



ADVERTISING
BRANDING
MARKETING

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

SKYAD.COM

1128 West Georgia Street Advertising and Marketing Program

Beverly
Hills

Sotheby's
INTERNATIONAL REALTY



Table of Contents

03 INTRO

04 SOTHEBY'S AUCTION HOUSE

- 05 Sotheby's Auction Magazine
- 06 Sotheby's Bespoke Geo-Targeted Email
- 07 Sotheby's Selects e-Newsletters

08 DIGITAL

- 09 Impressions Campaign
- 15 Impressions Scheduling
- 16 Geofencing - Event and Location
- 17 Comprehensive Digital
- 18 Juwai.com
- 19 Dwell.com
- 20 Nob Hill Gazette
- 21 JamesEdition.com
- 22 LA Times
- 24 Luxury Estate
- 25 NYTimes.com
- 26 WSJ.com

29 PRINT

- 30 The Wall Street Journal
- 31 The New York Times

- 32 The New York Times International Edition
- 33 Architectural Digest
- 34 Financial Times
- 35 The Los Angeles Times
- 36 Robb Report

37 CIRCULATION/DISTRIBUTION/REACH

- 38 2023

40 SCHEDULE & PRICING

- 41 Media 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 1128 West Georgia Street

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 1128 West Georgia Street.

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 Vancouver.

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

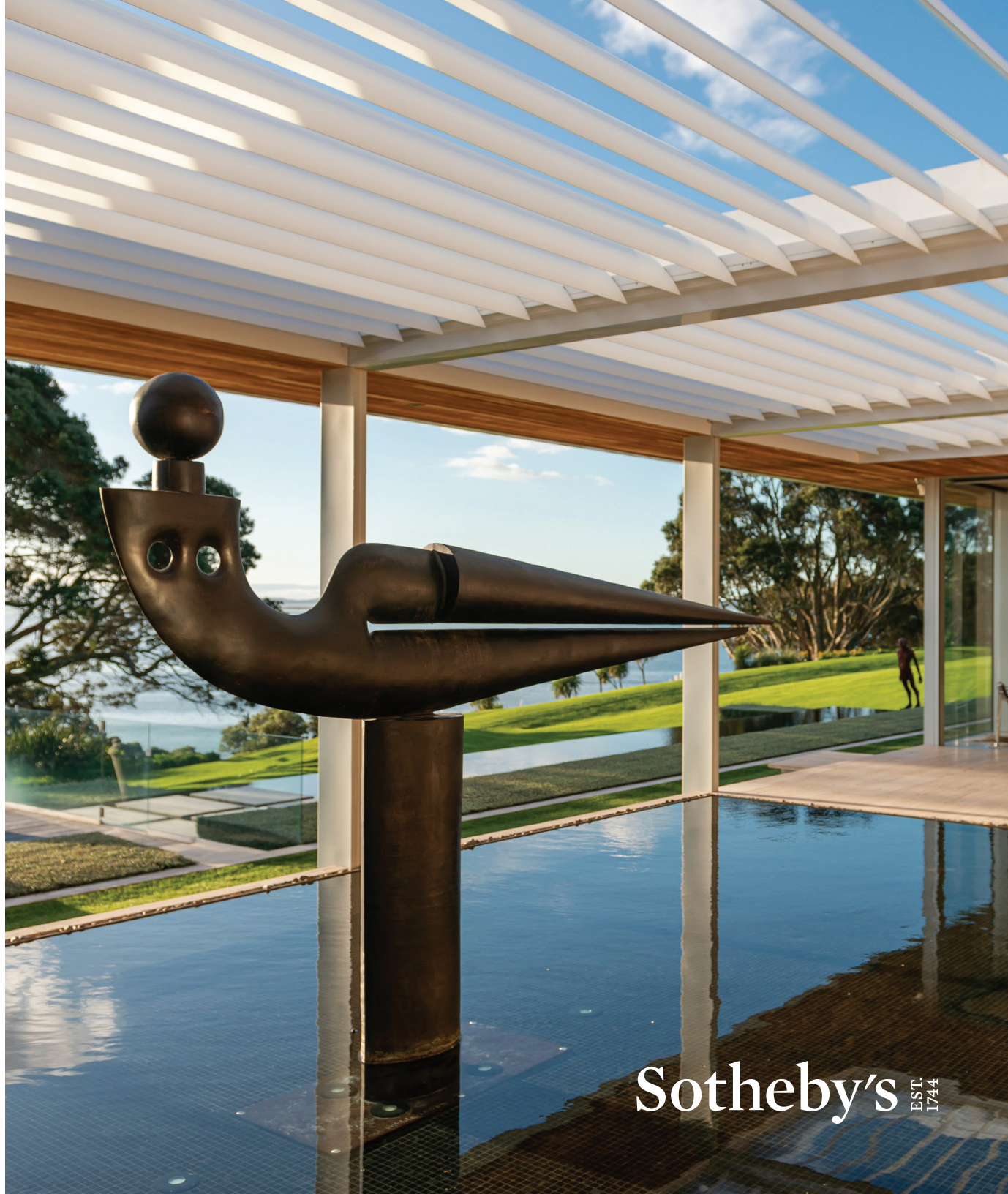
JANINE JONES
Executive Vice President
212-677-2714
janine@skyad.com

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

SOTHEBY'S MAGAZINE

- Distribution: **20,000**
- 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**



Sotheby's

INTERNATIONAL REALTY

Nothing Compares.
Explore our exclusive collection of inspiring homes.

Queenstown, New Zealand
sothebysrealty.com
Property ID: 3891126
New Zealand
Sotheby's International Realty
Ben Tarry +64 21 594 332
ben.tarry@sothebysrealty.com

PRICE UPON REQUEST



© 2006 Sotheby's International Realty Affiliates LLC. All Rights Reserved. Sotheby's International Realty Affiliates LLC fully supports the principles of the Fair Housing Act and the Equal Opportunity Act. Each Office is independently Owned and Operated. Sotheby's International Realty and the Sotheby's International Realty logo are registered or unregistered service marks of Sotheby's International Realty Affiliates LLC.

Home

6120 East Worthington Lane

A unique opportunity to put your personal stamp on a piece of history by designing a new or existing home in the heart of the historic district. The house is designed by a local architect and is a perfect blend of historic and modern living.

Princeton House, Atlanta

South Georgia International Realty
Princeton House, Atlanta
Phone: 404.555.1100
Email: princetonhouse@princetonhouse.com

6120.EAST.WORTHINGTON.LANE

Stately Farm Estate

One of the most prestigious of the Connecticut Farms, this estate is a true masterpiece of the Connecticut Farms. The estate is a true masterpiece of the Connecticut Farms. The estate is a true masterpiece of the Connecticut Farms.

Parkside, Mount Vernon

Call: 404.555.1100
Email: princetonhouse@princetonhouse.com
Princeton House, Atlanta
Phone: 404.555.1100
Email: princetonhouse@princetonhouse.com

Acadia

One of the most prestigious of the Connecticut Farms, this estate is a true masterpiece of the Connecticut Farms. The estate is a true masterpiece of the Connecticut Farms.

White Hill, White House

Call: 404.555.1100
Email: princetonhouse@princetonhouse.com
Princeton House, Atlanta
Phone: 404.555.1100
Email: princetonhouse@princetonhouse.com

92

SOTHEBY'S BESPOKE
GEO-TARGETED EMAIL

- Every Week
- 52x/Year
- Custom content, option to target users by location
- Audience selection by feeder market
- 35% open rate
- 25,000+ recipients

