



ADVERTISING
BRANDING
MARKETING

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

SKYAD.COM

Ocean 10 Advertising and Marketing Program

ONE | **Sotheby's**
INTERNATIONAL REALTY

Table of Contents

03 INTRO

04 SOTHEBY'S AUCTION HOUSE

05 Sotheby's Auction Magazine

06 DIGITAL

07 Impressions Campaign
13 Impressions Scheduling
14 Comprehensive Digital
15 jamesedition.com
17 Ocean Home
18 WSJ.Com

20 PRINT

21 The Wall Street Journal
22 The New York Times Takeover
23 Conde Nast Traveler

24 SCHEDULE, PRICING & REACH

25 2023



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 Ocean 10

SKY Advertising is excited to present to ONE Sotheby's International Realty® a curated, multi-media marketing selection of offerings to bring ultra-high net worth buyer awareness to Ocean 10.

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 Jacksonville Beach, FL.

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

**LET'S DO
GREAT THINGS TOGETHER**

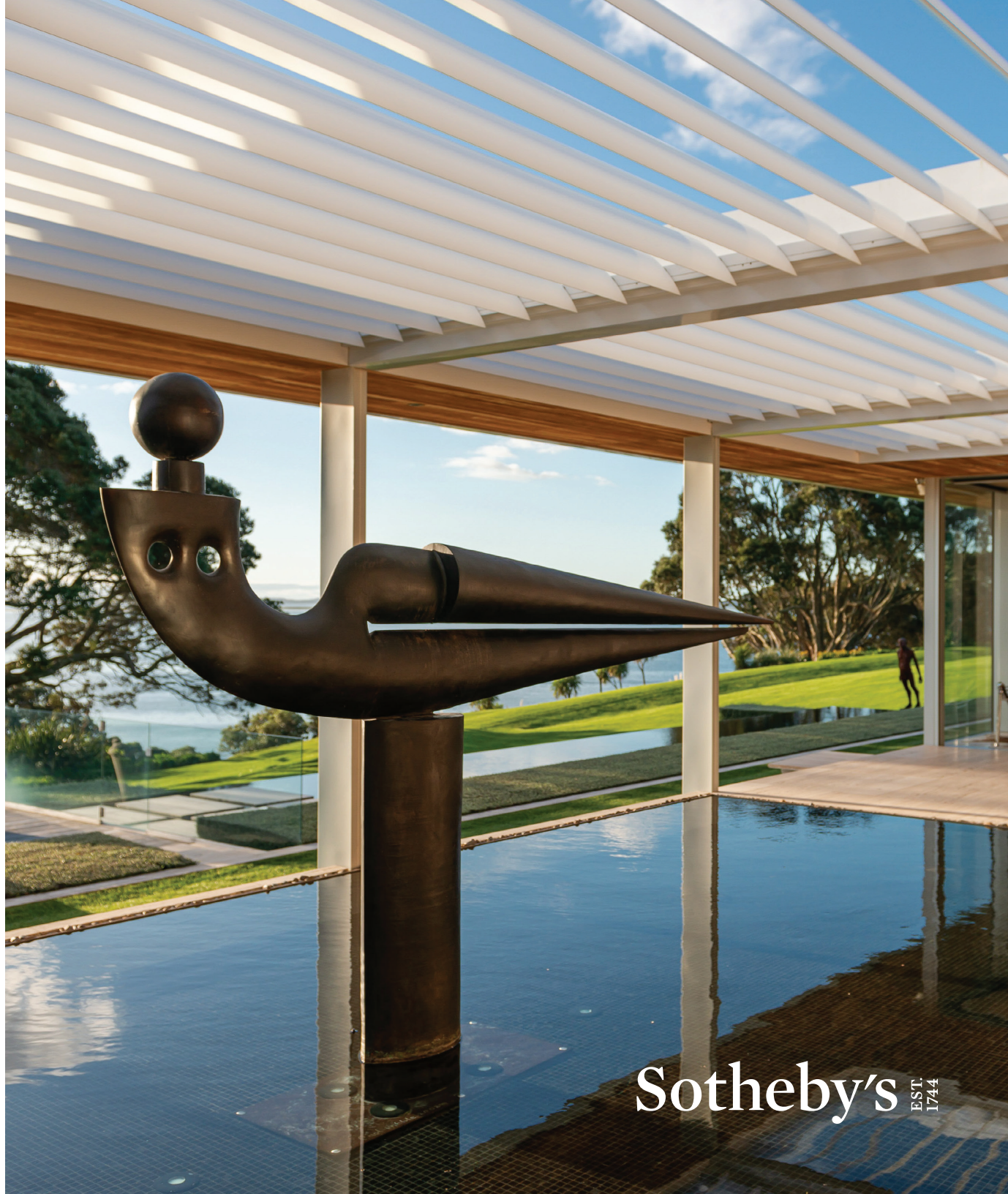
JANINE JONES
Executive Vice President
212-677-2714
janine@skyad.com

PAULA DAVIDSON
Senior Account Executive
212-677-2671
paula@skyad.com

SARA HELENI
Account Executive
212-674-2402
sara@skyad.com

JIMMY CINTRÓN
Account Executive
212-677-0083
jimmy@skyad.com

Sotheby's
Auction House
Offerings



Sotheby's
EST. 1744

Digital Offerings



Sotheby's
INTERNATIONAL REALTY

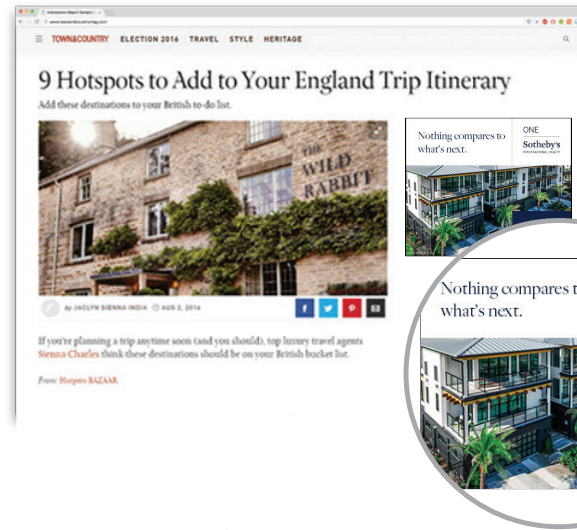
Impressions Campaign

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: **Ocean 10**
- Flight Dates: **October 2023 - December 2023**
- Impressions: **750,000**
- Clicks through to the website of your choice.

