



ADVERTISING
BRANDING
MARKETING

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

SKYAD.COM

Bow Wow 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 Bow Wow

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 Bow Wow.

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 Northern 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

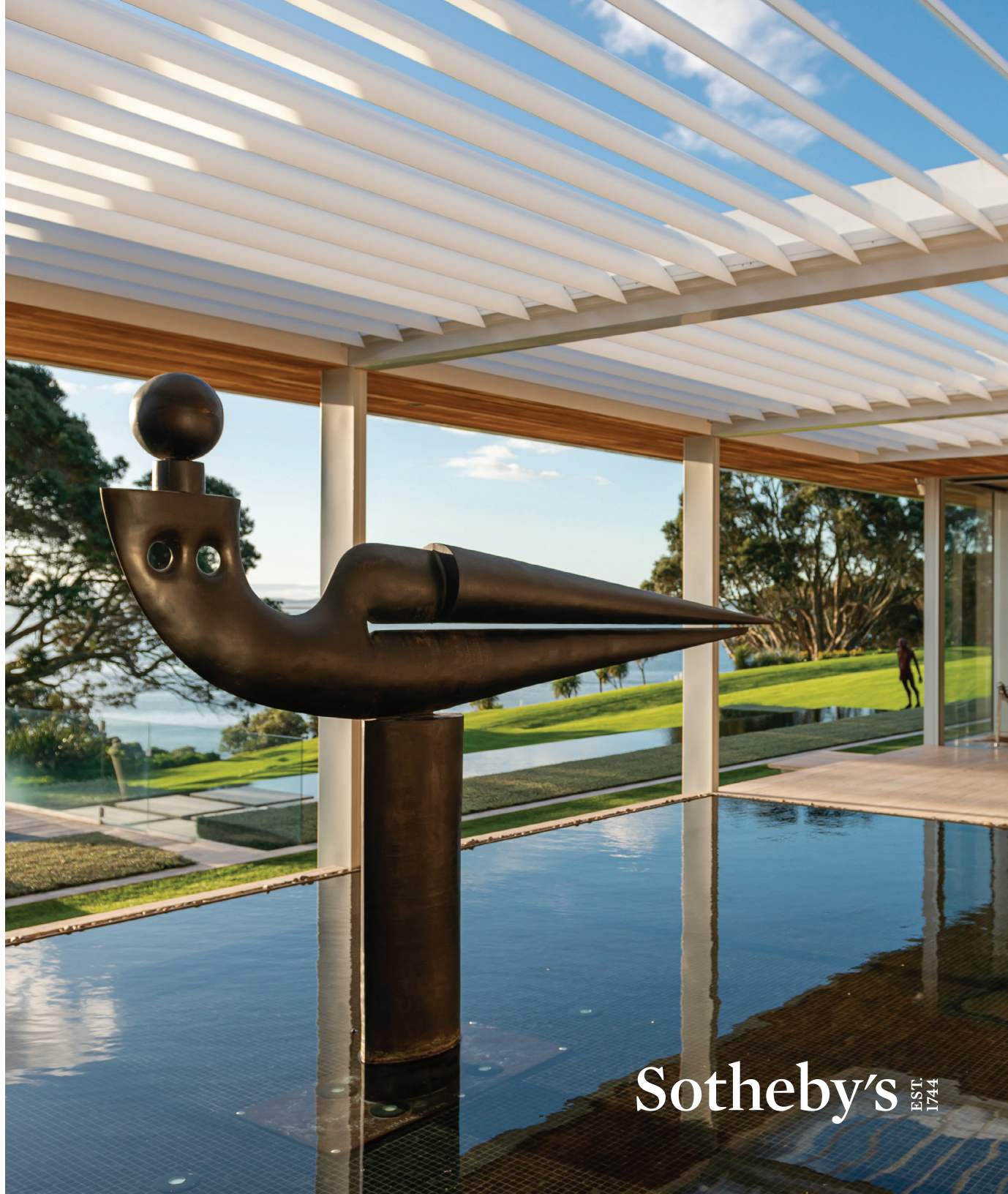
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sara@skyad.com

JIMMY CINTRÓN
Account Executive
212-677-0083
jimmy@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: **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**

QUARTER PAGE: \$910

Global



Sotheby's
INTERNATIONAL REALTY

Queenstown, New Zealand
with the world's finest views
Property ID: 3081725
Dan Terry
Sotheby's International Realty
Dan Terry +64 21 094 292
dan.terry@sothebyrealty.com

Nothing Compares.
Explore our exclusive collection of inspiring homes.

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4500 East Washington Lane
A unique opportunity to own a magnificent residence with the original owner's collection of art and antiques. The property is located in a prime location and is surrounded by lush landscaping. The house features a large pool and a tennis court. The price is \$10,000,000.

Seaside Point Farm
One of the last and best of the Seaside Point Farm. This property is a rare find in the Seaside Point area. The house is a large, modern residence with a large pool and a tennis court. The price is \$10,000,000.

Perthshire, Rhode Island
A large, modern house with a large pool and a tennis court. The price is \$10,000,000.

Marble Hill, Rhode Island
A large, modern house with a large pool and a tennis court. The price is \$10,000,000.

DIGITAL

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

California, UAE, Austrailia, UK, Brazil

PRICE: \$2,500/DEPLOYMENT



SOTHEBY'S INTERNATIONAL REALTY
Dream Big Villa, Turks & Caicos Islands
[FIND OUT MORE](#)

Sotheby's

BUY SELL



EXHIBITIONS ON VIEW
This Week at Sotheby's
[SEE MORE](#)



SOTHEBY'S INTERNATIONAL REALTY
Dream Big Villa, Turks & Caicos Islands
[FIND OUT MORE](#)




More From Sotheby's

SOTHEBY'S SELECTS
E-NEWSLETTERS


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

PRICE: \$2,350*/DEPLOYMENT


*Limited Availability



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

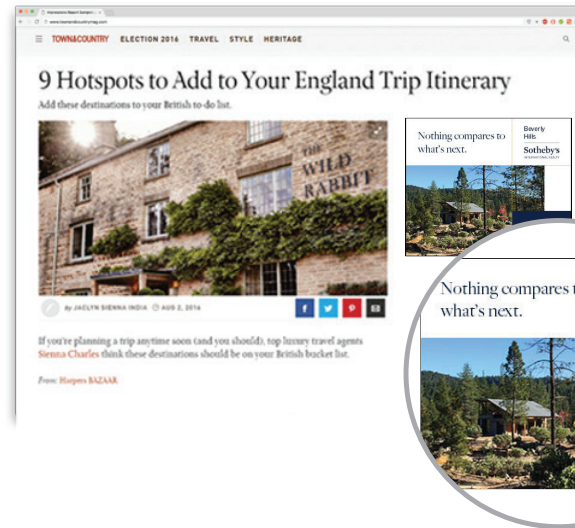
Impressions Campaign

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: **Bow Wow**
- Flight Dates: **August 2023 - October 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.

INVESTOR'S BUSINESS DAILY®

FOX BUSINESS



THE WALL STREET JOURNAL.

