



ADVERTISING  
BRANDING  
MARKETING

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

---

SKYAD.COM

# 2721 Old Decatur Road Advertising and Marketing Program

Briggs  
Freeman

Sotheby's  
INTERNATIONAL REALTY

# Table of Contents

## 03 INTRO

## 04 SOTHEBY'S AUCTION HOUSE

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

## 08 DIGITAL

- 09 Impressions Campaign
- 15 Impressions Scheduling
- 16 Comprehensive Digital
- 17 Smart Solutions Eblast
- 18 Crain's New York Business
- 19 Elite Traveler
- 20 Nob Hill Gazette
- 21 JamesEdition.com
- 24 Land.com
- 26 Land Report
- 27 LA Times
- 28 Luxury Estate
- 29 Robbreport.com
- 30 WSJ.com

## 34 PRINT

- 35 The Wall Street Journal
- 36 The New York Times
- 38 The New York Times Takeover
- 39 Architectural Digest
- 40 Financial Times
- 41 The Los Angeles Times
- 43 Robb Report

## 44 SCHEDULE, PRICING & REACH

- 45 2023



**NEW YORK** 477 Madison Ave, New York, Ny 10022, 212- 677-2500  
**PHILADELPHIA** 1700 Market Street, Philadelphia, PA 19103 , 215- 365-4040

ADVERTISING  
BRANDING  
MARKETING

# National & Global Exposure 2721 Old Decatur Road

SKY Advertising is excited to present to Briggs Freeman Sotheby's International Realty® a curated, multi-media marketing selection of offerings to bring ultra-high net worth buyer awareness to 2721 Old Decatur Road.

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 Decatur, TX.

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

**LET'S DO  
GREAT THINGS TOGETHER**

**JANINE JONES**  
*Executive Vice President*  
**212-677-2714**  
[janine@skyad.com](mailto:janine@skyad.com)

**PAULA DAVIDSON**  
*Senior Account Executive*  
**212-677-2671**  
[paula@skyad.com](mailto:paula@skyad.com)

**SARA HELENI**  
*Account Executive*  
**212-674-2402**  
[sara@skyad.com](mailto:sara@skyad.com)

**JIMMY CINTRÓN**  
*Account Executive*  
**212-677-0083**  
[jimmy@skyad.com](mailto: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**

HALF PAGE: \$1,820  
QUARTER PAGE: \$910

Global



**Sotheby's**  
INTERNATIONAL REALTY

Austin, Texas  
 214.426.8800 ext. 200  
 Property # 1230123  
 Agent: Jennifer  
 International Realty  
 Broker: Nancy 214.426.8800  
 Email: nancy@sothebyrealty.com  
 \$50,000,000.00

Nothing Compares to what's best.  
Explore our exclusive collection of inspiring homes.

© 2012 Sotheby's International Realty, Inc. All rights reserved. Sotheby's International Realty, Inc. is a registered trademark of Sotheby's International Realty, Inc. All other trademarks are the property of their respective owners.

Home

**1 Central Park West 46R/50C**  
 With unparalleled breathtaking views, this 50th of Central Park residence is a masterpiece of modern architecture and craftsmanship. Every room is meticulously finished with the finest materials, from the marble-clad walls to the custom millwork, creating an unparalleled level of luxury and elegance. Don't miss this opportunity to own a piece of Central Park West.

**New York, New York**  
 \$2,400,000.00  
 Sotheby's International Realty  
 East Side Manhattan Brokerage  
 Call: Taylor +1 212 850 7772  
 Email: taylor@sothebyrealty.com  
 \$50,000,000.00

**510 Park Avenue, 15/16**  
 This residence in the sky offers 2,000 sq. ft. of sophisticated living space overlooking New York Harbor with views of the city and the Statue of Liberty.

**New York, New York**  
 Sotheby's International Realty  
 East Side Manhattan Brokerage  
 Manhattan South +1 212 850 7883  
 Email: manhattan@sothebyrealty.com  
 \$270,000.000

**Four Seasons Private Residences**  
 This upcoming 1,100 sq. ft. penthouse is a masterpiece of modern architecture and craftsmanship. It features a private terrace with a hot tub and a private parking space. Don't miss this opportunity to own a piece of Four Seasons Private Residences.

**New York, New York**  
 Sotheby's International Realty  
 East Side Manhattan Brokerage  
 Manhattan South +1 212 850 7798  
 Email: manhattan@sothebyrealty.com  
 \$13,000,000.00

SC

## 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

---

Texas, California, New York

---

PRICE: \$2,500/DEPLOYMENT




DIGITAL

SOTHEBY'S SELECTS  
E-NEWSLETTERS

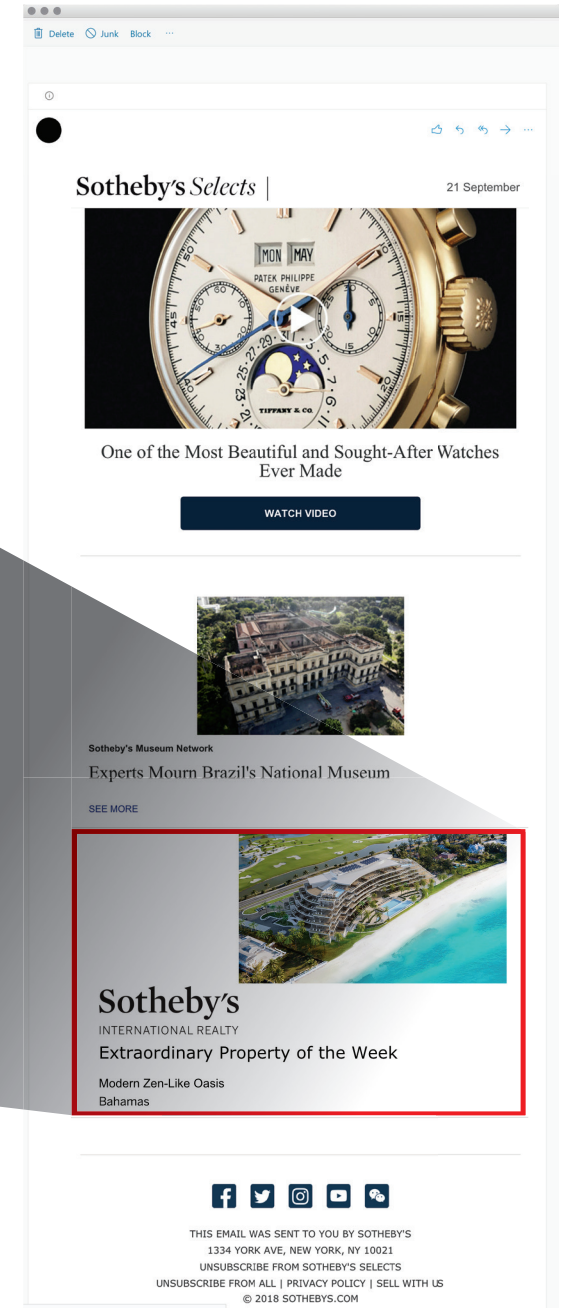
- Every Friday
- 52x Year
- Highlights upcoming auction events
- 488,357+ recipients
- 34% average open rate

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

[f](#) [t](#) [@](#) [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  
© 2018 SOTHEBYS.COM

# Digital Offerings



**Sotheby's**  
INTERNATIONAL REALTY



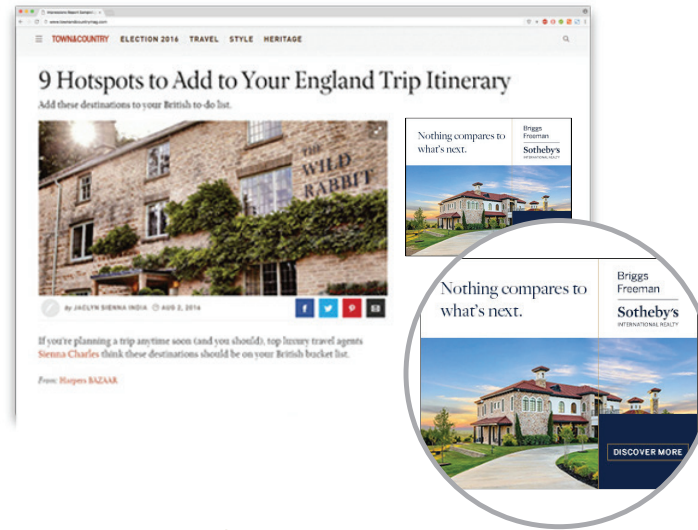
# Impressions Campaign

**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: **2721 Old Decatur Road**
- Flight Dates: **October 2023 - December 2023**
- Impressions: **1,500,000**
- Clicks through to the website of your choice.

<b>250K Impressions per month:</b>	<b>\$1,195</b>
<b>500K Impressions per month:</b>	<b>\$1,625</b>
<b>1 Million Impressions per month:</b>	<b>\$2,450</b>
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™

BARRON'S

FOX BUSINESS

THE WALL STREET JOURNAL.

FORTUNE

Forbes

Bloomberg  
Markets

REUTERS



# Creative

## SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

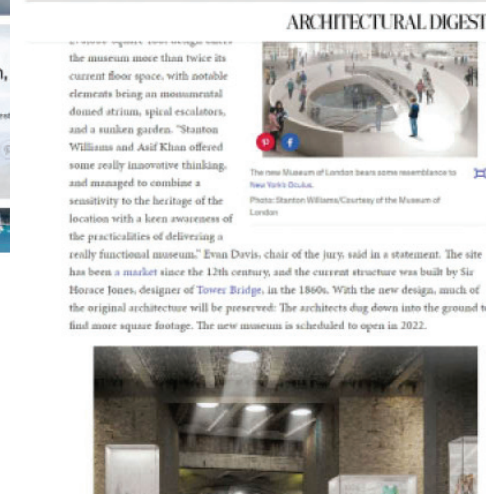
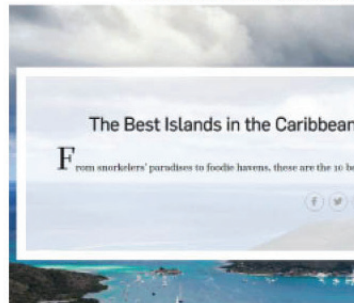
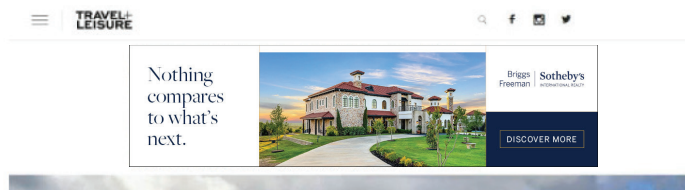
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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