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



Minimum 3 month commitment

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.



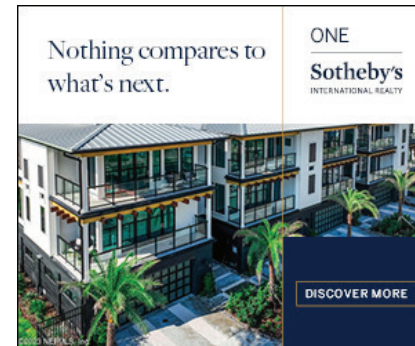
Creative

SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

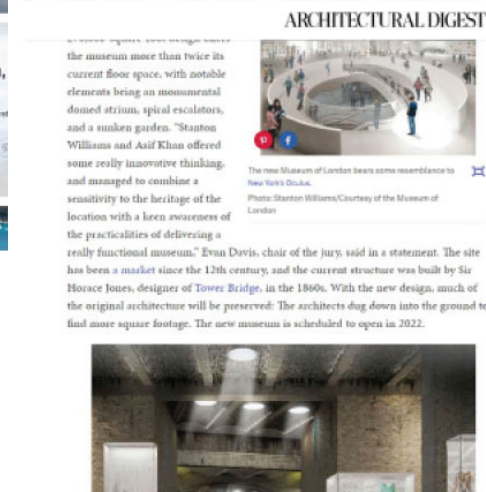
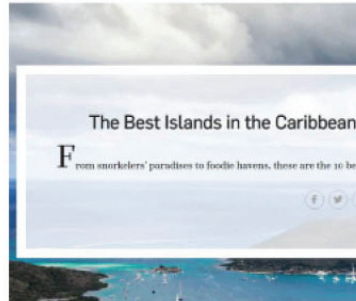
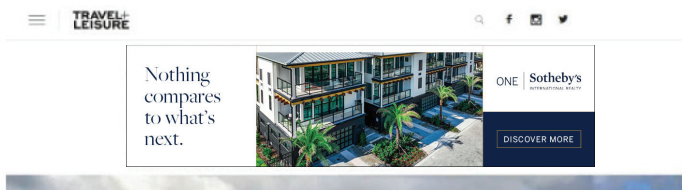
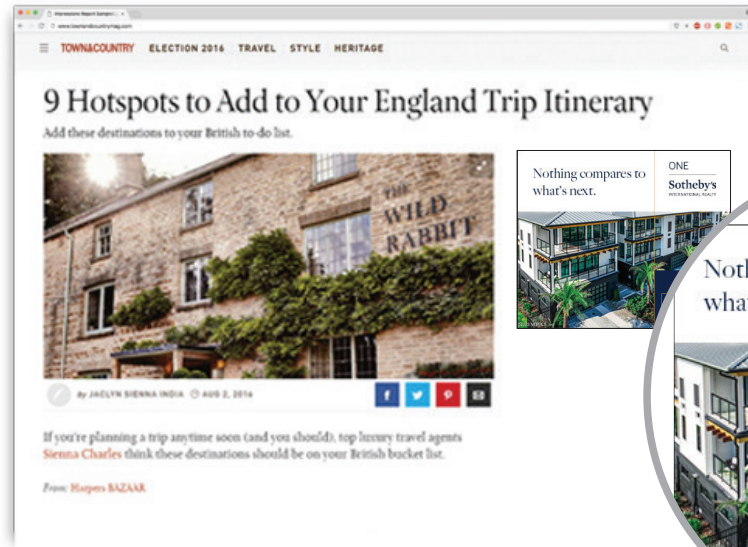
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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