TARGETED AREAS

Canada. California, Washington, Oregon

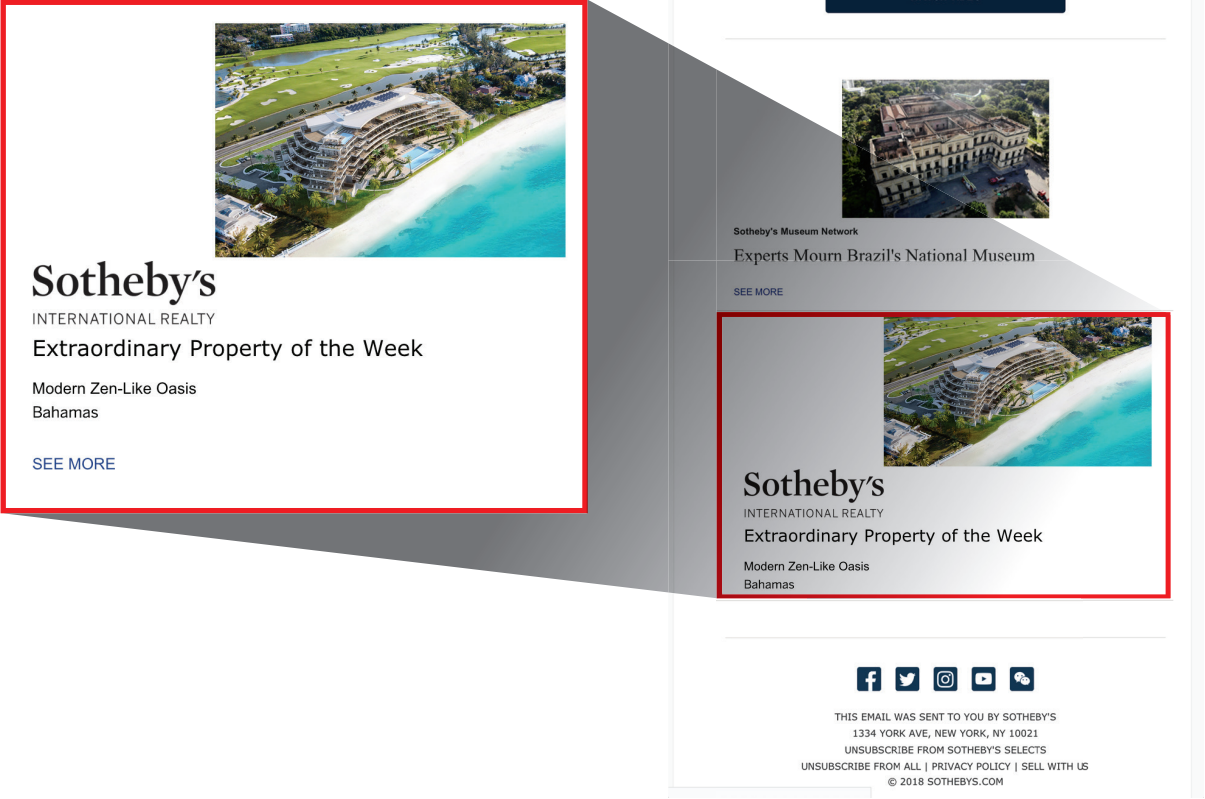
PRICE: \$2,500



SOTHEBY'S SELECTS
E-NEWSLETTERS

- Every Friday
- 52x Year
- Highlights upcoming auction events
- 488,357+ recipients
- 34% average open rate

PRICE: \$2,350



Digital Offerings



Beverly Hills | Sotheby's
INTERNATIONAL REALTY

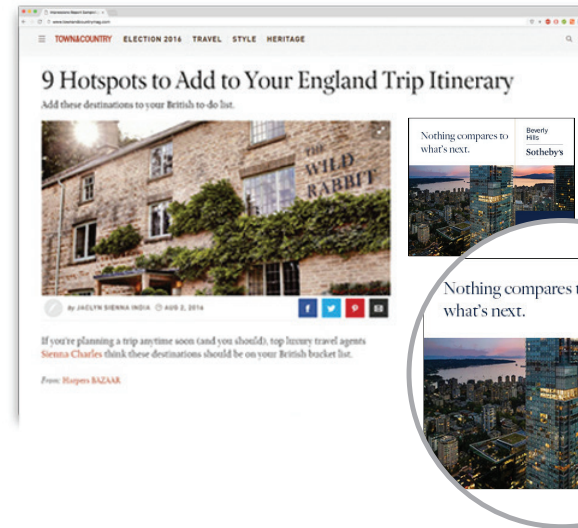
Impressions Campaign

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: **1128 West Georgia Street**
- Flight Dates: **August 2023 - October 2023**
- Impressions: **75,000**
- 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	



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 WALL STREET JOURNAL.

FORTUNE

Forbes

FOX BUSINESS



INVESTOR'S BUSINESS DAILY®

VANCOUVER SUN

THE GLOBE AND MAIL 

NATIONAL POST 



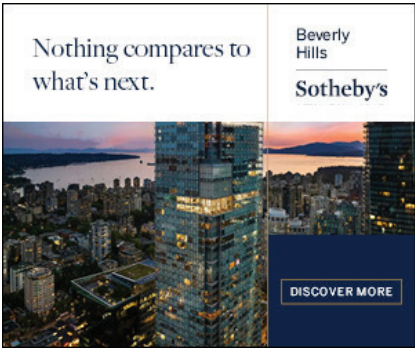
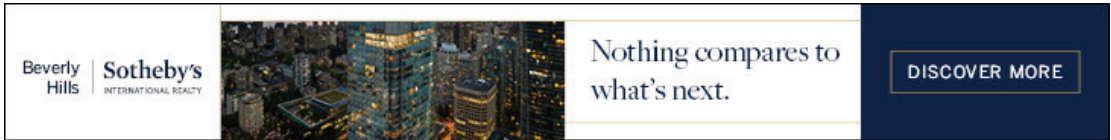
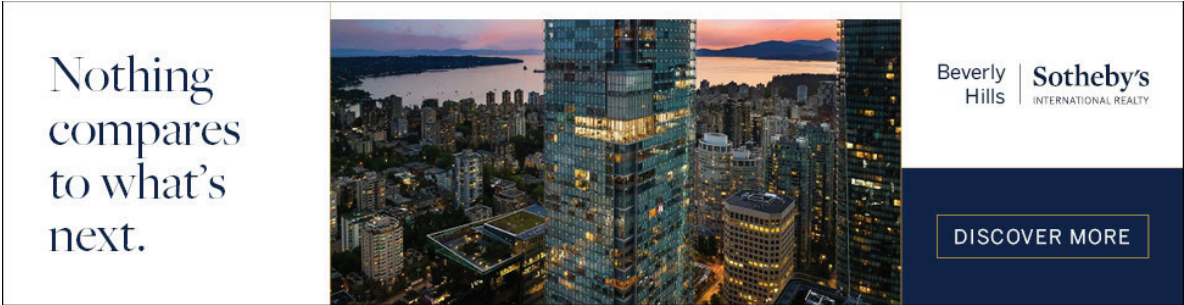
Creative

SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

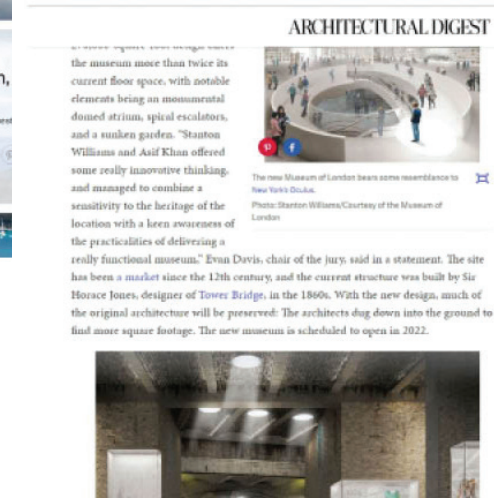
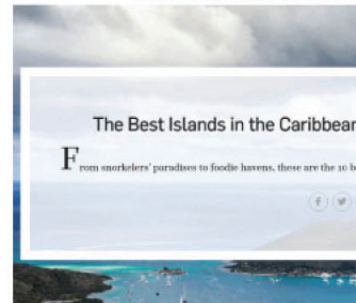
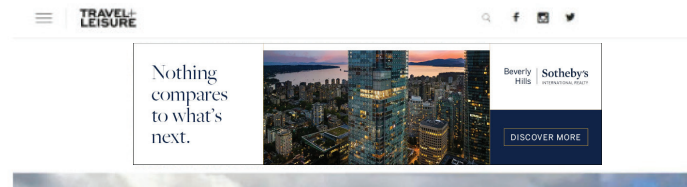
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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