BANNER PRODUCTION: \$350



# Sample Banners For Impressions Programs As They Appear On Sites

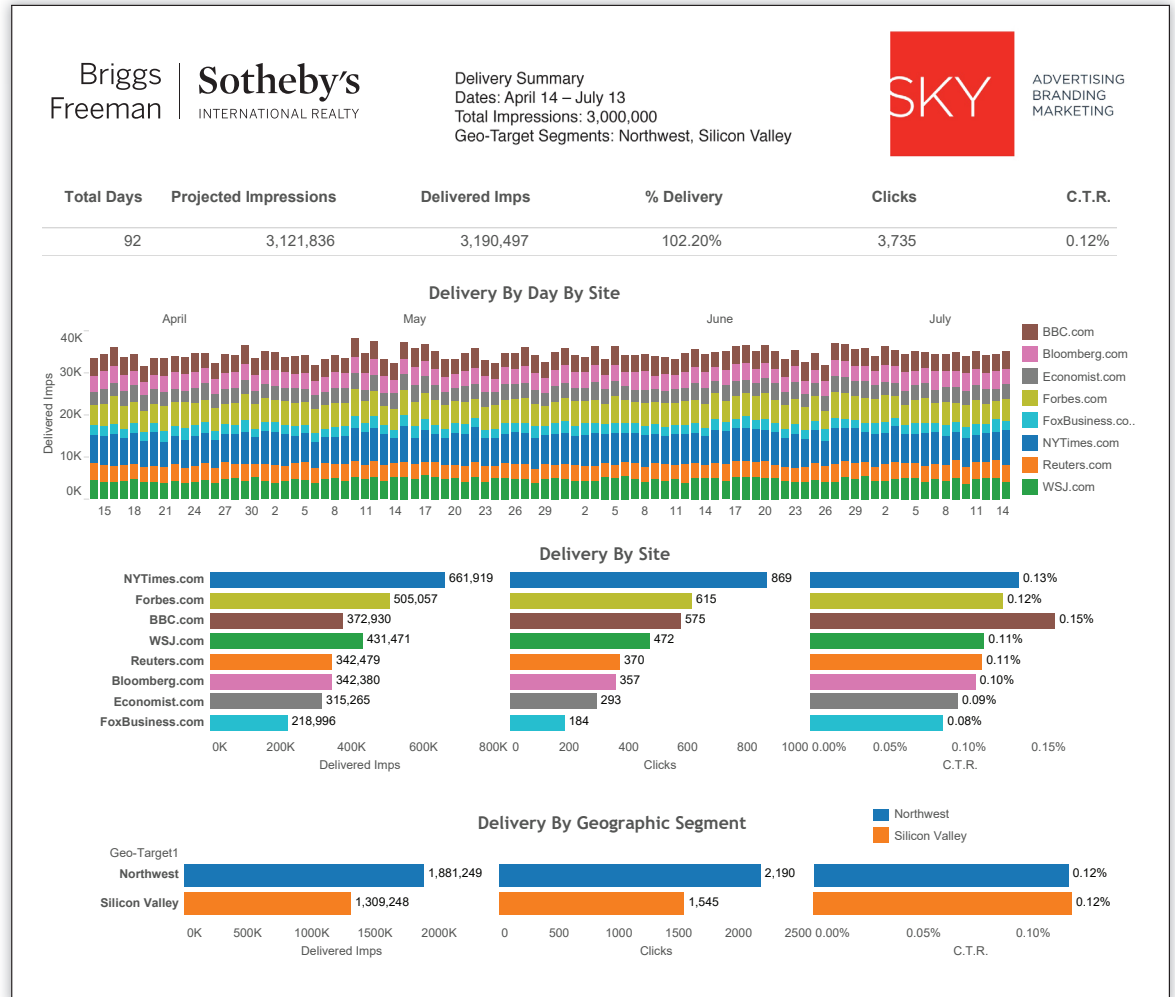


# Comprehensive Reporting For Your Customized Campaign

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 California, New York and Dallas Ft. Worth.

The programs are scheduled to start on October 1st and run for three months and deliver an estimated 1,500,000 impressions.

This will include:

- A site-specific segment of Global leading business/finance websites.
- A behavioral segment, that will allow us to show banners to adults who are actively searching for Dallas-Fort Worth area real estate and living in California and New York.

## SITE SPECIFIC

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

## BEHAVIORAL TARGETING

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

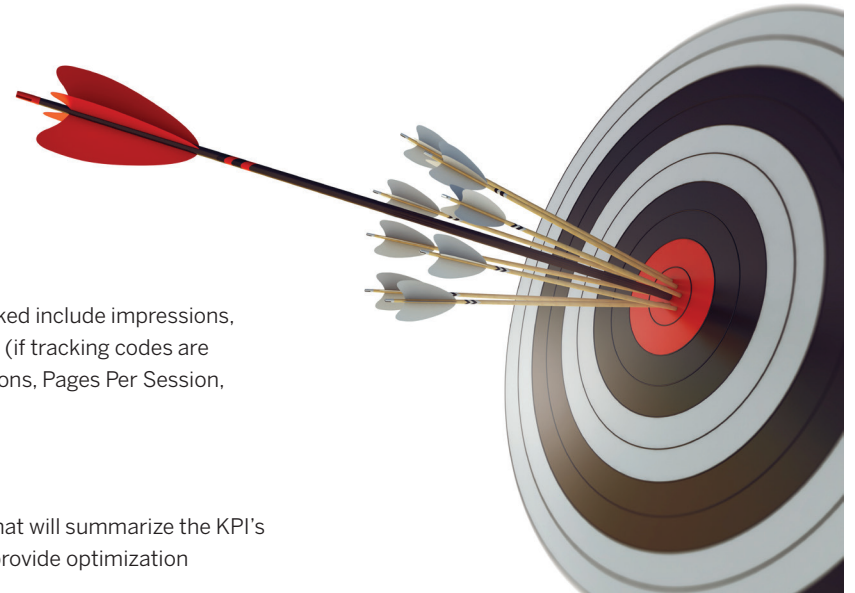
To ensure that the banners are seen in a premium environment, we have created a "whitelist" of sites. Ads will only show to people who have met our targeting criteria (behavior, income, and geo-target) on one of these sites. The site list includes top news, business, finance, sports, politics, and tech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

## MEASUREMENT

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

## REPORTING

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



# Impressions Scheduling

		<b>Briggs Freeman SIR 2721 Old Decatur Road</b>														
<b>Media</b>	<b>Geo-Target</b>	October					November				December				Impressions	
		01	08	15	22	29	05	12	19	26	03	10	17	24		
Forbes.com	California, New York, Dallas Ft. Worth														850,000	
Bloomberg.com																
Investors.com																
Barrons.com																
Reuters.com																
FoxBusiness.com																
Fortune.com																
CNBC.com																
WSJ.com																
Custom Intent - Dallas/Ft. Worth Real Estate	California, New York														650,000	
<b>Total Digital</b>															<b>1,500,000</b>	

# Comprehensive Digital

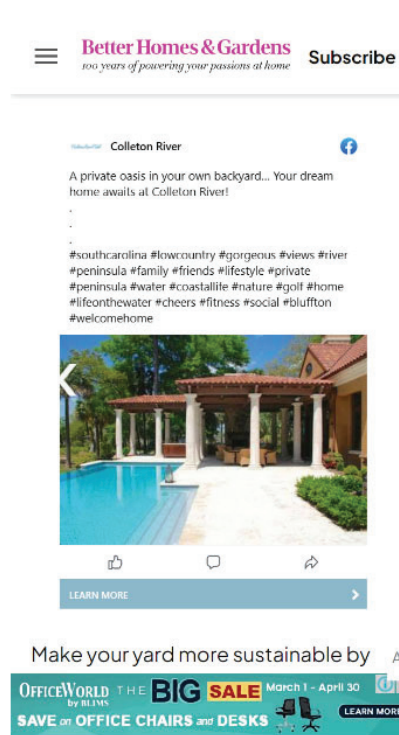
## SOCIAL MIRROR ADS

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.

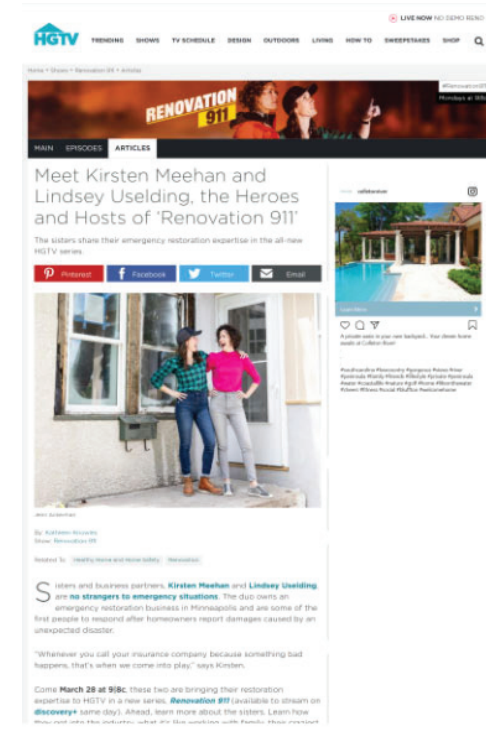
Social Mirror ads can be done with any organic or paid posts from your business account on these 8 social media platforms: Facebook, Instagram, Twitter, LinkedIn, TikTok, Pinterest, Snapchat, or YouTube.

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



## DIGITAL

# Smart Solutions Eblast

Our team of email experts make your message stand out from your competition with compelling subject lines, engaging copy, powerful images and strategic deployment scheduling. Our campaigns are 100% responsive, meaning your message is optimized for all devices and email platforms in order to expand your reach and foster engagement with customers.

## TARGETING

Use high-quality data to reach new customers

## DELIVERABILITY

Make it to more customer's inboxes every time.

## AUDIENCE

Select High Income Zip Codes

Net Worth > \$13 Million



Household Income > \$500K

20,000 Total Emails

CUSTOM EBLAST AND REMINDER EMAIL: \$2,295

**Sotheby's**  
INTERNATIONAL REALTY



Explore the latest luxury properties in the Bay Area  
Among these buying opportunities: breathtaking opulence with floor-to-ceiling windows, and a vineyard paradise with panoramic views.  
**Schedule a private tour today.**



**The Epilome of Luxury Bay Living**  
44529 Vista Grande Court, Fremont, CA  
\$8,998,000

The home you have been waiting for. Embrace the opulence of this 9,931 square foot enclave as you experience unmatched, breathtaking views of the entire Bay Area with floor-to-ceiling windows. Built with every executive amenity you could possibly need, this custom-built masterpiece spares no details.


[View Property](#)



**Tuscan Vineyard Oasis in Mission Hills**  
44889 Vista Del Sol, Fremont, CA  
\$7,998,000

Your very own custom oasis awaits in the highly desirable Mission Hills. Enjoy 6,132 square feet of extensive luxurious living space on 2.7 acres of paradise, including 2 acres of lovely Cabernet vineyards, perfect for any wine connoisseur. Nearly every room in this magnificent home offers outstanding panoramic views of city lights, bay bridges, and the beautiful Mission Hills.

[View Property](#)



**Joseph Sabeh Jr.**  
DRE# CalBRE# 01295925  
Realtor  
Venture Sotheby's International Realty  
43813 Mission Boulevard  
Fremont, CA 94539  
(415) 381-5442  
jsabeh@gmail.com

[View Website](#)

Thank you for being part of our mailing list.  
You can use [this link](#) to stop receiving our emails.  
Alternatively, mail your request to PO Box 34628, Seattle, WA 98124-1628

# Crain's New York Business

## REAL ESTATE DAILY ENEWSLETTER

Crain's New York Business is the trusted voice of the New York business community – connecting businesses across the five boroughs by providing analysis and opinion on how to navigate New York's complex business and political landscape.

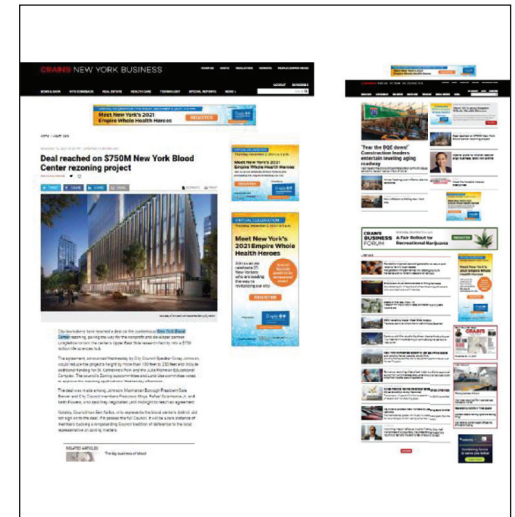
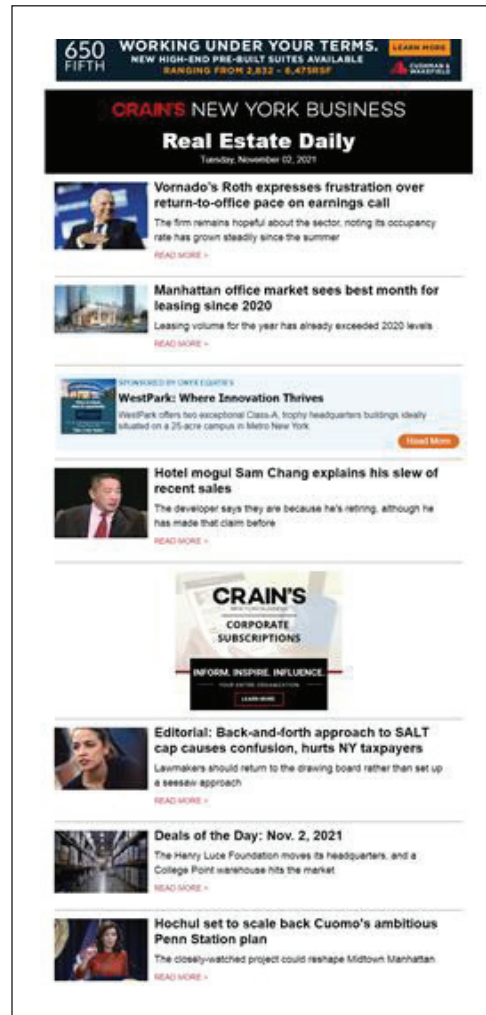
## CRAINS HAS AN INFLUENTIAL AUDIENCE OF DECISIONMAKERS