BANNER PRODUCTION: \$350



Sample Banners For Impressions Programs As They Appear On Sites

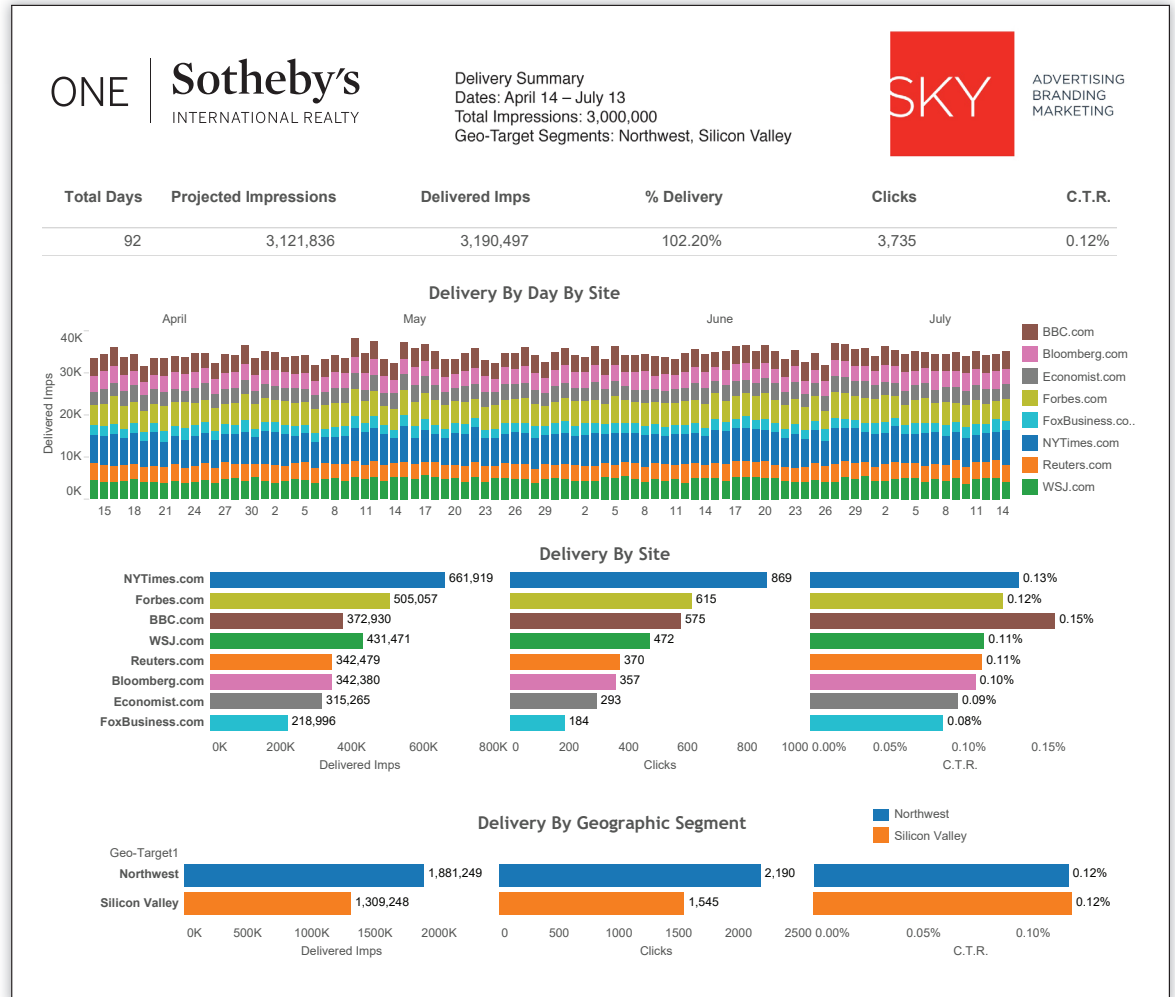


Comprehensive Reporting For Your Customized Campaign

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



Impressions Scheduling

After researching, we have put together an integrated program that targets a high-net-worth audience across New York Metro, New Jersey, Miami, Atlanta Metro and California.

The programs are scheduled to start on October 1st and run for three months and deliver an estimated 750,000 impressions.

This will include:

- A site-specific segment of Global leading business/finance websites.
- A behavioral segment, that will allow us to show banners to adults who are actively searching for Jacksonville area real estate and living in New York Metro, New Jersey, Miami, Atlanta Metro and California.
- A behavioral segment, that will allow us to show banners to adults who are actively in-market for real estate and living in Palm Coast, Daytona Beach, St. Augustine, Jacksonville.

SITE SPECIFIC

This segment consists of premium global business websites such as WSJ.com, FoxBusiness.com, Forbes.com and more to extend the overall reach of the program.

BEHAVIORAL TARGETING

We can target people on behavior first based on their online behavior (sites visited, content consumed and search activity). Since this segment targets behavior first, the banners could end up showing on any site across the web.

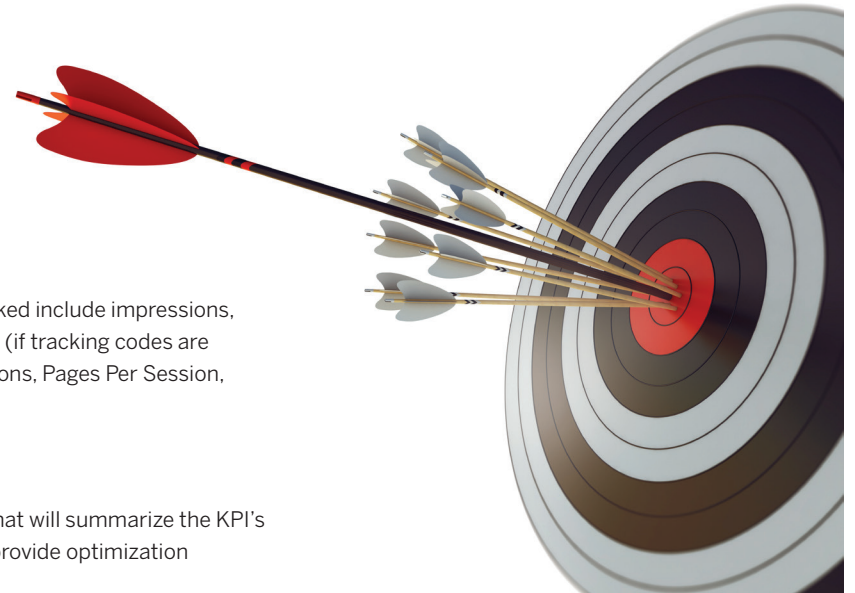
To ensure that the banners are seen in a premium environment, we have created a "whitelist" of sites. Ads will only show to people who have met our targeting criteria (behavior, income, and geo-target) on one of these sites. The site list includes top news, business, finance, sports, politics, and tech sites.

MEASUREMENT

Key metrics (KPI's) that will be tracked include impressions, clicks, click through rate (CTR), and (if tracking codes are installed on the landing page) Sessions, Pages Per Session, Average Time Spent, Conversions.

REPORTING

We will provide monthly reporting that will summarize the KPI's (Key Performance Indicators) and provide optimization recommendations.



