBY'S BESPOKE  
EMAIL

- Every Week
- 52x/Year
- Custom content
- 35% open rate
- 370,000+ recipients


PRICE: \$2,500/DEPLOYMENT



SOTHEBY'S SELECTS  
E-NEWSLETTERS

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


PRICE: \$2,585/DEPLOYMENT



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


Modern Zen-Like Oasis  
Bahamas

[SEE MORE](#)



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

[SEE MORE](#)

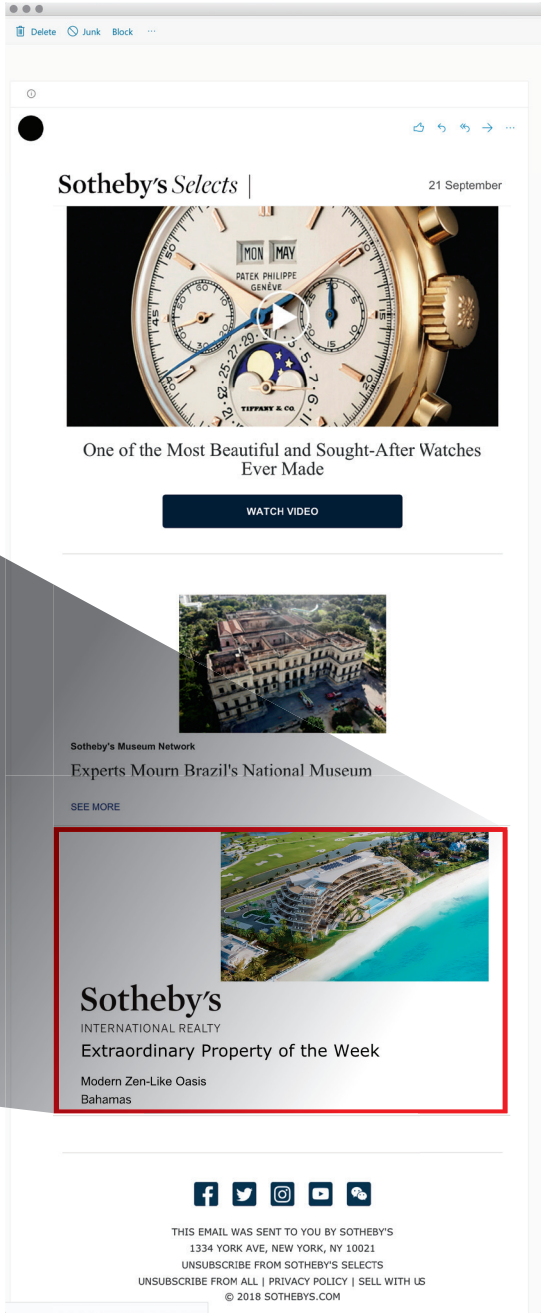


**Sotheby's**  
INTERNATIONAL REALTY  
Extraordinary Property of the Week

Modern Zen-Like Oasis  
Bahamas

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

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



**Sotheby's**  
INTERNATIONAL REALTY



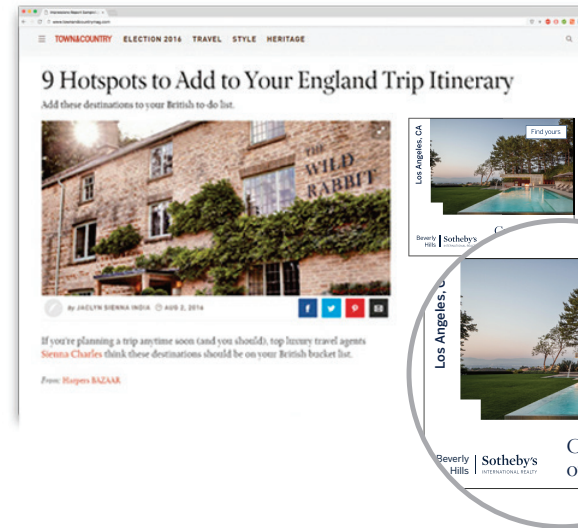
# Impressions Campaign

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

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

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

**Impress locally. Impress globally.**



## CAMPAIGN OVERVIEW AND BUDGET

- Campaign: **3350 Stoneridge Lane**
- 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**





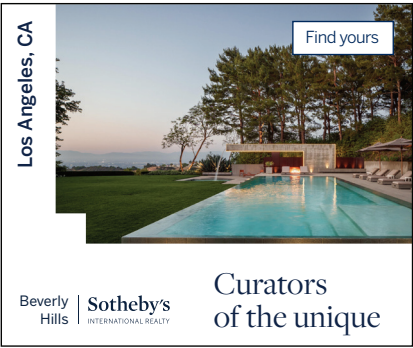
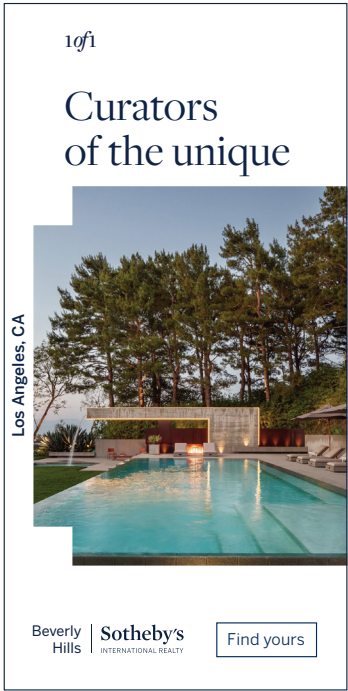
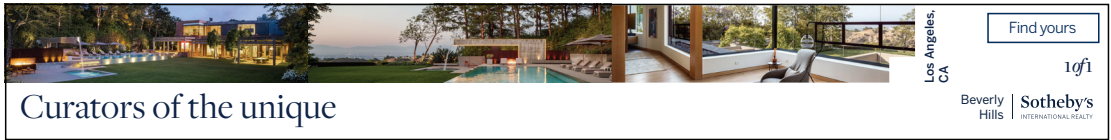
# Creative

## SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

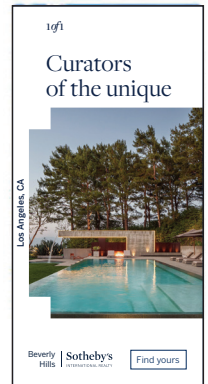
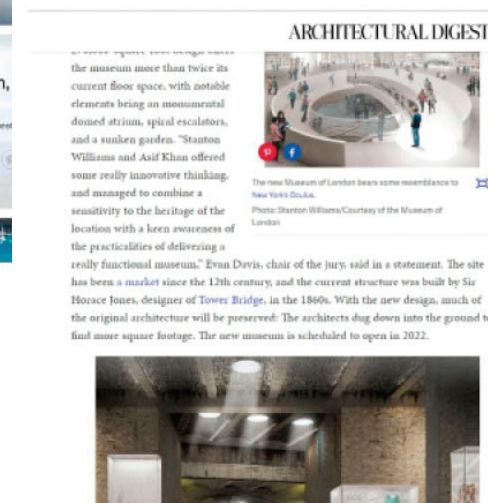
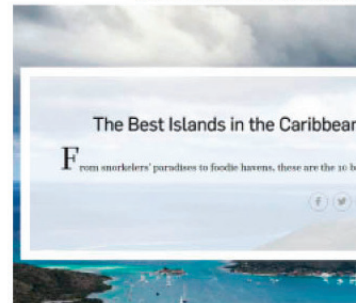
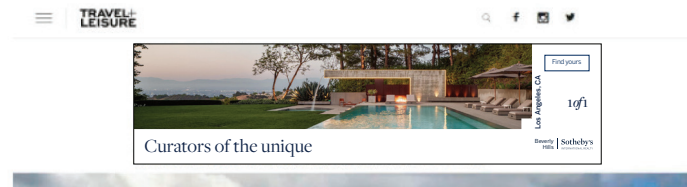
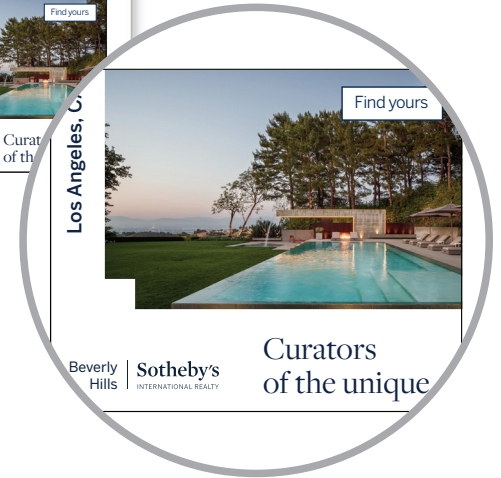
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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

