



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**

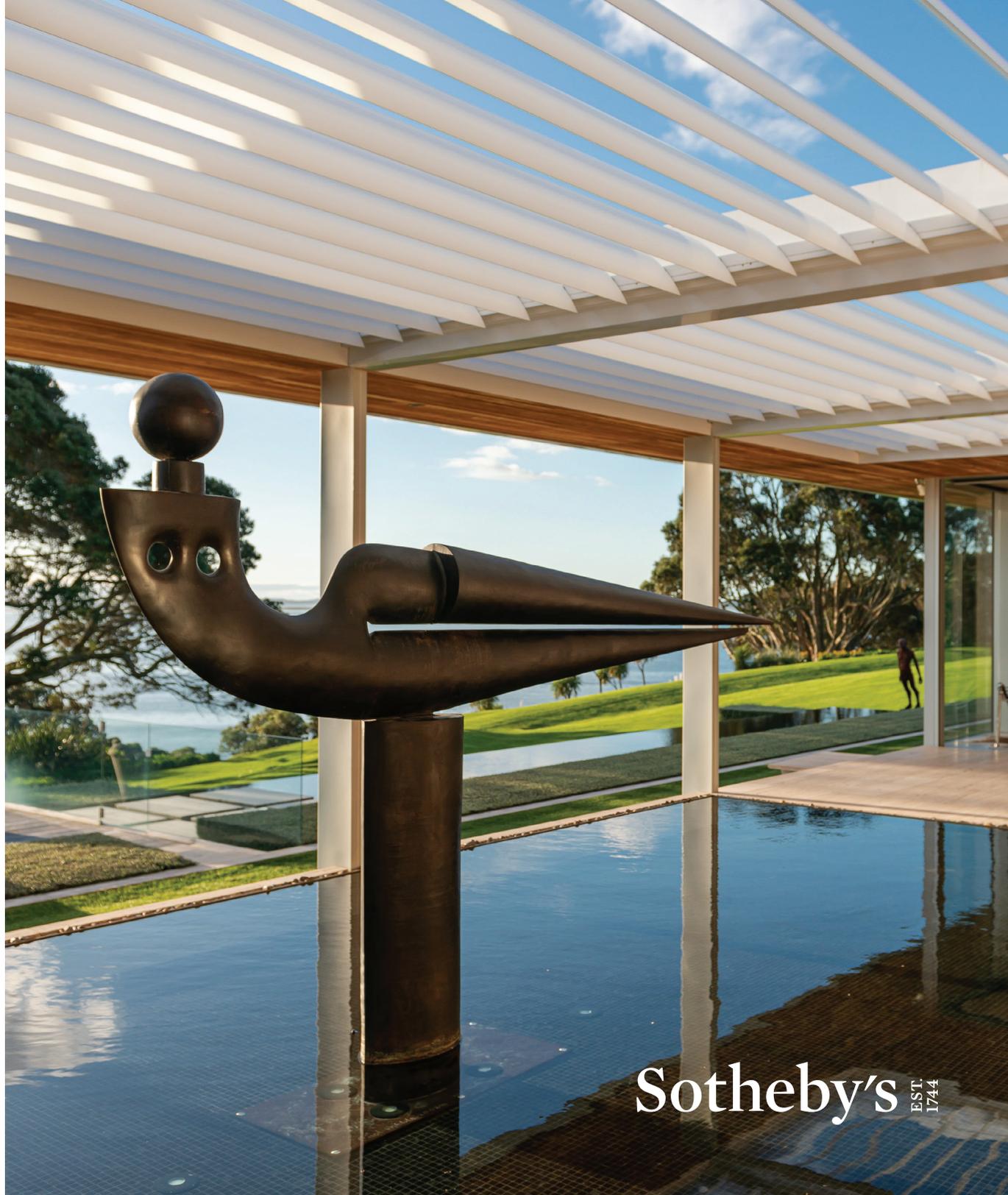
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Sotheby's
Auction House
Offerings



Sotheby's
EST. 1744

DIGITAL

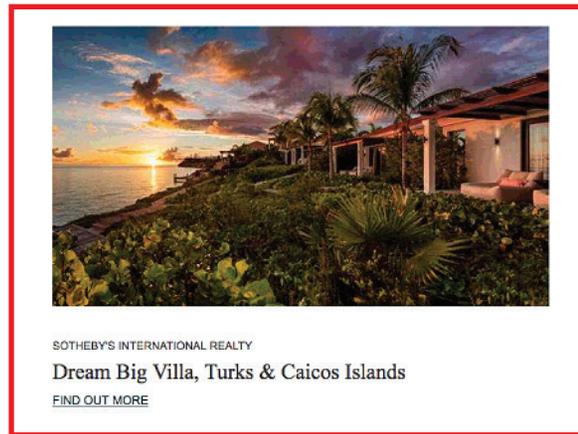
SOTHEBY'S BESPOKE GEO-TARGETED EMAIL

- 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, Australia, UK, Brazil

PRICE: \$2,500/DEPLOYMENT



DIGITAL

SOTHEBY'S SELECTS E-NEWSLETTERS

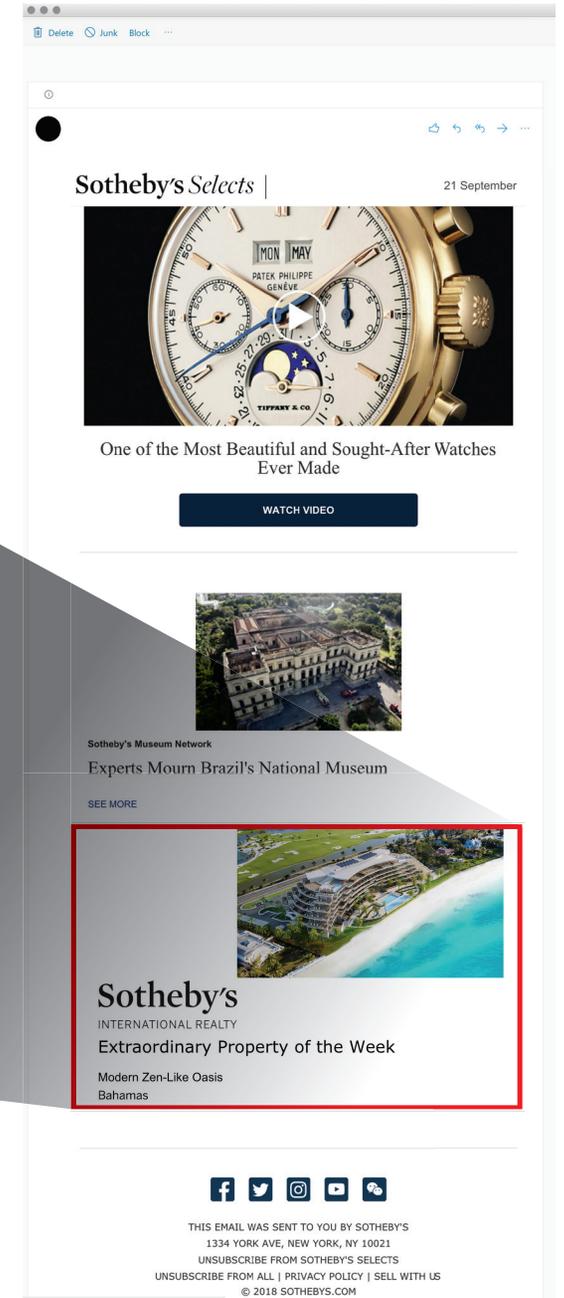
- Every Friday
- 52x Year
- Highlights upcoming auction events
- 488,357+ recipients
- 34% average open rate