Impressions Scheduling

One SIR 22 10th Avenue South

Media	Geo-Target	October					November				December					Impressions
		01	08	15	22	29	05	12	19	26	03	10	17	24	31	
bizjournals.com	New York Metro, New Jersey, Miami, Atlanta Metro, California															415,000
CNBC.com																
Forbes.com																
Reuters.com																
Barrons.com																
Investors.com																
FoxBusiness.com																
WSJ.com																
Custom Intent - Jacksonville Area Real Estate	New York Metro, New Jersey, Miami, Atlanta Metro, California															180,000
In-Market - Residential Real Estate	Palm Coast, Daytona Beach, St. Augustine, Jacksonville															155,000
Total Digital																750,000

Comprehensive Digital

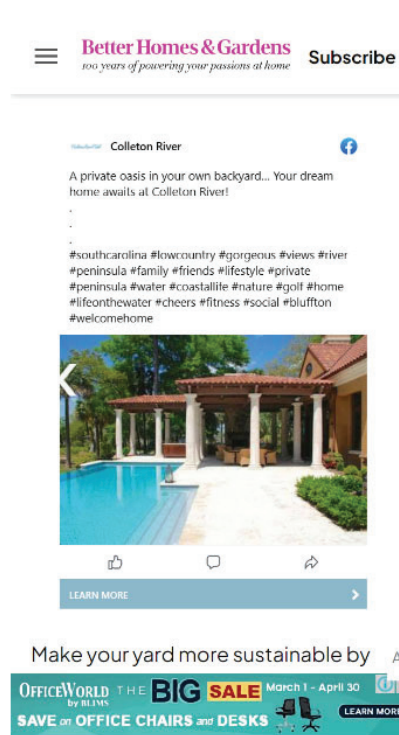
SOCIAL MIRROR ADS

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.

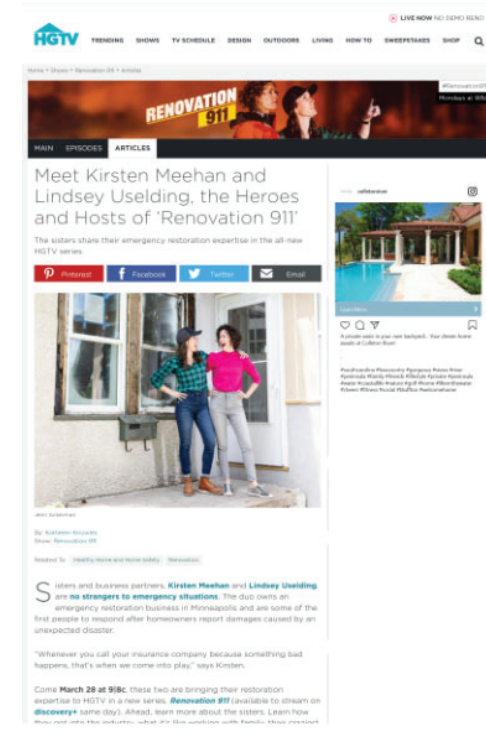
Social Mirror ads can be done with any organic or paid posts from your business account on these 8 social media platforms: Facebook, Instagram, Twitter, LinkedIn, TikTok, Pinterest, Snapchat, or YouTube.

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: STARTING AT \$1,500 PER MONTH

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.

LISTING FEATURE: \$1,500

The screenshot shows the JamesEdition.com homepage. At the top, there's a navigation bar with 'JamesEdition' logo, 'About', 'USD', 'Sign in / Register', and 'Become a Seller'. Below the navigation is a horizontal menu with categories: 'For Sale', 'Travel', 'Brands', 'Dealers', 'Stores', 'Sell', and a search bar. A large banner image of a yacht is featured with the text 'The Global Luxury Marketplace: Cars, Homes and more'. Below the banner, there's a section for 'Featuring more than 100,000 private jets, yachts, exotic cars, exclusive watches and luxury homes from more than 3,600 trusted dealers around the world. JamesEdition helps you find the best of the best, whether you are in the market to buy or to find the perfect private jet or luxury yacht to charter.' This is followed by a 'MOST POPULAR' section with a grid of featured items: Ferrari 488 GTB (\$71,999), Chevrolet Corvette (\$4,785,907), Shannan Villa Over... (\$4,459,999), Ram 2500 (\$45,999), Rio 109 - Luxury pe... (\$4,563,559), Audi S7 (\$34,999), McLaren 550S (\$199,999), and Ferrari California (\$114,999). There are also sections for 'JAMES SPOTTING' (Two Level Duplex On Palmwood Ponds), 'RICH LIST' (DOUBLE DOWN 214 Codecas 2010/20... \$38,000,000), and 'LATEST STORIES' (Luxury garages: Unique cars of tech billionaires, old-school rags-to-riches and Gen-Z CEOs). A 'Featured Agent' section highlights Nick Swinburne.

The screenshot shows the 'Find luxury real estate and homes for sale' page. It features a search bar with 'Type location' and a 'Search' button. Below the search bar is a large image of a modern interior with the caption 'THE PENTHOUSES AT GOLDEN PEAK \$23,900,000'. To the right, there's a text block: 'JamesEdition is the premier international marketplace to find luxury real estate and homes for sale. Search and browse more than 40,000 luxury homes for sale in over 50 countries. The most exclusive properties in the most desirable locations are offered by luxury real estate and homes specialists and private sellers worldwide, displayed with large, high-quality images. Whether you're buying a primary or second home, a pied-a-terre or vacation property you'll find thousands of the finest international properties including condominiums, penthouses, homes, estates and resort hotel ownership options.' Below this is a 'Nothing compares.' banner for 'St. Kitts & Nevis Sotheby's'. The main content area is titled 'Featured luxury properties' and displays a grid of property listings with images and brief descriptions, such as '5 Bedrooms - Pent...', 'Stunning Sherwoo...', 'Enviable Estate By...', 'Modern Apartment...', 'Elegant French Styl...', 'Playa Nix', 'Koninghof', 'Magnificent Seclu...', 'Extraordinary Ocea...', 'Maimok Paradise ...', 'Kiltreagh House', and '7+/- Acres for pote...'. At the bottom, there's a 'News about luxury real estate' section with articles like 'Most exclusive neighborhoods of Hong Kong', 'The Bahamas: Inside the most exclusive gated communities', 'Trending: Golf property in the "Golden Triangle" area of Algarve, Portugal', and 'Real Estate in Whistler: Three Luxury Neighborhoods in Nature Worth Exploring'. A footer contains 'Site Links', 'Tools', 'About JamesEdition', and 'Top Brands'.