BARRON'S

Forbes

FINANCIAL REVIEW

O GLOBO

ELLE DECOR

Bloomberg
Markets

The National

GULF NEWS

ARCHITECTURAL DIGEST
AD

Telegraph.co.uk



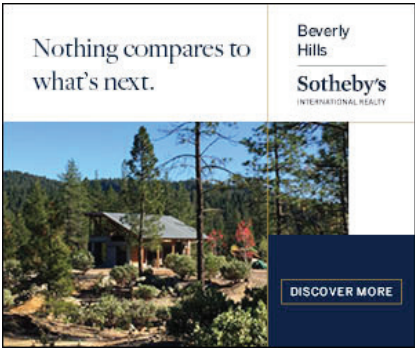
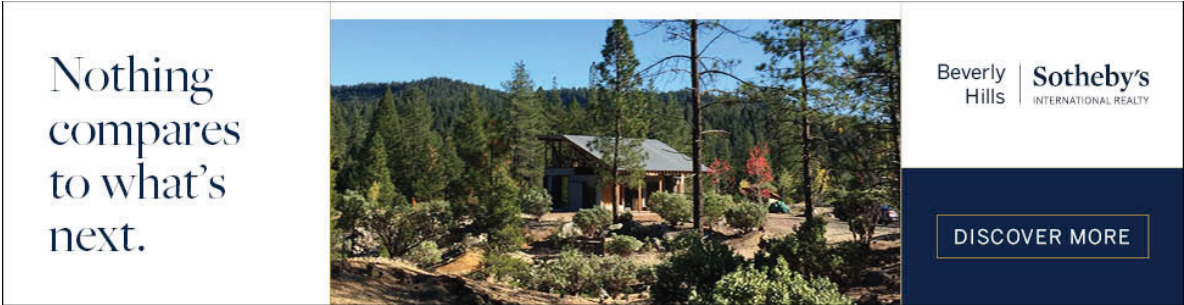
Creative

SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

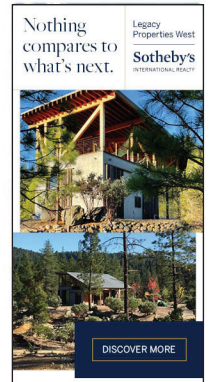
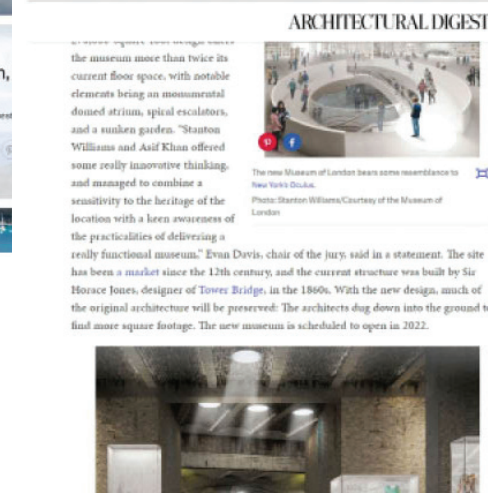
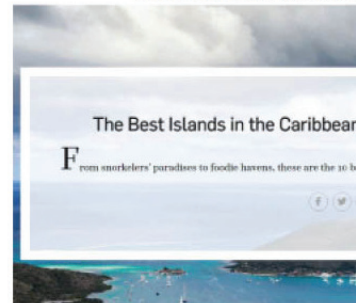
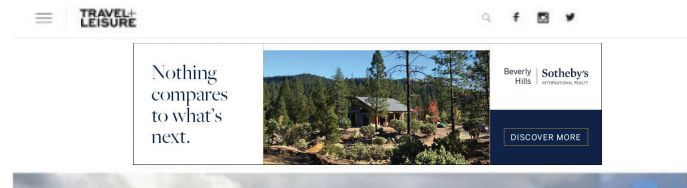
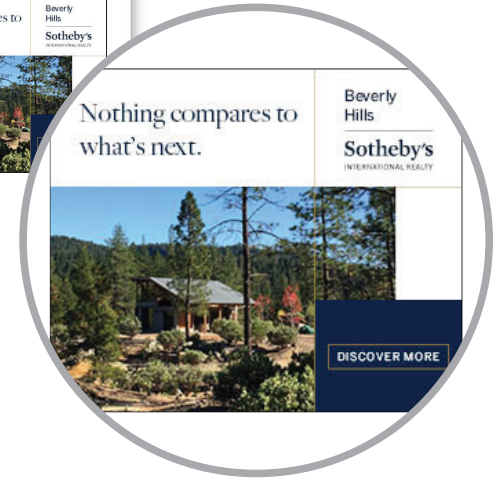
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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

BANNER PRODUCTION: \$350



Sample Banners For Impressions Programs As They Appear On Sites

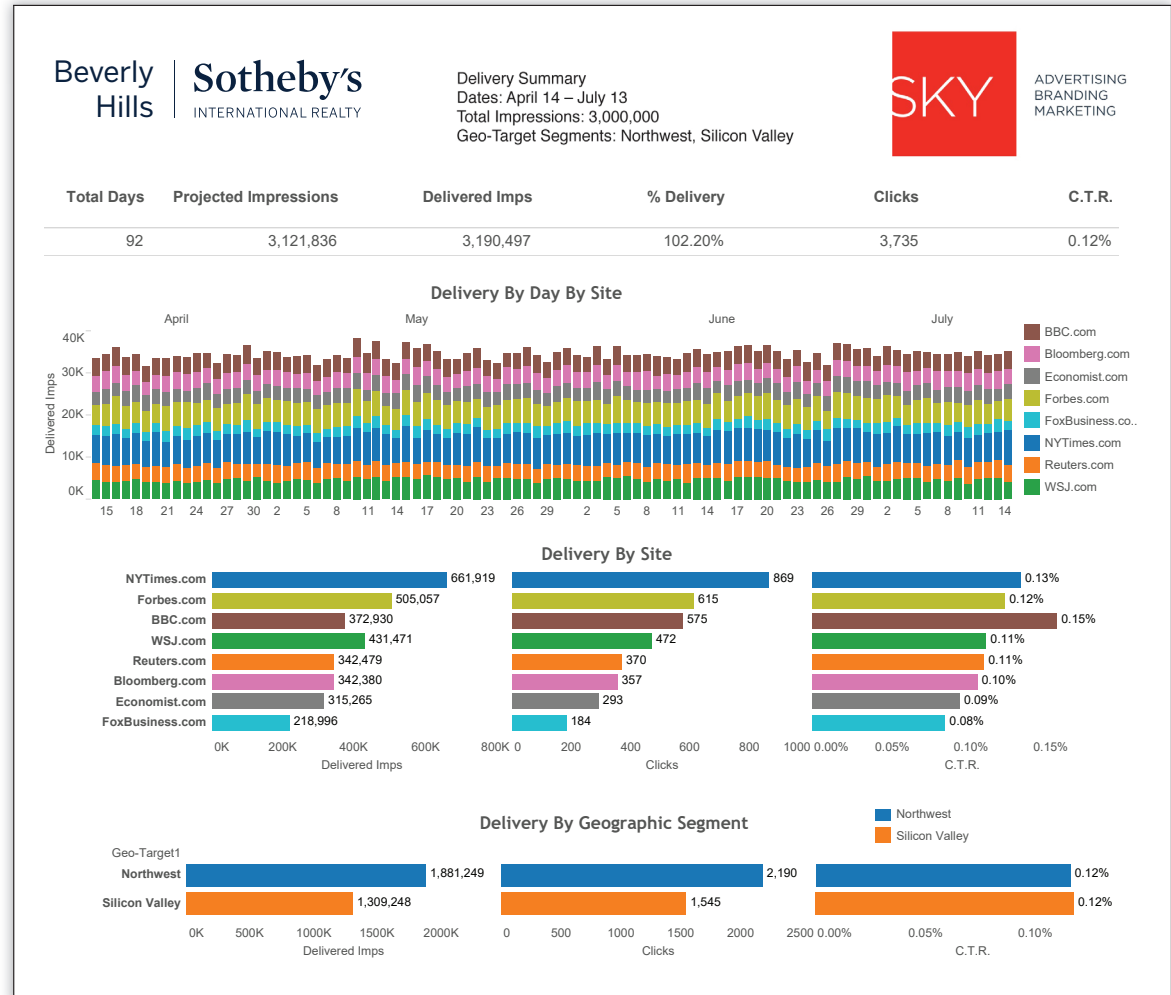


Comprehensive Reporting For Your Customized Campaign

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 the San Francisco DMA, Saudi Arabia, Dubai, China, London, Australia, Antigua, UAE, and Brazil.