PRICE: \$2,350*/DEPLOYMENT

*Limited Availability



Sotheby's
INTERNATIONAL REALTY
Extraordinary Property of the Week
Modern Zen-Like Oasis
Bahamas
[SEE MORE](#)



Sotheby's Selects | 21 September



One of the Most Beautiful and Sought-After Watches Ever Made

[WATCH VIDEO](#)

Sotheby's Museum Network
Experts Mourn Brazil's National Museum
[SEE MORE](#)

Sotheby's
INTERNATIONAL REALTY
Extraordinary Property of the Week
Modern Zen-Like Oasis
Bahamas

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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

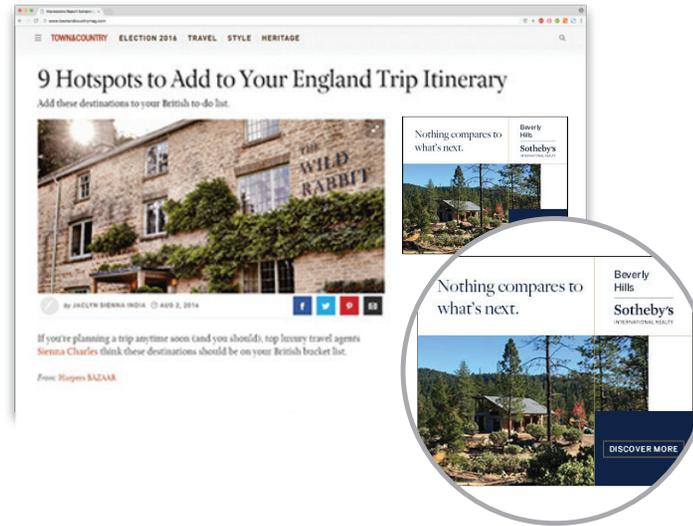
Impressions Campaign

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



South China Morning Post

ARCHITECTURAL DIGEST
AD

Telegraph.co.uk



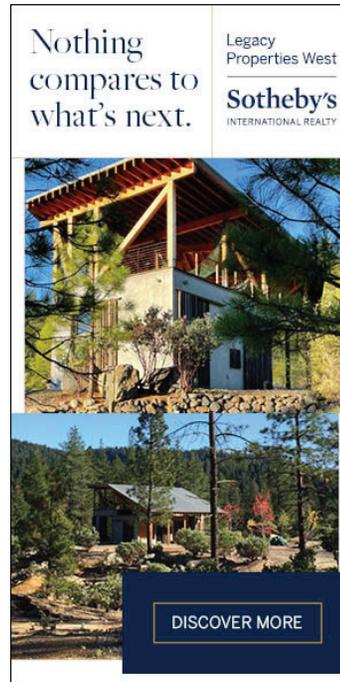
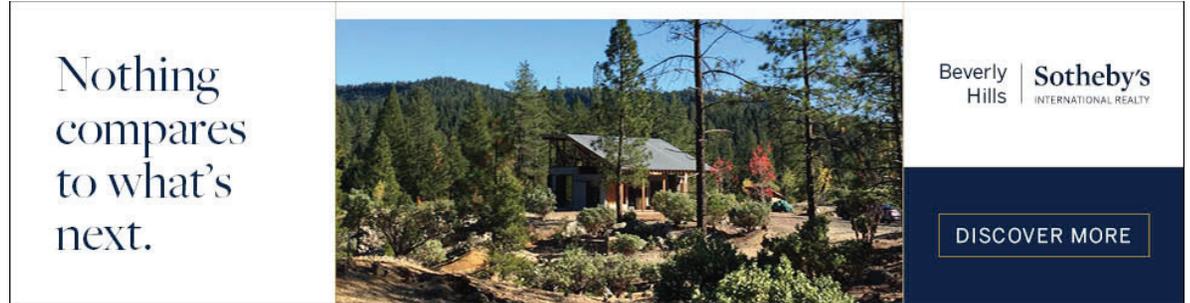
Creative

SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

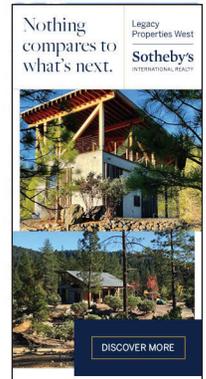
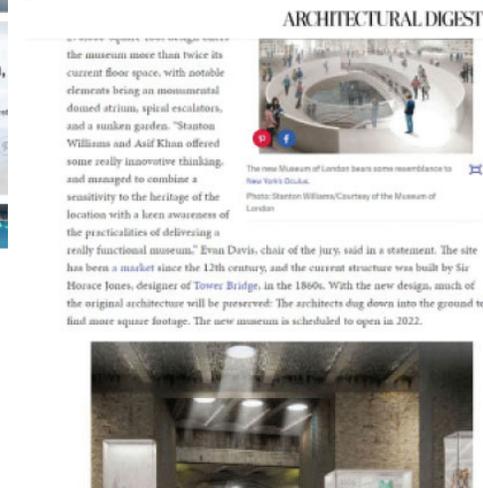
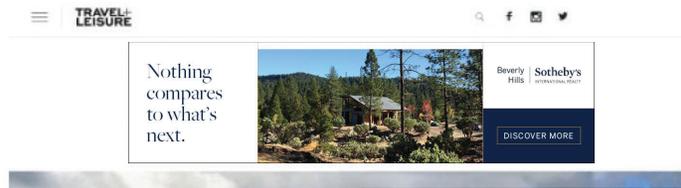
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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