jamesedition.com

SOCIAL MEDIA POST

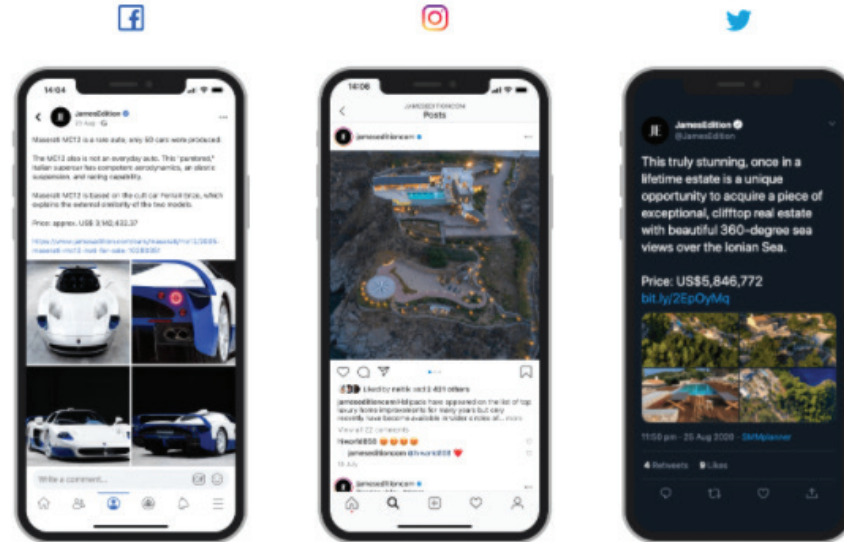
Founded in 2008, JamesEdition.com features the largest collection of luxury goods worldwide.

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

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

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

- Instagram **74.8K**
- Facebook **31.3K**



PHOTO

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

PHOTO: \$500

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 PHOTO PLUS

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

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: \$2,500



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: \$700

FACEBOOK: \$575

OCEAN HOME 2021 MAGAZINE

OCEANHOME EXCLUSIVE

FOUR SEASONS PRIVATE RESIDENCES ANAULLA

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 Weaster-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 Anauilla today.

FOUR SEASONS PRIVATE RESIDENCES ANAULLA
 Deluxe Suites to 3 Bedroom Villas
 From \$125,000 to over \$10 Million

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

The Wall Street Journal Online (WSJ.Com)

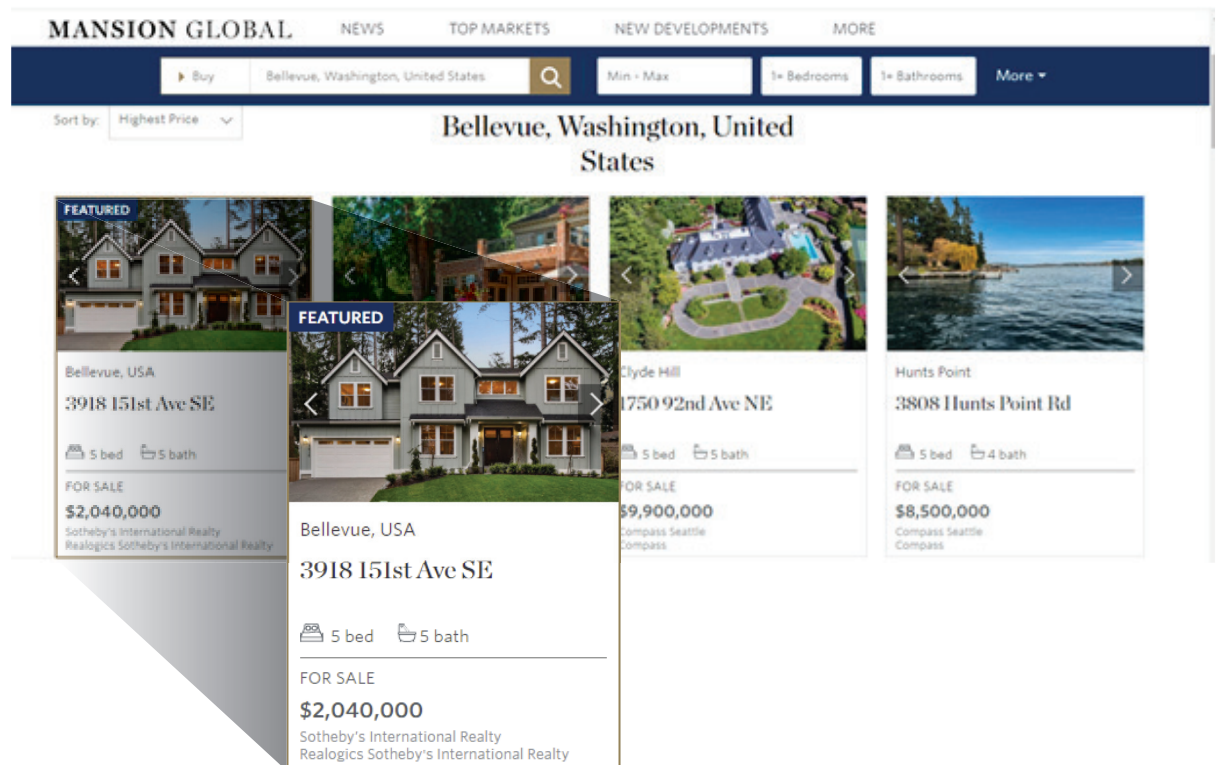
FEATURED PROPERTY UPGRADES

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: \$1,200
- 25 PROPERTIES: \$2,070
- 100 PROPERTIES: \$5,500