The program, with a projected start date of August 1st will run for three months and deliver an estimated 750,000 impressions.

This will include:

- A Site-specific segment that allows us to reach a high-net-worth audience (Adults top 10% HHI), living in the San Francisco DMA, Saudi Arabia, Dubai, China, London, Australia, Antigua, UAE, and Brazil in a premium editorial environment on top business/finance and design websites
- A Site-specific segment that allows us to reach a high-net-worth audience (Adults top 10% HHI), living in the Saudi Arabia, Dubai, China, London, Australia, UAE, and Brazil in a premium editorial environment on top national news websites

SITE SPECIFIC

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

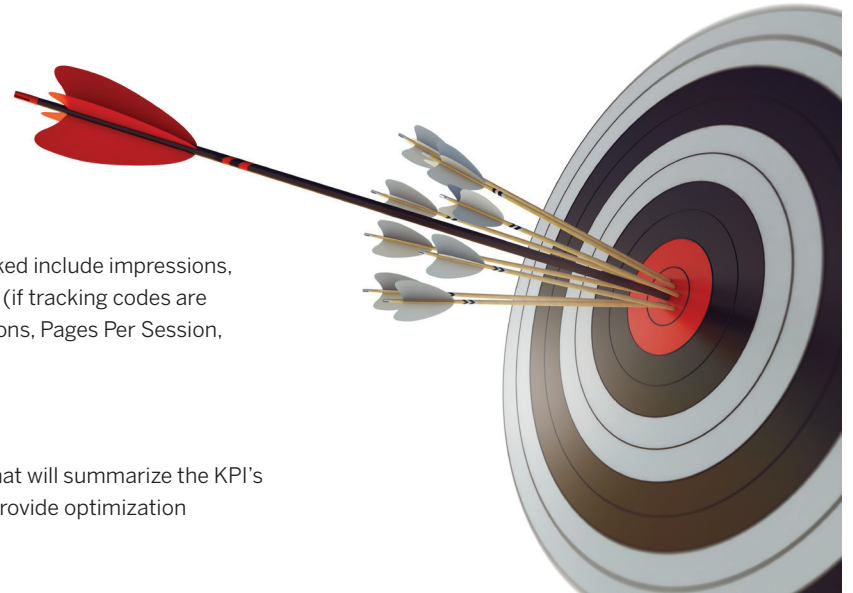
To ensure that the banners are seen in a premium environment, we have created a "whitelist" of sites. Ads will only show to people who have met our targeting criteria (behavior, income, and geo-target) on one of these sites. The site list includes top news, business, finance, sports, politics, and tech 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 Bow Wow House																	
		August					September				October						
Media	Geo-Target	31	07	14	21	28	04	11	18	25	02	09	16	23	Impressions		
Forbes.com	San Francisco DMA, Saudi Arabia, Dubai, China, London, Australia, Antigua, UAE, Brazil														375,000		
Barrons.com																	
Investors.com																	
FoxBusiness.com																	
Bloomberg.com																	
CNBC.com																	
WSJ.com																	
Reuters.com																	
GulfNews.com	Saudi Arabia Dubai/UAE														275,000		
thenationalnews.com																	
Investors.com																	
SCMP.com		Hong Kong/China															
Telegraph.co.uk			London														
afr.com			Australia														
oglobo.globo.com			Brazil														
Elledecor.com	San Francisco DMA, Saudi Arabia, Dubai, China, London, Australia, Antigua, UAE, Brazil														100,000		
ArchitecturalDigest.com																	
Total Digital															750,000		

Comprehensive Digital

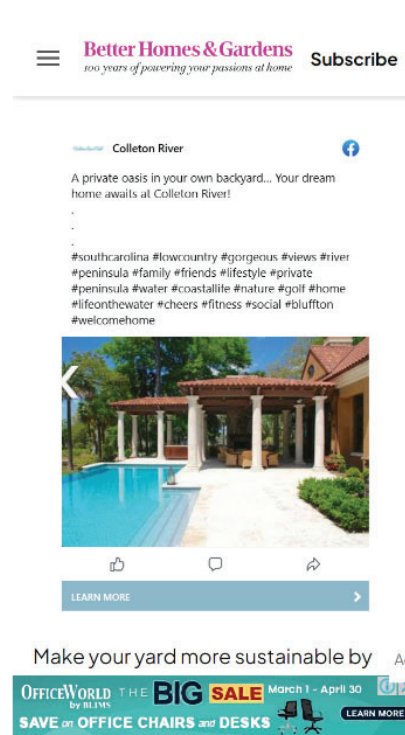
SOCIAL MIRROR ADS

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.

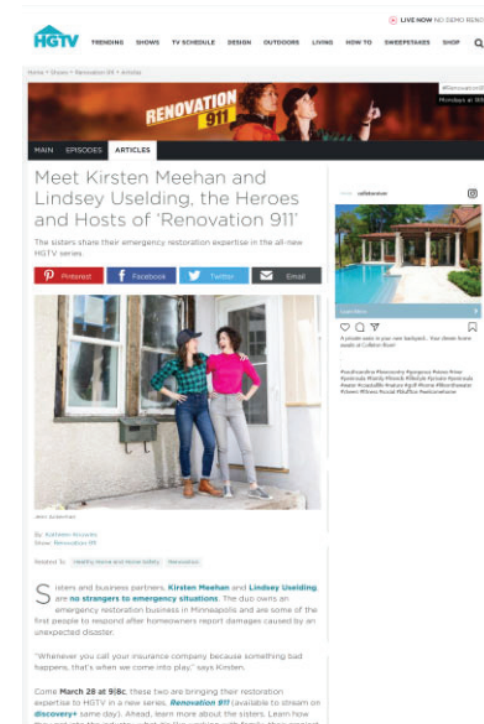
Social Mirror ads can be done with any organic or paid posts from your business account on these 8 social media platforms: Facebook, Instagram, Twitter, LinkedIn, TikTok, Pinterest, Snapchat, or YouTube.

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.



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.

Usually \$725

Global

FEATURED PLACEMENT PROPERTY LISTING

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

PRICE: \$425 FOR 6 MONTHS

For properties \$2M+

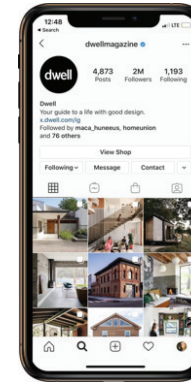
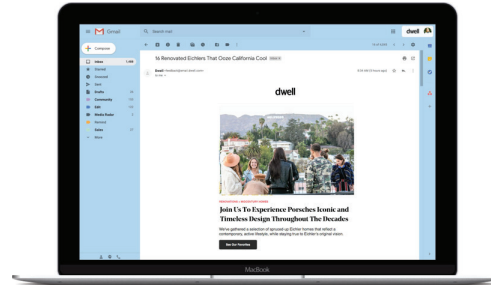
Global

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).



On the Market

Just-listed, must-see modern homes.

New This Week →

Presented by Sotheby's International Realty

BOLINAS, CALIFORNIA
A Bolinas Midcentury With a Commanding View of the Pacific Asks \$5M
 Set high on a cliff in the Northern California surf town, the ship-like, weatherworn residence takes in epic sunsets and sweeping vistas.

Take a Tour

Sotheby's International Realty will help you find a home that suits your lifestyle.

Learn More

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

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

7,360

76,216

774

1,362

65

35

6

2,093

e.g. Brand, Model, Location

Q

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

Ferrari 488 GTB

Upland, CA, United States

PDR

CNC Motors

Chevrolet Corvette

Upland, CA, United States

PDR

CNC Motors

\$71,999

Shannon Villa One...

Spain, Spain

PDR

CNC Motors

\$4,785,967

Ram 2500

Upland, CA, United States

PDR

CNC Motors

\$45,999

Riviera - Luxury pe...