BANNER PRODUCTION: \$350



Sample Banners For Impressions Programs As They Appear On Sites

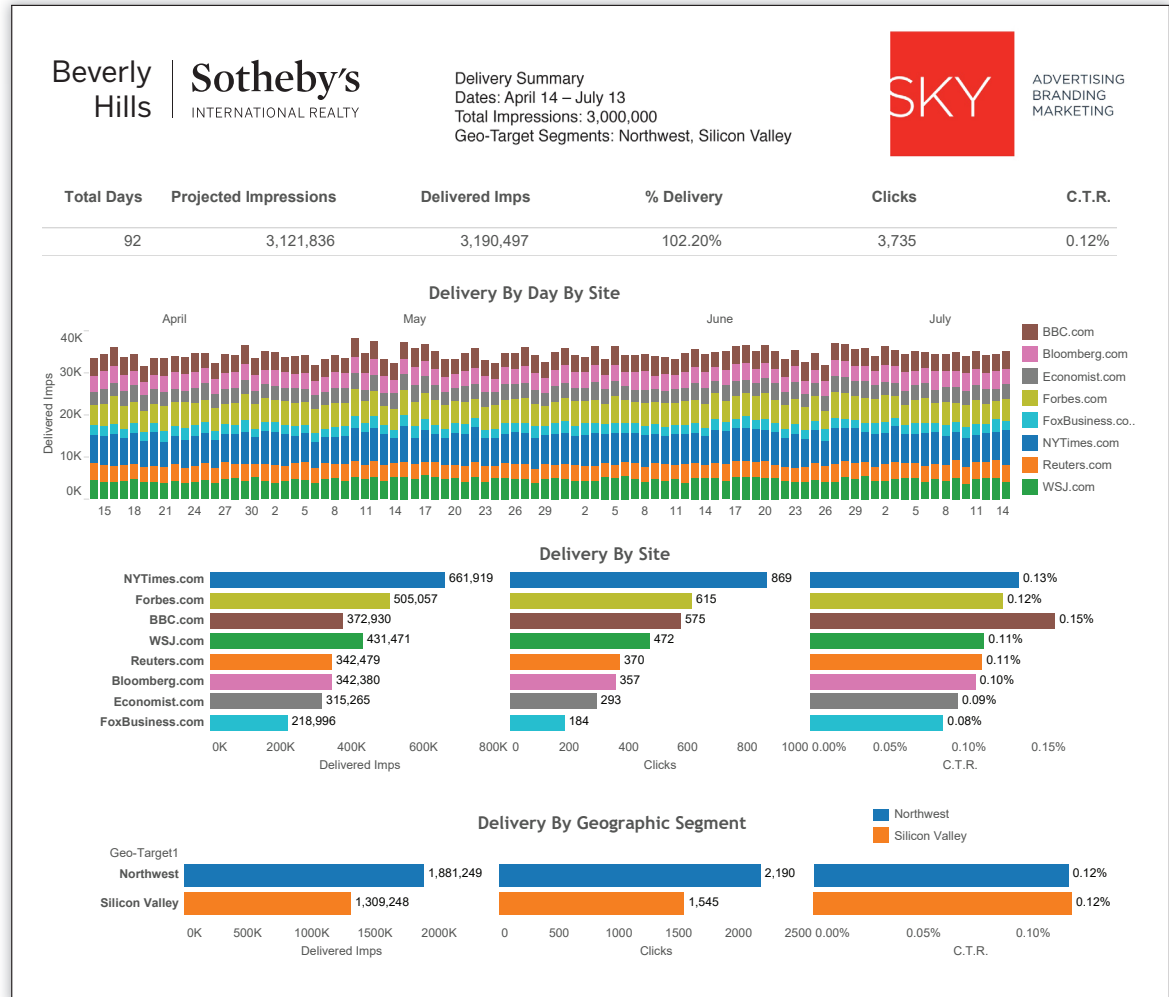


Comprehensive Reporting For Your Customized Campaign

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 Canada, California, Washington, and Oregon.

The program, with a projected start date of August 1st and will run for three months delivering an estimated 1,500,000 impressions.

This will include:

- A Site-specific segment that allows us to reach a high-net-worth audience (Adults top 10% HHI), living in Canada, California, Washington, and Oregon on top Canadian and global business-finance websites.
- A Site-specific segment that allows us to reach a high-net-worth audience (Adults top 10% HHI), living in Canada, California, Washington, and Oregon on top Canadian news websites.
- A Custom Intent segment that will allow us to show banners to adults actively searching for Vancouver area real estate and living in Canada, California, Washington, and Oregon.
- An in-market behavioral segment that will allow us to show banners to people living in the greater Vancouver area and in actively in-market for apartments and condos.

SITE SPECIFIC

This segment consists of premium global business/finance websites such as WSJ.com, Reuters.com, FinancialPost.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.

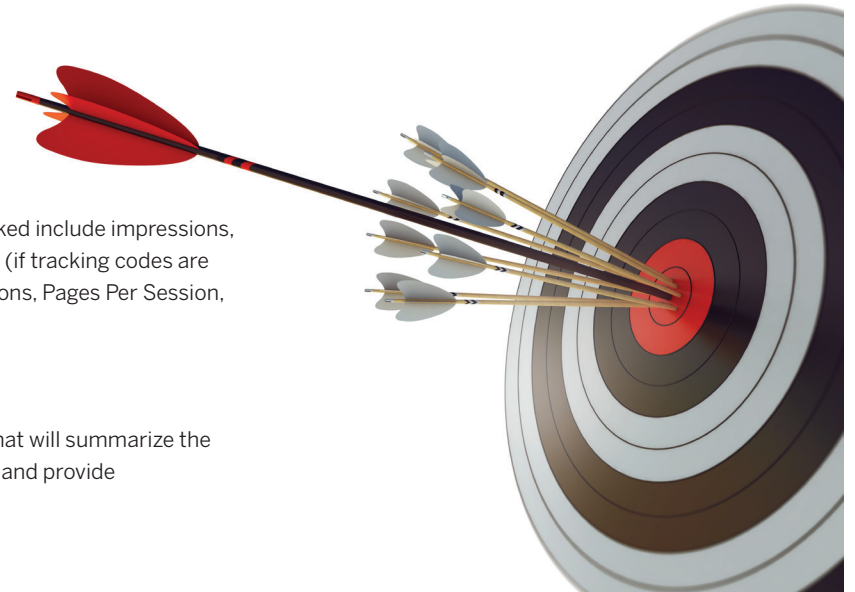
To ensure that the banners are seen in a premium environment, we have created a "whitelist" of sites. Ads will only show to people who have met our targeting criteria (behavior, income, and geo-target) on one of these sites. The site list includes top news, business, finance, sports, politics, and tech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



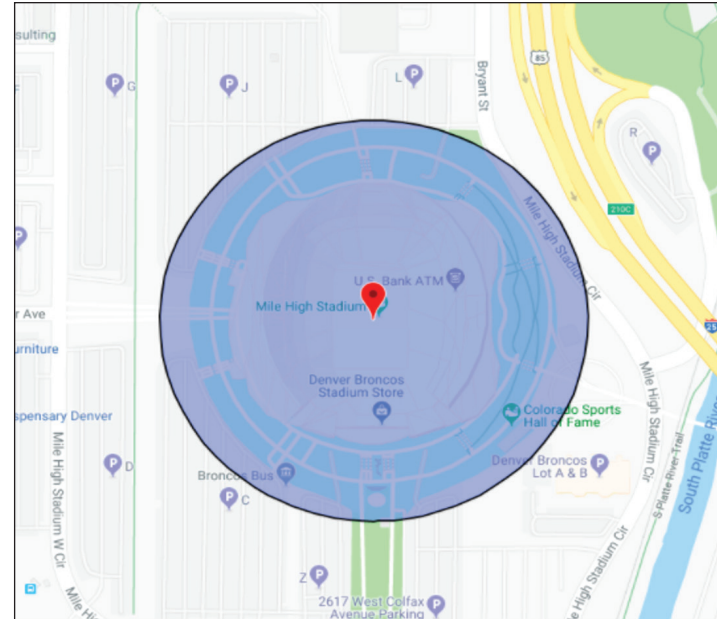
Impressions Scheduling

Beverly Hills SIR - 1128 West Georgia																
		August					September				October					Impressions
Media	Geo-Target	31	07	14	21	28	04	11	18	25	02	09	16	23	30	
WSJ.com	Canada, California, Washington, Oregon															300,000
FinancialPost.com																
Barrons.com																
Invectors.com																
CNBC.com																
Fortune.com																
Reuters.com																
Forbes.com																
FoxBusiness.com																
CNBC.com																
VancouverSun.com	Canada, California, Washington, Oregon															175,000
theGlobeandMail.com																
NationalPost.com																
In Market - Apartments For Sale	Vancouver															150,000
Custom Intent - Vancouver Area Real Estate	Canada, California, Washington, Oregon															125,000
Total Digital																750,000

Digital Event Targeting

GEOFENCE REACHES YOUR AUDIENCE ON THE MOVE

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



GEOFENCE SELECT LOCATIONS OR EVENTS AND THEN RETARGET THE AUDIENCE AFTER

TARGET SPECIFIC EVENTS AND LOCATIONS

- From \$1,500/month

Comprehensive Digital

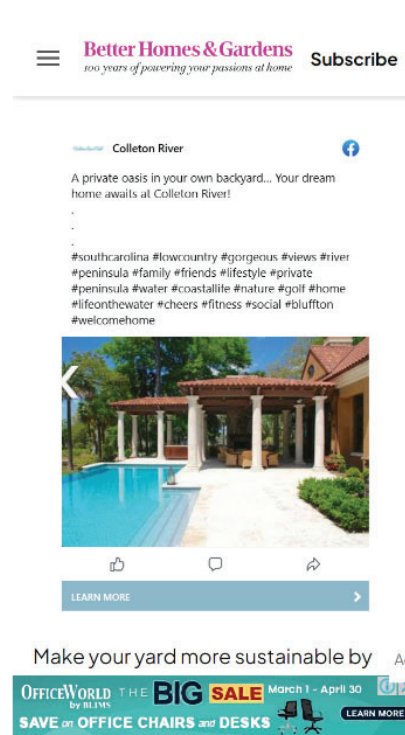
SOCIAL MIRROR ADS

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.

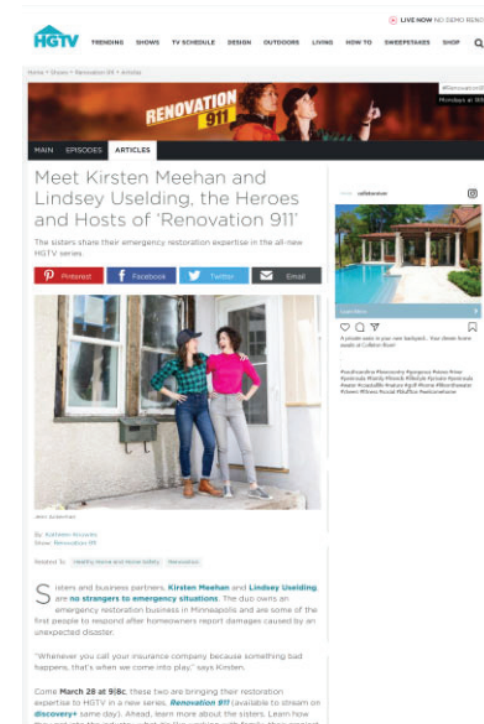
Social Mirror ads can be done with any organic or paid posts from your business account on these 8 social media platforms: Facebook, Instagram, Twitter, LinkedIn, TikTok, Pinterest, Snapchat, or YouTube.