Included with print placement

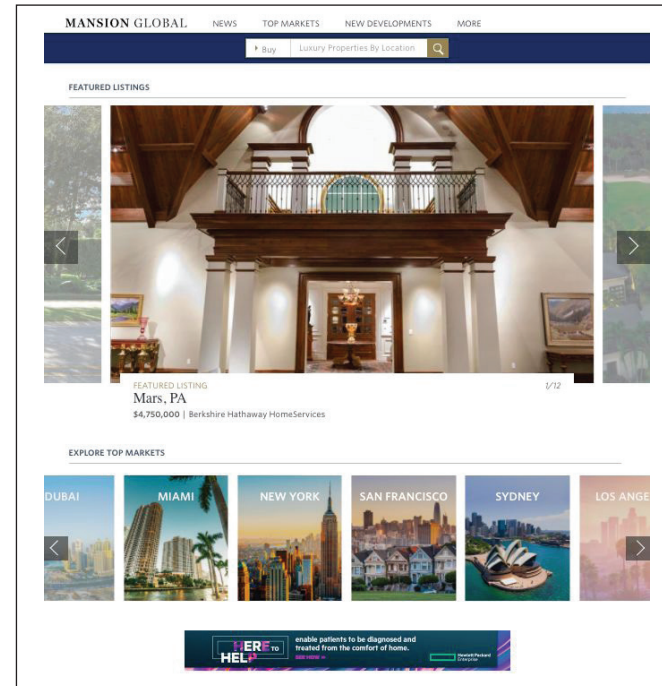


The Wall Street Journal Online (WSJ.Com)

THE HOMEPAGE FEATURED LISTING

Module offers prominent positioning on the Mansion Global homepage and showcases listings regardless of region.

PRICE: \$1,275/MONTH



Print Offerings



Sotheby's
INTERNATIONAL REALTY

The Wall Street Journal

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

- Circulation: **644,424**
- E-newspaper: **194,000**
- Readership: **4,234,000**
- Male / Female: **62% / 38%**
- Average HHI: **\$404,217**
- Average age: **50**

PRICE: \$650 SINGLE SPOT, COLOR

Includes Bonus 30 Day Digital - Featured Property Upgrade

EXUMA, THE BAHAMAS



Leaf Cay
 \$19,995,000 USD | sirbahamas.com/id/46931
 Bahamas Sotheby's International Realty
GEORGE DAMIANOS
 george.damianos@sirbahamas.com
 +1 242.424.9699

THE WALL STREET JOURNAL
 WEDNESDAY, MARCH 4, 2020 • VOL. CCLXXV NO. 52
 \$4.00

Fed Cuts Rates Amid Virus Fears
 Stocks, bond yields fall after central bank takes biggest emergency action since '08 crisis

Tennessee Twisters Kill at Least 25
 Tornadoes ripped through the state while many residents fled, according to the National Weather Service. They smashed homes and businesses and left four thousands of residents without power.

Biden Picks Up String of Victories, Sanders Logs Big Win in California
 Former Vice President Joe Biden took the stage in Los Angeles after wins in a string of Super Tuesday primary contests.

Sotheby's INTERNATIONAL REALTY

Nothing compares to what's next.