Paris, France

PDR

CNC Motors

\$4,563,559

Audi S7

Upland, CA, United States

PDR

CNC Motors

\$34,999

McLaren 650S

Upland, CA, United States

PDR

CNC Motors

\$199,999

Ferrari California

Upland, CA, United States

PDR

CNC Motors

\$114,999

JAMES SPOTTING

Two Level Duplex On Private Ponds

View all cars

View all real estate

View all watches

VIEW ALL

RICH LIST

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

VIEW ALL LISTS

YACHTS

Maimok Paradise ...

Maimok, Andra

\$2,750,000

LATEST STORIES

Luxury garages: Unique cars of tech billionaires, old-school racetracks 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

7,360

76,216

774

1,362

65

35

6

2,093

e.g. Brand, Model, Location

Q

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...

St. Kitts, Nevis

\$2,734,418

Stunning Sherwood...

Lake Sherwood, CA, USA

\$2,358,000

Envious Estate By ...

Longmont, MA, United States

\$2,995,000

Modern Apartment...

New York, NY, USA

\$2,724,332

Elegant French Styl...

Buenos Aires, Argentina

\$8,800,000

Playa Nix

Papua, Mexico

\$12,000,000

Koninghof

Overseas, Netherlands

\$8,759,573

Magnificent Seclu...

Madrid, Chile

\$3,350,000

Extraordinary Ocea...

Swampscott, MA, U.S.

\$5,990,000

Maimok Paradise ...

Maimok, Andra

\$2,750,000

Kiteagh House

Knagh, Ireland

\$2,963,291

74/- Acres for pote...

Matthews, NC, United States

\$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

Success stories

Top Brands

Ferrari

Rolls Royce

Audemars Piguet

Breguet

jamesedition.com

ROTATING GALLERY

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 in the James Edition rotating Gallery. The Rotating Gallery is a carousel of selected listings that automatically changes every 5 seconds. on the Home Page and the Real Estate Page

HOME PAGE

FEATURED BANNER: \$2,000

REAL ESTATE PAGE

FEATURED BANNER: \$1,600



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

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

Land.com

The Land.com Network is the largest online marketplace for discovering, buying and selling rural real estate.

LANDS OF AMERICA

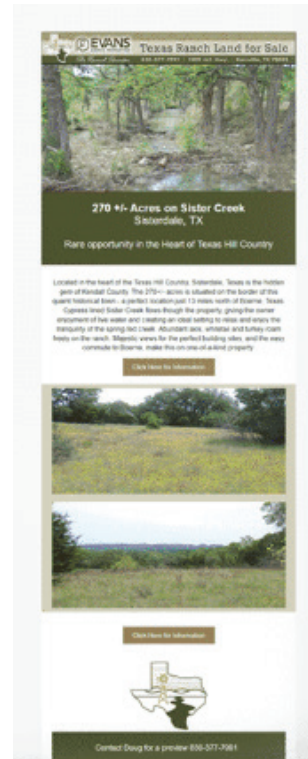
Lands of America is the premier rural real estate site with farms, ranches, country homes, mountain property for sale and more.

LAND AND FARM

A top-tier rural property marketplace, Land And Farm receives more than 2 million visits and 16 million page views monthly.

LAND WATCH

LandWatch is an online leader in rural properties and land for sale, including home sites for vacation, recreation or investment.



SIGNATURE LISTINGS

10Xs more Exposure

\$125/ONE LISTING

\$330/3 LISTINGS

\$1200/12 LISTINGS

PLATINUM FEATURED PROPERTY

PRICE: \$750

Featured on all 3 Land.com sites

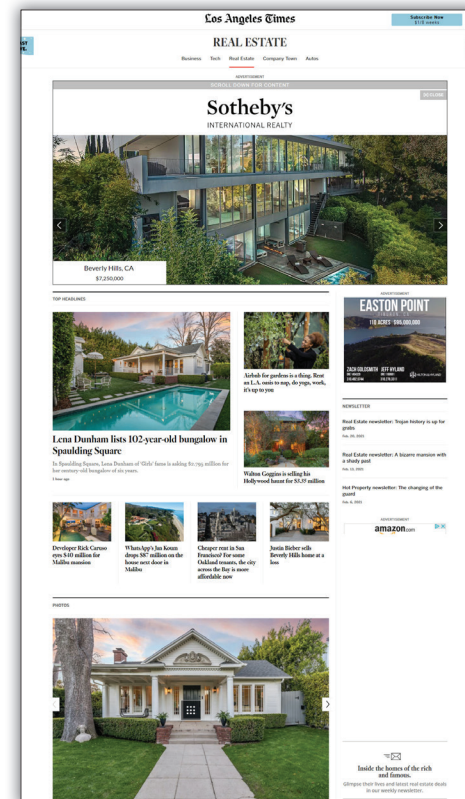
LA Times

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**



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

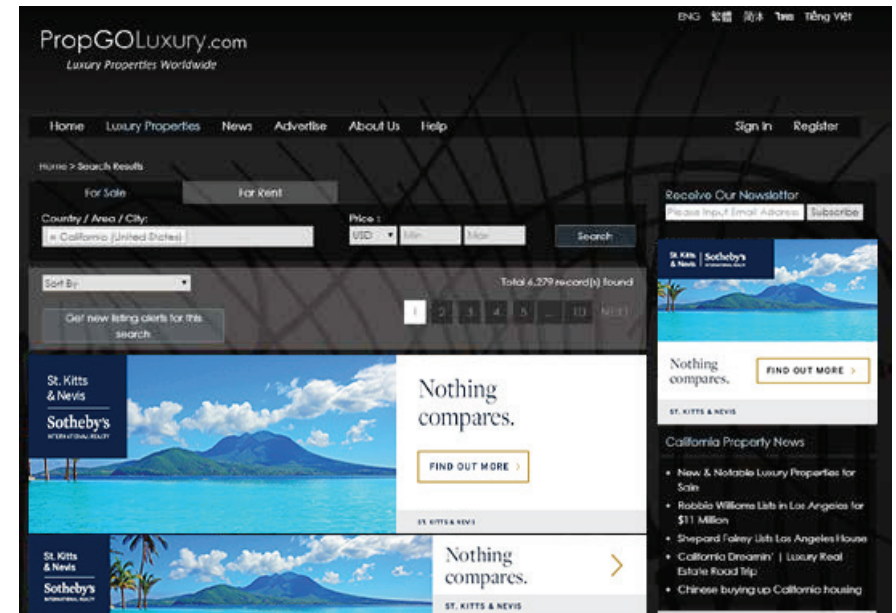
San Francisco, Peninsula and Silicon Valley



PropGOLuxury.com

PropGOLuxury.com is the leading global luxury real estate site serving affluent English and Chinese audiences that allows users to search for luxury homes based on price and location. It offers the most effective way to reach luxury property buyers, including China's large and rapidly growing international property buyer demographic. The banner display ad for your listing receives 125,000 impressions on the homepage or the search results page.

FEATURED LISTING & REGIONAL SHOWCASE: \$700



Simply Abu Dhabi

Simply Abu Dhabi is an English language luxury lifestyle publication that is only available by invitation to the highest echelon of society.