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.



PRICE: STARTING AT \$1,500 PER MONTH

juwai.com

Juwai.com is where Chinese find international property. Juwai, which means “home overseas”, is visited by Chinese buyers each day from over 403 cities throughout China, as well as major Chinese communities in Taiwan, Hong Kong, Malaysia and Singapore. The site is the largest and most authoritative source for global property in Chinese, with over 2.5 million property listings spanning 89 countries.



HOT PROPERTY UPGRADE

With this hot placement, your listing can attract up to 90.8X more traffic. Be seen before Chinese buyers even begin their property search! Located on the right side of the homepage.

PRICING SPECIAL: \$425 FOR 30 DAYS.

FEATURED PLACEMENT PROPERTY LISTING

- Juwai Luxe Channel
- Connects you to UHNW (Ultra High Net Worth) Chinese consumers.

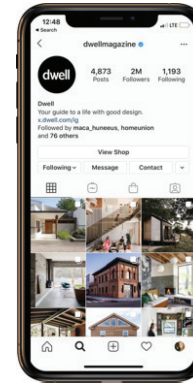
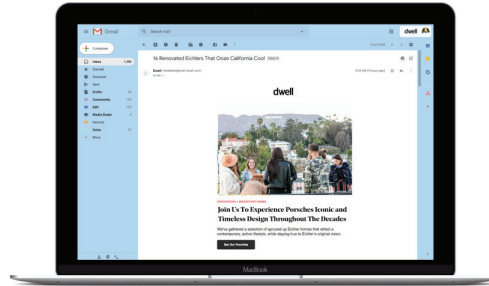
PRICE: \$425 FOR 6 MONTHS

Dwell Real Estate

Dwell Real Estate takes a peek into modern real estate listings from every corner of the country and beyond.

Dwell Audience Real Estate Metrics

- Ranks Highly for a young audience, Age 25-54, that owns real estate and investment real estate (Index 275).
- Ranks #1 for an audience with plans to purchase a second house (vacation home) or remodel their home within the year (Index 259).



PACKAGE 1

CUSTOM REAL ESTATE ARTICLE.

This article will permanently live in the Dwell.com Real Estate Channel.

- Promotion of the Custom Article on Dwell.com Homepage through a promo tile.
- Promotion in a Dwell.com Enewsletter.

PRICE: \$3,125

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.

LISTING FEATURE: \$1,500

JamesEdition

USD

Sign in / Register

Become a Seller

For Sale

Travel

Brands

Dealers

Stories

Sell

Car

Real Estate

Yachts

Watches

Art

Helicopters

Extravagance

Jewelry

7,350

76,216

774

1,362

65

35

6

2,093

City

Brand

Model

Location

Search

The Global Luxury Marketplace:

Cars, Homes and more

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.

MOST POPULAR

NEW ALL

Ferrari 488 GTB

Upland, CA, United...

PDR

Chevrolet Corvette

Upland, CA, United...

\$71,999

Shannon Villa One...

Spain, Spain

\$4,785,907

Ram 2500

Upland, CA, United...

\$45,999

Rio 109 - Luxury pe...

San Jose, Costa Rica

\$4,563,559

Audi S7

Upland, CA, United...

\$34,999

McLaren 650S

Upland, CA, United...

\$199,999

Ferrari California

Upland, CA, United...

\$114,999

JAMES SPOTTING

RICH LIST

YACHTS

Two Level Duplex On Private Ponds

View all cars

View all real estate

View all watches

VIEW ALL

DOUBLE DOWN 214 Codecasa 2010/20...

West Palm Beach, FL, United States

\$38,000,000

Don't miss 5 most viewed Ferrari listings on JamesEdition: cars our readers will be driving in the Near Future

Real modern masterpieces you could buy on JamesEdition for the price of that self-destructing Bankay network

The 10 Most Sought-After Properties and Attractive Locations

300 towns: The most amazing and luxurious things you can find on JamesEdition where 3 is the magic number

VIEW ALL LISTS

LATEST STORIES

Luxury garages: Unique cars of tech billionaires, old-school magnates and Gen-Z idols
JamesEdition is revealing the car buying habits of wealthy petroheads. From the classic 911 to the latest Bugatti and Pagani models, you can find... Read More

Most exclusive neighborhoods of Hong Kong
The Bahamas: Inside the most exclusive gated communities
Perfectly tuned Lamborghini Murcielago: "I wanted to transform it into more aggressive and forceful version"
Trending: Golf property in the 'Golden Triangle' area of Algarve, Portugal

VIEW ALL STORIES

JamesEdition

USD

Sign in / Register

Become a Seller

For Sale

Travel

Brands

Dealers

Stories

Sell

Car

Real Estate

Yachts

Watches

Art

Helicopters

Extravagance

Jewelry

7,350

76,216

774

1,362

65

35

6

2,093

City

Brand

Model

Location

Search

Find luxury Real Estate and Homes for sale

VIEW ALL HOMES

SPAIN | NEW YORK | PARIS

Type location

Search

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.

St. Kitts & Nevis

Nothing compares.

ST. KITTS & NEVIS

Featured luxury properties

5 Bedrooms - Pent...

\$7,734,418

Stunning Sherwoo...

Lake Sherwood, CA...

\$2,358,000

Enviably Estate By ...

Liverpool, MA, Unit...

\$2,995,000

Modern Apartment...

New York, NY, US...

\$2,724,332

Elegant French Styl...

Buenos Aires, Arge...

\$6,800,000

Playa Nix

Papua, Mexico

\$12,000,000

Koningshof

Overseas, Netherlan...

\$8,759,573

Magnificent Seclu...

Madrid, Spain

\$3,350,000

Extraordinary Ocea...

Swampscott, MA, U...

\$5,990,000

Maimok Paradise ...

Maimok, Andha

\$2,750,000

Killeagh House

Knagh, Ireland

\$2,903,291

7+/- Acres for pote...

Matthews, NC, Unit...

\$195,000

View more

News about luxury real estate View all

Most exclusive neighborhoods of Hong Kong

Posted 2019-07-17

The Asian financial center hasn't given up the first position in the list of the most expensive housing markets, also topping the ranking for the world's most luxurious housing market for the last two years (Luxury Defined Report by Christie's). T...

Read more

The Bahamas: Inside the most exclusive gated communities

Posted 2019-07-10

If the warm temperatures, crystal clear water and proximity to the US are not good enough reasons to consider a move to the Bahamas, a community of like-minded people should be. A round of golf or cocktails at sunset is shorthand for a club of fol...

Read more

Trending: Golf property in the 'Golden Triangle' area of Algarve, Portugal

Posted 2019-06-28

Where can one find the Algarve's most prestigious properties? Most prime areas often referred to as the Golden Triangle. It's located between the capital city of Faro and the village of Vilamoura. Also, the Golden Triangle area includes two of ...

Read more

Real Estate in Whistler: Three Luxury Neighborhoods in Nature Worth Exploring

Posted 2019-06-21

Whistler is a year round outdoor playground for all ages, where fine dining restaurants, 5-star hotels, spas and wellness facilities are a quick Roadplane, helicopter ride, or drive from Vancouver. Whistler, BC: International Destination ...

Read more

Site Links

Home

Cars

Tools

Stories

Rich List

About JamesEdition

JamesEdition is a place

Surround stories

Top Brands

Ferrari

Rolls Royce

Audemars Piguet

Breguet

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

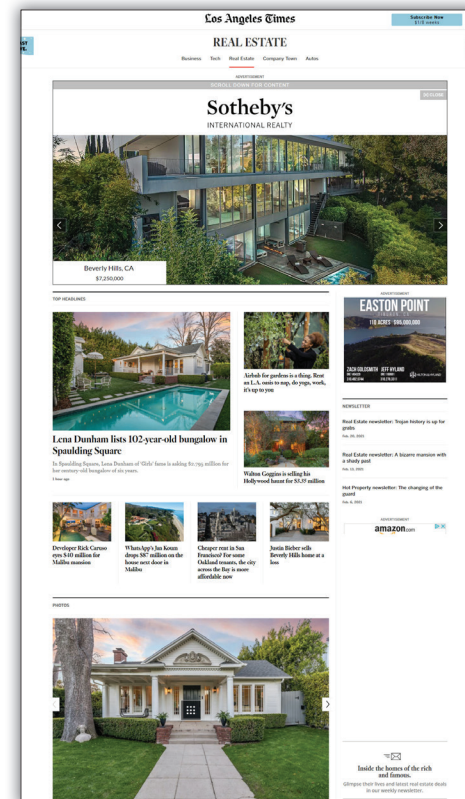
LA Times

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**



Luxury Estate

LUXURY ESTATE

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

With 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.