- **78%** are Top Management Professionals
- **60%** are C-Suite Level Executives
- **41%** serve on a Corporate or Non-Profit Board
- **87%** influence Capital Expenditures, Leasing, or Purchasing

## REAL ESTATE DAILY E-NEWSLETTER

- Subscribers: **15,000**
- Average Open Rate: **42%**
- **33% SOV + 25K ROS** display impressions
- Featured Placement Property Listing

PRICE: \$3,150/WEEK (MON- FRI, 5 SENDS)



# Elite Traveler

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

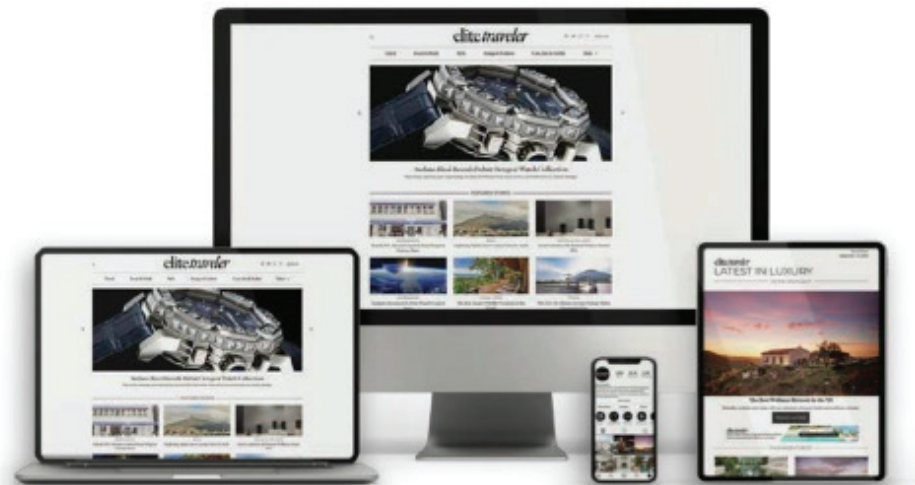
Elite Traveler.com is accessed globally across multiple platforms providing unique opportunities for alignment with luxury content.

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

---

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

**Half price with full page print purchase**



## 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**



# jamesedition.com

## E-NEWSLETTER

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

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

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

LISTING FEATURE: \$1,500

The screenshot shows the JamesEdition.com homepage. At the top, there's a navigation bar with 'JamesEdition' logo, 'About', 'USD', 'Sign In / Register', and 'Become a Seller'. Below the navigation is a horizontal menu with categories: 'For Sale', 'Travel', 'Brands', 'Dealers', 'Stores', 'Sell', and a search bar. A large banner image of a yacht is featured with the text 'The Global Luxury Marketplace: Cars, Homes and more'. Below the banner, a text block states: '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.' The main content area is divided into several sections: 'MOST POPULAR' featuring a grid of luxury cars like Ferrari 488 GTB, Chevrolet Corvette, and McLaren 550C; 'JAMES SPOTTING' with a featured real estate listing 'Two Level Duplex On Private Ponds'; 'RICH LIST' featuring a yacht listing 'DOUBLE DOWN 214 Codecas 2010/20...'; 'LATEST STORIES' with an article about luxury garages and another about exclusive neighborhoods in Hong Kong; and a 'Featured Agent' section for Nick Swinburne.

The screenshot shows the 'Find luxury real estate and homes for sale' page. It features a search bar with 'Type location' and a 'Search' button. Below the search bar is a large image of a modern interior with the caption 'THE PENTHOUSES AT GOLDEN PEAK \$ 23,900,000'. To the right, a text block describes JamesEdition as the premier international marketplace for luxury real estate. Below this is a 'Nothing compares.' advertisement for Sotheby's. The main section is 'Featured luxury properties', displaying a grid of various real estate listings with images and prices, such as '5 Bedrooms - Pent...' for \$2,734,418 and 'Elegant French Styl...' for \$8,800,000. At the bottom, there's a 'News about luxury real estate' section with several article teasers, including 'Most exclusive neighborhoods of Hong Kong' and 'The Bahamas: Inside the most exclusive gated communities'.

# 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.

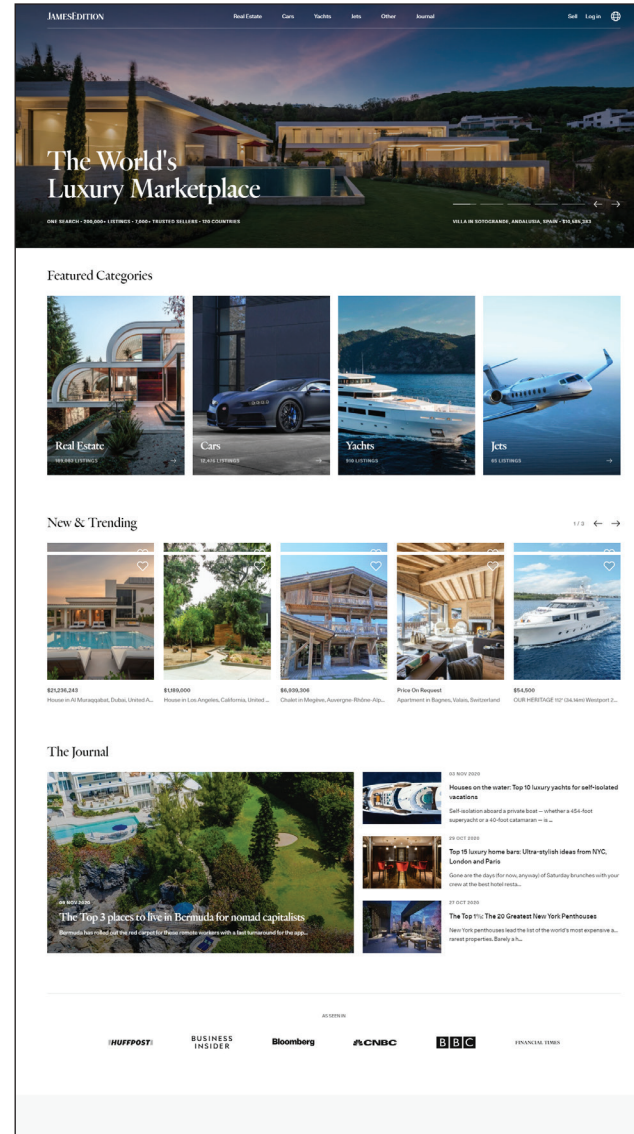
Showcase your office and properties and bring increased visibility to capture the attention of the UHNW in the James Edition rotating Gallery. The Rotating Gallery is a carousel of selected listings that automatically changes every 5 seconds. on the Home Page and the Real Estate Page

### HOME PAGE

FEATURED BANNER: \$2,000

### REAL ESTATE PAGE

FEATURED BANNE: \$1,600



# jamesedition.com

## SOCIAL MEDIA POST

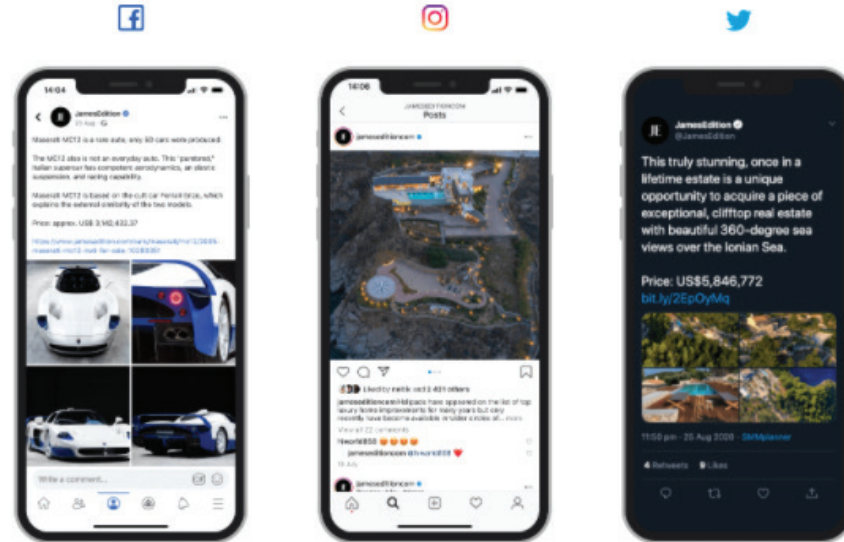
Founded in 2008, JamesEdition.com features the largest collection of luxury goods worldwide.

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 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

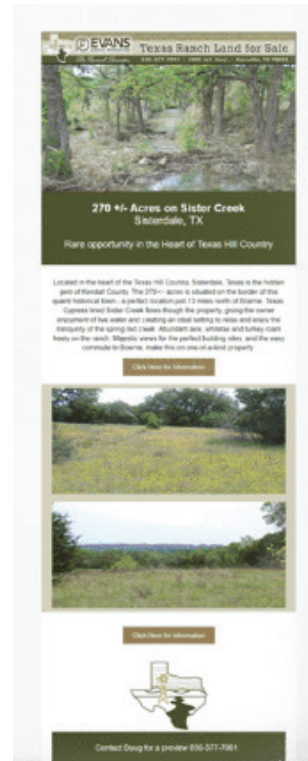
Lands of America is the premier rural real estate site with farms, ranches, country homes, mountain property for sale and more.

## 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.



## EMAIL MARKETING

Get in front of land buyers with high-performing newsletters and email campaigns. You'll be able to promote your listings and services to our engaged pool of 750K+ active subscribers directly.

## DEDICATED EMAILS

Create a custom message dedicated to your target customers that highlights your properties and business.

Drive demand and call the most-relevant prospects to action.

PRICE: \$1,500 FOR 5,000 RECIPIENTS



# Land.com

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

## LANDS OF AMERICA

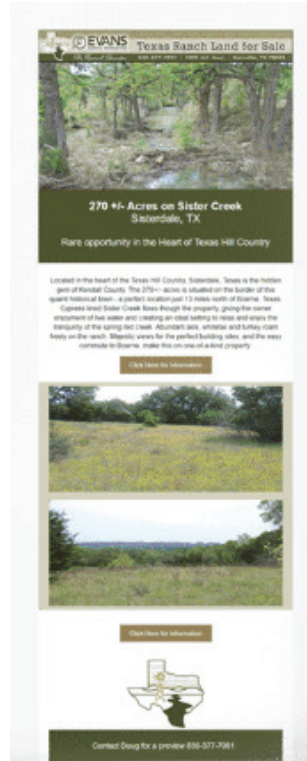
Lands of America is the premier rural real estate site with farms, ranches, country homes, mountain property for sale and more.

## 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

# Land Report

TheLandReport.com is the official Web site for The Land Report Magazine and serves as a daily guidebook for American landowners, featuring a database full of credible and relevant stories gathered daily from media outlets around the country. The daily headlines are a must-read for landowners who want to stay up-to-date on topics that matter most to them.