BANNER PRODUCTION: \$350



# Sample Banners For Impressions Programs As They Appear On Sites

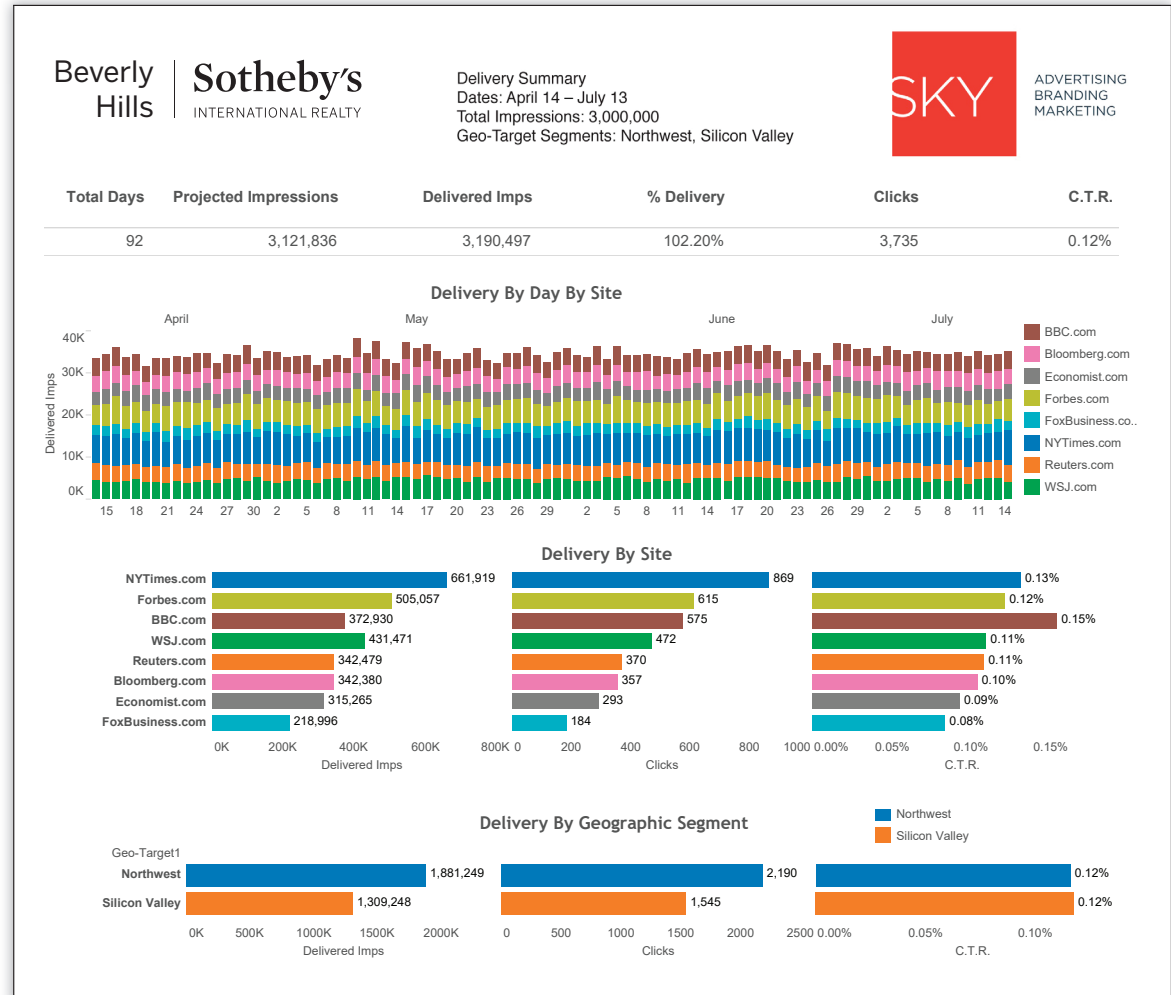


# Comprehensive Reporting For Your Customized Campaign

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.

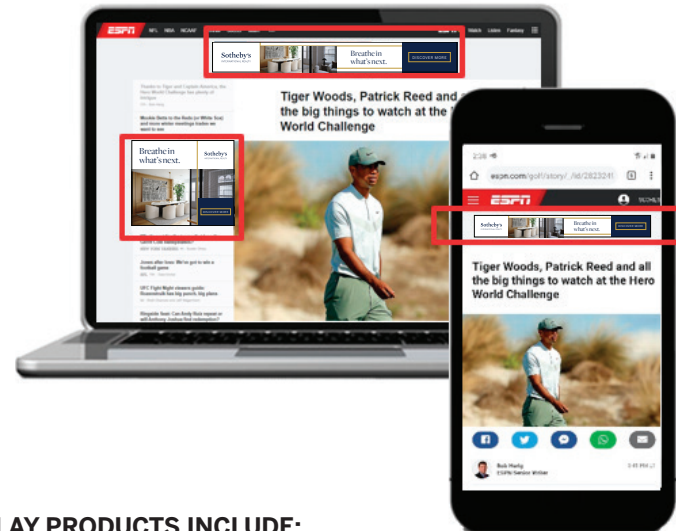
## IMPRESSIONS PROGRAM SAMPLE REPORT



# 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

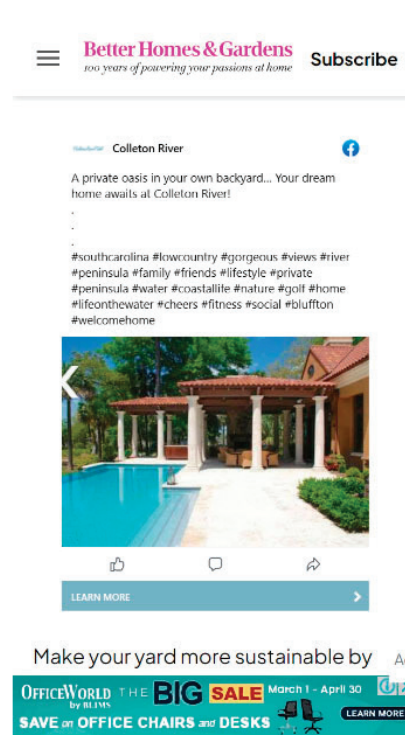
## SOCIAL MIRROR ADS

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.

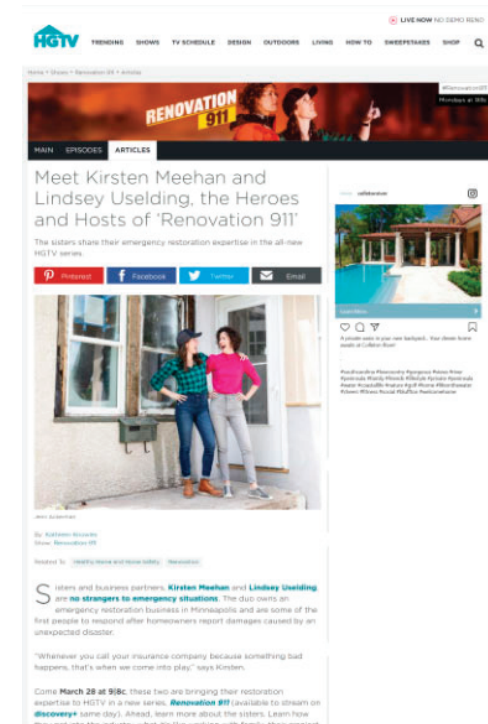
Ads can be display, video, OTT across connected TVs or carousel.