NYTimes.com

FEATURED PROPERTY MODULE


Appear right below the fold on the Real Estate section front page as you sponsor one or more of the four spots available.

- Average CTR is between 0.36-0.55%

PRICE: \$3,000/WEEK

FEATURED PROPERTIES

ADVERTISEMENT



Una

Residences

BRICKELL WATERFRONT

From \$2 million

175 SE 25th Rd. Miami, FL

2-5 BR | 2-6.5 BA | Luxury
Condos

Una Residences

info@unaresidences.com

The Wall Street Journal Online (WSJ.Com)

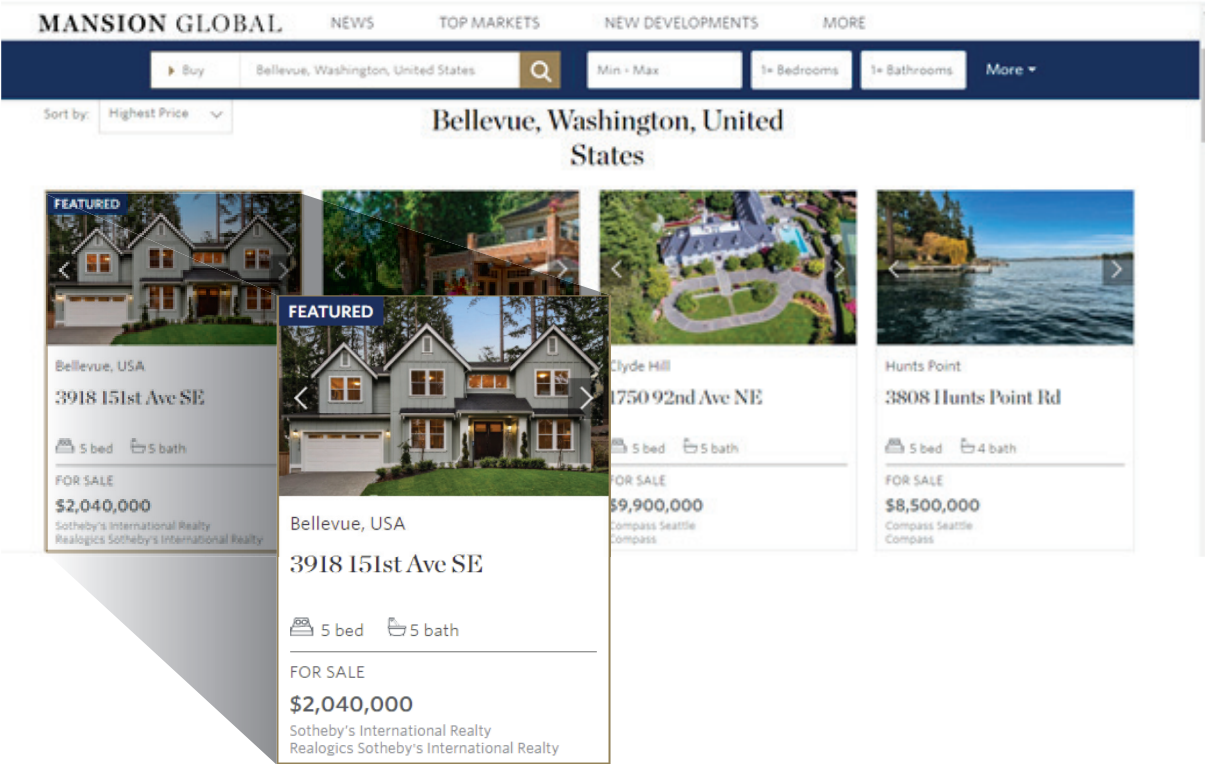
FEATURED PROPERTY UPGRADES

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)

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

PRICE: \$2,150/MONTH OR \$2.650/W VIDEO

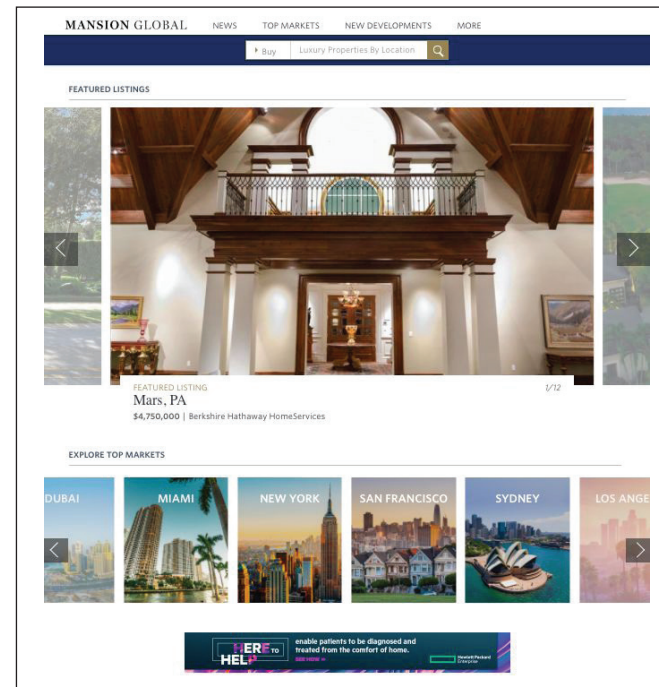


The Wall Street Journal Online (WSJ.Com)

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



Beverly
Hills

Sotheby's
INTERNATIONAL REALTY

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.

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

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

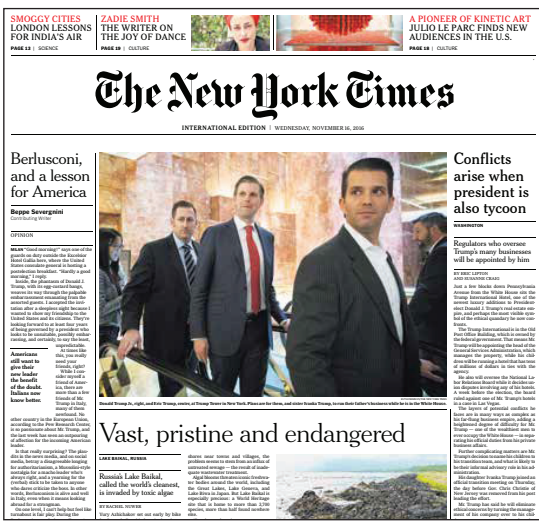
SOTHEBYSREALTY.COM


The New York Times International Edition

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

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

PROPERTY SPOT: \$570






Sotheby's
INTERNATIONAL REALTY

Nothing compares to what's next.

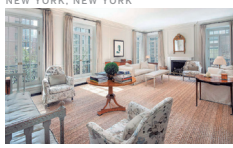
LYFORD CAY, THE BAHAMAS
Canal House
Price Upon Request
SIRbahamas.com/id/DL4XDR
Bahamas Sotheby's International Realty
NICK DAMIANOS
nick.damianos@sirbahamas.com
+1 242.376.1841




GREENWICH, CONNECTICUT
CopperBeechFarmCT.com
\$150,000,000
Greenwich Brokerage
LESLIE MCLEWREATH | JOSEPH BARBIERI
leslie.mclewreath@sothebys.realty +1 917.539.3654



CENTRE ISLAND, NEW YORK
357 Centre Island Road
\$9,750,000 | DanielGale.com/listing/dgid584848
Daniel Gale Sotheby's International Realty
KATIE CUDEBACK
katiecudedback@danielgale.com +1 516.238.9919



NEW YORK, NEW YORK
840ParkAve.com
\$11,500,000
East Side Manhattan Brokerage
JEANNE H. BUCKNAM | NIKKI FIELD
jeanne.bucknam@sothebys.realty +1 212.606.7717



SHELTER ISLAND, NEW YORK
29 Winthrop Road
\$9,499,000 | DanielGale.com/listing/dgid786671
Daniel Gale Sotheby's International Realty
DEBORAH PIRRO
deborahpirro@danielgale.com +1 516.637.5786

© 2012 Sotheby's International Realty. All Rights Reserved. Sotheby's International Realty® is a registered trademark and used with permission. Each Sotheby's International Realty office is independently owned and operated, except those operated by Sotheby's International Realty, Inc. All offerings are subject to terms, omissions, changes including price or withdrawal without notice. Equal Housing Opportunity.

SOOTHEBYSREALTY.COM

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



Move
beyond your
expectations.

Nothing compares.
SOTHEBYSPREALTY.COM

CONNECTICUT
GREENWICH
Represented by Sarah Baker on pg. 53.

72 Post Road, Old Westbury, NY



Debra Russell
Real Estate Management
Gold Circle Of Excellence
616.282.5770
c. 505.862.5403



72 Post Road
9 BR | 6 BA | 15.54 ACRES.
\$4,800,000
Based on 15.54 acres directly adjacent to the 235-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 story garage with large workshop and more. The property is a true gem waiting to be discovered.
DANIELGAL.COM/AGENT/DEBRA-RUSSELL

 Daniel Gale
Sotheby's
INTERNATIONAL REALTY

© 2023 Sotheby's International Realty, an Equal Housing Opportunity and Equal Housing Lender. All rights reserved. Sotheby's International Realty is a registered trademark and service mark of Sotheby's International Realty, Inc. All other trademarks are the property of their respective owners. Sotheby's International Realty is a registered trademark and service mark of Sotheby's International Realty, Inc. All other trademarks are the property of their respective owners.