BANNER PRODUCTION: \$350



Sample Banners For Impressions Programs As They Appear On Sites

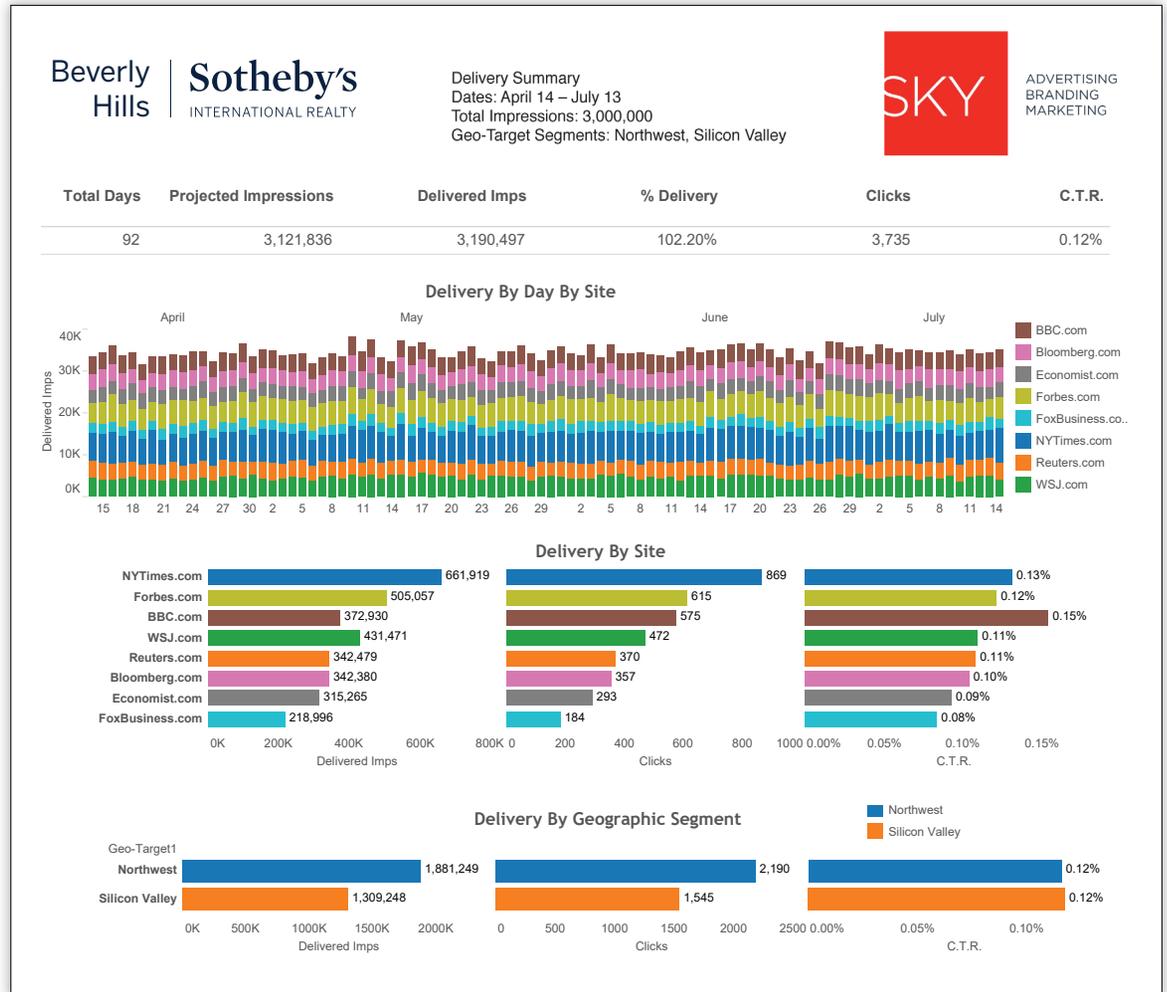


Comprehensive Reporting For Your Customized Campaign

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.

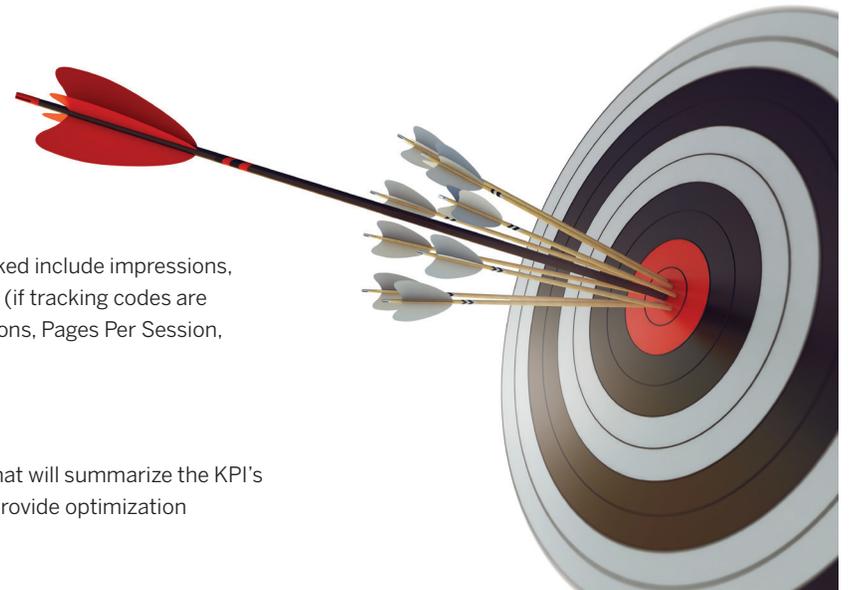
To ensure that the banners are seen in a premium environment, we have created a "whitelist" of sites. Ads will only show to people who have met our targeting criteria (behavior, income, and geo-target) on one of these sites. The site list includes top news, business, finance, sports, politics, and tech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

Media	Geo-Target	August					September				October				Impressions	
		31	07	14	21	28	04	11	18	25	02	09	16	23		
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	Hong Kong/China															
SCMP.com																
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

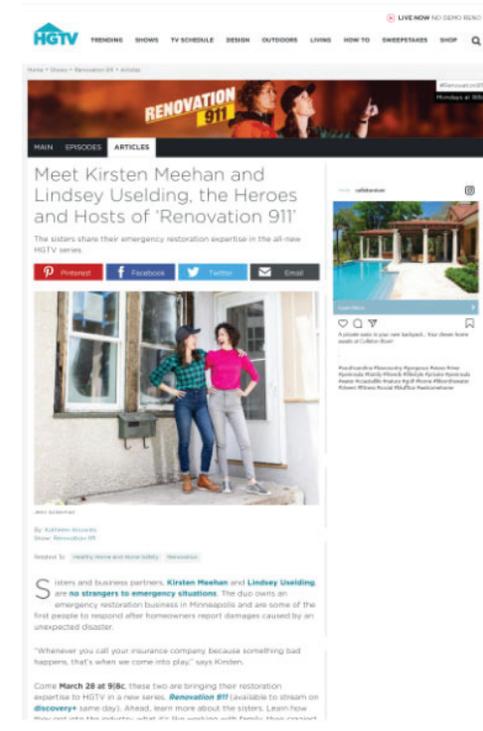
SOCIAL MIRROR ADS

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.