## 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.

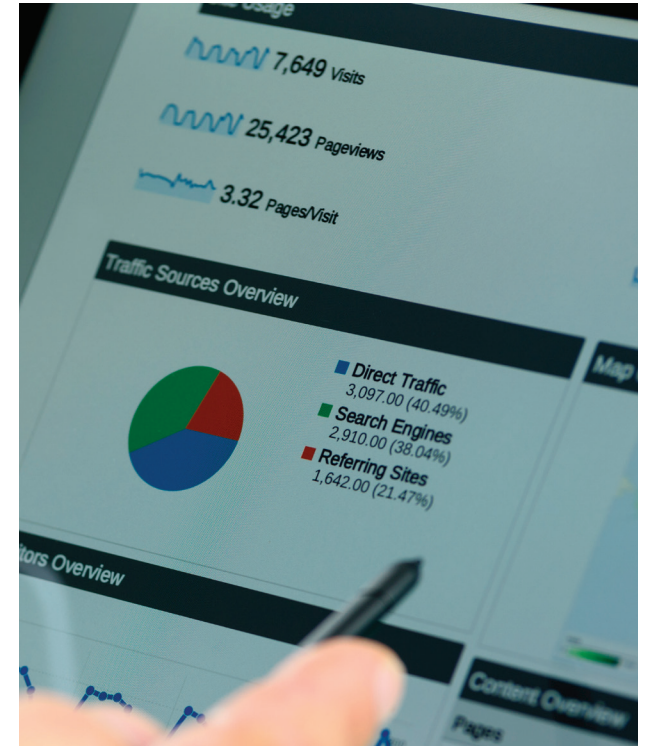


## CAMPAIGN SETUP, OPTIMIZATION, & MONTHLY MANAGEMENT

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 Beverly Hills

|                        |                   |                |                        |                        |                             |
|------------------------|-------------------|----------------|------------------------|------------------------|-----------------------------|
| 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

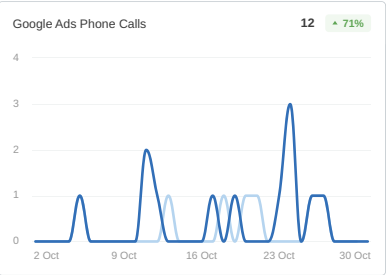
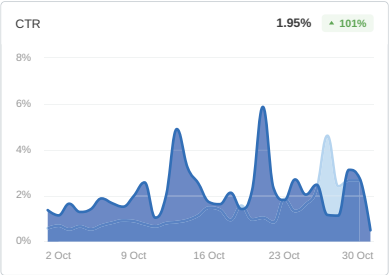
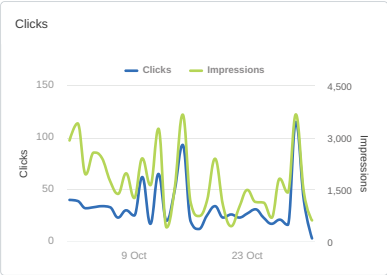
## MONTHLY REPORTING

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



## SIR Beverly Hills

### 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            |



# Elite Traveler

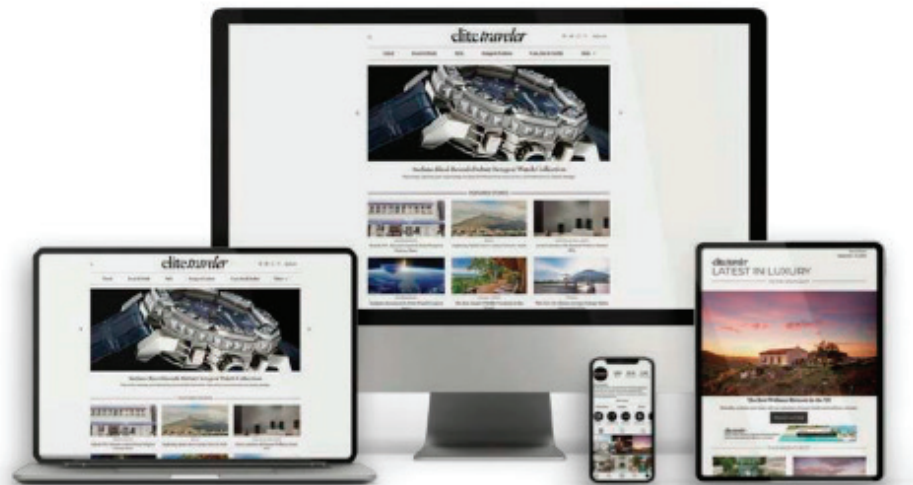
Since its launch in 2001, Elite Traveler has been the market-leading guide and curator of the global luxury lifestyle of UHNW individuals. It is written and designed by an experienced team of editors in New York and London for the elusive global elite who live the private jet lifestyle, delivering expert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

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

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

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

**Half price with full page print purchase**



# Nob Hill Gazette

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

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

## E-NEWSLETTER

### ON THE MARKET

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

PRICE: \$500 PER LISTING

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



# jamesedition.com

## E-NEWSLETTER

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

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

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

### • 600,000+ subscribers.

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

### Location Open Rates

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

### Email Engagement

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

LISTING FEATURE: \$1,500

# jamesedition.com

NEW & TRENDING

FEATURED LUXURY POSITION

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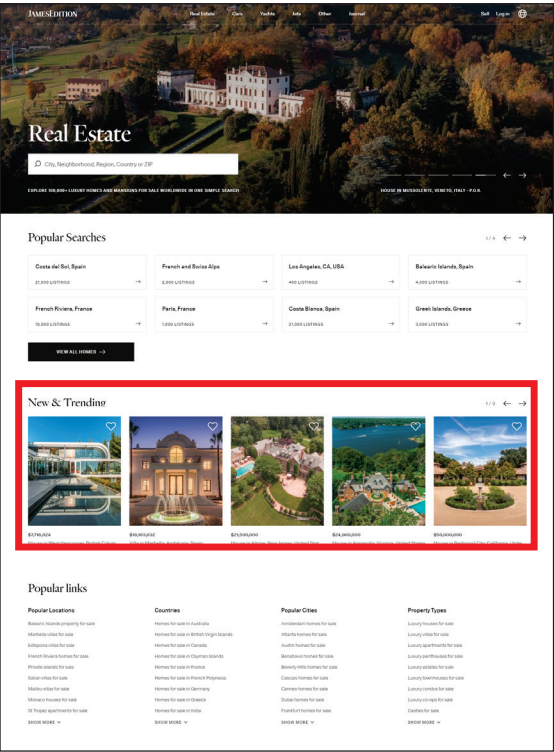
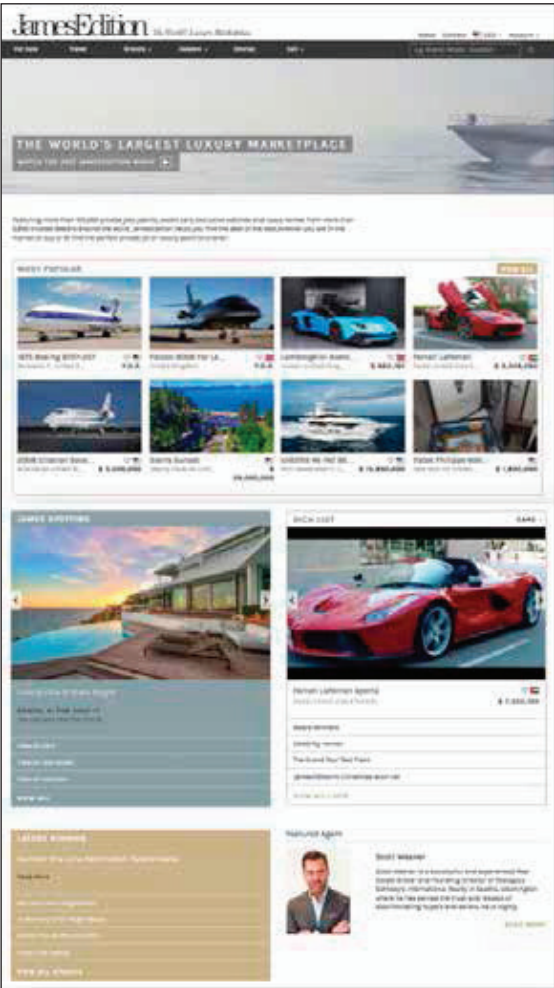
Upgrade your listings for increased visibility to capture the attention of the UHNW.