Sandbanks
Exuma, The Bahamas



Jacqueline
Lighthorn
Estate Agent
+1.242.369.2225
20 Sandbanks Exuma
800Bahamas.com





Sandbanks | Exuma
6 BR | 7.5 BA
\$2,900,000
Sandbanks is a truly spectacular Exuma, 7 full bath and 11 1/2 bath waterfront 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 sweeping pool deck and a classic infinity pool, which blends directly into the ocean for water sports.
SIBBAHAMAS.COM/ID/X226.67

Bahamas | Sotheby's
INTERNATIONAL REALTY

© 2023 Sotheby's International Realty, an Equal Housing Opportunity and Equal Housing Lender. All rights reserved. Sotheby's International Realty is a registered trademark and service mark of Sotheby's International Realty, Inc. All other trademarks are the property of their respective owners. Sotheby's International Realty is a registered trademark and service mark of Sotheby's International Realty, Inc. All other trademarks are the property of their respective owners.

5305 Carlsbad Boulevard, Carlsbad, CA 92008



Eric Santorini
Sales Associate
858.334.3977
eric@ericsantorini.com
DRE#01455003



 Eric Santorini
Sotheby's
INTERNATIONAL REALTY

© 2023 Sotheby's International Realty, an Equal Housing Opportunity and Equal Housing Lender. All rights reserved. Sotheby's International Realty is a registered trademark and service mark of Sotheby's International Realty, Inc. All other trademarks are the property of their respective owners. Sotheby's International Realty is a registered trademark and service mark of Sotheby's International Realty, Inc. All other trademarks are the property of their respective owners.

skyad.com | 32

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.

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%**

CANADA: \$4,380

CANADA WEST: \$2,190



Financial Times

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

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

PROPERTY SPOT, COLOR: \$730

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

PROPERTY | INTERIORS | ARCHITECTURE | GARDENS

House & Home

FTWeekend

Stuart for the Wild
Wildlife conservation
dispenses the knowledge
of nature's secrets
MATT BERNARD
m.bernard@houseandhome.co.uk
+44 (0)1753 38833

Sign of the Times
South Coast's first shop
end of London price falls
SIGN OF THE TIMES
+44 (0)1753 38833

Study in style
Hammer
into chine
STUDY IN STYLE
+44 (0)1753 38833

The home of prime property: propertyfindings.com

Follow us on Twitter @FTProperty

FTWeekend

US Edition

Food and drink festive special

Tips from top global chefs

LIFE & ARTS

Lunch with the FT
FT chief Bernie Ecclestone: 'I break the rules'

Schulz reversal raises Merkel's survival hopes

SPD chief ready to join coalition talks
Rare bout of German unease recedes

Alzheimer's Afflicted Monty Python star helps launch FT Seasonal Appeal

Uber and the cost of the Kalanick problem

RIG DEAD

Life & Arts

Adventures on two wheels

Sarah Jessica Parker

Sotheby's INTERNATIONAL REALTY

Nothing compares to what's next.

<p>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</p>	<p>BRADIS VALLEY, ARIZONA 4129 East Sandy Mountain Road \$1,000,000 sirbahamas.com/id/46931 Bahamas Sotheby's International Realty FRANK AZAMI frank.azami@sirbahamas.com +1 480.268.0280</p>	<p>SCOTTSDALE, ARIZONA 8909 East Ransom Drive \$1,000,000 sirbahamas.com/id/46931 Bahamas Sotheby's International Realty FRANK AZAMI frank.azami@sirbahamas.com +1 480.268.0280</p>	<p>SCOTTSDALE, ARIZONA 12800 North Church Road \$1,000,000 sirbahamas.com/id/46931 Bahamas Sotheby's International Realty FRANK AZAMI frank.azami@sirbahamas.com +1 480.268.0280</p>	<p>STONEYBROOK, CALIFORNIA 453 Tropic Road \$1,000,000 sirbahamas.com/id/46931 Bahamas Sotheby's International Realty MICHAEL DEYFUS michael.deyfus@sirbahamas.com +1 415.433.4000</p>
<p>PALO ALTO, CALIFORNIA 1527W aveley.com \$1,000,000 Golden Gate Sotheby's International Realty MICHAEL DEYFUS michael.deyfus@sirbahamas.com +1 415.433.4000</p>	<p>PALM BEACH, CALIFORNIA 8075 Hampton Road \$1,000,000 Golden Gate Sotheby's International Realty MICHAEL DEYFUS michael.deyfus@sirbahamas.com +1 415.433.4000</p>	<p>PALESTINE, CALIFORNIA 2751 papermill.com \$1,000,000 Golden Gate Sotheby's International Realty MICHAEL DEYFUS michael.deyfus@sirbahamas.com +1 415.433.4000</p>	<p>SAN DIEGO, CALIFORNIA 2701 Ocean Street \$1,000,000 sirbahamas.com/id/46931 Bahamas Sotheby's International Realty MICHAEL DEYFUS michael.deyfus@sirbahamas.com +1 415.433.4000</p>	<p>SAN FRANCISCO, CALIFORNIA 1000000 sirbahamas.com/id/46931 Bahamas Sotheby's International Realty MICHAEL DEYFUS michael.deyfus@sirbahamas.com +1 415.433.4000</p>
<p>BIRMINGHAM, CONNECTICUT 1000000 sirbahamas.com/id/46931 Bahamas Sotheby's International Realty MICHAEL DEYFUS michael.deyfus@sirbahamas.com +1 415.433.4000</p>	<p>WINTHROP, CONNECTICUT 1000000 sirbahamas.com/id/46931 Bahamas Sotheby's International Realty MICHAEL DEYFUS michael.deyfus@sirbahamas.com +1 415.433.4000</p>	<p>WEST LAKE, CALIFORNIA 1000000 sirbahamas.com/id/46931 Bahamas Sotheby's International Realty MICHAEL DEYFUS michael.deyfus@sirbahamas.com +1 415.433.4000</p>	<p>WEST LAKE, CALIFORNIA 1000000 sirbahamas.com/id/46931 Bahamas Sotheby's International Realty MICHAEL DEYFUS michael.deyfus@sirbahamas.com +1 415.433.4000</p>	<p>WEST LAKE, CALIFORNIA 1000000 sirbahamas.com/id/46931 Bahamas Sotheby's International Realty MICHAEL DEYFUS michael.deyfus@sirbahamas.com +1 415.433.4000</p>
<p>ALFORD, MASSACHUSETTS 1000000 sirbahamas.com/id/46931 Bahamas Sotheby's International Realty MICHAEL DEYFUS michael.deyfus@sirbahamas.com +1 415.433.4000</p>	<p>BOSTON, MASSACHUSETTS 1000000 sirbahamas.com/id/46931 Bahamas Sotheby's International Realty MICHAEL DEYFUS michael.deyfus@sirbahamas.com +1 415.433.4000</p>	<p>LEON, MASSACHUSETTS 1000000 sirbahamas.com/id/46931 Bahamas Sotheby's International Realty MICHAEL DEYFUS michael.deyfus@sirbahamas.com +1 415.433.4000</p>	<p>ROSELAND, CONNECTICUT 1000000 sirbahamas.com/id/46931 Bahamas Sotheby's International Realty MICHAEL DEYFUS michael.deyfus@sirbahamas.com +1 415.433.4000</p>	<p>PRINCETON, NEW JERSEY 1000000 sirbahamas.com/id/46931 Bahamas Sotheby's International Realty MICHAEL DEYFUS michael.deyfus@sirbahamas.com +1 415.433.4000</p>
<p>NEW YORK, NEW YORK 1000000 sirbahamas.com/id/46931 Bahamas Sotheby's International Realty MICHAEL DEYFUS michael.deyfus@sirbahamas.com +1 415.433.4000</p>	<p>NEW YORK, NEW YORK 1000000 sirbahamas.com/id/46931 Bahamas Sotheby's International Realty MICHAEL DEYFUS michael.deyfus@sirbahamas.com +1 415.433.4000</p>	<p>NEW YORK, NEW YORK 1000000 sirbahamas.com/id/46931 Bahamas Sotheby's International Realty MICHAEL DEYFUS michael.deyfus@sirbahamas.com +1 415.433.4000</p>	<p>NEW YORK, NEW YORK 1000000 sirbahamas.com/id/46931 Bahamas Sotheby's International Realty MICHAEL DEYFUS michael.deyfus@sirbahamas.com +1 415.433.4000</p>	<p>SCOTTSDALE, NEW YORK 1000000 sirbahamas.com/id/46931 Bahamas Sotheby's International Realty MICHAEL DEYFUS michael.deyfus@sirbahamas.com +1 415.433.4000</p>
<p>UNIONVILLE, NORTH CAROLINA 1000000 sirbahamas.com/id/46931 Bahamas Sotheby's International Realty MICHAEL DEYFUS michael.deyfus@sirbahamas.com +1 415.433.4000</p>	<p>PROVIDENCE, RHODE ISLAND 1000000 sirbahamas.com/id/46931 Bahamas Sotheby's International Realty MICHAEL DEYFUS michael.deyfus@sirbahamas.com +1 415.433.4000</p>	<p>CHARLESTON, SOUTH CAROLINA 1000000 sirbahamas.com/id/46931 Bahamas Sotheby's International Realty MICHAEL DEYFUS michael.deyfus@sirbahamas.com +1 415.433.4000</p>	<p>STATE OF PENNSYLVANIA, SOUTH CAROLINA 1000000 sirbahamas.com/id/46931 Bahamas Sotheby's International Realty MICHAEL DEYFUS michael.deyfus@sirbahamas.com +1 415.433.4000</p>	<p>AUSTIN, TEXAS 1000000 sirbahamas.com/id/46931 Bahamas Sotheby's International Realty MICHAEL DEYFUS michael.deyfus@sirbahamas.com +1 415.433.4000</p>
<p>AUSTIN, TEXAS 1000000 sirbahamas.com/id/46931 Bahamas Sotheby's International Realty MICHAEL DEYFUS michael.deyfus@sirbahamas.com +1 415.433.4000</p>	<p>HOUSTON, TEXAS 1000000 sirbahamas.com/id/46931 Bahamas Sotheby's International Realty MICHAEL DEYFUS michael.deyfus@sirbahamas.com +1 415.433.4000</p>	<p>WINTERSEY, TEXAS 1000000 sirbahamas.com/id/46931 Bahamas Sotheby's International Realty MICHAEL DEYFUS michael.deyfus@sirbahamas.com +1 415.433.4000</p>	<p>KANSAS, UTAH 1000000 sirbahamas.com/id/46931 Bahamas Sotheby's International Realty MICHAEL DEYFUS michael.deyfus@sirbahamas.com +1 415.433.4000</p>	<p>KANSAS, UTAH 1000000 sirbahamas.com/id/46931 Bahamas Sotheby's International Realty MICHAEL DEYFUS michael.deyfus@sirbahamas.com +1 415.433.4000</p>