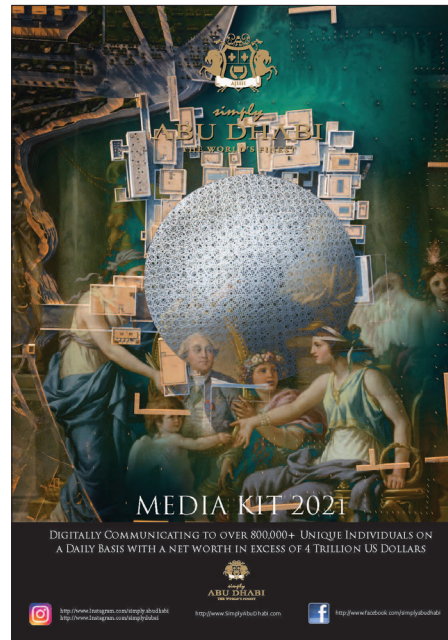
INSTAGRAM POST

Simply Abu Dhabi differs from the norm and can only be described as a heavy weight coffee table book, primarily targeting the elite and affluent globally

- A hyper link to our online edition of Simply Abu Dhabi is circulated quarterly, via an electronic communication, to over 500,000 active and subscribed email addresses globally.
- Conservative estimates would easily value our 7,800 'By Invitation Only' readers of the Simply Abu Dhabi printed publication, with a combined net worth in excess of \$4 TRILLION US dollars.
- Instagram: We proudly boast over 156,000 organically created instagram followers for @SimplyAbuDhabi complimented by the following: 95,000 followers on @AmazingAbuDhabi 101,000 followers on @SimplyDubai

PRICE: \$1,375 PER POST

2 Post Minimum



The Wall Street Journal Online (WSJ.Com)

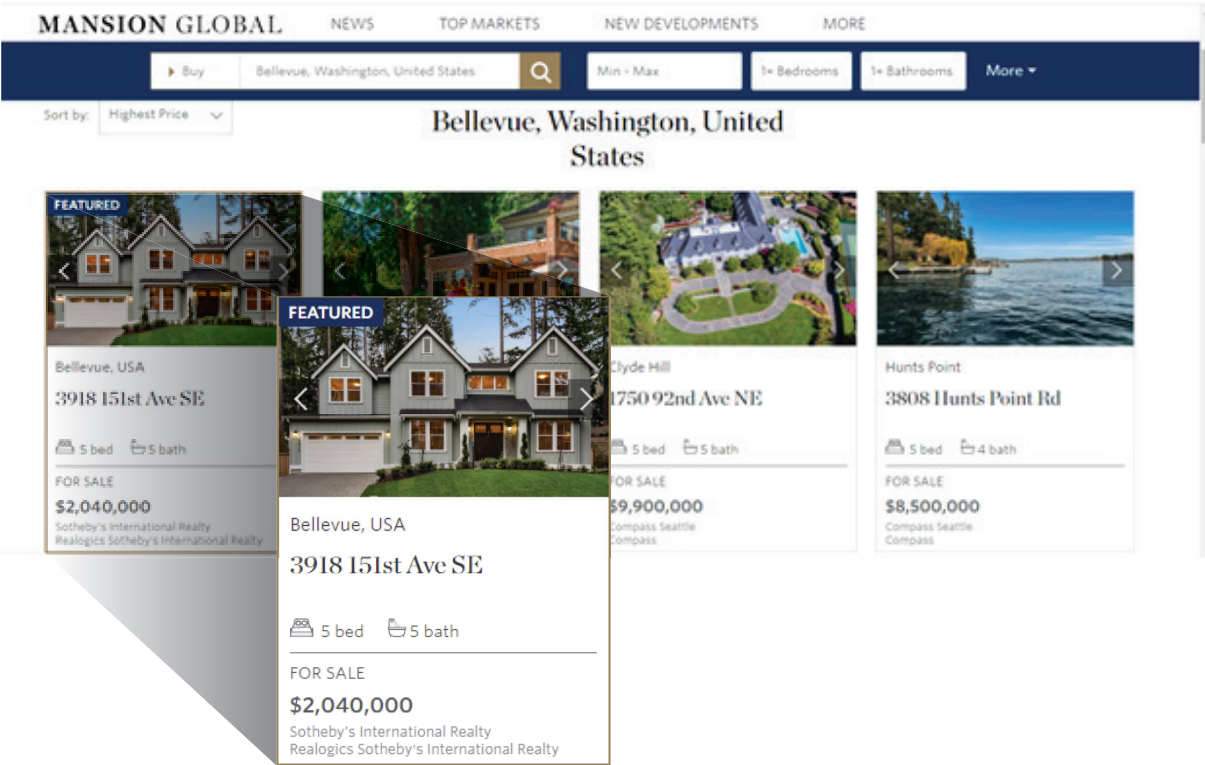
FEATURED PROPERTY UPGRADES

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

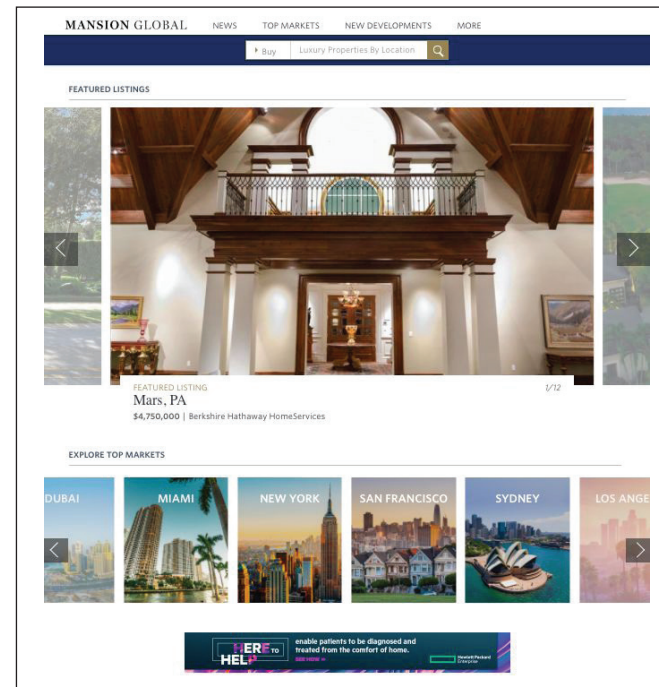


The Wall Street Journal Online (WSJ.Com)

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



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The Wall Street Journal

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

- Circulation: **644,424**
- 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 Digital - Featured Property Upgrade

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THE WALL STREET JOURNAL.

WEDNESDAY, MARCH 4, 2020 • VOL. CCLXXX NO. 52

Fed Cuts Rates Amid Virus Fears

Stocks, bond yields fall after central bank takes biggest emergency action since '08 crisis

By Ben El-Mechaieq

The Federal Reserve cut its benchmark interest rate to near zero and injected \$2 trillion into the financial system to avert a credit crunch as it feared the coronavirus outbreak would trigger a global economic downturn. The move was the most aggressive since the 2008 financial crisis, as the Fed sought to prevent a credit crunch and avert a global economic downturn.

The Fed's move came as the U.S. economy was hit hard by the coronavirus outbreak. The Fed's move was seen as a signal that the Fed was prepared to do whatever it took to prevent a credit crunch and avert a global economic downturn.

The Fed's move was seen as a signal that the Fed was prepared to do whatever it took to prevent a credit crunch and avert a global economic downturn.

Tennessee Twisters Kill at Least 25

By Anne-Cécile Proulx

A deadly twister struck Tennessee on Tuesday, killing at least 25 people and injuring more than 100. The twister was a rare weather phenomenon that occurred in the state's history.

The twister was a rare weather phenomenon that occurred in the state's history.

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.

Former Vice President Joe Biden took the stage in Los Angeles after wins in a string of Super Tuesday primary contests.

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IN THE FRIDAY MAIN NEWS SECTION

- 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**

PRICE: \$710/SINGLE SPOT, COLOR

on Facebook in January 2009.