HOME PAGE POSITION

FEATURED SPOT: \$1,700/30 DAYS

REAL ESTATE POSITION

FEATURED SPOT: \$1,400/30 DAYS





# jamesedition.com

## SOCIAL MEDIA POST

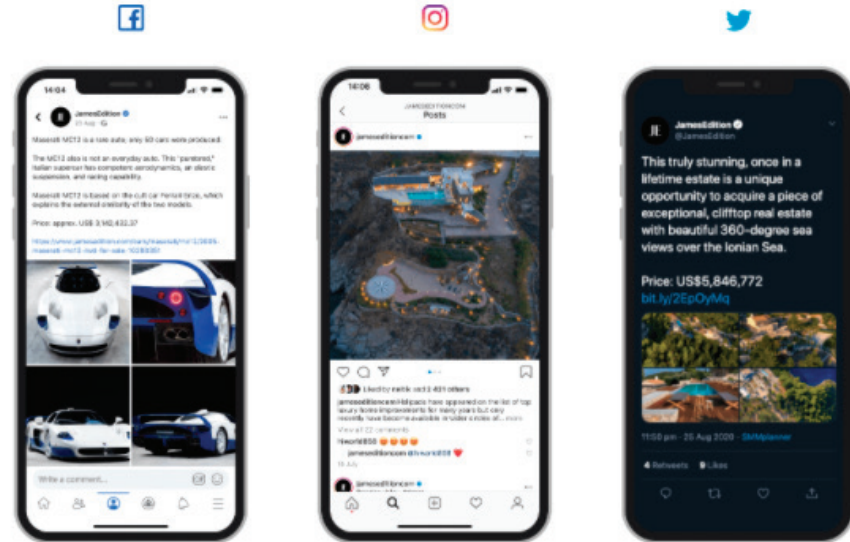
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Showcase your office and properties and bring increased visibility to capture the attention of the UHNW with a Social Post.

- **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

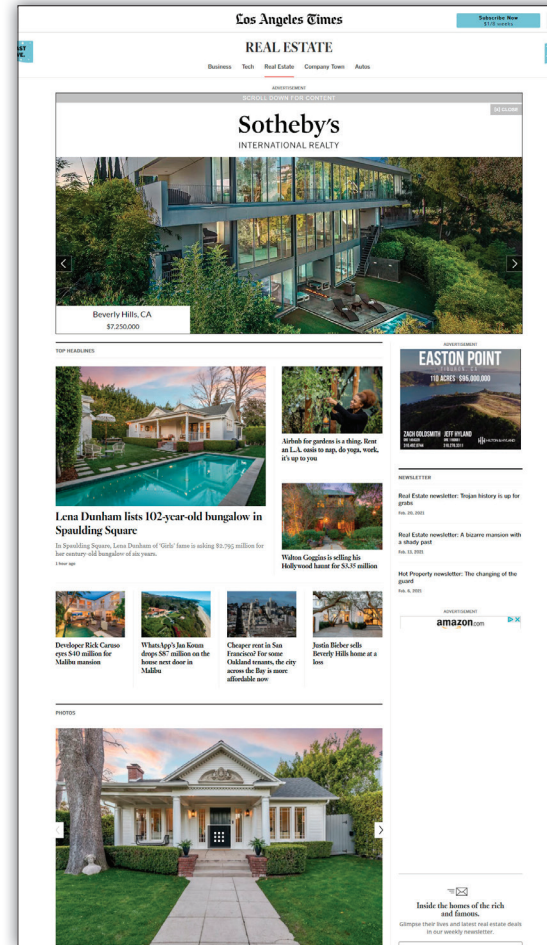
# LA Times

## LIGHTHOUSE FIXED POSITION HOT PROPERTY PAGE 100% SOV

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

PRICE: \$325/MONTH

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



# LA Times

## CUSTOM EMAIL

A stand-alone email message sent to LA Times registered users on behalf of your brand.

Whether you're trying to reach homeowners, buyers or sellers, target them by geo, demo, behavior, lifestyle or purchase intent.

- Audience: **30K**

---

**PRICE: \$1,750/DEPLOYMENT**

# Los Angeles Times

# Luxury Estate

## LUXURY ESTATE

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

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

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

### SHOWCASE LISTING + ELITE LISTING PACKAGES PRICES:

\$1,100 FOR 1 MONTH

\$3,250 FOR 3 MONTHS

\$5,100 FOR 6 MONTHS





# RobbReport.com

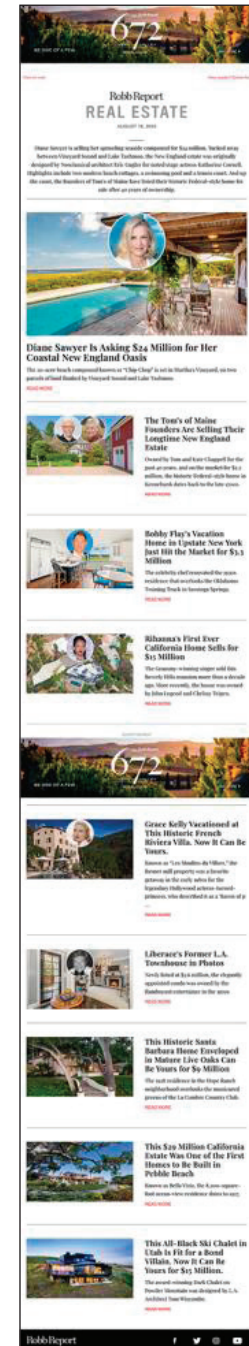
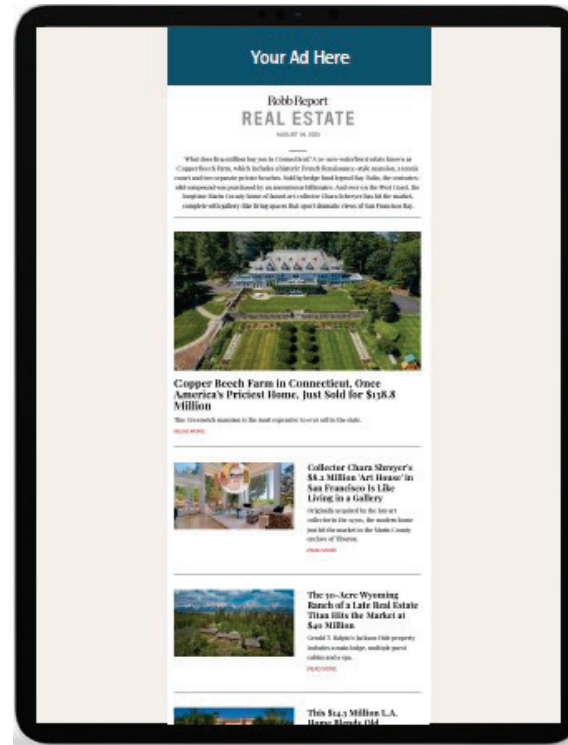
## REAL ESTATE NEWSLETTER

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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TRAVEL

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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)

## 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) E NEWSLETTER

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

PRICE: \$3,680

View in your browser

*Manission 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 Bridge Park, Toronto, ON                   | \$10,000,000 |
| 3. 1100 North Avenue, Vancouver, BC              | \$10,000,000 |
| 4. 1400 - 1011 Catherine Street Toronto, ON      | \$10,000,000 |
| 5. 1000 1011 St Catharines Street, Vancouver, BC | \$10,000,000 |
| 6. 1000 1011 St Catharines Street, Vancouver, BC | \$10,000,000 |
| 7. 41 St. Patrick, Westmount, QC                 | \$10,000,000 |
| 8. 1000 1011 St Catharines Street, Vancouver, BC | \$10,000,000 |
| 9. 1000 1011 St Catharines Street, Vancouver, BC | \$10,000,000 |
| 10. 400 Sandrine Road, Toronto, ON               | \$10,000,000 |

| Region           | Average Home Price | Number of Luxury Listings (over \$2M) | Most Expensive Listing |
|------------------|--------------------|---------------------------------------|------------------------|
| British Columbia | \$740,000          | 1,141                                 | \$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   | \$100,333          | 1                                     | \$20,000,000           |