SOOTHEBY'S REALTY

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**



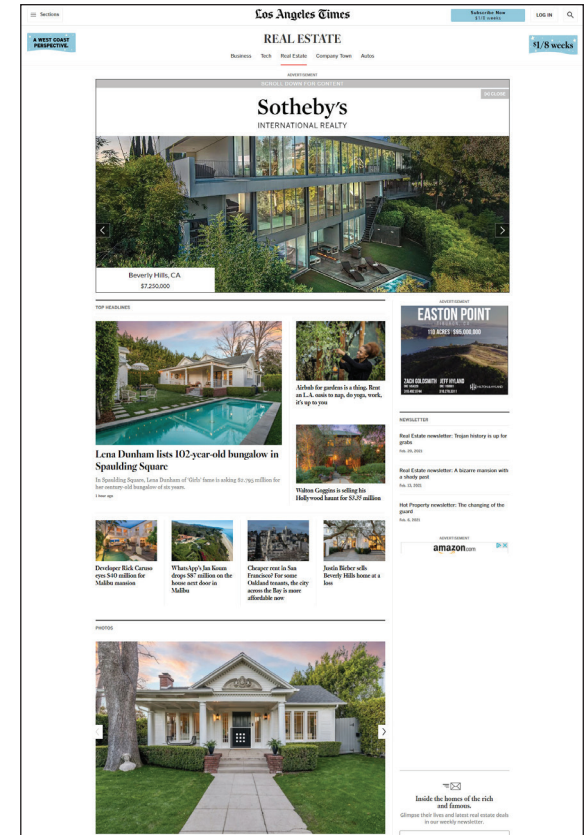
LA TIMES DIGITAL LIGHTHOUSE

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: \$390/SPOT

Full color with 30 day Lighthouse Placement

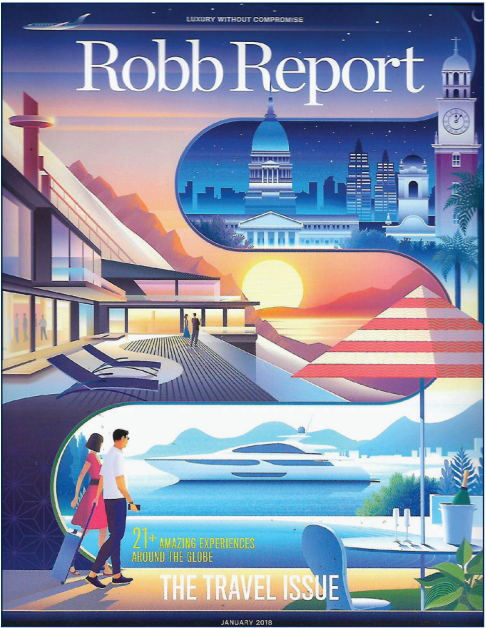


Robb Report

Robb Report is luxury without compromise, attracting a discerning audience with a shared appreciation and desire for quality, artisanship, heritage, fine design, and exclusivity. 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.

- Audience: **324,000**
- Average Age: **B**
- Male / Female Ratio: **79/21**
- Average HHI: **\$484,000**
- Average HNW: **\$2,800,000**

PROPERTY SPOT: \$830



NAPA VALLEY, CALIFORNIA



CampusEstateAndVineyards.com
\$18,500,000
St. Helena Brokerage
ARTHUR D. GOODRICH
arthur.goodrich@sothebys.realty +1 415.735.8779

SOthebysREALTY.COM

Open the door to what's next.



Harald Grant
Associate Broker
865.627.7224
Harald.Grant@sothebys.realty
Harald@HaraldGrant.com

Bruce Grant
Luxury Concierge
865.627.7224
Bruce.Grant@sothebys.realty

The Rosewood Farm Estate
Southampton, New York
10 BEDROOMS | 10.5+ BATHS | POSSIBLE SUBDIVISION | \$19,950,000
ROSEWOODFARMESTATE.COM

Sotheby's
INTERNATIONAL REALTY

Sotheby's
INTERNATIONAL REALTY

Nothing compares to what's next.

<p>NAPA VALLEY, CALIFORNIA</p>  <p>CampusEstateAndVineyards.com \$18,500,000 St. Helena Brokerage ARTHUR D. GOODRICH arthur.goodrich@sothebys.realty +1 415.735.8779</p>	<p>VAN NUYS, CALIFORNIA</p>  <p>6300 Orion Ave.com \$3,300,000 Van Nuys Sotheby's International Realty STEVEN MULLINS stevenmullins@sothebys.realty +1 800.901.4667</p>	<p>SEBASTIAN, FLORIDA</p>  <p>8900 44th Avenue \$3,450,000 sothebysrealty.com/rd/48622W ONE Sotheby's International Realty CINDY O'DARE MAZIE REGAN mazielustad@sothebys.com +1 772.214.8708</p>
<p>VERO BEACH, FLORIDA</p>  <p>905 Winding River Road \$1,250,000 sothebysrealty.com/rd/1309WV ONE Sotheby's International Realty KRISTIN DOBSON CINDY O'DARE kristin@sothebys.com +1 772.321.6541</p>	<p>WELAKA, FLORIDA</p>  <p>603 Front Street \$1,400,000 sothebysrealty.com ONE Sotheby's International Realty MAZIE REGAN mazielustad@sothebys.com +1 772.214.8708</p>	<p>NEW YORK, NEW YORK</p>  <p>13 East 79th Street M&E.com \$12,000,000 East Side Manhattan Brokerage AMANDA FIELD, JORDAN NIKKI FIELD amanda.field@sothebys.realty +1 212.606.7798</p>
<p>LINCOLN, NORTH CAROLINA</p>  <p>1907 Flattop Cliffs Drive \$29,750,000 sothebysrealty.com/rd/LP2N4 Premier Sotheby's International Realty MARILYN WRIGHT marilyn.wright@sothebys.com +1 828.279.3680</p>	<p>BAINBRIDGE ISLAND, WASHINGTON</p>  <p>BainbridgeLuxeliving.com \$6,480,000 Realistics Sotheby's International Realty SHAYNE TURGEON shayne.turgeon@sothebys.com +1 206.755.9657</p>	<p>OLD FORT BAY, THE BAHAMAS</p>  <p>Krystal House \$25,000,000 amahammas.com/rd/40232 Bahamas Sotheby's International Realty GEORGE DAMIANOS george.damianos@sothebys.com +1 242.424.9669</p>

SOthebysREALTY.COM

Circulation/
Distribution/
Reach



Beverly
Hills

Sotheby's
INTERNATIONAL REALTY

Circulation/ Distribution/ Reach 2023

Plan 1

Media	Circulation
Sotheby's Auction House: Print	
Half Page	20,000
Sotheby's Auction House: Digital	
Email	
Canada, California, Washington, Oregon	25,000
Sotheby's Selects Enewsletter	488,357