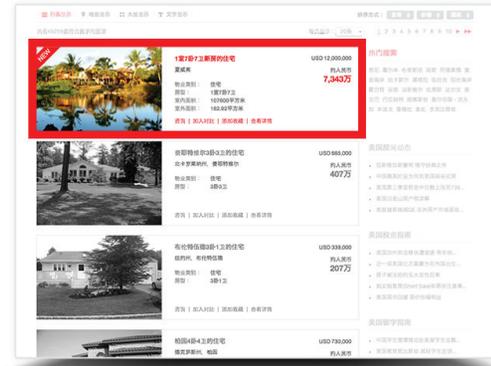
TARGETING ABILITIES:

- **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.
- **Retargeting** – Following people after they leave your website and showing them your Social Mirror ad, on other websites and apps they go to, across all devices.
- **Custom Audience Matching** – Target people on your list of emails, addresses, or phone numbers and show them Social Mirror ads when they browse websites and apps.

PRICE: STARTING AT \$1,500 PER MONTH

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).

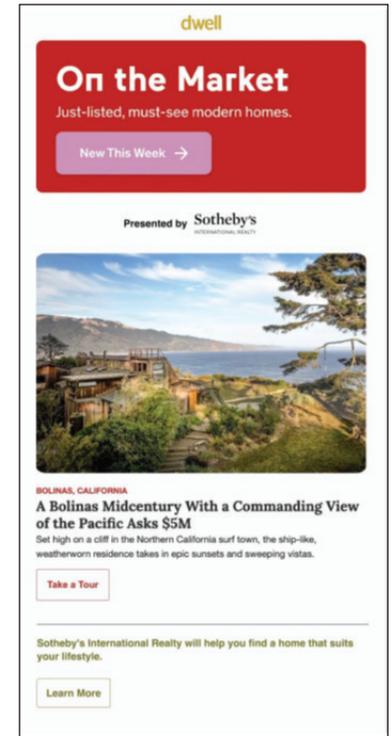
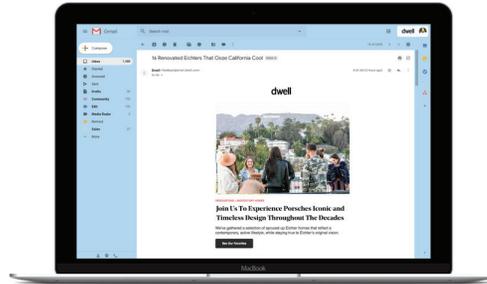
PACKAGE 1

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

The screenshot shows the JamesEdition.com homepage. At the top, there's a navigation bar with 'For Sale', 'Travel', 'Brands', 'Dealers', 'Stores', and 'Sell'. Below this is a search bar and a category menu with icons for Cars, Real Estate, Yachts, Watches, Jets, Helicopters, and Entertainment. The main banner features a luxury yacht with the text 'The Global Luxury Marketplace: Cars, Homes and more'. Below the banner, there's a section for 'MOST POPULAR' items, including a Ferrari 488 GTB, Chevrolet Corvette, Shannan Villa, and Ram 2500. There are also sections for 'JAMES SPOTTING' (showing a duplex), 'RICH LIST' (showing a yacht), and 'LATEST STORIES' (showing a red sports car). The bottom of the page has a 'VIEW ALL STORES' link.

The screenshot shows the JamesEdition.com real estate section. It features a search bar for 'Find luxury Real Estate and Homes for sale' with a location input field. Below the search bar, there's a grid of property listings with images and brief descriptions. A 'Featured luxury properties' section highlights specific listings like '5 Bedrooms - Pent...', 'Stunning Sherwood...', 'Envious Estate by...', and 'Modern Apartment...'. There's also a 'News about luxury real estate' section with articles like 'Most exclusive neighborhoods of Hong Kong' and 'The Bahamas: Inside the most exclusive gated communities'. The bottom of the page has a footer with 'Site Links', 'Tools', 'About JamesEdition', and 'Top Brands'.

jamesedition.com

ROTATING GALLERY

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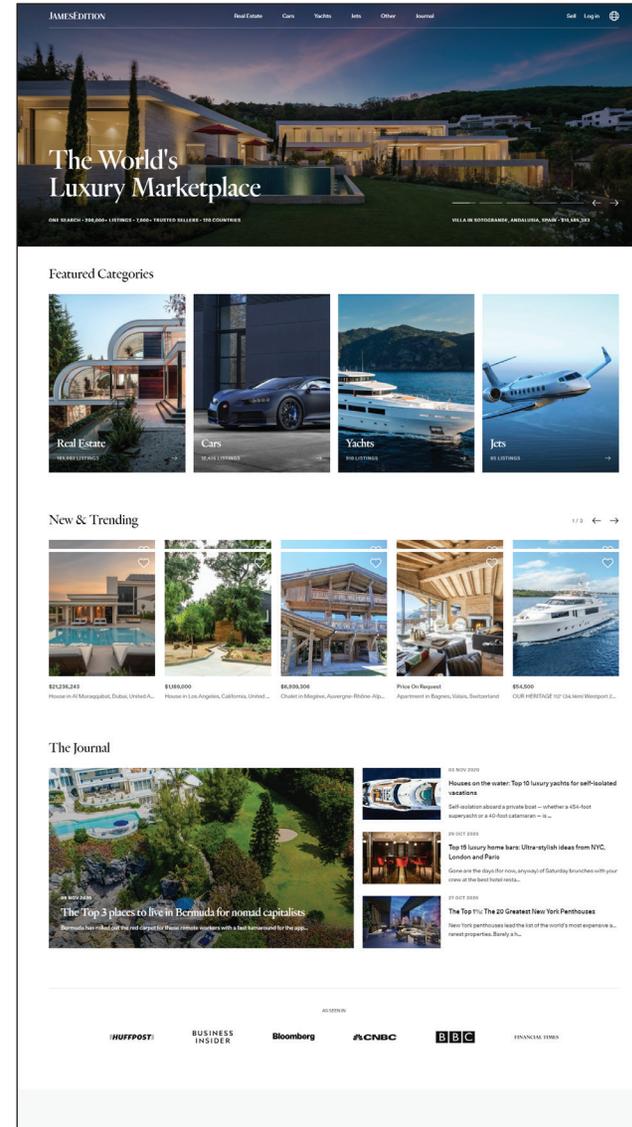
Showcase your office and properties and bring increased visibility to capture the attention of the UHNW in the James Edition rotating Gallery. The Rotating Gallery is a carousel of selected listings that automatically changes every 5 seconds. on the Home Page and the Real Estate Page