TRENDING TODAY

**Architectural Digest** @ArchDigest [Following](#)

We found the most iconic building in every state in America: [archdg.co/8hz6SKy](https://archdg.co/8hz6SKy)



3:26 AM - 25 May 2018

**#AloneTogether** [ad](#)

**Staying home saves lives.**

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

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



# Print Offerings



Sotheby's  
INTERNATIONAL REALTY



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

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

# Homes as unique as you

[sothebyrealty.com](http://sothebyrealty.com)

**Coastal Estate**  
 10,000 sq. ft. 100 ft. of beach  
 \$1,200,000

**Luxury Estate**  
 15,000 sq. ft. 100 ft. of beach  
 \$1,500,000

**Modern Estate**  
 12,000 sq. ft. 100 ft. of beach  
 \$1,300,000

**Elegant Estate**  
 11,000 sq. ft. 100 ft. of beach  
 \$1,250,000

**Stunning Estate**  
 13,000 sq. ft. 100 ft. of beach  
 \$1,400,000

**Beautiful Estate**  
 14,000 sq. ft. 100 ft. of beach  
 \$1,450,000

**Magnificent Estate**  
 16,000 sq. ft. 100 ft. of beach  
 \$1,600,000

**Gorgeous Estate**  
 17,000 sq. ft. 100 ft. of beach  
 \$1,700,000

**Incredible Estate**  
 18,000 sq. ft. 100 ft. of beach  
 \$1,800,000

**Amazing Estate**  
 19,000 sq. ft. 100 ft. of beach  
 \$1,900,000

**Extraordinary Estate**  
 20,000 sq. ft. 100 ft. of beach  
 \$2,000,000

**Unbelievable Estate**  
 21,000 sq. ft. 100 ft. of beach  
 \$2,100,000

**Mind-blowing Estate**  
 22,000 sq. ft. 100 ft. of beach  
 \$2,200,000

**Off-the-charts Estate**  
 23,000 sq. ft. 100 ft. of beach  
 \$2,300,000

**Unheard-of Estate**  
 24,000 sq. ft. 100 ft. of beach  
 \$2,400,000

**Unfathomable Estate**  
 25,000 sq. ft. 100 ft. of beach  
 \$2,500,000

**Unbelievable Estate**  
 26,000 sq. ft. 100 ft. of beach  
 \$2,600,000

**Incomprehensible Estate**  
 27,000 sq. ft. 100 ft. of beach  
 \$2,700,000

**Unconscionable Estate**  
 28,000 sq. ft. 100 ft. of beach  
 \$2,800,000

**Uninhabitable Estate**  
 29,000 sq. ft. 100 ft. of beach  
 \$2,900,000

**Unlivable Estate**  
 30,000 sq. ft. 100 ft. of beach  
 \$3,000,000

**Unusable Estate**  
 31,000 sq. ft. 100 ft. of beach  
 \$3,100,000

**Unwelcome Estate**  
 32,000 sq. ft. 100 ft. of beach  
 \$3,200,000

**Unwanted Estate**  
 33,000 sq. ft. 100 ft. of beach  
 \$3,300,000

**Unusable Estate**  
 34,000 sq. ft. 100 ft. of beach  
 \$3,400,000

**Unwelcome Estate**  
 35,000 sq. ft. 100 ft. of beach  
 \$3,500,000

**Unwanted Estate**  
 36,000 sq. ft. 100 ft. of beach  
 \$3,600,000

**Unusable Estate**  
 37,000 sq. ft. 100 ft. of beach  
 \$3,700,000

**Unwelcome Estate**  
 38,000 sq. ft. 100 ft. of beach  
 \$3,800,000

**Unwanted Estate**  
 39,000 sq. ft. 100 ft. of beach  
 \$3,900,000

**Unusable Estate**  
 40,000 sq. ft. 100 ft. of beach  
 \$4,000,000

# 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 WAGNER and ALI MITCHELL

On Wednesday, as news outlets reported on the far-right fringe of the Trump campaign, the New York Times' Web site was flooded with comments from readers who were not only expressing their support for Mr. Trump but also their disdain for the media's coverage of him. The comments were a mix of praise and criticism, but they all had one thing in common: they were all about Mr. Trump.

### Edge in Polls Might Not Tip House Scales

Outcomes Hinge on a Handful of Swing States

By NICHOLAS...

As the presidential campaign enters its final stretch, the race for the U.S. House of Representatives is still very much up in the air. While Mr. Trump has a significant lead in the polls, it is not yet clear whether he will be able to carry enough House seats to win a majority. The outcome will likely hinge on a handful of swing states, where the race is still very close.

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

### Spending Millions in a Bid to Avoid Sanctions

Oligarchs Deploy Small Army of Lobbyists to Sway Washington

By MICHAEL...

Oligarchs are spending millions of dollars to sway Washington and avoid sanctions. They are doing this by hiring a small army of lobbyists to influence the government. This is a serious concern for the U.S. government, as it could lead to a loss of control over the country's finances.

### Partisan Roots Of New Query On The Census


By MICHAEL...

The U.S. Census Bureau is facing a new query about its data. This is a partisan issue, as it relates to the 2020 election. The Census Bureau is trying to ensure that its data is accurate and unbiased, but it is facing a lot of pressure from both sides of the aisle.

### Called to Serve, Utah Mayor Always Answered


By JEFF...

A Utah mayor has been called to serve in the military. He has always answered the call, and he is now doing so again. This is a great example of public service, and it is something that we should all be proud of.




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

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

LOS ANGELES/WEST LA: \$2,870



# 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

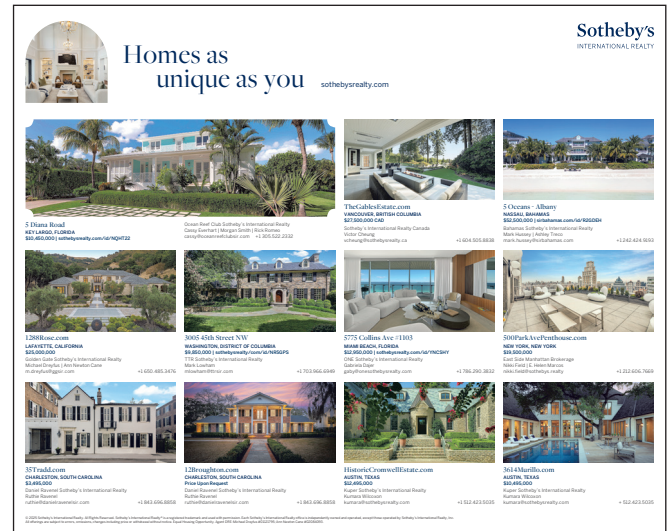
MEDIUM HORIZONTAL AD: \$1,875

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





# Los Angeles Times Takeover

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

- LA Times Saturday readers are over **3x** more likely to own a home valued at \$2 million+ than the average adult in the market.
  - **2.1MM** of readers are affluent with a Median HHI of **\$186K** and **19%** more likely to look for a new home in the next 12 months.
  - **74%** are business decision makers more likely to be CEOs, Presidents or VPs.
  - **32%** of readers are more likely to own a second home or real estate property.
- 
- Full Page color ad using Sotheby's International Realty Design Vault template
  - Western Los Angeles coverage
  - Saturday Print Circulation: **56,000**
  - Saturday e-edition subscribers: **164,780**

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

1 of 1

Unique homes,  
  
uniquely for you


Beverly Hills, California | Represented by Eric Lavey

  
INTERNATIONAL REALTY


March 2025 | sothebysrealty.com

INTERNATIONAL REALTY

Zen-like Setting in Santa Fe




1284 Camino De Cruz Blanca, Santa Fe, New Mexico  
Beautifully appointed and meticulously maintained main house with guest house on 2.57 acres is an art collector's dream. Coated foothills location yet minutes to downtown.  
\$3,500,000  
sothebysrealty.com/sf/28P2EN




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Vista  
  
INTERNATIONAL REALTY

Vista Playa Estate

7306 Vista Del Mar Ln, Playa del Rey, CA



\$7,500,000  
sothebysrealty.com/sf/2QW5N


A grand coastal estate with an unmatched view—the Vista Playa Estate is a true masterpiece of luxury and design for the discerning elite. This rare property offers a unique and unforgettable experience. The estate includes a large, modern, and sophisticated 100,000 sq. ft. main house, a 10,000 sq. ft. guest house, a 10,000 sq. ft. pool house, and a 10,000 sq. ft. garage. The estate is located in the heart of the Playa del Rey community, just minutes from the beach and downtown. Contact me today to schedule an exclusive viewing of this rare and extraordinary property.