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

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

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Includes Digital promotion and Digital Flipbook

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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: **200,000**
- Total Reach: **778,000**
- Female / Male Ratio: **60% / 40%**
- Median Age: **44.4**
- Median HHI: **\$130,000**
- Source: **Google Analytics, Quantcast, and Sprout Social 2019**

MODERN MARKET: STARTING AT \$1800



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**

PRICE: PROPERTY SPOT \$730

Global

EXUMA, THE BAHAMAS



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PROPERTY | INTERIORS | ARCHITECTURE | GARDENS

House & Home

FTWeekend

Stare at the Wild
Wildlife in the garden
dispenses the knowledge
of nature's secrets
BY JANE BROWN

Sign of the Times
South Island's fall-champ
end of London price falls
BY PROPERTY PAGE 1

Study in style
Hammer
in a chaise
BY PROPERTY PAGE 10

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US Edition

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LIFE & ARTS

Lunch with the FT
FT chief Bernie Ecclestone: 'I break the rules'
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SPD chief ready to join coalition talks
Rare bout of German unease recedes

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

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Big head

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PALO ALTO, CALIFORNIA 1527W aveley.com \$4,000,000 Golden Gate Sotheby's International Realty MICHAEL DEYFUS michael.deyfus@sirbahamas.com +1 415.433.4000	PASADENA, CALIFORNIA 8073 Hargrave Road \$1,000,000 sirbahamas.com/id/46931 Bahamas Sotheby's International Realty MICHAEL DEYFUS michael.deyfus@sirbahamas.com +1 415.433.4000	ROSEMEAD, CALIFORNIA 2715 Poplar \$1,000,000 sirbahamas.com/id/46931 Bahamas Sotheby's International Realty MICHAEL DEYFUS michael.deyfus@sirbahamas.com +1 415.433.4000	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	SAN FRANCISCO, CALIFORNIA Nob Hill \$1,000,000 sirbahamas.com/id/46931 Bahamas Sotheby's International Realty MICHAEL DEYFUS michael.deyfus@sirbahamas.com +1 415.433.4000
BIRMINGHAM, CONNECTICUT 1000 North Main Street \$1,000,000 sirbahamas.com/id/46931 Bahamas Sotheby's International Realty MICHAEL DEYFUS michael.deyfus@sirbahamas.com +1 415.433.4000	WINTHROP, CONNECTICUT 1000 North Main Street \$1,000,000 sirbahamas.com/id/46931 Bahamas Sotheby's International Realty MICHAEL DEYFUS michael.deyfus@sirbahamas.com +1 415.433.4000	WEST LARCH, FLORIDA 1000 North Main Street \$1,000,000 sirbahamas.com/id/46931 Bahamas Sotheby's International Realty MICHAEL DEYFUS michael.deyfus@sirbahamas.com +1 415.433.4000	KEY LARCH, FLORIDA 1000 North Main Street \$1,000,000 sirbahamas.com/id/46931 Bahamas Sotheby's International Realty MICHAEL DEYFUS michael.deyfus@sirbahamas.com +1 415.433.4000	KEY LARCH, FLORIDA 1000 North Main Street \$1,000,000 sirbahamas.com/id/46931 Bahamas Sotheby's International Realty MICHAEL DEYFUS michael.deyfus@sirbahamas.com +1 415.433.4000
ALFORD, MASSACHUSETTS 1000 North Main Street \$1,000,000 sirbahamas.com/id/46931 Bahamas Sotheby's International Realty MICHAEL DEYFUS michael.deyfus@sirbahamas.com +1 415.433.4000	BOSTON, MASSACHUSETTS 1000 North Main Street \$1,000,000 sirbahamas.com/id/46931 Bahamas Sotheby's International Realty MICHAEL DEYFUS michael.deyfus@sirbahamas.com +1 415.433.4000	LEONARD, MASSACHUSETTS 1000 North Main Street \$1,000,000 sirbahamas.com/id/46931 Bahamas Sotheby's International Realty MICHAEL DEYFUS michael.deyfus@sirbahamas.com +1 415.433.4000	ROSELAND, CONNECTICUT 1000 North Main Street \$1,000,000 sirbahamas.com/id/46931 Bahamas Sotheby's International Realty MICHAEL DEYFUS michael.deyfus@sirbahamas.com +1 415.433.4000	PRINCETON, NEW JERSEY 1000 North Main Street \$1,000,000 sirbahamas.com/id/46931 Bahamas Sotheby's International Realty MICHAEL DEYFUS michael.deyfus@sirbahamas.com +1 415.433.4000
NEW YORK, NEW YORK 1000 North Main Street \$1,000,000 sirbahamas.com/id/46931 Bahamas Sotheby's International Realty MICHAEL DEYFUS michael.deyfus@sirbahamas.com +1 415.433.4000	NEW YORK, NEW YORK 1000 North Main Street \$1,000,000 sirbahamas.com/id/46931 Bahamas Sotheby's International Realty MICHAEL DEYFUS michael.deyfus@sirbahamas.com +1 415.433.4000	NEW YORK, NEW YORK 1000 North Main Street \$1,000,000 sirbahamas.com/id/46931 Bahamas Sotheby's International Realty MICHAEL DEYFUS michael.deyfus@sirbahamas.com +1 415.433.4000	NEW YORK, NEW YORK 1000 North Main Street \$1,000,000 sirbahamas.com/id/46931 Bahamas Sotheby's International Realty MICHAEL DEYFUS michael.deyfus@sirbahamas.com +1 415.433.4000	SCOTTSDALE, ARIZONA 1000 North Main Street \$1,000,000 sirbahamas.com/id/46931 Bahamas Sotheby's International Realty MICHAEL DEYFUS michael.deyfus@sirbahamas.com +1 415.433.4000
UNIONVILLE, NORTH CAROLINA 1000 North Main Street \$1,000,000 sirbahamas.com/id/46931 Bahamas Sotheby's International Realty MICHAEL DEYFUS michael.deyfus@sirbahamas.com +1 415.433.4000	PROVIDENCE, RHODE ISLAND 1000 North Main Street \$1,000,000 sirbahamas.com/id/46931 Bahamas Sotheby's International Realty MICHAEL DEYFUS michael.deyfus@sirbahamas.com +1 415.433.4000	CHARLESTON, SOUTH CAROLINA 1000 North Main Street \$1,000,000 sirbahamas.com/id/46931 Bahamas Sotheby's International Realty MICHAEL DEYFUS michael.deyfus@sirbahamas.com +1 415.433.4000	STATE OF PENNSYLVANIA 1000 North Main Street \$1,000,000 sirbahamas.com/id/46931 Bahamas Sotheby's International Realty MICHAEL DEYFUS michael.deyfus@sirbahamas.com +1 415.433.4000	AUSTIN, TEXAS 1000 North Main Street \$1,000,000 sirbahamas.com/id/46931 Bahamas Sotheby's International Realty MICHAEL DEYFUS michael.deyfus@sirbahamas.com +1 415.433.4000
AUSTIN, TEXAS 1000 North Main Street \$1,000,000 sirbahamas.com/id/46931 Bahamas Sotheby's International Realty MICHAEL DEYFUS michael.deyfus@sirbahamas.com +1 415.433.4000	HOUSTON, TEXAS 1000 North Main Street \$1,000,000 sirbahamas.com/id/46931 Bahamas Sotheby's International Realty MICHAEL DEYFUS michael.deyfus@sirbahamas.com +1 415.433.4000	WINTER, TEXAS 1000 North Main Street \$1,000,000 sirbahamas.com/id/46931 Bahamas Sotheby's International Realty MICHAEL DEYFUS michael.deyfus@sirbahamas.com +1 415.433.4000	KANSAS, KANSAS 1000 North Main Street \$1,000,000 sirbahamas.com/id/46931 Bahamas Sotheby's International Realty MICHAEL DEYFUS michael.deyfus@sirbahamas.com +1 415.433.4000	KANSAS, KANSAS 1000 North Main Street \$1,000,000 sirbahamas.com/id/46931 Bahamas Sotheby's International Realty MICHAEL DEYFUS michael.deyfus@sirbahamas.com +1 415.433.4000

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: \$610

Sotheby's
INTERNATIONAL REALTY

Your next move can be next level.