Digital

Million Impressions*	
Digital Banner Program	75,000
Targeting - Canada, CA, WA	
Comprehensive Digital	
Behavioral Custom program	300,000
Geofencing - Event and Location	
Target specific events and locations	60,000
Juwai.com	
Hot property upgrade	2,300,000
Luxe Channel Property Listing - 6 months	2,300,000
Dwell.com	
Custom Article with promo on Homepage with promotion in eNev	110,000
Nob Hill Gazette	
OTM On the Market eNewsletter	13,000
JamesEdition	
e-Newsletter	294,000
Listing Feature	148,000
LA Times	
Lighthouse Fixed Position - Hot Property Page	425,000
NYTimes.com	
NYTimes.com Property Module	55,603
WSJ.com	
Mansion Global Homepage	164,000
Property upgrades	
Mansion Global Homepage Featured Listing Module	164,000
Luxury Estate	
Showcase Listing + Elite Listing Packages	

Print

The Wall Street Journal	
Property Spot w/Digital Featured Property Upgrade	1,933,272
The New York Times	
Full page w/ Digital promotion	168,000
The New York Times International Edition	
Property Spot	104,301
Conde Nast Magazines Regional Pages	
Architectural Digest - Canada	18,000
Financial Times	
Property Spot	210,457
The Los Angeles Times	
Hot Property - listing + digital lighthouse	220,780
Robb Report	
Property Spot	324,000
GRAND TOTAL	9,920,770

Circulation/ Distribution/ Reach 2023

Plan 2	
Media	Circulation
Sotheby's Auction House: Print	
Quarter Page	20,000
Sotheby's Auction House: Digital	
Email	
Canada. California, Washington, Oregon	25,000
Digital	
Million Impressions*	
Digital Banner Program	75,000
Targeting - Canada, CA, WA	
Comprehensive Digital	
Behavioral Custom program	300,000
Juwai.com	
Hot property upgrade	2,300,000
Luxe Channel Property Listing - 6 months	2,300,000
Dwell.com	
Custom Article with promo on Homepage with promotion in eNev	110,000
Nob Hill Gazette	
OTM On the Market eNewsletter	13,000
JamesEdition	
e-Newsletter	294,000
Listing Feature	148,000
LA Times	
Lighthouse Fixed Position - Hot Property Page	425,000
WSJ.com	
Property upgrades	
Mansion Global Homepage Featured Listing Module	164,000
Luxury Estate	
Showcase Listing + Elite Listing Packages	
Print	
The Wall Street Journal	
Property Spot w/Digital Featured Property Upgrade	1,933,272
The New York Times	
Full page w/ Digital promotion	168,000
The New York Times International Edition	
Property Spot	104,301
Conde Nast Magazines Regional Pages	
Full Page	7,000
Financial Times	
Property Spot	210,457
The Los Angeles Times	
Hot Property - listing + digital lighthouse	220,780
Robb Report	
Property Spot	324,000
GRAND TOTAL	9,141,810

Schedule and Pricing



Beverly Hills | Sotheby's
INTERNATIONAL REALTY

Proposed Media Schedule & Pricing 2023

Plan 1

Media	Ad Description	August	September	October	November	Media Total
Sotheby's Auction House: Print						
Sotheby's Magazine	Half Page				\$ 1,820.00	\$ 1,820.00
Sotheby's Auction House: Digital						
Sotheby's Bespoke Geo-Targeted Em. Email						
Sotheby's Bespoke Geo-Targeted Em. Canada, California, Washington, Ore		\$ 2,500.00				\$ 2,500.00
Sotheby's Selects Enewsletter	Sotheby's Selects Enewsletter				\$ 2,350.00	\$ 2,350.00

Digital

Million Impressions*						
Million Impressions	Digital Banner Program	\$ 1,195.00	\$ 1,195.00	\$ 1,195.00		\$ 3,585.00
Million Impressions	Targeting - Canada, CA, WA					
Comprehensive Digital						
Social Mirror	Behavioral Custom program	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00		\$ 4,500.00
Geofencing - Event and Location						
Geofencing - Event and Location	Target specific events and locations		\$ 1,500.00			\$ 1,500.00
Juwai.com						
Hot property upgrade	Hot property upgrade	\$ 425.00				\$ 425.00
Luxe Channel Property Listing	Luxe Channel Property Listing - 6 m			\$425		\$ 425.00
Dwell.com						
Real Estate Package 1	Custom Article with promo on Homepage with pron	\$ 3,125.00				\$ 3,125.00
Nob Hill Gazette						
Nob Hill Gazette San Francisco, Penin OTM On the Market eNewsletter		\$ 50.00	\$ 500.00			\$ 550.00
JamesEdition						
e-Newsletter	e-Newsletter		\$ 1,500.00			\$ 1,500.00
Social Media	Listing Feature	\$ 500.00				\$ 500.00
LA Times						
Lighthouse Fixed Position - Hot Prope	Lighthouse Fixed Position - Hot Property Page		Bonus			\$ -
NYTimes.com						
NYTimes.com Property Module	NYTimes.com Property Module	\$ 3,000.00				\$ 3,000.00
WSJ.com						
Mansion Global Homepage	Mansion Global Homepage	\$ 2,150.00				\$ 2,150.00
Property upgrades	Property upgrades	Bonus	Bonus	Bonus		\$ -
Mansion Global Homepage Featured	Mansion Global Homepage Featured Listing Module	\$ 1,275.00				\$ 1,275.00
Luxury Estate						
Luxury Estate	Showcase Listing + Elite Listing Packages		\$ 1,100.00			\$ 1,100.00

Print

The Wall Street Journal						
The Wall Street Journal - National	Property Spot w/Digital Featured Pr	\$ 650.00	\$ 650.00	\$ 650.00		\$ 1,950.00
The New York Times						
The New York Times Takeover	Full page w/ Digital promotion		\$ 690.00			\$ 690.00
The New York Times International Edition						
The New York Times International Ed Property Spot			\$ 570.00			\$ 570.00
Conde Nast Magazines Regional Pages						
Architectural Digest - Canada	Full Page				\$ 4,380.00	\$ 4,380.00
Financial Times						
Financial Times	Property Spot		\$ 730.00			\$ 730.00
The Los Angeles Times						
The Los Angeles Times	Hot Property - listing + digital lighthouse		\$ 390.00			\$ 390.00
Robb Report						
Robb Report	Property Spot			\$ 830.00		\$ 830.00

TOTAL

\$ 39,845.00

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

Proposed Media Schedule & Pricing 2023

Plan 2		August	September	October	November	Media Total
Media						
Sotheby's Auction House: Print						
Sotheby's Magazine	Quarter Page				\$ 910.00	\$ 910.00
Sotheby's Auction House: Digital						
Sotheby's Bespoke Geo-Targeted Em Email						
Sotheby's Bespoke Geo-Targeted Em Canada. California, Washington, Or		\$ 2,500.00				\$ 2,500.00
Digital						
Million Impressions*						
Million Impressions	Digital Banner Program	\$ 1,195.00	\$ 1,195.00	\$ 1,195.00		\$ 3,585.00
Million Impressions	Targeting - Canada, CA, WA					
Comprehensive Digital						
Social Mirror	Behavioral Custom program	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00		\$ 4,500.00
Juwai.com						
Hot property upgrade	Hot property upgrade	\$ 425.00				\$ 425.00
Luxe Channel Property Listing	Luxe Channel Property Listing - 6 m			\$425		\$ 425.00
Dwell.com						
Real Estate Package 1	Custom Article with promo on Homepage with pror	\$ 3,125.00				\$ 3,125.00
Nob Hill Gazette						
Nob Hill Gazette San Francisco, Penin OTM On the Market eNewsletter		\$ 50.00	\$ 500.00			\$ 550.00
JamesEdition						
e-Newsletter	e-Newsletter		\$ 1,500.00			\$ 1,500.00
Social Media	Listing Feature	\$ 500.00				\$ 500.00
LA Times						
Lighthouse Fixed Position - Hot Prop	Lighthouse Fixed Position - Hot Property Page		Bonus			\$ -
WSJ.com						
Property upgrades	Property upgrades	Bonus	Bonus	Bonus		\$ -
Mansion Global Homepage Featured	Mansion Global Homepage Featured Listing Modul	\$ 1,275.00				\$ 1,275.00
Luxury Estate						
Luxury Estate	Showcase Listing + Elite Listing Packages	\$ 1,100.00				\$ 1,100.00
Print						
The Wall Street Journal						
The Wall Street Journal - National	Property Spot w/Digital Featured Pr	\$ 650.00	\$ 650.00	\$ 650.00		\$ 1,950.00
The New York Times						
The New York Times Takeover	Full page w/ Digital promotion		\$ 690.00			\$ 690.00
The New York Times International Edition						
The New York Times International Ed	Property Spot		\$ 570.00			\$ 570.00
Conde Nast Magazines Regional Pages						
Architectural Digest - Canada West	Full Page				\$ 2,190.00	\$ 2,190.00
Financial Times						
Financial Times	Property Spot		\$ 730.00			\$ 730.00
The Los Angeles Times						
The Los Angeles Times	Hot Property - listing + digital lighthouse		\$ 390.00			\$ 390.00
Robb Report						
Robb Report	Property Spot			\$ 830.00		\$ 830.00
TOTAL						\$ 27,745.00
*After 6 months the Impressions Program may be adjusted after evaluation of budget and strategy						
Pricing Subject to Change						