LEAF CAY, THE BAHAMAS Leaf Cay \$19,995,000 USD sirbahamas.com/id/46931 Bahamas Sotheby's International Realty GEORGE DAMIANOS george.damianos@sirbahamas.com +1 242.424.9699	PARADISE VALLEY, ARIZONA 4129 East Sandy Mountain Road \$1,000,000 USD sirbahamas.com/id/46932 Bahamas Sotheby's International Realty FRANK AZARMI frank.azarmi@sirbahamas.com +1 202.336.0240	SCOTTSDALE, ARIZONA 10778 East Hornbeck Drive \$1,000,000 USD sirbahamas.com/id/46933 Bahamas Sotheby's International Realty FRANK AZARMI frank.azarmi@sirbahamas.com +1 202.336.0240	SCOTTSDALE, ARIZONA 6902 North 43rd Street \$1,000,000 USD sirbahamas.com/id/46934 Bahamas Sotheby's International Realty FRANK AZARMI frank.azarmi@sirbahamas.com +1 202.336.0240	ATHLETON, CALIFORNIA 151 Vinyas Road \$1,000,000 USD sirbahamas.com/id/46935 Bahamas Sotheby's International Realty MICHAEL DREYFUS michael.dreyfus@sirbahamas.com +1 415.852.5241
PALM ALTO, CALIFORNIA 12770 waverly.com \$1,000,000 USD sirbahamas.com/id/46936 Bahamas Sotheby's International Realty MICHAEL DREYFUS michael.dreyfus@sirbahamas.com +1 415.852.5241	POMONA, CALIFORNIA 3011 hammond.com \$1,000,000 USD sirbahamas.com/id/46937 Bahamas Sotheby's International Realty MICHAEL DREYFUS michael.dreyfus@sirbahamas.com +1 415.852.5241	ROSE, CALIFORNIA 2711 golden.com \$1,000,000 USD sirbahamas.com/id/46938 Bahamas Sotheby's International Realty MICHAEL DREYFUS michael.dreyfus@sirbahamas.com +1 415.852.5241	SAN DIEGO, CALIFORNIA 2770 Ocean Street \$1,000,000 USD sirbahamas.com/id/46939 Bahamas Sotheby's International Realty MICHAEL DREYFUS michael.dreyfus@sirbahamas.com +1 415.852.5241	SAN FRANCISCO, CALIFORNIA 1001 18th Street \$1,000,000 USD sirbahamas.com/id/46940 Bahamas Sotheby's International Realty WENDY STORICK wendy.storick@sirbahamas.com +1 415.852.5241
GREENSBORO, CONNECTICUT 1100 mainstreet.com \$1,000,000 USD sirbahamas.com/id/46941 Bahamas Sotheby's International Realty MATT BERNARD matt.bernard@sirbahamas.com +1 203.538.3743	HARTFORD, CONNECTICUT 2000 mainstreet.com \$1,000,000 USD sirbahamas.com/id/46942 Bahamas Sotheby's International Realty KRISTY BLAKE kristy.blake@sirbahamas.com +1 203.538.3743	MILWAUKEE, WISCONSIN 1000 mainstreet.com \$1,000,000 USD sirbahamas.com/id/46943 Bahamas Sotheby's International Realty RUSSELL POST / MOLLY TAYLOR russell.post@mso.com +1 530.534.4633	MIAMI BEACH, FLORIDA 11000 Collins Road, Unit 1 \$1,000,000 USD sirbahamas.com/id/46944 Bahamas Sotheby's International Realty SUSAN BRYAN / KARYN THEISE susan.bryan@mso.com +1 305.432.7700	MIAMI BEACH, FLORIDA 11000 Collins Road, Unit 1 \$1,000,000 USD sirbahamas.com/id/46945 Bahamas Sotheby's International Realty CINCY O'DARE / MARIK BEEHAN cincy.odare@mso.com +1 772.773.1809
ALPINE, MASSACHUSETTS 1000 mainstreet.com \$1,000,000 USD sirbahamas.com/id/46946 Bahamas Sotheby's International Realty MARTHA PIER martha.pier@sirbahamas.com +1 413.841.1000	BOSTON, MASSACHUSETTS 1000 mainstreet.com \$1,000,000 USD sirbahamas.com/id/46947 Bahamas Sotheby's International Realty LOUIE KUSHAN / JEFF SIMONIAN louie.kushan@mso.com +1 617.841.1000	LENOX, MASSACHUSETTS 1000 mainstreet.com \$1,000,000 USD sirbahamas.com/id/46948 Bahamas Sotheby's International Realty GEORGE GAIN george.gain@mso.com +1 413.841.1000	SPRINGFIELD, MASSACHUSETTS 1000 mainstreet.com \$1,000,000 USD sirbahamas.com/id/46949 Bahamas Sotheby's International Realty JUDSON HENDERSON judson.henderson@mso.com +1 413.841.1000	PRINCETON, NEW JERSEY 1000 mainstreet.com \$1,000,000 USD sirbahamas.com/id/46950 Bahamas Sotheby's International Realty JUDSON HENDERSON judson.henderson@mso.com +1 413.841.1000
NEW YORK, NEW YORK 1000 mainstreet.com \$1,000,000 USD sirbahamas.com/id/46951 Bahamas Sotheby's International Realty MARTHA PIER martha.pier@sirbahamas.com +1 413.841.1000	NEW YORK, NEW YORK 1000 mainstreet.com \$1,000,000 USD sirbahamas.com/id/46952 Bahamas Sotheby's International Realty LOUIE KUSHAN / JEFF SIMONIAN louie.kushan@mso.com +1 617.841.1000	NEW YORK, NEW YORK 1000 mainstreet.com \$1,000,000 USD sirbahamas.com/id/46953 Bahamas Sotheby's International Realty LOUIE KUSHAN / JEFF SIMONIAN louie.kushan@mso.com +1 617.841.1000	NEW YORK, NEW YORK 1000 mainstreet.com \$1,000,000 USD sirbahamas.com/id/46954 Bahamas Sotheby's International Realty JUDSON HENDERSON judson.henderson@mso.com +1 413.841.1000	SCOTTSDALE, NEW YORK 1000 mainstreet.com \$1,000,000 USD sirbahamas.com/id/46955 Bahamas Sotheby's International Realty JUDSON HENDERSON judson.henderson@mso.com +1 413.841.1000
CHARLOTTE, NORTH CAROLINA 1000 mainstreet.com \$1,000,000 USD sirbahamas.com/id/46956 Bahamas Sotheby's International Realty MARTHA PIER martha.pier@sirbahamas.com +1 413.841.1000	PROVIDENCE, RHODE ISLAND 1000 mainstreet.com \$1,000,000 USD sirbahamas.com/id/46957 Bahamas Sotheby's International Realty MARTHA PIER martha.pier@sirbahamas.com +1 413.841.1000	CHARLESTON, SOUTH CAROLINA 1000 mainstreet.com \$1,000,000 USD sirbahamas.com/id/46958 Bahamas Sotheby's International Realty MARTHA PIER martha.pier@sirbahamas.com +1 413.841.1000	LEWISVILLE, SOUTH CAROLINA 1000 mainstreet.com \$1,000,000 USD sirbahamas.com/id/46959 Bahamas Sotheby's International Realty MARTHA PIER martha.pier@sirbahamas.com +1 413.841.1000	ARVIN, TEXAS 1000 mainstreet.com \$1,000,000 USD sirbahamas.com/id/46960 Bahamas Sotheby's International Realty MARTHA PIER martha.pier@sirbahamas.com +1 413.841.1000
HOUSTON, TEXAS 1000 mainstreet.com \$1,000,000 USD sirbahamas.com/id/46961 Bahamas Sotheby's International Realty MARTHA PIER martha.pier@sirbahamas.com +1 413.841.1000	HOUSTON, TEXAS 1000 mainstreet.com \$1,000,000 USD sirbahamas.com/id/46962 Bahamas Sotheby's International Realty MARTHA PIER martha.pier@sirbahamas.com +1 413.841.1000	HOUSTON, TEXAS 1000 mainstreet.com \$1,000,000 USD sirbahamas.com/id/46963 Bahamas Sotheby's International Realty MARTHA PIER martha.pier@sirbahamas.com +1 413.841.1000	ARMAK, UTAH 1000 mainstreet.com \$1,000,000 USD sirbahamas.com/id/46964 Bahamas Sotheby's International Realty MARTHA PIER martha.pier@sirbahamas.com +1 413.841.1000	KANSAS, UTAH 1000 mainstreet.com \$1,000,000 USD sirbahamas.com/id/46965 Bahamas Sotheby's International Realty MARTHA PIER martha.pier@sirbahamas.com +1 413.841.1000

The New York Times Takeover

Promote your brand and properties in style with this 96 page tabloid insert devoted to Sotheby's International Realty and Delivered high-net worth zip codes. Generous, full-page ad space on heavy, bright white paper ensures an elegant presentation and shelf life.