7 Bedrooms

10 Bathrooms

10,887± sq.ft







Vincent Carban  
Santa Monica License# 154997  
310.396.0346  
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INTERNATIONAL REALTY

The Residences at Stanly Ranch

Auberge Resorts Collection


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


The Residences at Stanly Ranch Auberge Resorts Collection are Napa Valley's premier destination for luxury living. Each Stanly Ranch residence promises a life of a true retreat with Auberge's unparalleled service. Residents enjoy access to the resort's amenities, including a private golf course, spa and fitness center, swimming pool, and Auberge Resorts Collection's world-class, bespoke hospitality.

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Five-Star Resort Living

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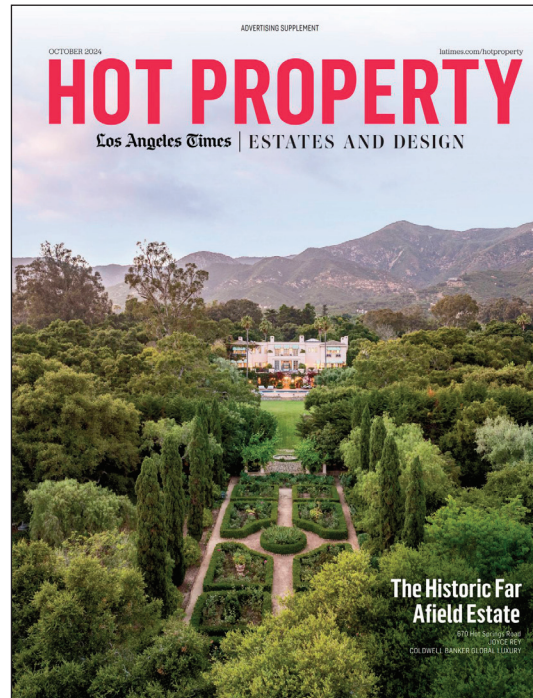
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# Los Angeles Times Hot Property And Digital Lighthouse

## LOS ANGELES TIMES HOT PROPERTY

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

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



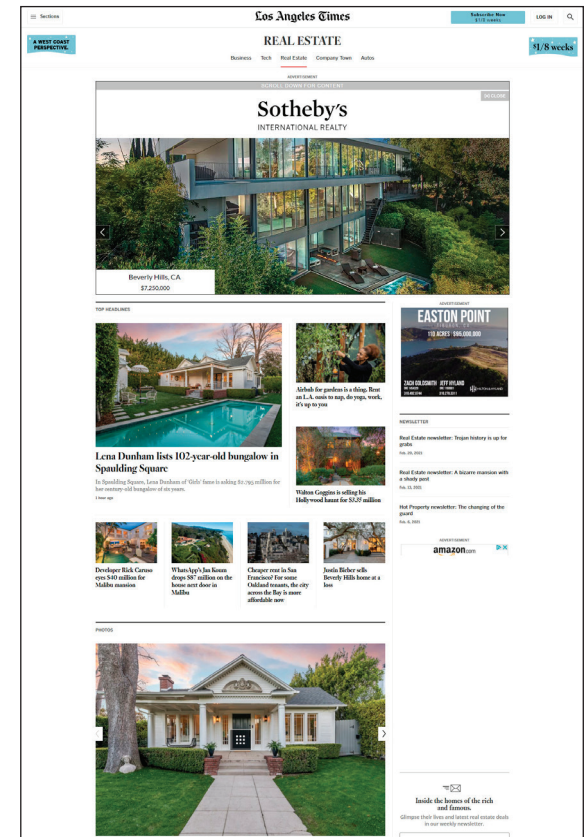
## LA TIMES DIGITAL LIGHTHOUSE

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

- Avg Monthly Impressions: **1.7 Million**

PRICE: \$425

Full color with 30 day Lighthouse Placement



# Private Air Luxury Homes Magazine

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

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

## DISTRIBUTION

### 65,000 private jet owners and guests

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

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

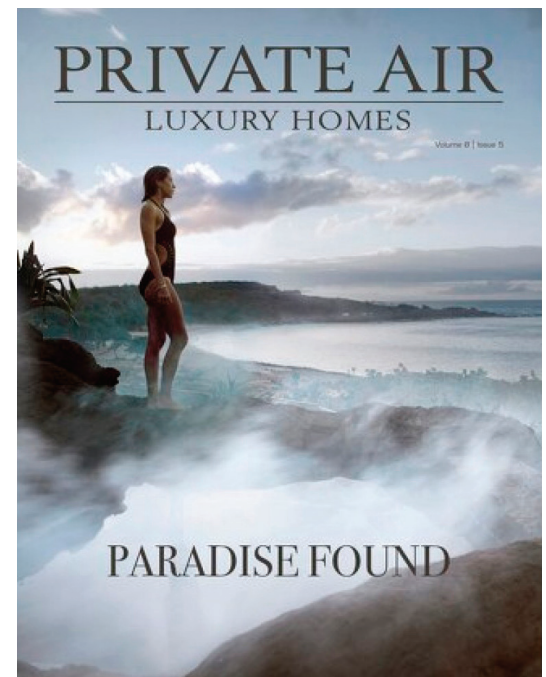
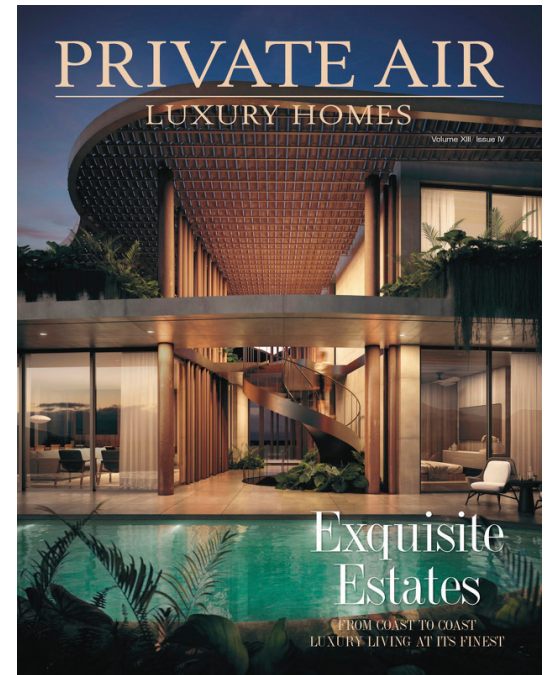
**includes social media & E-Newsletter**

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

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

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

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





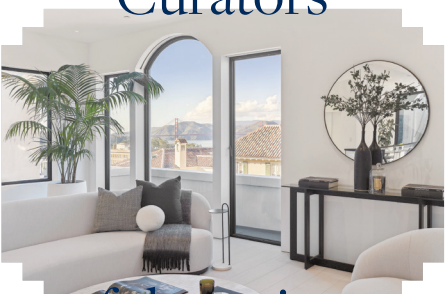
# San Francisco & Silicon Valley Takeover

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

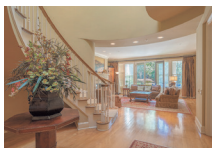

**Sotheby's**  
INTERNATIONAL REALTY

March 2025 | sothebysfvalley.com

**Sotheby's**  
INTERNATIONAL REALTY



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



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


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

No Coating  
Sales Associate License #01099355  
sothebyssanfrancisco.com  
833.241.4458