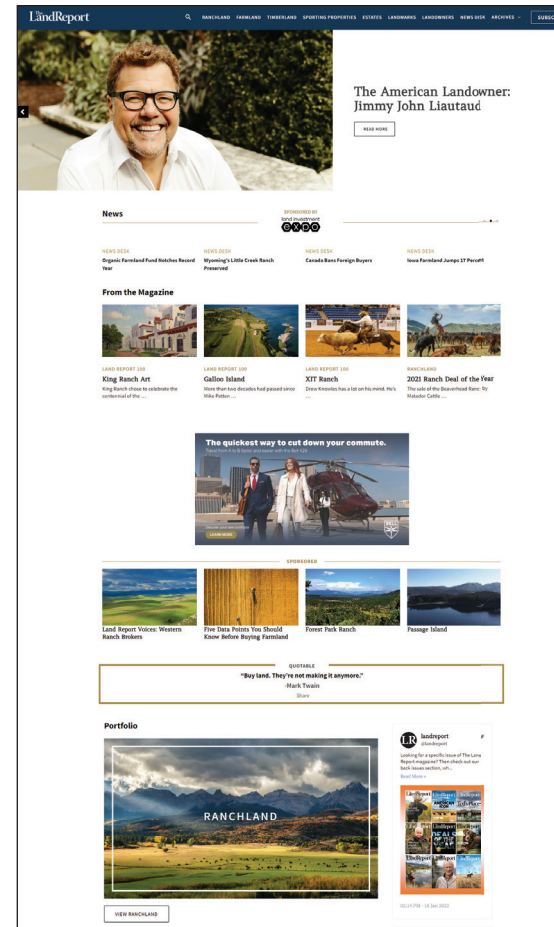
- Net Worth: **\$9.3M**
- Household Income: **\$9.2M**

### Top In-Bound Markets:

- Texas
- California
- Florida
- Colorado
- New York
- Illinois
- Georgia
- North Carolina
- Pennsylvania
- South Carolina

## NEWSLETTER PROMOTION

PRICE: \$2,500/MONTH



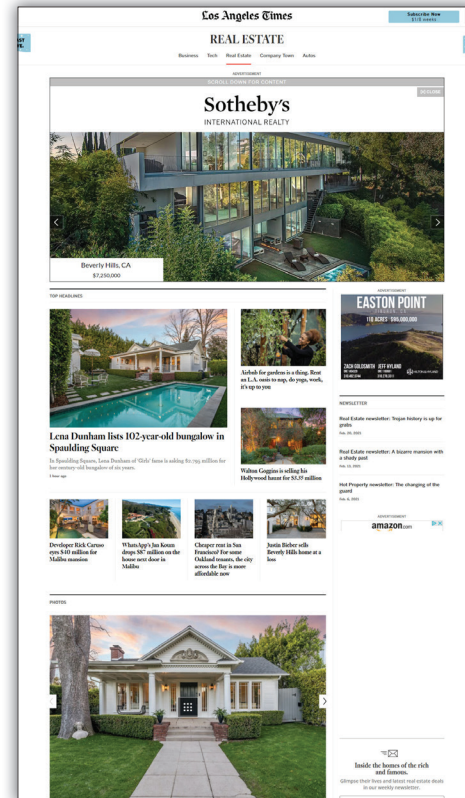
# LA Times

## LIGHTHOUSE FIXED POSITION HOT PROPERTY PAGE 100% SOV

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

PRICE: \$325 MONTH

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



# Luxury Estate

## LUXURY ESTATE

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

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

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

### SHOWCASE LISTING + ELITE LISTING PACKAGES

#### PRICES:

\$1,100 FOR 1 MONTH

\$3,250 FOR 3 MONTHS

\$5,100 FOR 6 MONTHS.



# RobbReport.Com

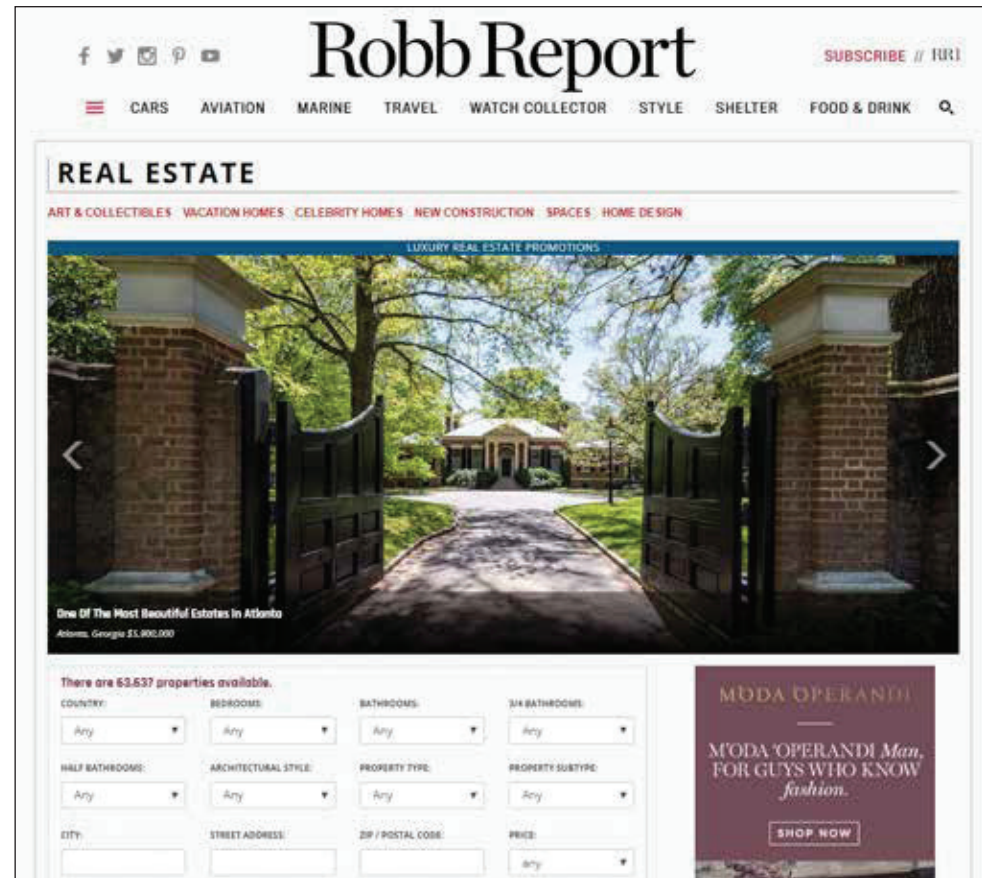
## REAL ESTATE MEDIA BAR

Placement on the Real Estate Media Bar provides outstanding visibility and click-through for high impact awareness.

Limited Space available: only 10 properties per month are permitted

- Above average click through rate
- Can click directly to provided url or landing page (built by robbreport.com)
- Property is live within 24-48 hours of receiving materials.

PRICE: \$1,250



# The Wall Street Journal Online (WSJ.Com)

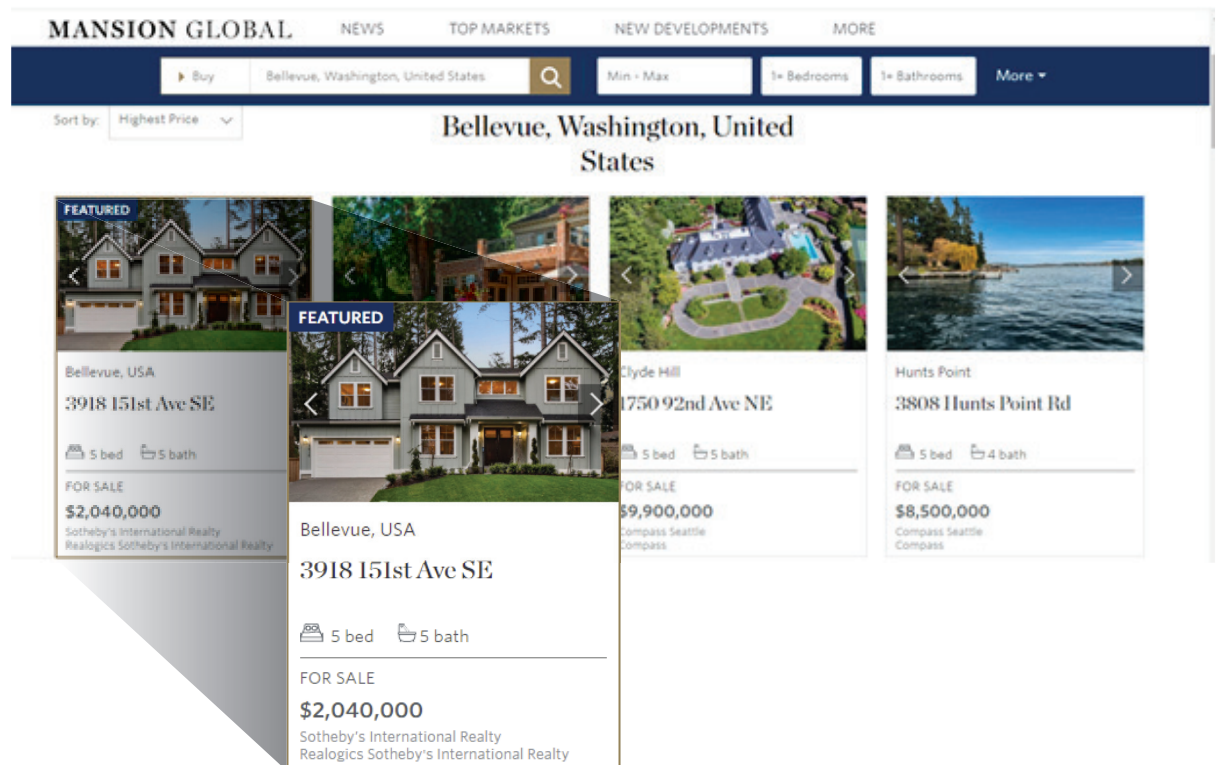
## FEATURED PROPERTY UPGRADES

WSJ.com and Mansion Global Featured Property Upgrades place your listings at the top of the search results pages in the town where the property is located. The property you wish to feature comes directly from your brand's WSJ.com feed and click-throughs go to the website of your choice.

Multiple properties can be featured and will be rotated equally. Each property appears for one month. The window to redeem Property Upgrades is valid for one year after purchase.

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

**Included with print placement**



# The Wall Street Journal Online (WSJ.Com)

## MANSION GLOBAL HOMEPAGE HERO

With 3,000,000 affluent unique visitors on Mansion Global, the Homepage Hero immediately entices readers as the first listing seen on the Mansion Global homepage. It provides premium, full-page visibility and the best opportunity for your listing to reach the most qualified buyer

- **164,000** Unique Visitors
- **1.75%** Click-Through Rate
- **2.5%** Share of Voice
- Can rotate up to **5** properties

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



# The Wall Street Journal Online (WSJ.Com)

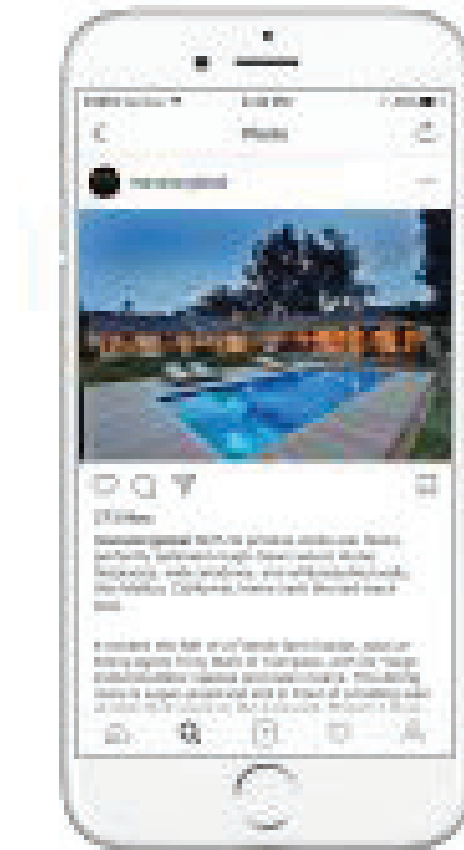
## @MANSIONGLOBAL INSTAGRAM

Leverage Mansion Global's growing Instagram presence with native Instagram posts that showcase their properties to an active, in-market social media audience.

- Followers: **76.2K**

---

PRICE: \$1,775



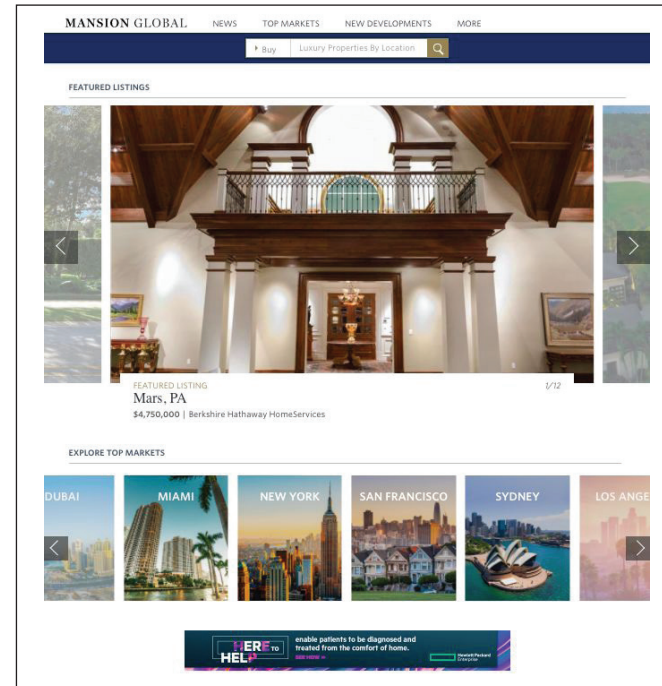


# The Wall Street Journal Online (WSJ.Com)

## THE HOMEPAGE FEATURED LISTING

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

PRICE: \$1,275/MONTH



# Print Offerings



Sotheby's  
INTERNATIONAL REALTY

# The Wall Street Journal

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

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

PRICE: \$650 SINGLE SPOT, COLOR

Includes Bonus 30 Day Digital - Featured Property Upgrade

**EXUMA, THE BAHAMAS**



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

**THE WALL STREET JOURNAL.**  
WEDNESDAY, MARCH 4, 2020 • VOL. CCLXXV NO. 52 • 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 of 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 received a string of Super Tuesday primary victories and Super Tuesday delegates in California as the two candidates broke away from the field for the first time in the race for the White House.