HOME PAGE

FEATURED BANNER: \$2,000

REAL ESTATE PAGE

FEATURED BANNER: \$1,600



jamesedition.com

SOCIAL MEDIA POST

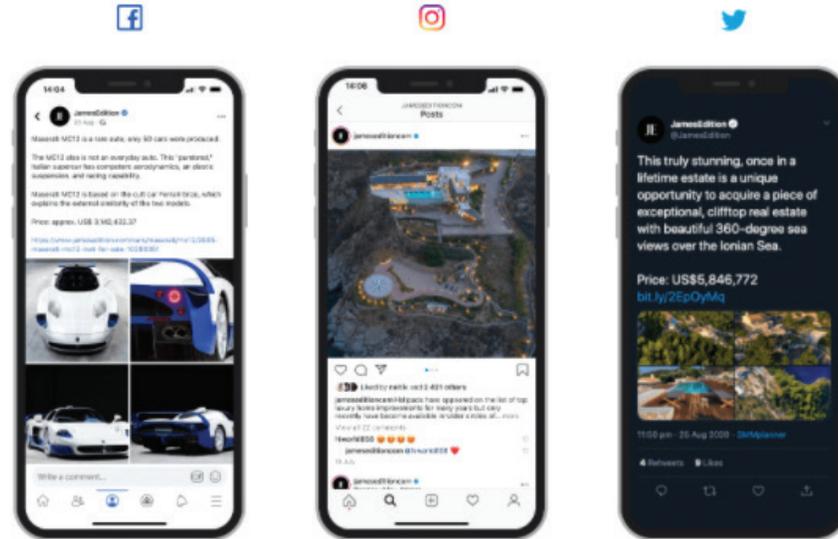
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Showcase your office and properties and bring increased visibility to capture the attention of the UHNW with a Social Post

- 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

Land.com

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

LANDS OF AMERICA

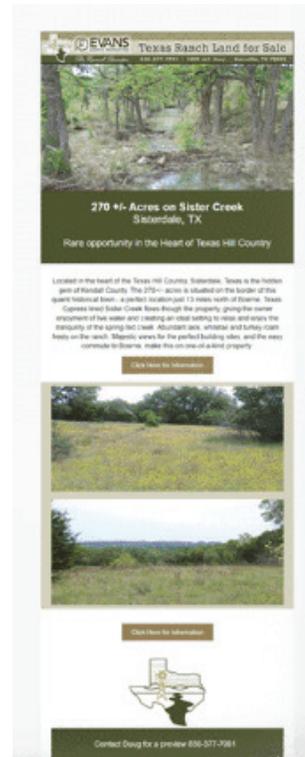
Lands of America is the premier rural real estate site with farms, ranches, country homes, mountain property for sale and more.

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

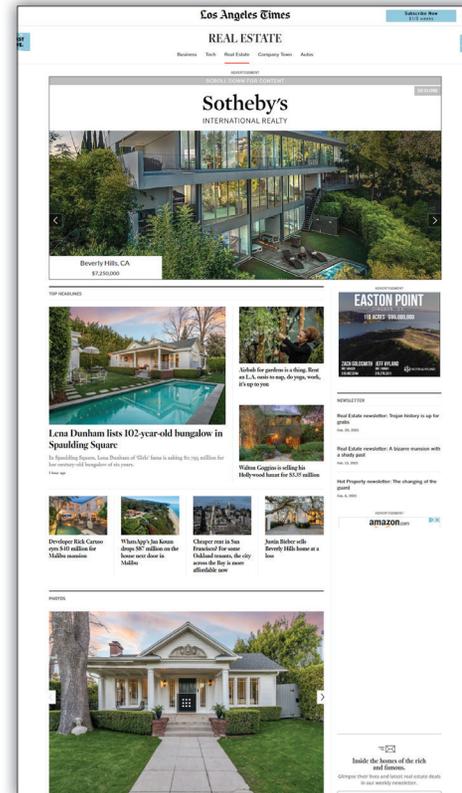
LA Times

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**



DIGITAL

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

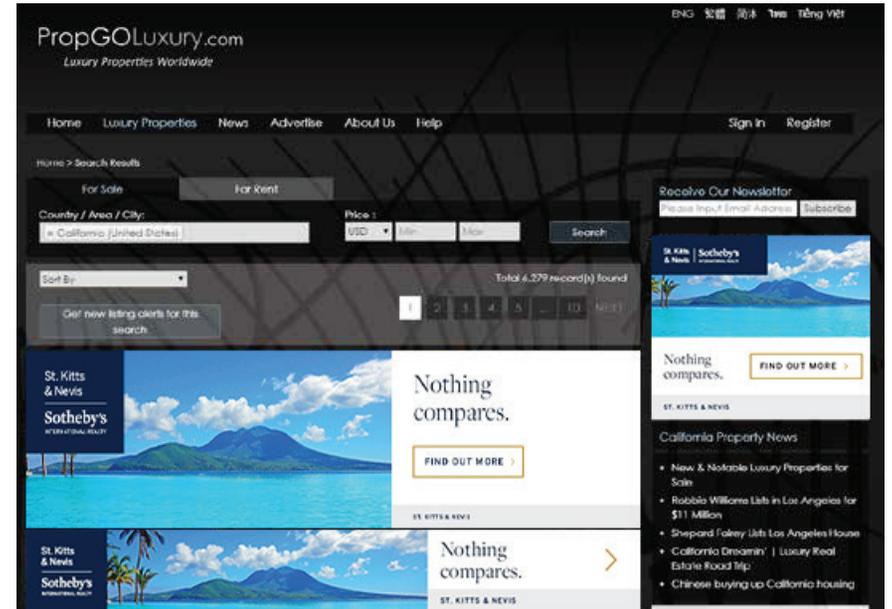
San Francisco, Peninsula and Silicon Valley



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.

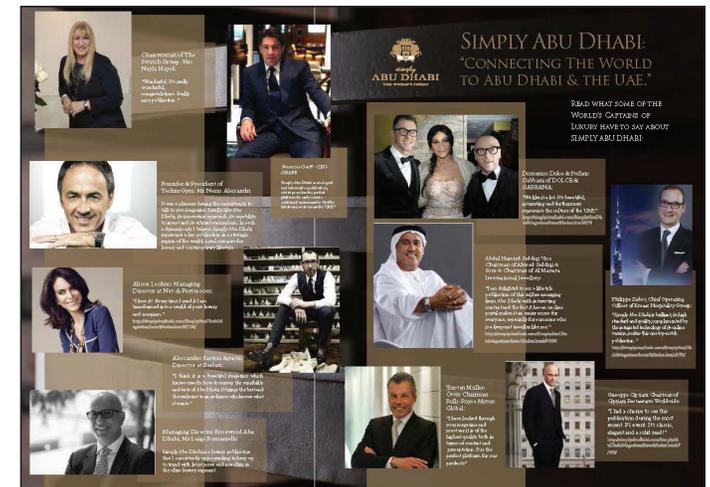
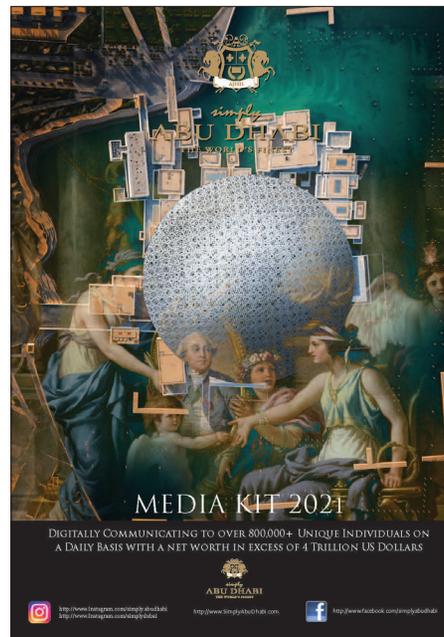
INSTAGRAM POST