Nothing compares.
SOTHEBYSREALTY.COM

Malibu — CALIFORNIA

Represented by: [Name]

72 Post Road, Old Westbury, NY

Debra Russell
Real Estate Salesperson
SOTHEBYSREALTY.COM
+ 516.892.0710
+ 516.892.0451

72 Post Road
9 BR | 6 BA | 10.54 ACRES
\$4,400,000

Secluded 10.54 acres directly adjacent to the 22-acre Old Westbury Gardens. This pristine estate comprises two lots, with potential for future subdivision. It features a variety of buildings, including a four-bedroom and a half-bath country house, 10 barns, a three-bedroom cottage, a large garage with large workshop and more. This property is a true gem waiting to be discovered.

DANIEL GALE.COM/AGENT/DEBRA-RUSSELL

Sotheby's
INTERNATIONAL REALTY

SOthebysREALTY.COM

Open the door to what's next.

Harold Grant
Associate Broker
SOTHEBYSREALTY.COM
Harold.Grant@sothebysrealty.com

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

Sotheby's
INTERNATIONAL REALTY

SOthebysREALTY.COM

Take a peek at what's next.

Scott V. Moore
Associate Broker
SOTHEBYSREALTY.COM
Scott.V.Moore@sothebysrealty.com

Water Mill South on Reserve, Pool & Tennis
Water Mill, New York
6 BEDROOMS | 6.5+ BATHS | 4,800 SQ. FT. | \$11,000,000
S4DMEDCOURT.COM

Sotheby's
INTERNATIONAL 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**



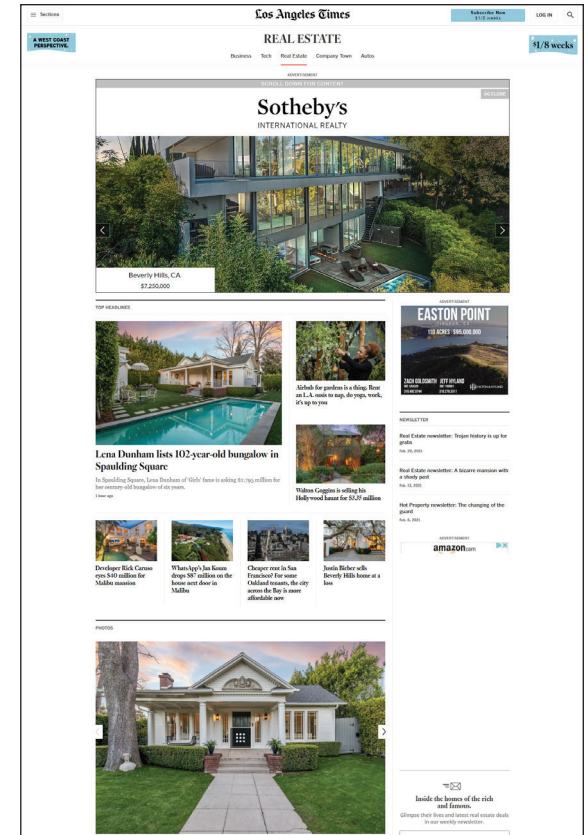
LA TIMES DIGITAL LIGHTHOUSE

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



- Saturday Circulation: **401,000**

PRICE: \$750 PROPERTY SPOT, COLOR

NASSAU, THE BAHAMAS

Cable Beach: Bayroc Penthouse 6
 \$2,090,000 | sirbahamas.com/id/H5FYV4
 Bahamas Sotheby's International Realty
SAMIRA COLEBY
samira.coleby@sirbahamas.com +1 242.376.6248

Sotheby's INTERNATIONAL REALTY

NASSAU, THE BAHAMAS

Cable Beach: Bayroc Penthouse 6
 \$2,090,000 | sirbahamas.com/id/H5FYV4
 Bahamas Sotheby's International Realty
SAMIRA COLEBY
samira.coleby@sirbahamas.com +1 242.376.6248

Nothing compares to what's new

PARADISE VALLEY, ARIZONA

4129 East Sandy Mountain Road
 \$6,500,000 | ludlowrealestate.com/id/620356M
 Ross Lynn Sotheby's International Realty
 FRANK AZAMI
frank.azami@rtr.com +1 480.266.0233

CALISTOGA, CALIFORNIA

KnightsValley Modern.com
 \$3,495,000
 West Country - Sonoma Brokerage
 BOB PENNYPACKER | ERIC DIEBICH
bob.pennypacker@theallyrealety.com +1 707.799.6030

MANTEO, NORTH CAROLINA

31 Ballast Point
 \$2,950,000 | ludlowrealestate.com/id/620356M
 Landmark Sotheby's International Realty
 HEATHER MCCLAY
heather.mcclay@rtr.com +1 252.202.3434

NAPA, CALIFORNIA

2324 AtlasPeak.com
 \$8,500,000
 West Country - St. Helena Brokerage
 ARTHUR GOODRICH
arthur.goodrich@sothebysrealty.com +1 405.878.8779

LOUISVILLE, KENTUCKY

3758L UpperRiverRoad.com
 \$7,850,000
 Lenihan Sotheby's International Realty
 BASS + BRINGARDNER
bassbr@rtr.com +1 502.548.0132

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Wednesday 14 September 2020

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telegraph.co.uk

Republic of Ireland 00 353 1 752 2000

13/09/20

Schoolgirl to superstar in 73 days

How Emma Raducanu made sporting history

By Sam Jones [@samjones1](#)

The Daily Telegraph

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INSIDE

John Lodge
The Sex Pistols
have ceased
to exist

**Mary Chantrel's
diaries**
My love for
a religion
The Virgin Mary

**Character
homes**
Discover the
most loved
properties on
Brighton

'Gold' rush
Is Cornwall
sitting on a
mining fortune?
The turquoise
sea

Comment
(Editorial)
20
Letters
20
Weather
30

Council tax rise to pay for social care

**Don't be wheedled for
handouts as more local
authorities in England
and NI cash in on the
cost of the coronavirus
pandemic**

By David Smith [@davidsmith1](#)

Local authorities in England and Northern Ireland are being urged to raise council tax to pay for the cost of the coronavirus pandemic.

The Local Government Association (LGA) has urged councils to raise council tax to pay for the cost of the coronavirus pandemic.

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The LGA has urged councils to raise council tax to pay for the cost of the coronavirus pandemic.

Duke of York served with sex assault lawsuit

Tech giants hinder terror fight, says Met chief

By David Smith [@davidsmith1](#)

Police are warning that tech giants are hindering the fight against terrorism, says the Metropolitan Police Commissioner.

The Metropolitan Police Commissioner has warned that tech giants are hindering the fight against terrorism.

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The Metropolitan Police Commissioner has warned that tech giants are hindering the fight against terrorism.

Circulation/
Distribution/
Reach



Sotheby's
INTERNATIONAL REALTY

Circulation/ Distribution/ Reach 2023

Plan 1	
Media	Circulation
Sotheby's Auction House: Print	
Quarter Page	20,000
Sotheby's Auction House: Digital	
Email	
Enter state/country here	25,000
Sotheby's Selects Enewsletter	488,357
Digital	
Million Impressions*	
Digital Banner Program	750,000
Comprehensive Digital	
Social Mirror	100,000
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 eNews	110,000
Nob Hill Gazette	
OTM On the Market eNewsletter	19,500
JamesEdition	
Featured Banner	0
Featured Banner	750,000
e-Newsletter	294,000
Listing Feature	148,000
LA Times	
Lighthouse Fixed Position - Hot Property Page	425,000
Land.com	
Featured on all 3 Land.com sites	
\$125/one listing \$330/3 listings \$1200/12 listings	
PropGo Luxury	
Featured Listing & Regional Showcase	100,000
Simply Abu Dhabi	
Instagram Post	51,200
WSJ.com	
Property upgrades	
Mansion Global Homepage Featured Listing Module	164,000
Print	
The Wall Street Journal	
Property Spot w/Digital Featured Property Upgrade	1,933,272
The New York Times	
Property Spot - Weekday/Saturday	846,222
The New York Times Takeover	168,000
The New York Times International Edition	
Property Spot	104,301
Dwell	
Modern Market	206,000
Financial Times	
Property Spot	210,457
The Los Angeles Times	
Hot Property - listing + digital lighthouse	220,780
Takeover	441,560
London Daily Telegraph	
Property Spot	322,000
GRAND TOTAL	12,497,649