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

<b>LAKE, THE BAHAMAS</b> Leaf Cay \$19,995,000 USD   sirbahamas.com/id/46931 Bahamas Sotheby's International Realty <b>GEORGE DAMIANOS</b> george.damianos@sirbahamas.com +1 242.424.9699	<b>PARADISE VALLEY, ARIZONA</b> 4129 East Sandy Mountain Road \$1,000,000   sirbahamas.com/id/46932 Bahamas Sotheby's International Realty <b>FRANK AZARMI</b> frank.azarmi@sirbahamas.com +1 949.388.0249	<b>SCOTTSDALE, ARIZONA</b> 10778 East Hornbeck Drive \$1,000,000   sirbahamas.com/id/46933 Bahamas Sotheby's International Realty <b>FRANK AZARMI</b> frank.azarmi@sirbahamas.com +1 949.388.0249	<b>SCOTTSDALE, ARIZONA</b> 6907 North 43rd Street \$1,000,000   sirbahamas.com/id/46934 Bahamas Sotheby's International Realty <b>FRANK AZARMI</b> frank.azarmi@sirbahamas.com +1 949.388.0249	<b>ATHLETON, CALIFORNIA</b> 151 Vinyon Road \$1,000,000   sirbahamas.com/id/46935 Bahamas Sotheby's International Realty <b>MICHAEL DREYFUS</b> michael.dreyfus@sirbahamas.com +1 415.881.5874
<b>PALM ALTO, CALIFORNIA</b> 12776 westerly.com Sotheby's International Realty <b>MICHAEL DREYFUS</b> michael.dreyfus@sirbahamas.com +1 415.881.5874	<b>POMONA, CALIFORNIA</b> 3011 hammond.com Sotheby's International Realty <b>MICHAEL DREYFUS &amp; ANDREW HUSTON</b> michael.dreyfus@sirbahamas.com +1 415.881.5874	<b>ROSE, CALIFORNIA</b> 2711 goldenhill.com Sotheby's International Realty <b>MICHAEL DREYFUS &amp; ANDREW HUSTON</b> michael.dreyfus@sirbahamas.com +1 415.881.5874	<b>SAN DIEGO, CALIFORNIA</b> 2776 Ocean Street \$1,000,000   sirbahamas.com/id/46936 Bahamas Sotheby's International Realty <b>PAULINE SUTHERLAND</b> pauline.sutherland@sirbahamas.com +1 619.521.2128	<b>SAN FRANCISCO, CALIFORNIA</b> No. 1818, Sycamore \$1,000,000   sirbahamas.com/id/46937 Bahamas Sotheby's International Realty <b>WENDY STOROCK</b> wendy.storock@sirbahamas.com +1 415.881.5874
<b>GREENSBORO, CONNECTICUT</b> 1110 northstreet.com \$1,000,000   sirbahamas.com/id/46938 Bahamas Sotheby's International Realty <b>MATT BERNARD</b> matt.bernard@sirbahamas.com +1 203.538.3743	<b>HARTFORD, CONNECTICUT</b> 2200 northavenue.com \$1,000,000   sirbahamas.com/id/46939 Bahamas Sotheby's International Realty <b>KRISTY BLAKE</b> kristy.blake@sirbahamas.com +1 203.538.3743	<b>MAYLAND, FLORIDA</b> 1000000.com \$1,000,000   sirbahamas.com/id/46940 Bahamas Sotheby's International Realty <b>RUSSELL POST &amp; KARYN TAYLOR</b> russell.post@sirbahamas.com +1 904.534.4633	<b>MIAMI BEACH, FLORIDA</b> 17175 Collins Road, E. Unit 8 \$1,000,000   sirbahamas.com/id/46941 Bahamas Sotheby's International Realty <b>SUSAN BRYAN &amp; KARYN THEISE</b> susan.bryan@sirbahamas.com +1 772.733.1809	<b>MIAMI BEACH, FLORIDA</b> 1000000.com \$1,000,000   sirbahamas.com/id/46942 Bahamas Sotheby's International Realty <b>CINCY O'DARE &amp; MAZIE BEGAN</b> cincy.odare@sirbahamas.com +1 772.733.1809
<b>ALPINE, MASSACHUSETTS</b> 1100000.com \$1,000,000   sirbahamas.com/id/46943 Bahamas Sotheby's International Realty <b>MARTHA PIER</b> martha.pier@sirbahamas.com +1 413.841.1050	<b>BOSTON, MASSACHUSETTS</b> 1000000.com \$1,000,000   sirbahamas.com/id/46944 Bahamas Sotheby's International Realty <b>LOUIS KUSHAN &amp; JEFF SIMONIAN</b> louis.kushan@sirbahamas.com +1 617.841.1050	<b>LENOX, MASSACHUSETTS</b> 1100000.com \$1,000,000   sirbahamas.com/id/46945 Bahamas Sotheby's International Realty <b>GEORGE GAIN</b> george.gain@sirbahamas.com +1 617.841.1050	<b>SPRINGFIELD, MASSACHUSETTS</b> 1000000.com \$1,000,000   sirbahamas.com/id/46946 Bahamas Sotheby's International Realty <b>JUDSON HENDERSON</b> judson.henderson@sirbahamas.com +1 413.841.1050	<b>PRINCETON, NEW JERSEY</b> 1000000.com \$1,000,000   sirbahamas.com/id/46947 Bahamas Sotheby's International Realty <b>JUDSON HENDERSON</b> judson.henderson@sirbahamas.com +1 413.841.1050
<b>NEW YORK, NEW YORK</b> 1000000.com \$1,000,000   sirbahamas.com/id/46948 Bahamas Sotheby's International Realty <b>MARTHA PIER</b> martha.pier@sirbahamas.com +1 413.841.1050	<b>NEW YORK, NEW YORK</b> 1000000.com \$1,000,000   sirbahamas.com/id/46949 Bahamas Sotheby's International Realty <b>BECKY'S GOLF</b> beckys.golf@sirbahamas.com +1 212.265.7023	<b>NEW YORK, NEW YORK</b> 1000000.com \$1,000,000   sirbahamas.com/id/46950 Bahamas Sotheby's International Realty <b>THE BAKSHIN'S &amp; GLENN SHAPIRO</b> thebakshinsandglennshapiro@sirbahamas.com +1 212.265.7023	<b>NEW YORK, NEW YORK</b> 1000000.com \$1,000,000   sirbahamas.com/id/46951 Bahamas Sotheby's International Realty <b>THE TAYLOR TEAM</b> taylor.team@sirbahamas.com +1 212.265.7023	<b>ROSELAND, NEW YORK</b> 1000000.com \$1,000,000   sirbahamas.com/id/46952 Bahamas Sotheby's International Realty <b>ROSELAND</b> roseland@sirbahamas.com +1 212.265.7023
<b>CHARLOTTE, NORTH CAROLINA</b> 1100000.com \$1,000,000   sirbahamas.com/id/46953 Bahamas Sotheby's International Realty <b>MARILYN WILCOXSON</b> marilyn.wilcoxon@sirbahamas.com +1 704.376.2880	<b>PROVIDENCE, RHODE ISLAND</b> 1100000.com \$1,000,000   sirbahamas.com/id/46954 Bahamas Sotheby's International Realty <b>THE BAKSHIN'S &amp; GLENN SHAPIRO</b> thebakshinsandglennshapiro@sirbahamas.com +1 212.265.7023	<b>CHARLOTTE, SOUTH CAROLINA</b> 1100000.com \$1,000,000   sirbahamas.com/id/46955 Bahamas Sotheby's International Realty <b>THE BAKSHIN'S &amp; GLENN SHAPIRO</b> thebakshinsandglennshapiro@sirbahamas.com +1 212.265.7023	<b>LOS ANGELES, SOUTH CAROLINA</b> 1100000.com \$1,000,000   sirbahamas.com/id/46956 Bahamas Sotheby's International Realty <b>THE TAYLOR TEAM</b> taylor.team@sirbahamas.com +1 212.265.7023	<b>ARLINGTON, TEXAS</b> 1100000.com \$1,000,000   sirbahamas.com/id/46957 Bahamas Sotheby's International Realty <b>KIMARA WILCOXSON</b> kimara.wilcoxon@sirbahamas.com +1 817.423.0200
<b>NORTH TEXAS</b> 1100000.com \$1,000,000   sirbahamas.com/id/46958 Bahamas Sotheby's International Realty <b>KIMARA WILCOXSON</b> kimara.wilcoxon@sirbahamas.com +1 817.423.0200	<b>HOUSTON, TEXAS</b> 1100000.com \$1,000,000   sirbahamas.com/id/46959 Bahamas Sotheby's International Realty <b>VICTORIA MINTON</b> victoria.minton@sirbahamas.com +1 281.308.4632	<b>WHEELERSLEY, TEXAS</b> 1100000.com \$1,000,000   sirbahamas.com/id/46960 Bahamas Sotheby's International Realty <b>GRAY ADKINS</b> gray.adkins@sirbahamas.com +1 713.782.8837	<b>UTAH</b> 1100000.com \$1,000,000   sirbahamas.com/id/46961 Bahamas Sotheby's International Realty <b>CHRIS SIMONS</b> chris.simons@sirbahamas.com +1 435.513.0446	<b>KANSAS, UTAH</b> 1100000.com \$1,000,000   sirbahamas.com/id/46962 Bahamas Sotheby's International Realty <b>CHRIS SIMONS</b> chris.simons@sirbahamas.com +1 435.513.0446

# The New York Times

## IN THE FRIDAY MAIN NEWS SECTION

The New York Times is widely recognized as the most influential news source for many of the world's most sophisticated and loyal readers. Today's Times is influential in more ways than ever, with sections devoted to everything from the arts and entertainment to sports and science, business and technology to dining and home design. The Main News section provides extensive coverage of the leading events and issues of the day, global and national. It features the editorial page and Op-Ed articles contributed by leaders in every field. The Main News section is the most well-read section and it sets the agenda for the most important news of the day. This is an essential environment to give your luxury properties the ultimate exposure.

- Circulation: **483,701**
- Male / Female ratio: **62.2% / 37.8%**
- Average household income: **\$381,464**
- Median age: **45.2**
- Over one half have liquid assets valued at **\$1 million+**
- Over 1 in 4 have a household net worth of **\$3 million**

PRICE: \$710/SINGLE SPOT, COLOR

**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

**Sotheby's INTERNATIONAL REALTY**

Nothing compares to what's next.