Carmel Ranches Brokerage | 3775 Via Nueva 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  
sothebysfvalley.com/dp/97733P

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

New Zealand Sotheby's International Realty North | 108 Henderson Road, Tairāhema, Auckland, New Zealand | sothebysnz.com

**Sotheby's**  
INTERNATIONAL REALTY

# The Residences at Stanly Ranch

Auberge Resorts Collection

Private Residences Starting at \$2.95M  
StanlyRanchNapa.com

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

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

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



Mark Ellingson  
CREA #0208272  
707.224.8000  
mark@stanlyranchnapa.com

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

Schedule,  
Pricing & Reach



Sotheby's  
INTERNATIONAL REALTY

# Proposed Schedule, Pricing & Reach 2025

## PLAN 1

| Plan 1   |   |             |             |             |             |             |         |
|--|---|-------------|-------------|-------------|-------------|-------------|---------|
| Media  | Ad Description                                      | August      | September   | October     | November    | Media Total | Reach   |
| <b>Sotheby's Auction House: Print</b>                        |   |             |             |             |             |             |         |
| Sotheby's Magazine   | Half Page   |             |             | \$ 2,630.00 |             | \$ 2,630.00 | 20,000  |
| <b>Sotheby's Auction House: Digital</b>                      |   |             |             |             |             |             |         |
| Sotheby's Bespoke Emails                                     |   | \$ 2,500.00 |             |             |             | \$ 2,500.00 | 370,000 |
| Sotheby's Selects E-Newsletter                               | Sotheby's Selects E-Newsletter                      |             |             |             | \$ 2,385.00 | \$ 2,385.00 | 370,000 |
| <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 - select locations                        |             |             |             |             |             |         |
| <b>Google Adwords</b>  |   |             |             |             |             |             |         |
| Google Adwords   | Digital PPC program                                 | \$ 1,600.00 | \$ 850.00   | \$ 850.00   |             | \$ 3,300.00 |         |
| <b>Comprehensive Digital</b>                                 |   |             |             |             |             |             |         |
| Social Mirror Ads  | Mirroring Social Post                               | \$ 1,500.00 | \$ 1,500.00 | \$ 1,500.00 |             | \$ 4,500.00 | 300,000 |
| <b>Elite Traveler</b>  |   |             |             |             |             |             |         |
| Elite Online Real Estate Showcase                            | Online Real Estate Showcase                         |             | \$2,500     |             |             | \$ 2,500.00 | 100,000 |
| <b>Nob Hill Gazette</b>                                      |   |             |             |             |             |             |         |
| Nob Hill Gazette San Francisco, Peninsula and Silicon Valley | OTM On the Market E-Newsletter                      | \$ 500.00   |             | \$ 500.00   |             | \$ 1,000.00 | 13,000  |
| <b>JamesEdition</b>  |   |             |             |             |             |             |         |
| New & Trending Home Page Position                            | Featured Spot                                       | \$ 1,700.00 |             |             |             | \$ 1,700.00 | 750,000 |
| 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 |
| <b>LA Times</b>  |   |             |             |             |             |             |         |
| Lighthouse Fixed Position - Hot Property Page                | Lighthouse Fixed Position - Hot Property Page       | \$ 325.00   | Bonus       |             |             | \$ 325.00   | 425,000 |
| Custom Email   | Custom Email  |             | \$ 1,750.00 |             |             | \$ 1,750.00 | 30,000  |
| <b>Luxury Estate</b>   |   |             |             |             |             |             |         |
| Luxury Estate  | Showcase Listing + Elite Listing Packages - 1 month | \$ 1,100.00 |             |             |             | \$ 1,100.00 |         |
| <b>Robbreport.com</b>  |   |             |             |             |             |             |         |
| Robbreport.com   | 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   |
| <b>WSJ.com</b>   |   |             |             |             |             |             |         |
| 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  |



# Proposed Schedule, Pricing & Reach 2025

PLAN 1 - CONTINUED

Print

**Conde Nast Magazines Regional Pages**

|  |           |             |             |        |
|--|-----------|-------------|-------------|--------|
| Architectural Digest - Los Angeles/West LA | Full Page | \$ 2,870.00 | \$ 2,870.00 | 19,000 |
|--|-----------|-------------|-------------|--------|

**Dwell**

|       |                                      |             |             |         |
|-------|--------------------------------------|-------------|-------------|---------|
| Dwell | Modern Market - Medium Horizontal Ad | \$ 1,875.00 | \$ 1,875.00 | 206,000 |
|-------|--------------------------------------|-------------|-------------|---------|

**Financial Times**

|                 |                      |             |             |             |         |
|-----------------|----------------------|-------------|-------------|-------------|---------|
| Financial Times | Double Property Spot | \$ 1,500.00 | \$ 1,500.00 | \$ 3,000.00 | 420,914 |
|-----------------|----------------------|-------------|-------------|-------------|---------|

**The Los Angeles Times**

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

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

**The New York Times**

|                    |   |             |             |             |         |
|--------------------|---|-------------|-------------|-------------|---------|
| The New York Times | Double Property Spot - Weekday/Saturday | \$ 1,520.00 | \$ 1,520.00 | \$ 3,040.00 | 846,222 |
|--------------------|---|-------------|-------------|-------------|---------|

**Private Air Luxury Homes**

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

**San Francisco & Silicon Valley**

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

**The Wall Street Journal**

|                                    |   |             |             |             |           |
|------------------------------------|---|-------------|-------------|-------------|-----------|
| The Wall Street Journal - National | Double Property Spot w/ Digital Featured Property Upgrade | \$ 1,590.00 | \$ 1,590.00 | \$ 3,180.00 | 1,288,848 |
|------------------------------------|---|-------------|-------------|-------------|-----------|

**The Wall Street Journal**

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

|       |  |  |              |           |
|-------|--|--|--------------|-----------|
| TOTAL |  |  | \$ 57,310.00 | 7,576,264 |
|-------|--|--|--------------|-----------|

\*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    | Media Total | Reach   |
| <b>Sotheby's Auction House: Print</b>                        |   |             |             |             |             |             |         |
| Sotheby's Magazine   | Quarter Page  |             |             | \$ 1,315.00 | \$          | 1,315.00    | 20,000  |
| <b>Sotheby's Auction House: Digital</b>                      |   |             |             |             |             |             |         |
| Sotheby's Selects E-Newsletter                               | Sotheby's Selects E-Newsletter                      |             |             |             | \$ 2,385.00 | \$ 2,385.00 | 370,000 |
| <b>Digital</b>   |   |             |             |             |             |             |         |
| <b>Million Impressions*</b>                                  |   |             |             |             |             |             |         |
| Impressions Blast - Two week Campaign                        | Digital Banner Program - 100K Impression            | \$ 900.00   | \$ 900.00   |             | \$          | 1,800.00    | 200,000 |
| <b>Google Adwords</b>  |   |             |             |             |             |             |         |
| Google Adwords   | Digital PPC program                                 | \$ 1,600.00 | \$ 850.00   | \$ 850.00   | \$          | 3,300.00    |         |
| <b>Nob Hill Gazette</b>                                      |   |             |             |             |             |             |         |
| Nob Hill Gazette San Francisco, Peninsula and Silicon Valley | OTM On the Market E-Newsletter                      | \$ 500.00   |             | \$ 500.00   | \$          | 1,000.00    | 13,000  |
| <b>JamesEdition</b>  |   |             |             |             |             |             |         |
| New & Trending Real Estate Position                          | Featured Spot                                       | \$ 1,400.00 |             |             | \$          | 1,400.00    | 750,000 |
| E-Newsletter Featured Listing                                | E-Newsletter  |             |             | \$ 1,500.00 | \$          | 1,500.00    | 192,000 |
| <b>LA Times</b>  |   |             |             |             |             |             |         |
| Lighthouse Fixed Position - Hot Property Page                | Lighthouse Fixed Position - Hot Property Page       | \$ 325.00   | Bonus       |             | \$          | 325.00      | 425,000 |
| Custom Email   | Custom Email  |             | \$ 1,750.00 |             | \$          | 1,750.00    | 30,000  |
| <b>Luxury Estate</b>   |   |             |             |             |             |             |         |
| Luxury Estate  | Showcase Listing + Elite Listing Packages - 1 month | \$ 1,100.00 |             |             | \$          | 1,100.00    |         |
| <b>Robbreport.com</b>  |   |             |             |             |             |             |         |
| Robbreport.com   | 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   | \$          | 1,300.00    | 328,000 |
| Mansion Global e-Newsletter                                  | Daily Monday-Friday                                 |             | \$ 3,680.00 |             | \$          | 3,680.00    | 17,000  |