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)

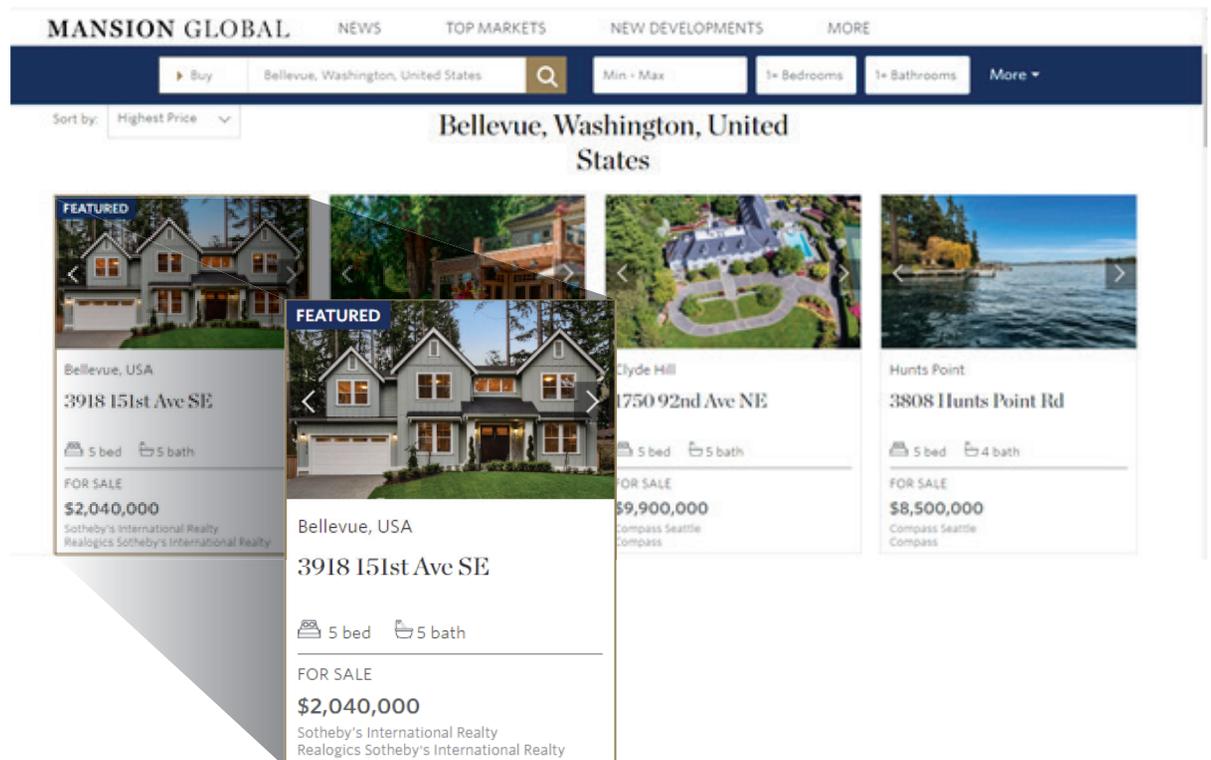
FEATURED PROPERTY UPGRADES

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

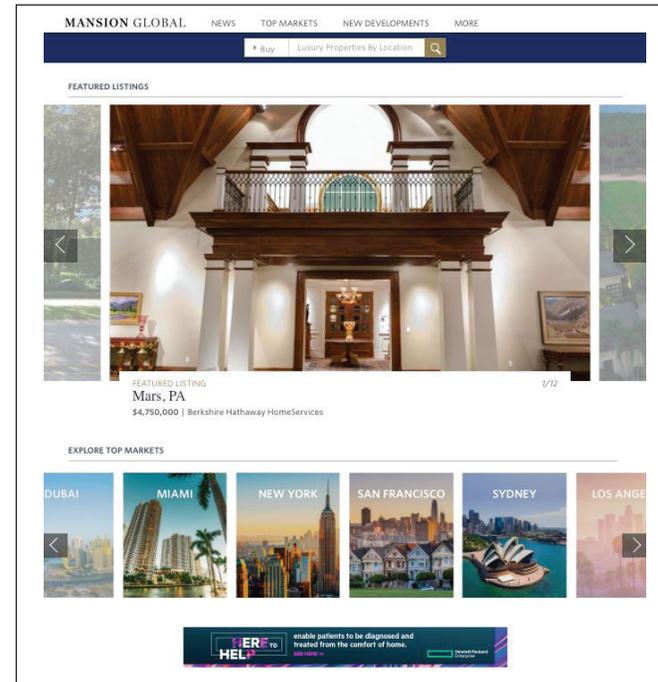


The Wall Street Journal Online (WSJ.Com)

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



Sotheby's
INTERNATIONAL REALTY

The Wall Street Journal

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

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

PRICE: \$650 SINGLE SPOT, COLOR

Includes Bonus 30 Digital - Featured Property Upgrade

EXUMA, THE BAHAMAS



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

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

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

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

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

World-Wide
Biden method a string of Super Tuesday primary victories and Super Tuesday results in California as the first state to hold its caucus.

Sotheby's INTERNATIONAL REALTY Nothing compares to what's next.

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- 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+**
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Web's Far Right Can Hear Itself As Trump Talks
Cheering the Spread of Once-Fringe Views
By KEVIN WOOD and JILL WINTON
On Wednesday, members of the far right of the Republican Party gathered in a room in Washington, D.C., to hear a speech by Donald Trump. The speech was a rare moment of unity for a group of people who have long been divided. They were gathered to hear the president-elect speak about the future of the country. The speech was a rare moment of unity for a group of people who have long been divided. They were gathered to hear the president-elect speak about the future of the country.

Edge in Polls Might Not Tip House Seats
Outcome Hinges on a Handful of States
By NATE CIVIL
The Republican Party's edge in the polls might not be enough to win the House of Representatives. The outcome of the election will depend on the results in a handful of key states. The Republican Party's edge in the polls might not be enough to win the House of Representatives. The outcome of the election will depend on the results in a handful of key states.

It's Not Heaven, It's Brooklyn
The 2015,000 residents in this part of New York City are enjoying the sun, sea, and sand. It's not heaven, it's Brooklyn. The 2015,000 residents in this part of New York City are enjoying the sun, sea, and sand. It's not heaven, it's Brooklyn.