Circulation/ Distribution/ Reach 2023

Plan 2	
Media	Circulation
Sotheby's Auction House: Print	
Quarter Page	20,000
Sotheby's Auction House: Digital	
Email	
Enter state/country here	25,000
Digital	
Million Impressions*	
Digital Banner Program	750,000
Comprehensive Digital	
Social Mirror	100,000
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 eNe	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
Land.com	
Featured on all 3 Land.com sites	
\$125/one listing \$330/3 listings \$1200/12 listings	
PropGo Luxury	
Featured Listing & Regional Showcase	100,000
WSJ.com	
Property upgrades	
Mansion Global Homepage Featured Listing Module	164,000
Print	
The Wall Street Journal	
Property Spot w/Digital Featured Property Upgrade	1,933,272
The New York Times	
Property Spot - Weekday/Saturday	846,222
The New York Times Takeover	168,000
The New York Times International Edition	
Property Spot	104,301
Financial Times	
Property Spot	210,457
The Los Angeles Times	
Hot Property - listing + digital lighthouse	220,780
Takeover	441,560
London Daily Telegraph	
Property Spot	322,000
GRAND TOTAL	10,995,592

Circulation/ Distribution/ Reach 2023

Plan 3

Media	Circulation
Sotheby's Auction House: Print	
Quarter Page	20,000
Sotheby's Auction House: Digital	
Email	
Enter state/country here	25,000
Digital	
Million Impressions*	
Digital Banner Program	750,000
Juwai.com	
Hot property upgrade	2,300,000
Luxe Channel Property Listing - 6 months	2,300,000
Nob Hill Gazette	
OTM On the Market eNewsletter	13,000
JamesEdition	
Listing Feature	148,000
LA Times	
Lighthouse Fixed Position - Hot Property Page	425,000
Land.com	
Featured on all 3 Land.com sites	
\$125/one listing \$330/3 listings \$1200/12 listings	
PropGo Luxury	
Featured Listing & Regional Showcase	100,000
WSJ.com	
Property upgrades	
Mansion Global Homepage Featured Listing Module	164,000

Print

The Wall Street Journal	
Property Spot w/Digital Featured Property Upgrade	1,933,272
The New York Times	
Property Spot - Weekday/Saturday	423,111
The New York Times Takeover	168,000
The New York Times International Edition	
Property Spot	104,301
Financial Times	
Property Spot	210,457
The Los Angeles Times	
Hot Property - listing + digital lighthouse	220,780
Takeover	441,560
London Daily Telegraph	
Property Spot	322,000
GRAND TOTAL	10,068,481

Schedule and Pricing



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	Quarter Page				\$ 910.00	\$ 910.00
Sotheby's Auction House: Digital						
Sotheby's Bespoke Geo-Targeted Em Email						
Sotheby's Bespoke Geo-Targeted Em	Enter state/country here	\$ 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
Comprehensive Digital						
Comprehensive Digital	Social Mirror	\$ 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 pror	\$ 3,125.00				\$ 3,125.00
Nob Hill Gazette						
Nob Hill Gazette San Francisco, Penir	OTM On the Market eNewsletter	\$ 500.00	\$ 500.00	\$ 500.00		\$ 1,500.00
JamesEdition						
Rotating Gallery Home Page	Featured Banner					\$ -
Rotating Gallery Real Estate Page	Featured Banner			\$ 1,600.00		\$ 1,600.00
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			\$ -
Land.com						
Platinum Featured Property	Featured on all 3 Land.com sites	\$ 750.00				\$ 750.00
Signature Listings	\$125/one listing \$330/3 listings \$12		\$330			\$ 330.00
PropGo Luxury						
PropGo Luxury	Featured Listing & Regional Showca	\$ 700.00				\$ 700.00
Simply Abu Dhabi						
Instagram Post	Instagram Post	\$ 1,375.00	\$ 1,375.00			\$ 2,750.00
WSJ.com						
Property upgrades	Property upgrades	Bonus	Bonus	Bonus		\$ -
Mansion Global Homepage Featured	Mansion Global Homepage Feature	\$ 1,275.00				\$ 1,275.00
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	Property Spot - Weekday/Saturday	\$ 710.00	\$ 710.00			\$ 1,420.00
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
Dwell						
Dwell	Modern Market		\$ 1,800.00			\$ 1,800.00
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
The Los Angeles Times	Takeover	\$ 610.00		\$ 610.00		\$ 1,220.00
London Daily Telegraph						
London Daily Telegraph	Property Spot		\$ 750.00			\$ 750.00
TOTAL						\$ 35,245.00

*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						
Media	Ad Description	August	September	October	November	Media Total
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: Enter state/country here		\$ 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
Comprehensive Digital						
Comprehensive Digital	Social Mirror	\$ 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 pror	\$ 3,125.00				\$ 3,125.00
Nob Hill Gazette						
Nob Hill Gazette San Francisco, Penir	OTM On the Market eNewsletter	\$ 500.00	\$ 500.00			\$ 1,000.00
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			\$ -
Land.com						
Platinum Featured Property	Featured on all 3 Land.com sites	\$ 750.00				\$ 750.00
Signature Listings	\$125/one listing \$330/3 listings \$12		\$330			\$ 330.00
PropGo Luxury						
PropGo Luxury	Featured Listing & Regional Showca	\$ 700.00				\$ 700.00
WSJ.com						
Property upgrades	Property upgrades	Bonus	Bonus	Bonus		\$ -
Mansion Global Homepage Featured	Mansion Global Homepage Feature	\$ 1,275.00				\$ 1,275.00
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	Property Spot - Weekday/Saturday	\$ 710.00	\$ 710.00			\$ 1,420.00
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
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
The Los Angeles Times	Takeover	\$ 610.00		\$ 610.00		\$ 1,220.00
London Daily Telegraph						
London Daily Telegraph	Property Spot		\$ 750.00			\$ 750.00
TOTAL						\$ 26,245.00
*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 3						
Media	Ad Description	August	September	October	November	Media Total
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 Enter state/country here		\$ 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
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
Nob Hill Gazette						
Nob Hill Gazette San Francisco, Penir OTM On the Market eNewsletter		\$ 500.00	\$ 500.00			\$ 1,000.00
JamesEdition						
Social Media	Listing Feature		\$ 500.00			\$ 500.00
LA Times						
Lighthouse Fixed Position - Hot Propri	Lighthouse Fixed Position - Hot Property Page		Bonus			\$ -
Land.com						
Platinum Featured Property	Featured on all 3 Land.com sites	\$ 750.00				\$ 750.00
Signature Listings	\$125/one listing \$330/3 listings \$12		\$330			\$ 330.00
PropGo Luxury						
PropGo Luxury	Featured Listing & Regional Showc	\$ 700.00				\$ 700.00
WSJ.com						
Property upgrades	Property upgrades	Bonus	Bonus	Bonus		\$ -
Mansion Global Homepage Featured	Mansion Global Homepage Feature	\$ 1,275.00				\$ 1,275.00
Print						
The Wall Street Journal						
The Wall Street Journal - National	Property Spot w/Digital Featured Pi	\$ 650.00	\$ 650.00	\$ 650.00		\$ 1,950.00
The New York Times						
The New York Times	Property Spot - Weekday/Saturday		\$ 710.00			\$ 710.00
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
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
The Los Angeles Times	Takeover	\$ 610.00		\$ 610.00		\$ 1,220.00
London Daily Telegraph						
London Daily Telegraph	Property Spot		\$ 750.00			\$ 750.00
TOTAL						\$ 19,410.00

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