# Proposed Schedule, Pricing & Reach 2025

PLAN 2 - CONTINUED

Print

Conde Nast Magazines Regional Pages

|  |   |             |             |             |           |
|--|---|-------------|-------------|-------------|-----------|
| Architectural Digest - Los Angeles/West LA | Full Page   |             | \$ 2,870.00 | \$ 2,870.00 | 19,000    |
| <b>Dwell</b>                               |   |             |             |             |           |
| Dwell                                      | Modern Market - Medium Vertical Ad                        |             | \$ 1,300.00 | \$ 1,300.00 | 206,000   |
| <b>Financial Times</b>                     |   |             |             |             |           |
| Financial Times                            | Double Property Spot                                      | \$ 1,500.00 |             | \$ 1,500.00 | 210,457   |
| Financial Times                            | Property Spot   |             | \$ 750.00   | \$ 750.00   | 210,457   |
| <b>The Los Angeles Times</b>               |   |             |             |             |           |
| The Los Angeles Times                      | Hot Property - listing + digital lighthouse               | \$ 425.00   |             | \$ 425.00   | 220,780   |
| The Los Angeles Times                      | Takeover - Full Page                                      |             | \$ 660.00   | \$ 660.00   | 384,000   |
| <b>The New York Times</b>                  |   |             |             |             |           |
| The New York Times                         | Property Spot - Weekday/Saturday                          |             | \$ 760.00   | \$ 760.00   | 423,111   |
| The New York Times                         | Double Property Spot - Weekday/Saturday                   | \$ 1,520.00 |             | \$ 1,520.00 | 423,111   |
| <b>Private Air Luxury Homes</b>            |   |             |             |             |           |
| Private Air Luxury Homes                   | Full Page (includes social media & E-Newsletter)          | \$ 1,925.00 |             | \$ 1,925.00 | 65,000    |
| <b>San Francisco &amp; Silicon Valley</b>  |   |             |             |             |           |
| San Francisco & Silicon Valley             | Takeover - Full Page                                      |             | \$ 725.00   | \$ 725.00   | 36,500    |
| <b>The Wall Street Journal</b>             |   |             |             |             |           |
| The Wall Street Journal - National         | Double Property Spot w/ Digital Featured Property Upgrade | \$ 1,590.00 | \$ 1,590.00 | \$ 3,180.00 | 1,288,848 |
| <b>The Wall Street Journal</b>             |   |             |             |             |           |
| Mansion Global Experience Luxury           | Weekend Property insert                                   |             | \$ 980.00   | \$ 980.00   | 100,000   |

TOTAL

\$ 39,325.00 5,938,264

\*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 | Media Total | Reach   |
| Sotheby's Auction House: Print                               |   |             |             |             |          |             |         |
| Sotheby's Magazine   | Quarter Page  |             |             | \$ 1,315.00 |          | \$ 1,315.00 | 20,000  |
| Digital  |   |             |             |             |          |             |         |
| Million Impressions*   |   |             |             |             |          |             |         |
| Impressions Blast - Two week Campaign                        | Digital Banner Program - 100K Impression            | \$ 900.00   | \$ 900.00   |             |          | \$ 1,800.00 | 200,000 |
| Google Adwords   |   |             |             |             |          |             |         |
| Google Adwords   | Digital PPC program                                 | \$ 1,600.00 | \$ 850.00   | \$ 850.00   |          | \$ 3,300.00 |         |
| Nob Hill Gazette   |   |             |             |             |          |             |         |
| Nob Hill Gazette San Francisco, Peninsula and Silicon Valley | OTM On the Market E-Newsletter                      | \$ 500.00   |             | \$ 500.00   |          | \$ 1,000.00 | 13,000  |
| JamesEdition   |   |             |             |             |          |             |         |
| New & Trending Real Estate Position                          | Featured Spot                                       | \$ 1,400.00 |             |             |          | \$ 1,400.00 | 750,000 |
| E-Newsletter Featured Listing                                | E-Newsletter  |             |             | \$ 1,500.00 |          | \$ 1,500.00 | 192,000 |
| LA Times   |   |             |             |             |          |             |         |
| Lighthouse Fixed Position - Hot Property Page                | Lighthouse Fixed Position - Hot Property Page       | \$ 325.00   | Bonus       |             |          | \$ 325.00   | 425,000 |
| Custom Email   | Custom Email  |             | \$ 1,750.00 |             |          | \$ 1,750.00 | 30,000  |
| Luxury Estate  |   |             |             |             |          |             |         |
| Luxury Estate  | Showcase Listing + Elite Listing Packages - 1 month | \$ 1,100.00 |             |             |          | \$ 1,100.00 |         |
| Robbreport.com   |   |             |             |             |          |             |         |
| Robbreport.com   | Featured Listing in Real Estate E-Newsletter        |             |             | \$ 1,875.00 |          | \$ 1,875.00 | 6,000   |
| WSJ.com  |   |             |             |             |          |             |         |
| Mansion Global Homepage Hero                                 | Shared Banner                                       | \$ 650.00   |             | \$ 650.00   |          | \$ 1,300.00 | 328,000 |

# Proposed Schedule, Pricing & Reach 2025

PLAN 3 - CONTINUED

|   |   |    |          |    |        |    |          |           |           |
|---|---|----|----------|----|--------|----|----------|-----------|-----------|
| Print   |   |    |          |    |        |    |          |           |           |
| Financial Times   |   |    |          |    |        |    |          |           |           |
| Financial Times   | Property Spot   | \$ | 750.00   | \$ | 750.00 | \$ | 1,500.00 | 420,914   |           |
| The Los Angeles Times   |   |    |          |    |        |    |          |           |           |
| The Los Angeles Times   | Hot Property - listing + digital lighthouse               | \$ | 425.00   |    |        | \$ | 425.00   | 220,780   |           |
| The Los Angeles Times   | Takeover - Full Page                                      |    |          | \$ | 660.00 | \$ | 660.00   | 384,000   |           |
| The New York Times  |   |    |          |    |        |    |          |           |           |
| The New York Times  | Property Spot - Weekday/Saturday                          | \$ | 760.00   | \$ | 760.00 | \$ | 1,520.00 | 846,222   |           |
| San Francisco & Silicon Valley  |   |    |          |    |        |    |          |           |           |
| San Francisco & Silicon Valley  | Takeover - Full Page                                      |    |          | \$ | 725.00 | \$ | 725.00   | 36,500    |           |
| The Wall Street Journal   |   |    |          |    |        |    |          |           |           |
| The Wall Street Journal - National  | Property Spot w/ Digital Featured Property Upgrade        | \$ | 795.00   |    |        | \$ | 795.00   | 644,424   |           |
| The Wall Street Journal - National  | Double Property Spot w/ Digital Featured Property Upgrade | \$ | 1,590.00 |    |        | \$ | 1,590.00 | 644,424   |           |
| The Wall Street Journal   |   |    |          |    |        |    |          |           |           |
| Mansion Global Experience Luxury  | Weekend Property insert                                   |    |          | \$ | 980.00 | \$ | 980.00   | 100,000   |           |
| TOTAL   |   |    |          |    |        |    | \$       | 24,860.00 | 5,261,264 |
| *After 6 months the Impressions Program may be adjusted after evaluation of budget and strategy |   |    |          |    |        |    |          |           |           |
| Pricing Subject to Change   |   |    |          |    |        |    |          |           |           |