Spending Millions in a Bid to Avoid Sanctions
By BENJAMIN SVETKEY
The U.S. Treasury Department is spending millions of dollars to help companies avoid international sanctions. The U.S. Treasury Department is spending millions of dollars to help companies avoid international sanctions.

Partisan Rhetoric Of New Query On the Census
By MICHAEL WIND
The U.S. Census Bureau is facing a new query from Congress. The query is about the census and the results. The U.S. Census Bureau is facing a new query from Congress. The query is about the census and the results.

Called to Serve, Utah Mayor Always Answered
By JEFF TREMPER
The Utah Mayor has always answered the call to serve. The Utah Mayor has always answered the call to serve.

Offering Little Pool, Russian Accuses Georgia Rival of 'Hack'
By RICHARD HENNEY
A Russian rival of a Georgia politician has accused the politician of a 'hack'. The Russian rival of a Georgia politician has accused the politician of a 'hack'.

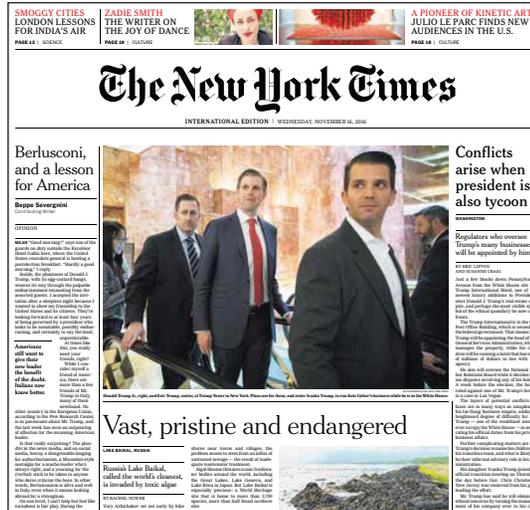
The New York Times International Edition

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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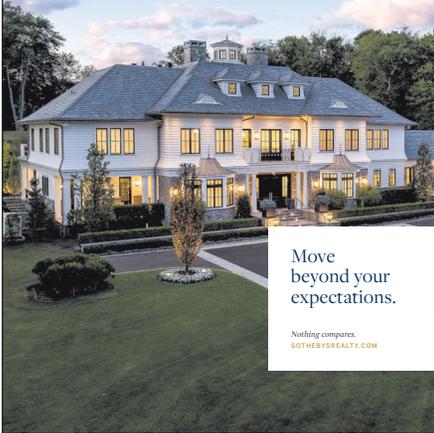
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Sandbanks Exuma, The Bahamas



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Sandbanks | Exuma
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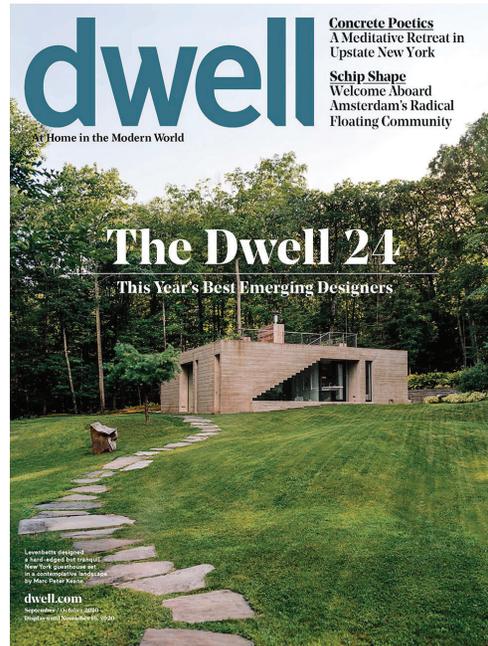
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MODERN MARKET

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- 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**

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Financial Times

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- 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

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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

Never too Will! Will Knafo discusses the expenses fine knowledge of home buyers.

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Study in style Homeowners in chow.

The home of prime property: propertylistings.com

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FTWeekend

US Edition

Food and drink festive special

Tips from top global chefs

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

Schulz reversal raises Merkel's survival hopes

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

Uber and the cost of the Katana Problem

Adventures on two wheels

Sarah Jessica Parker

Sotheby's INTERNATIONAL REALTY

Nothing compares to what's next.

EXUMA, THE BAHAMAS Leaf Cay \$19,995,000 USD sirbahamas.com/id/46931 GEORGE DAMIANOS george.damianos@sirbahamas.com +1 242.424.9699	BRIDGE VALLEY, ARIZONA 4129 East Sandy Mountain Road \$1,000,000 www.michaelreidy.com MICHAEL REIDY michaelreidy@sothebysrealty.com +1 480.486.4776	SCOTTSDALE, ARIZONA 9779 East Bismarck Drive \$4,000,000 www.michaelreidy.com FRANK AZAMI frank.azami@sothebysrealty.com +1 480.388.0280	SCOTTSDALE, ARIZONA 12887 North Church Road \$2,000,000 www.michaelreidy.com FRANK AZAMI frank.azami@sothebysrealty.com +1 480.388.0280	ATHLETON, CALIFORNIA 451 Cypress Road \$6,700,000 www.michaelreidy.com MICHAEL DEYFUS michaeldeyfus@sothebysrealty.com +1 408.882.2626
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UNWILLO, NORTH CAROLINA 1007 Farmingdale Drive \$1,000,000 www.michaelreidy.com Sotheby's International Realty MARILYN WISLEY marilynwisley@sothebysrealty.com +1 813.791.2880	PROVIDENCE, RHODE ISLAND 101 Congdon Street \$1,000,000 Sotheby's International Realty THE MCKENNEY GOLD GROUP www.mckennegoldgroup.com +1 817.274.4000	CHARLESTON, SOUTH CAROLINA 706 S.com \$1,000,000 Sotheby's International Realty MARIE-FRANÇOISE BLUM MIKAI FIELD mariefrancoise.blum@sothebysrealty.com +1 212.605.6123	STATE OF PALMS, SOUTH CAROLINA 113 W Ocean Island.com \$1,000,000 Sotheby's International Realty THE TEMPLETON GROUP www.templetongroup.com +1 843.452.6000	AUSTIN, TEXAS 801 Madison.com \$1,000,000 Sotheby's International Realty ANNA WILCOX annawilcox@sothebysrealty.com +1 415.421.3035
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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

Photos provided by James Smith | STYLING: JANE WELDON

72 Post Road, Old Westbury, NY

Extra Rare! Real Estate Colossus. Spectacular Old Westbury. \$4,900,000

72 Post Road
9 BR | 6 BA | 10.54 ACRES
\$4,900,000

Headquartered in a prime directly adjacent to the 220-acre Old Westbury Gardens, this premier estate comprises two lots, with potential for future subdivision. It features a variety of buildings, including a four-bedroom single-family estate, a country house, 10 barns, 13 three-bedroom cottages, an 18-hole garage with large workshop and more. The 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.