<b>LEAF CAY, THE BAHAMAS</b> Leaf Cay \$19,995,000 USD   sirbahamas.com/id/46931 Bahamas Sotheby's International Realty <b>GEORGE DAMIANOS</b> george.damianos@sirbahamas.com +1 242.424.9699	<b>PARADISE VALLEY, ARIZONA</b> 4129 East Sandy Mountain Road \$1,000,000   srbahamas.com/id/46931 Bahamas Sotheby's International Realty <b>FRANK AZARMI</b> frank.azarmi@sirbahamas.com +1 480.368.0280	<b>SCOTTSDALE, ARIZONA</b> 10774 East Hornbeck Drive \$1,000,000   srbahamas.com/id/46931 Bahamas Sotheby's International Realty <b>FRANK AZARMI</b> frank.azarmi@sirbahamas.com +1 480.368.0280	<b>SCOTTSDALE, ARIZONA</b> 62047 North 13th Street \$1,000,000   srbahamas.com/id/46931 Bahamas Sotheby's International Realty <b>FRANK AZARMI</b> frank.azarmi@sirbahamas.com +1 480.368.0280	<b>ATLANTON, CALIFORNIA</b> 151 Toyon Road \$1,000,000   srbahamas.com/id/46931 Bahamas Sotheby's International Realty <b>MICHAEL DREYFUS</b> michael.dreyfus@sirbahamas.com +1 415.858.8574
<b>PALO ALTO, CALIFORNIA</b> 11270 waverly.com \$12,700,000 Sotheby's International Realty <b>MICHAEL DREYFUS</b> michael.dreyfus@sirbahamas.com +1 415.858.8574	<b>PALO ALTO, CALIFORNIA</b> 3011 Hampshire Road \$14,000,000 Sotheby's International Realty <b>MICHAEL DREYFUS</b> michael.dreyfus@sirbahamas.com +1 415.858.8574	<b>POLO, CALIFORNIA</b> 2711 gowall.com \$11,000,000 Sotheby's International Realty <b>MICHAEL DREYFUS</b> michael.dreyfus@sirbahamas.com +1 415.858.8574	<b>SAN DIEGO, CALIFORNIA</b> 2710 Acazua Street \$11,000,000   srbahamas.com/id/46931 Bahamas Sotheby's International Realty <b>MICHAEL DREYFUS</b> michael.dreyfus@sirbahamas.com +1 415.858.8574	<b>SAN FRANCISCO, CALIFORNIA</b> 10411 15th Ave \$11,000,000 Sotheby's International Realty <b>MICHAEL DREYFUS</b> michael.dreyfus@sirbahamas.com +1 415.858.8574
<b>GREENSBORO, CONNECTICUT</b> 11000 Main Street \$1,000,000 Sotheby's International Realty <b>MATT BERNARD</b> matt.bernard@sirbahamas.com +1 203.273.2883	<b>HARTFORD, CONNECTICUT</b> 2000 Parkville Road \$1,000,000 Sotheby's International Realty <b>KRISTY BLAKE</b> kristy.blake@sirbahamas.com +1 203.538.3743	<b>MILFORD, CONNECTICUT</b> 11000 Main Street \$1,000,000 Sotheby's International Realty <b>RUSSELL POST / MOLLY TAYLOR</b> russell.post@sirbahamas.com +1 508.534.4633	<b>MIAMI BEACH, FLORIDA</b> 17100 Collins Ave, Beach 1, Unit B \$1,000,000   srbahamas.com/id/46931 Bahamas Sotheby's International Realty <b>SUSAN BRYAN / MOLLY TAYLOR</b> susan.bryan@sirbahamas.com +1 305.523.7700	<b>MIAMI BEACH, FLORIDA</b> 10000 Biscayne Blvd \$1,000,000 Sotheby's International Realty <b>GINY O'DARE / MOLLY TAYLOR</b> giny.odare@sirbahamas.com +1 305.773.5899
<b>ALFORD, MASSACHUSETTS</b> 10000 Biscayne Blvd \$1,000,000 Sotheby's International Realty <b>MARTHA PIPER</b> martha.piper@sirbahamas.com +1 617.841.1000	<b>BOSTON, MASSACHUSETTS</b> 10000 Biscayne Blvd \$1,000,000   srbahamas.com/id/46931 Bahamas Sotheby's International Realty <b>LOUIE KUHIAN / JEFF SIMONIAN</b> louie.kuhian@sirbahamas.com +1 617.841.1000	<b>BRIDGEVILLE, MASSACHUSETTS</b> 10000 Biscayne Blvd \$1,000,000 Sotheby's International Realty <b>GEORGE GAIN</b> george.gain@sirbahamas.com +1 617.841.1000	<b>SPRINGFIELD, MASSACHUSETTS</b> 10000 Biscayne Blvd \$1,000,000 Sotheby's International Realty <b>JORDAN HENDERSON</b> jordan.henderson@sirbahamas.com +1 409.933.0000	<b>SPRINGFIELD, MASSACHUSETTS</b> 10000 Biscayne Blvd \$1,000,000 Sotheby's International Realty <b>JORDAN HENDERSON</b> jordan.henderson@sirbahamas.com +1 409.933.0000
<b>NEW YORK, NEW YORK</b> 10000 Biscayne Blvd \$1,000,000 Sotheby's International Realty <b>MARTHA PIPER</b> martha.piper@sirbahamas.com +1 617.841.1000	<b>NEW YORK, NEW YORK</b> 10000 Biscayne Blvd \$1,000,000 Sotheby's International Realty <b>BECKY COLE</b> becky.cole@sirbahamas.com +1 212.265.7000	<b>NEW YORK, NEW YORK</b> 10000 Biscayne Blvd \$1,000,000 Sotheby's International Realty <b>KEVIN WANG</b> kevin.wang@sirbahamas.com +1 212.265.7000	<b>NEW YORK, NEW YORK</b> 10000 Biscayne Blvd \$1,000,000 Sotheby's International Realty <b>KEVIN WANG</b> kevin.wang@sirbahamas.com +1 212.265.7000	<b>PORTSMOUTH, NEW YORK</b> 10000 Biscayne Blvd \$1,000,000 Sotheby's International Realty <b>KEVIN WANG</b> kevin.wang@sirbahamas.com +1 212.265.7000
<b>CHARLOTTE, NORTH CAROLINA</b> 10000 Biscayne Blvd \$1,000,000 Sotheby's International Realty <b>KEVIN WANG</b> kevin.wang@sirbahamas.com +1 212.265.7000	<b>PROVIDENCE, RHODE ISLAND</b> 10000 Biscayne Blvd \$1,000,000 Sotheby's International Realty <b>KEVIN WANG</b> kevin.wang@sirbahamas.com +1 212.265.7000	<b>CHARLOTTE, SOUTH CAROLINA</b> 10000 Biscayne Blvd \$1,000,000 Sotheby's International Realty <b>KEVIN WANG</b> kevin.wang@sirbahamas.com +1 212.265.7000	<b>LOS ANGELES, SOUTH CAROLINA</b> 10000 Biscayne Blvd \$1,000,000 Sotheby's International Realty <b>KEVIN WANG</b> kevin.wang@sirbahamas.com +1 212.265.7000	<b>ARLINGTON, TEXAS</b> 10000 Biscayne Blvd \$1,000,000 Sotheby's International Realty <b>KEVIN WANG</b> kevin.wang@sirbahamas.com +1 212.265.7000
<b>HOUSTON, TEXAS</b> 10000 Biscayne Blvd \$1,000,000 Sotheby's International Realty <b>KEVIN WANG</b> kevin.wang@sirbahamas.com +1 212.265.7000	<b>HOUSTON, TEXAS</b> 10000 Biscayne Blvd \$1,000,000 Sotheby's International Realty <b>KEVIN WANG</b> kevin.wang@sirbahamas.com +1 212.265.7000	<b>HOUSTON, TEXAS</b> 10000 Biscayne Blvd \$1,000,000 Sotheby's International Realty <b>KEVIN WANG</b> kevin.wang@sirbahamas.com +1 212.265.7000	<b>ARMA, UTAH</b> 10000 Biscayne Blvd \$1,000,000 Sotheby's International Realty <b>KEVIN WANG</b> kevin.wang@sirbahamas.com +1 212.265.7000	<b>KANSAS, UTAH</b> 10000 Biscayne Blvd \$1,000,000 Sotheby's International Realty <b>KEVIN WANG</b> kevin.wang@sirbahamas.com +1 212.265.7000
<b>HOUSTON, TEXAS</b> 10000 Biscayne Blvd \$1,000,000 Sotheby's International Realty <b>KEVIN WANG</b> kevin.wang@sirbahamas.com +1 212.265.7000	<b>HOUSTON, TEXAS</b> 10000 Biscayne Blvd \$1,000,000 Sotheby's International Realty <b>KEVIN WANG</b> kevin.wang@sirbahamas.com +1 212.265.7000	<b>HOUSTON, TEXAS</b> 10000 Biscayne Blvd \$1,000,000 Sotheby's International Realty <b>KEVIN WANG</b> kevin.wang@sirbahamas.com +1 212.265.7000	<b>ARMA, UTAH</b> 10000 Biscayne Blvd \$1,000,000 Sotheby's International Realty <b>KEVIN WANG</b> kevin.wang@sirbahamas.com +1 212.265.7000	<b>KANSAS, UTAH</b> 10000 Biscayne Blvd \$1,000,000 Sotheby's International Realty <b>KEVIN WANG</b> kevin.wang@sirbahamas.com +1 212.265.7000

**The New York Times**

Today, don't forget to read and share the New York Times. It's the most influential news source for many of the world's most sophisticated and loyal readers. Today's Times is influential in more ways than ever, with sections devoted to everything from the arts and entertainment to sports and science, business and technology to dining and home design. The Main News section provides extensive coverage of the leading events and issues of the day, global and national. It features the editorial page and Op-Ed articles contributed by leaders in every field. The Main News section is the most well-read section and it sets the agenda for the most important news of the day. This is an essential environment to give your luxury properties the ultimate exposure.

**Web's Far Right Can Hear Itself As Trump Talks**  
Chearing the Spread of Once-Fringe Views  
By KEVIN WANG and JILL MIYOSHI

**Edge in Polls Might Not Tip House Seats**  
Outcomes Hang on a Handful of Swing States  
By NATE GREEN

**It's Not Heaven, It's Brooklyn**  
The 40,000 racers in this year's New York City Marathon enjoyed blue skies, overcast conditions and a fast course. Pages F7-F22.

**Spending Millions in a Bid to Avoid Sanctions**  
By BENJAMIN SVETKEY  
The U.S. is pushing each country to stop providing arms to the Taliban. The U.S. is pushing each country to stop providing arms to the Taliban. The U.S. is pushing each country to stop providing arms to the Taliban.

**Partisan Rhetoric Of New Query On the Census**  
By MICHAEL WIND

**Called to Serve, Utah Mayor Always Answered**  
By JEFF TREMPER

**Offering Little Pool, Pizzeria Accuses Georgia Rival of 'Hack'**  
By RICHARD HENNET

# The New York Times

## THE SUNDAY REAL ESTATE

Through innovative journalism and captivating photography, video, and graphics, we aim to educate, delight, and inspire readers in their quest for the ultimate home or investment. This section is distributed in the New York Tri-State area each Sunday.

- Circulation: **403,748**
- Sunday: **972,774**
- Male / Female ratio: **51% / 49%**
- Median HHI: **\$193,586**
- Average HHI: **\$359,826**
- Median Age: **50**

PRICE: \$710/SINGLE SPOT, SUNDAY, COLOR


**EXUMA, THE BAHAMAS**



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

**RealEstate**  
The New York Times

**THE HAMPTONS NORTH?**



The Hudson Valley is starting to resemble that stretch of Long Island.

By JILL SACKO  
For some time, the Hudson Valley was enjoying a renaissance. It was nothing like the Hamptons. And that's why, in the past few years, a growing number of people have been flocking to the Hudson Valley. It's not just the scenic views, but the proximity to New York City. Many of these newcomers are from the city, and they're looking for a place to escape the city. They're looking for a place to escape the city. They're looking for a place to escape the city.

The Hudson Valley is starting to resemble that stretch of Long Island. It's not just the scenic views, but the proximity to New York City. Many of these newcomers are from the city, and they're looking for a place to escape the city. They're looking for a place to escape the city. They're looking for a place to escape the city.

**Sotheby's INTERNATIONAL REALTY**

Nothing compares to what's next.