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

PRICE: \$690 FULL PAGE, COLOR

Includes Digital promotion and Digital Flipbook

Sotheby's
INTERNATIONAL REALTY

GREENWICH CONNECTICUT

Represented by: **Janet Malcher** MRE, SLS

Move beyond your expectations.

Nothing compares.
SOTHEBYSREALTY.COM

72 Post Road, Old Westbury, NY

Fichea Russell
Real Estate Salesperson
Gale Circle Of Excellence
6 502.602.2710
c. 505.660.5400

72 Post Road
9 BR | 6 BA | 15.54 ACRES
\$4,800,000

Located on 15.54 acres directly adjacent to the 230-acre Old Westbury Gardens, this prime estate comprises five lots, with potential for future subdivision. It features a variety of buildings, including a four bedroom artist's studio, a country house, an barn, a three bedroom cottage, a two bay garage with large workshop and more. The property is a true gem waiting to be discovered.

Danielle Gale | **AGENT/DOBRA RUSSELL**

Sotheby's International Realty

Sandbanks
Exuma, The Bahamas

Jacqueline Lightburn
Elite Agent
+1 242 269 2235
260 Sandbanks Lightburn
JL@Sandbanks.com

Sandbanks | Exuma
6 BR | 7.5 BA
\$2,900,000

Sandbanks is a truly particular 6 bedroom, 7 1/2 bath and 11 1/2 car oceanfront mansion, ideally located and designed to fully embrace the tropical paradise of Great Exuma. The outside of the home is just as luxurious as the interior, comprised of a swimming pool deck and a classic infinity pool. (aka a beach) area directly visible to the ocean/water sports.

SIRBAHAMAS.COM/ID/V29V.67

Bahamas | Sotheby's International Realty

5305 Carlsbad Boulevard, Carlsbad, CA 92008

Eric Santorino
Elite Agent
858.334.3557
eric@ericcarlsbad.com
DRE#02156001

5305 Carlsbad Boulevard
5 BR | 3.0 BA | 3029 SQ FT
\$25,000,000

Stunning single story 15 acre oceanfront lot spanning two parcels with over 100 feet of prime Southern California coastline featuring panoramic views of the Pacific Ocean & private stairs to the sand. This prestigious gated estate is truly unlike anything else.

SOTHEBYSREALTY.COM/ID/THE44

Pacific | Sotheby's International Realty

Architectural Digest Regional Pages

INSPIRE AFFLUENT BUYERS

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

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

FULL PAGE, COLOR:

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

FULL PAGE, COLOR
FLORIDA NORTH: \$2,300



TTR
Sotheby's

300 International Drive #2501

BALTIMORE, MARYLAND

Live amongst the clouds with the best undisturbed views in Baltimore. Highlighting the epitome of elite condo living within the Four Seasons Private Residences Baltimore. Residence #2501 features 2,200+ square feet of living with high-end finishes and a seamless open floorplan. Centrally located to America's most prestigious golf courses, Caves Valley, Congressional, Baltimore Country Club and more.

Offered at \$2,990,000

Call to action: www.4520.com/300

TRAVELSTEAD!
Alex Lerner
441-460-3152
alerner@ttr.com

Lydia Travelstead
410-889-2113
lydiadead@ttr.com

© 1998 Sotheby's International Realty Affiliates, Inc. All rights reserved. Architectural Digest, The International Design Authority, February 2019, March 2019, and the AD logo are trademarks of The International Design Authority. All other trademarks are the property of their respective owners. All prices are estimates and subject to change without notice. All prices are in US dollars and do not include taxes and other fees. All prices are in US dollars and do not include taxes and other fees. All prices are in US dollars and do not include taxes and other fees.

velvære

Live at Velvære. Experience a life of well-being where nature and surroundings are intrinsically linked to living whole. This AD-awarded community will feature direct access to the ocean and a private beachfront. The community will feature direct access to the ocean and a private beachfront. The community will feature direct access to the ocean and a private beachfront.

VELVAEREPAKITY.COM

MAULEBY
Summit | Sotheby's

Keri Holland + Liza Story | info@velvareparkcity.com | 435.602.6570

Schedule, Pricing & Reach



Sotheby's
INTERNATIONAL REALTY

Proposed Schedule, Pricing & Reach 2023

Media	Ad Description	October	November	December	January	Media Total	Reach
Sotheby's Auction House: Print							
Sotheby's Magazine	Quarter Page			\$ 910.00		\$ 910.00	20,000
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 - Interest in Jacksonville real estate						
Comprehensive Digital							
Social Mirror	Behavioral Custom program	\$ 1,500.00	\$ 1,500.00	\$ 150.00		\$ 3,150.00	300,000
JamesEdition							
e-Newsletter	e-Newsletter			\$ 1,500.00		\$ 1,500.00	294,000
Social Media	Listing Feature		\$ 500.00			\$ 500.00	148,000
WSJ.com							
Property upgrades	Property upgrades	Bonus	Bonus			\$ -	
Mansion Global Homepage Featured	Mansion Global Homepage Feature	\$ 1,275.00				\$ 1,275.00	164,000
Ocean Home							
Custom E-Mail	Custom E-Mail		\$ 2,500.00			\$ 2,500.00	22,000
Facebook Post	Facebook Post	\$ 575.00				\$ 575.00	21,600
Instagram Post	Instagram Post	\$ 700.00				\$ 700.00	21,800
Print							
The Wall Street Journal							
The Wall Street Journal - National	Property Spot w/Digital Featured Pl	\$ 650.00	\$ 650.00			\$ 1,300.00	1,288,848
The New York Times							
The New York Times Takeover	Full page w/ Digital promotion		\$ 690.00			\$ 690.00	168,000
Conde Nast Magazines							
Architectural Digest - Florida North	Full Page			\$ 2,300.00		\$ 2,300.00	9,000
TOTAL						\$ 18,985.00	3,207,248
*After 6 months the Impressions Program may be adjusted after evaluation of budget and strategy Pricing Subject to Change							