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

Sotheby's INTERNATIONAL REALTY

Harald Grant
Assistant Broker
9200 Old Forge
Hampton, NY 11936
Harald.Grant@sothebysrealty.com | 631.535.1100

Bruce Grant
Assistant Broker
9200 Old Forge
Hampton, NY 11936
Bruce.Grant@sothebysrealty.com | 631.535.1100

SOTHEBYSREALTY.COM

Take a peek at what's next.

Water Mill South on Reserve, Pool & Tennis
Water Mill, New York
6 BEDROOMS | 6.5+ BATHS | 4,800 SQ FT | \$11,000,000
\$42MEADOWROAD.COM

Sotheby's INTERNATIONAL REALTY

Rosie V. Moore
Assistant Broker
100 Old Forge
Hampton, NY 11936
Rosie.Moore@sothebysrealty.com | 631.535.1100

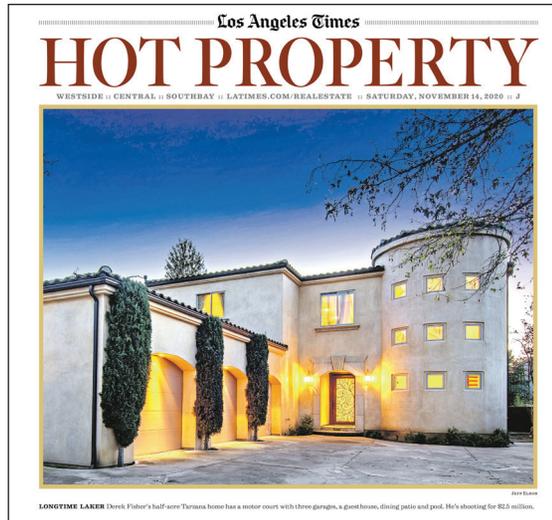
Vanessa Moore
Assistant Broker
100 Old Forge
Hampton, NY 11936
Vanessa.Moore@sothebysrealty.com | 631.535.1100

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**



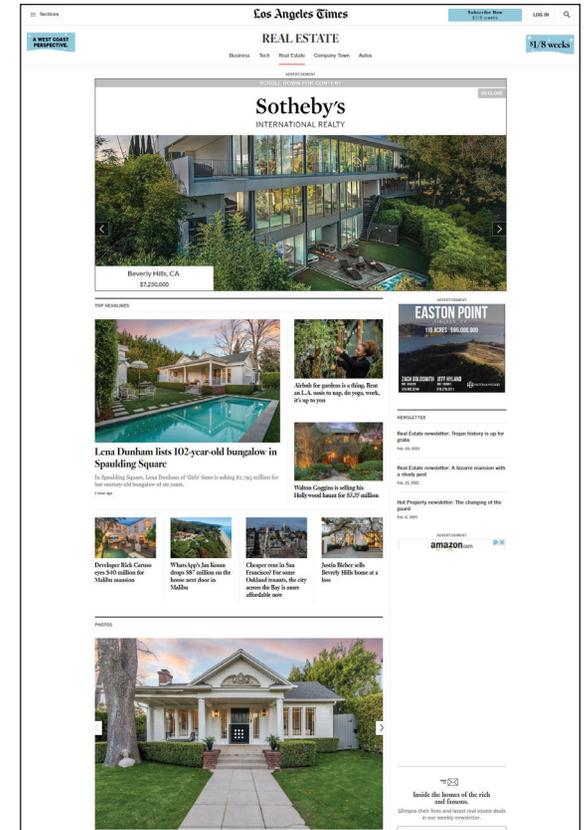
LA TIMES DIGITAL LIGHTHOUSE

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



London Daily Telegraph

The Daily Telegraph is the UK's leading quality daily newspaper. Its readers are amongst the wealthiest in the UK and for whom property is just one category of luxury products which they consume. As the only daily broadsheet general interest newspaper, advertisers benefit from twice the dwell time than on smaller format pages. The Property pages are part of the "Money" section which attracts vast numbers of home-buyers, home sellers.

• Saturday Circulation: **401,000**

PRICE: \$750 PROPERTY SPOT, COLOR

NASSAU, THE BAHAMAS



Cable Beach: Bayroc Penthouse 6
\$2,090,000 | sirbahamas.com/id/H5FVY4
Bahamas Sotheby's International Realty
SAMIRA COLEBY
samira.coleby@sirbahamas.com +1 242.376.6248

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<p>NASSAU, THE BAHAMAS</p>  <p>Cable Beach: Bayroc Penthouse 6 \$2,090,000 sirbahamas.com/id/H5FVY4 Bahamas Sotheby's International Realty SAMIRA COLEBY samira.coleby@sirbahamas.com +1 242.376.6248</p>	<p>PARADISE VALLEY, ARIZONA</p>  <p>4129 East Sandy Mountain Road \$6,500,000 sothebysrealty.com/id/K2006M Russ Lyon Sotheby's International Realty FRANK AZAMI frank.azami@sir.com +1 480.266.0240</p>
<p>NAPA, CALIFORNIA</p>  <p>2324 Atlas Peak.com \$3,300,000 Wine Country - St. Helena Brokerage ARTHUR GOODRICH arthur.goodrich@sothebysrealty.com +1 415.738.8779</p>	<p>CALISTOGA, CALIFORNIA</p>  <p>KnightsValleyModern.com \$3,490,000 Wine Country - Sonoma Brokerage BOB PENNYPACKER ERIC ZIEDRICH bob.pennypacker@sothebysrealty.com +1 707.799.6032</p>
<p>LOUISVILLE, KENTUCKY</p>  <p>37581 TynnerKvcrRoad.com \$7,600,000 Landmark Sotheby's International Realty BASS + BRINDARDNER BassBrindardner.com +1 502.548.0323</p>	<p>MANTEO, NORTH CAROLINA</p>  <p>33 Ballast Point \$2,950,000 sothebysrealty.com/id/ESBPPW Landmark Sotheby's International Realty HEATHER MCCLAY HeatherMcClay@sothebysrealty.com +1 252.302.3409</p>

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Schoolgirl to superstar in 73 days

How Emma Raducanu made sporting history

7 page US Open highlights, sport

The Daily Telegraph

INSIDE John Lodon: 'The Sex Pistols have ceased to exist'

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INSIDE Gold rush: Is Cornwall sitting on a mining fortune?

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NEWS **California voters approve**

NEWS **UK's new prime minister**

NEWS **Labour's new leader**

NEWS **Anger at India after IHLI trial is cancelled**

Council tax rise to pay for social care

Duke of York served with sex assault lawsuit

Face masks will be back if virus cases surge in autumn

Gold rush Is Cornwall sitting on a mining fortune?

US judge rules against Apple on app fees

California voters approve

UK's new prime minister

Labour's new leader

Anger at India after IHLI trial is cancelled

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	Circulation
Media	
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		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	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	Ad Description	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: 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 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 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