<b>EXUMA, THE BAHAMAS</b> Leaf Cay \$19,995,000 USD   sirlbahamas.com/id/46931 <b>GEORGE DAMIANOS</b> george.damianos@sirlbahamas.com +1 242.424.9699	<b>PARADISE VALLEY, ARIZONA</b> 4129 East Sandy Mountain Road \$10,000,000 <b>FRANK AZZAM</b> frank.azzam@sothebysrealty.com +1 480.386.0480	<b>SCOTTSDALE, ARIZONA</b> 10799 East Hornbeck Drive \$10,000,000 <b>FRANK AZZAM</b> frank.azzam@sothebysrealty.com +1 480.386.0480	<b>SCOTTSDALE, ARIZONA</b> 28067 North S. Church Road \$10,000,000 <b>FRANK AZZAM</b> frank.azzam@sothebysrealty.com +1 480.386.0480	<b>ATHLETON, CALIFORNIA</b> 153 Tivoli Road \$10,000,000 <b>MICHAEL DREYFUS</b> michael.dreyfus@sothebysrealty.com +1 415.863.5874
<b>FALSBORO, CALIFORNIA</b> 11276 Sycamore Lane \$10,000,000 <b>MICHAEL DREYFUS</b> michael.dreyfus@sothebysrealty.com +1 415.863.5874	<b>HERNDON, CALIFORNIA</b> 5911 Herndon Road \$10,000,000 <b>MICHAEL DREYFUS</b> michael.dreyfus@sothebysrealty.com +1 415.863.5874	<b>ROSELAND, CALIFORNIA</b> 2715 Keston Street \$10,000,000 <b>MICHAEL DREYFUS</b> michael.dreyfus@sothebysrealty.com +1 415.863.5874	<b>SAN DIEGO, CALIFORNIA</b> 2715 Keston Street \$10,000,000 <b>MICHAEL DREYFUS</b> michael.dreyfus@sothebysrealty.com +1 415.863.5874	<b>SAN FRANCISCO, CALIFORNIA</b> 1801 Hyde Street \$10,000,000 <b>MICHAEL DREYFUS</b> michael.dreyfus@sothebysrealty.com +1 415.863.5874
<b>GREENBAY, CONNECTICUT</b> 1000 Greenway \$10,000,000 <b>MATT BERNARD</b> matt.bernard@sothebysrealty.com +1 203.273.2883	<b>HARTFORD, CONNECTICUT</b> 1000 Greenway \$10,000,000 <b>KRISTY BLAKE</b> kristy.blake@sothebysrealty.com +1 203.273.2883	<b>MELBORNE, FLORIDA</b> 1000 Greenway \$10,000,000 <b>RUSSELL POST   MOLLY TAYLOR</b> russell.post@sothebysrealty.com +1 561.544.4633	<b>MIAMI BEACH, FLORIDA</b> 1000 Greenway \$10,000,000 <b>SUSAN BRYAN   KARYN THEISE</b> susan.bryan@sothebysrealty.com +1 305.552.7700	<b>MIAMI BEACH, FLORIDA</b> 1000 Greenway \$10,000,000 <b>CINCY O'DARE   MAZIE BEGAN</b> cincy.odare@sothebysrealty.com +1 770.733.8889
<b>ALPHEA, MASSACHUSETTS</b> 1000 Greenway \$10,000,000 <b>MARTHA PIPER</b> martha.piper@sothebysrealty.com +1 617.847.4599	<b>BOSTON, MASSACHUSETTS</b> 1000 Greenway \$10,000,000 <b>LOUIS KUJAN   JEFF SIMONIAN</b> loUIS.kujan@sothebysrealty.com +1 617.847.1000	<b>SCARSDALE, MASSACHUSETTS</b> 1000 Greenway \$10,000,000 <b>GEORGE CAIN</b> george.cain@sothebysrealty.com +1 617.847.1000	<b>MORRILL TOWNSHIP, NEW JERSEY</b> 1000 Greenway \$10,000,000 <b>JODSON HENDERSON</b> jodson.henderson@sothebysrealty.com +1 609.633.1000	<b>PRINCETON, NEW JERSEY</b> 1000 Greenway \$10,000,000 <b>JODSON HENDERSON</b> jodson.henderson@sothebysrealty.com +1 609.633.1000
<b>NEW YORK, NEW YORK</b> 1000 Greenway \$10,000,000 <b>MARIO PERAZA   SEDRA BISHARA</b> mario.peraza@sothebysrealty.com +1 212.265.7693	<b>NEW YORK, NEW YORK</b> 1000 Greenway \$10,000,000 <b>BECKY COLE</b> becky.cole@sothebysrealty.com +1 212.265.7693	<b>NEW YORK, NEW YORK</b> 1000 Greenway \$10,000,000 <b>MARILYN BLUM   MARK FIELD</b> marilyn.blum@sothebysrealty.com +1 212.265.7693	<b>NEW YORK, NEW YORK</b> 1000 Greenway \$10,000,000 <b>JODSON HENDERSON</b> jodson.henderson@sothebysrealty.com +1 609.633.1000	<b>SCOTTSDALE, NEW YORK</b> 1000 Greenway \$10,000,000 <b>MICHAEL DREYFUS</b> michael.dreyfus@sothebysrealty.com +1 415.863.5874
<b>CHARLOTTE, NORTH CAROLINA</b> 1000 Greenway \$10,000,000 <b>MARILYN BLUM   MARK FIELD</b> marilyn.blum@sothebysrealty.com +1 212.265.7693	<b>PROVIDENCE, RHODE ISLAND</b> 1000 Greenway \$10,000,000 <b>THE WASHINGTON GROUP</b> the.washington.group@sothebysrealty.com +1 401.843.8337	<b>CHARLOTTE, SOUTH CAROLINA</b> 1000 Greenway \$10,000,000 <b>MARILYN BLUM   MARK FIELD</b> marilyn.blum@sothebysrealty.com +1 212.265.7693	<b>LOS ANGELES, SOUTH CAROLINA</b> 1000 Greenway \$10,000,000 <b>MARILYN BLUM   MARK FIELD</b> marilyn.blum@sothebysrealty.com +1 212.265.7693	<b>AUSTIN, TEXAS</b> 1000 Greenway \$10,000,000 <b>MARILYN BLUM   MARK FIELD</b> marilyn.blum@sothebysrealty.com +1 212.265.7693
<b>AUSTIN, TEXAS</b> 1000 Greenway \$10,000,000 <b>MARILYN BLUM   MARK FIELD</b> marilyn.blum@sothebysrealty.com +1 212.265.7693	<b>HOUSTON, TEXAS</b> 1000 Greenway \$10,000,000 <b>MARILYN BLUM   MARK FIELD</b> marilyn.blum@sothebysrealty.com +1 212.265.7693	<b>MINNEAPOLIS, TEXAS</b> 1000 Greenway \$10,000,000 <b>MARILYN BLUM   MARK FIELD</b> marilyn.blum@sothebysrealty.com +1 212.265.7693	<b>MINNEAPOLIS, TEXAS</b> 1000 Greenway \$10,000,000 <b>MARILYN BLUM   MARK FIELD</b> marilyn.blum@sothebysrealty.com +1 212.265.7693	<b>KANSAS, UTAH</b> 1000 Greenway \$10,000,000 <b>MARILYN BLUM   MARK FIELD</b> marilyn.blum@sothebysrealty.com +1 212.265.7693

# The New York Times Takeover

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

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

PRICE: \$690 FULL PAGE, COLOR

Includes Digital promotion and Digital Flipbook




**Sotheby's**  
INTERNATIONAL REALTY

GREENWICH CONNECTICUT

Move beyond your expectations.

Nothing compares.  
SOTHEBYSREALTY.COM

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

72 Post Road, Old Westbury, NY



**Fichea Russell**  
Real Estate Salesperson  
Gold Circle Of Excellence  
6 516.632.2710  
c. 516.662.5400

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


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




**DANIELE GALE** / AGENT / OEBRA RUSSELL



© 2017 Sotheby's International Realty, an Equal Housing Opportunity and Equal Housing Lender. Sotheby's International Realty, an Equal Housing Opportunity and Equal Housing Lender. Sotheby's International Realty, an Equal Housing Opportunity and Equal Housing Lender. Sotheby's International Realty, an Equal Housing Opportunity and Equal Housing Lender. Sotheby's International Realty, an Equal Housing Opportunity and Equal Housing Lender.



**Sandbanks Exuma, The Bahamas**




**Jacqueline Lightburn**  
Elite Agent  
+1 242 269 2225  
260 Sandbanks Lightburn  
JL@Sandbanks.com

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

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

SIREBAHAMAS.COM/ID/V29V67



© 2017 Sotheby's International Realty, an Equal Housing Opportunity and Equal Housing Lender. Sotheby's International Realty, an Equal Housing Opportunity and Equal Housing Lender. Sotheby's International Realty, an Equal Housing Opportunity and Equal Housing Lender. Sotheby's International Realty, an Equal Housing Opportunity and Equal Housing Lender.

5305 Carlsbad Boulevard, Carlsbad, CA 92008



**Eric Santorino**  
Elite Agent  
858.334.3557  
eric@ericsantorino.com  
DRE#01565001

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

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



SOTHEBYSREALTY.COM/ID/THE44



© 2017 Sotheby's International Realty, an Equal Housing Opportunity and Equal Housing Lender. Sotheby's International Realty, an Equal Housing Opportunity and Equal Housing Lender. Sotheby's International Realty, an Equal Housing Opportunity and Equal Housing Lender. Sotheby's International Realty, an Equal Housing Opportunity and Equal Housing Lender.

# Architectural Digest Regional Pages

## INSPIRE AFFLUENT BUYERS

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

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

## FULL PAGE, COLOR:

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

FULL PAGE, COLOR  
DALLAS/FT. WORTH: \$2,530



TTR  
Sotheby's

### 300 International Drive #2501

BALTIMORE, MARYLAND

Live amongst the clouds with the best undisturbed views in Baltimore. Highlighting the epitome of elite condo living within the Four Seasons Private Residences Baltimore. Residence #2501 features 2,000+ square feet of living with high-end finishes and a seamless open floorplan. Centrally located to America's most prestigious golf courses: Caves Valley, Congressional, Baltimore Country Club and more.

Offered at \$2,990,000

Call to action: [www.300international.com](http://www.300international.com)

TRAVELSTEAD! Alex Lerner 443-460-3152 alexner@ttr.com Lydia Travelshead 410-869-2113 lydiatr@ttr.com

© 1998 Sotheby's International Realty Affiliates, Inc. All Rights Reserved. Architectural Digest, TV Hitmaker, Shonda Rhimes, Living Pretty, Private Getaway, Star Power, Coast to Coast, Seth Meyers, Ellen DeGeneres, Tory Burch, Derek Blasberg are trademarks of their respective owners. All other trademarks are the property of their respective owners. All rights reserved. All other trademarks are the property of their respective owners. All other trademarks are the property of their respective owners.

velvære

Live at Velvære. Experience a life of well-being where nature and surroundings are intrinsically linked to living whole. This A/C rare community will feature direct access to the ocean and a private beachfront clubhouse. Through an exclusive 50% extension, all residents will enjoy access to outdoor spaces, an interactive wellness center and family adventure center all within a 15-minute drive to the beach and nearby homes in Park City, Utah. Available now, starting from \$4,650,000.

VELVAEREPAKITY.COM

MAULEBY Summit | Sotheby's

Keri Holland + Liza Story | [info@velvareparkcity.com](mailto:info@velvareparkcity.com) | 435.602.6570

# 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**

\$730 PROPERTY SPOT, COLOR

Global

**EXUMA, THE BAHAMAS**



Leaf Cay  
 \$19,995,000 USD | [sirbahamas.com/id/46931](http://sirbahamas.com/id/46931)  
 Bahamas Sotheby's International Realty  
**GEORGE DAMIANOS**  
[george.damianos@sirbahamas.com](mailto:george.damianos@sirbahamas.com)  
 +1 242.424.9699

PROPERTY | INTERIORS | ARCHITECTURE | GARDENS

## House & Home

FTWeekend

**Never let the Will**  
 Will knowledge dispenses free knowledge  
 BY LUCY PHILLIPS

**Sign of the Times**  
 South Korea's bid to buy end of London price falls  
 BY HENRIETTA PAWELL

**Study in style**  
 Harrolds in chine  
 BY JESSICA PAGE

The home of prime property: [propertylistings.com](http://propertylistings.com)

Follow us on Twitter @FTProperty



**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 Kazan's Problem**

**Adventures on two wheels**

Sarah Jessica Parker

**Sotheby's INTERNATIONAL REALTY**

Nothing compares to what's next.

<b>EXUMA, THE BAHAMAS</b> Leaf Cay \$19,995,000 USD   <a href="http://sirbahamas.com/id/46931">sirbahamas.com/id/46931</a> Bahamas Sotheby's International Realty <b>GEORGE DAMIANOS</b> <a href="mailto:george.damianos@sirbahamas.com">george.damianos@sirbahamas.com</a> +1 242.424.9699	<b>BRIDGE VALLEY, ARIZONA</b> 4129 East Sandy Mountain Road \$1,000,000 USD   <a href="http://sirbahamas.com/id/46932">sirbahamas.com/id/46932</a> Bahamas Sotheby's International Realty <b>FRANK AZAMI</b> <a href="mailto:frank.azami@sirbahamas.com">frank.azami@sirbahamas.com</a> +1 408.282.0280	<b>SCOTTSDALE, ARIZONA</b> 9793 East Bismarck Drive \$4,000,000 USD   <a href="http://sirbahamas.com/id/46933">sirbahamas.com/id/46933</a> Bahamas Sotheby's International Realty <b>FRANK AZAMI</b> <a href="mailto:frank.azami@sirbahamas.com">frank.azami@sirbahamas.com</a> +1 408.282.0280	<b>SCOTTSDALE, ARIZONA</b> 12881 North Church Road \$2,000,000 USD   <a href="http://sirbahamas.com/id/46934">sirbahamas.com/id/46934</a> Bahamas Sotheby's International Realty <b>FRANK AZAMI</b> <a href="mailto:frank.azami@sirbahamas.com">frank.azami@sirbahamas.com</a> +1 408.282.0280	<b>ATHLETON, CALIFORNIA</b> 451 Cypress Road \$6,700,000 USD   <a href="http://sirbahamas.com/id/46935">sirbahamas.com/id/46935</a> Bahamas Sotheby's International Realty <b>MICHAEL DEYFUS</b> <a href="mailto:michael.deyfus@sirbahamas.com">michael.deyfus@sirbahamas.com</a> +1 408.282.0280
<b>PALO ALTO, CALIFORNIA</b> 1527H Aveleya.com \$4,000,000 Golden Gate Sotheby's International Realty <b>MICHAEL DEYFUS</b> <a href="mailto:michael.deyfus@sirbahamas.com">michael.deyfus@sirbahamas.com</a> +1 408.481.4776	<b>PESQUIM, CALIFORNIA</b> 393 Hampton Road.com \$4,000,000 Golden Gate Sotheby's International Realty <b>MICHAEL DEYFUS</b> <a href="mailto:michael.deyfus@sirbahamas.com">michael.deyfus@sirbahamas.com</a> +1 408.481.4776	<b>ROSE, CALIFORNIA</b> 275 Joplin.com \$2,700,000 Golden Gate Sotheby's International Realty <b>MICHAEL DEYFUS</b> <a href="mailto:michael.deyfus@sirbahamas.com">michael.deyfus@sirbahamas.com</a> +1 408.481.4776	<b>SAN DIEGO, CALIFORNIA</b> 2716 N Ocean Street \$1,400,000 Pacific Sotheby's International Realty <b>REN KOCY</b>   <b>SANDRA GREENWELL</b> <a href="mailto:ren.kocy@sirbahamas.com">ren.kocy@sirbahamas.com</a> <a href="mailto:sandra.greenwell@sirbahamas.com">sandra.greenwell@sirbahamas.com</a> +1 760.213.1218	<b>SAN FRANCISCO, CALIFORNIA</b> Nob Hill.com \$2,000,000 San Francisco Sotheby's International Realty <b>WENDY STOKER</b> <a href="mailto:wendy.stoker@sirbahamas.com">wendy.stoker@sirbahamas.com</a> +1 415.774.8899
<b>BROOKHAVEN, CONNECTICUT</b> 3000 Park Drive.com \$4,000,000 East Gate Sotheby's International Realty <b>MATT BERNARD</b> <a href="mailto:matt.bernard@sirbahamas.com">matt.bernard@sirbahamas.com</a> +1 203.373.2883	<b>WESTON, CONNECTICUT</b> 1570 Westford Ridge.com \$4,000,000 East Gate Sotheby's International Realty <b>KRISSE BLAKE</b> <a href="mailto:krisse.blake@sirbahamas.com">krisse.blake@sirbahamas.com</a> +1 203.352.2742	<b>WILMINGTON, CONNECTICUT</b> 11700000000.com \$1,000,000 East Gate Sotheby's International Realty <b>RUSSELL POST</b>   <b>MOLLY TAYLOR</b> <a href="mailto:russell.post@sirbahamas.com">russell.post@sirbahamas.com</a> <a href="mailto:molly.taylor@sirbahamas.com">molly.taylor@sirbahamas.com</a> +1 203.352.2700	<b>WILMINGTON, CONNECTICUT</b> 11700000000.com \$1,000,000 East Gate Sotheby's International Realty <b>SUSAN BYRAN</b>   <b>KARIN THULE</b> <a href="mailto:susan.byran@sirbahamas.com">susan.byran@sirbahamas.com</a> <a href="mailto:karin.thule@sirbahamas.com">karin.thule@sirbahamas.com</a> +1 203.352.2700	<b>WESTON, CONNECTICUT</b> 11700000000.com \$1,000,000 East Gate Sotheby's International Realty <b>CODY D'ABATE</b>   <b>MAZIE REGAN</b> <a href="mailto:cody.dabate@sirbahamas.com">cody.dabate@sirbahamas.com</a> <a href="mailto:mazie.regan@sirbahamas.com">mazie.regan@sirbahamas.com</a> +1 203.352.2700
<b>ALFORD, MASSACHUSETTS</b> 10200000000.com \$4,000,000 East Gate Sotheby's International Realty <b>MARTHA PIER</b> <a href="mailto:marttha.pier@sirbahamas.com">marttha.pier@sirbahamas.com</a> +1 413.627.4999	<b>BOSTON, MASSACHUSETTS</b> 90 Avenue Street, Unit 1 \$4,000,000 East Gate Sotheby's International Realty <b>LOIS KUNIN</b>   <b>JEFF SIMONIAN</b> <a href="mailto:lois.kunin@sirbahamas.com">lois.kunin@sirbahamas.com</a> <a href="mailto:jeff.simonian@sirbahamas.com">jeff.simonian@sirbahamas.com</a> +1 413.627.4999	<b>LEONIA, MASSACHUSETTS</b> 43600000000.com \$4,000,000 East Gate Sotheby's International Realty <b>GEORGE CAIN</b> <a href="mailto:george.cain@sirbahamas.com">george.cain@sirbahamas.com</a> +1 978.961.8955	<b>ROSELLETTOWN, NEW JERSEY</b> 51 Neep Nelly Road \$1,700,000   <a href="http://sirbahamas.com/id/46936">sirbahamas.com/id/46936</a> Cherry Hill Sotheby's International Realty <b>JORDAN HENDERSON</b> <a href="mailto:jordan.henderson@sirbahamas.com">jordan.henderson@sirbahamas.com</a> +1 409.941.2050	<b>PRINCETON, NEW JERSEY</b> 100 Princeton Corner Road \$10,000,000   <a href="http://sirbahamas.com/id/46937">sirbahamas.com/id/46937</a> Cherry Hill Sotheby's International Realty <b>JORDAN HENDERSON</b> <a href="mailto:jordan.henderson@sirbahamas.com">jordan.henderson@sirbahamas.com</a> +1 409.941.2050
<b>NEW YORK, NEW YORK</b> 740 Park Ave Premier Penthouse.com \$4,000,000 East Gate Sotheby's International Realty <b>HEIDI FINE</b>   <b>SEENA BROADBENT</b> <a href="mailto:heidi.fine@sirbahamas.com">heidi.fine@sirbahamas.com</a> <a href="mailto:seena.broadbent@sirbahamas.com">seena.broadbent@sirbahamas.com</a> +1 212.605.8428	<b>NEW YORK, NEW YORK</b> 112 East 12 Street.com \$4,000,000 East Gate Sotheby's International Realty <b>HEIDI FINE</b>   <b>SEENA BROADBENT</b> <a href="mailto:heidi.fine@sirbahamas.com">heidi.fine@sirbahamas.com</a> <a href="mailto:seena.broadbent@sirbahamas.com">seena.broadbent@sirbahamas.com</a> +1 212.605.8428	<b>NEW YORK, NEW YORK</b> 4500 1st St 2F Penthouse.com \$4,000,000 Dorchester Manhattan Brokerage <b>MARIE FAY</b>   <b>ALAN BLOOM</b>   <b>NIKAI FELD</b> <a href="mailto:marie.fay@sirbahamas.com">marie.fay@sirbahamas.com</a> <a href="mailto:alan.bloom@sirbahamas.com">alan.bloom@sirbahamas.com</a> <a href="mailto:nikai.feld@sirbahamas.com">nikai.feld@sirbahamas.com</a> +1 212.605.8428	<b>NEW YORK, NEW YORK</b> 127 Madison Ave 5A2.com \$4,000,000 Dorchester Manhattan Brokerage <b>KAPPA LIA</b>   <b>JOHN KURT</b> <a href="mailto:kappa.lia@sirbahamas.com">kappa.lia@sirbahamas.com</a> <a href="mailto:john.kurt@sirbahamas.com">john.kurt@sirbahamas.com</a> +1 212.605.8428	<b>SCOTTSDALE, NEW YORK</b> 10000000000.com \$4,000,000 Scarsdale Sotheby's International Realty <b>HEIDI FINE</b>   <b>SEENA BROADBENT</b> <a href="mailto:heidi.fine@sirbahamas.com">heidi.fine@sirbahamas.com</a> <a href="mailto:seena.broadbent@sirbahamas.com">seena.broadbent@sirbahamas.com</a> +1 212.605.8428
<b>UNWILLE, NORTH CAROLINA</b> 1007 Farming Chalks Drive \$4,000,000   <a href="http://sirbahamas.com/id/46938">sirbahamas.com/id/46938</a> Bahamas Sotheby's International Realty <b>MARILYN WISLEY</b> <a href="mailto:marilyn.wisley@sirbahamas.com">marilyn.wisley@sirbahamas.com</a> +1 813.791.2880	<b>PROVIDENCE, RHODE ISLAND</b> 101 Congdon Street \$4,000,000 Bahamas Sotheby's International Realty <b>THE MCKINLEY GOLD GROUP</b> <a href="mailto:the.mckinleygoldgroup@sirbahamas.com">the.mckinleygoldgroup@sirbahamas.com</a> +1 813.791.2880	<b>CHARLESTON, SOUTH CAROLINA</b> 7000 6.com \$4,000,000 Bahamas Sotheby's International Realty <b>THE MCKINLEY GOLD GROUP</b> <a href="mailto:the.mckinleygoldgroup@sirbahamas.com">the.mckinleygoldgroup@sirbahamas.com</a> +1 813.791.2880	<b>SEASIDE, SOUTH CAROLINA</b> 11W Seaside Island.com \$4,000,000 Bahamas Sotheby's International Realty <b>THE MCKINLEY GOLD GROUP</b> <a href="mailto:the.mckinleygoldgroup@sirbahamas.com">the.mckinleygoldgroup@sirbahamas.com</a> +1 813.791.2880	<b>AUSTIN, TEXAS</b> 800 Madison.com \$4,000,000 Austin Sotheby's International Realty <b>ANNA WILCOX</b> <a href="mailto:anna.wilcox@sirbahamas.com">anna.wilcox@sirbahamas.com</a> +1 415.421.2050
<b>AUSTIN, TEXAS</b> 10000000000.com \$4,000,000 Bahamas Sotheby's International Realty <b>KUMARA WILCOX</b> <a href="mailto:kumara.wilcox@sirbahamas.com">kumara.wilcox@sirbahamas.com</a> +1 512.423.0286	<b>HOUSTON, TEXAS</b> 11110000000.com \$4,000,000 Bahamas Sotheby's International Realty <b>VICTORIA HINTON</b> <a href="mailto:victoria.hinton@sirbahamas.com">victoria.hinton@sirbahamas.com</a> +1 713.288.4932	<b>WIMBERLEY, TEXAS</b> 17000000000.com \$4,000,000 Bahamas Sotheby's International Realty <b>GARY ADAMS</b> <a href="mailto:gary.adams@sirbahamas.com">gary.adams@sirbahamas.com</a> +1 512.782.8887	<b>KANAS, UTAH</b> 10000000000.com \$4,000,000 Bahamas Sotheby's International Realty <b>CHRIS SIMONS</b> <a href="mailto:chris.simons@sirbahamas.com">chris.simons@sirbahamas.com</a> +1 405.522.0286	<b>KANAS, UTAH</b> 10000000000.com \$4,000,000 Bahamas Sotheby's International Realty <b>CHRIS SIMONS</b> <a href="mailto:chris.simons@sirbahamas.com">chris.simons@sirbahamas.com</a> +1 405.522.0286



# 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 Lanza | STYLING: JANE WELDON

72 Post Road, Old Westbury, NY

Extra Bonus!  
Real Estate Campaigner  
Sotheby's of Excellence  
+ \$2,500,000  
(+ \$250,000)

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 1920's style estate on nearly two acres, 11 beds, 13-bath Georgian cottage, an 1800s garage with large workshop and more. The property is a true gem waiting to be discovered.

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

Bruce Grant  
Executive 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  
342MEADOWROAD.COM

Sotheby's INTERNATIONAL REALTY

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

Vanessa Moore  
Executive 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**



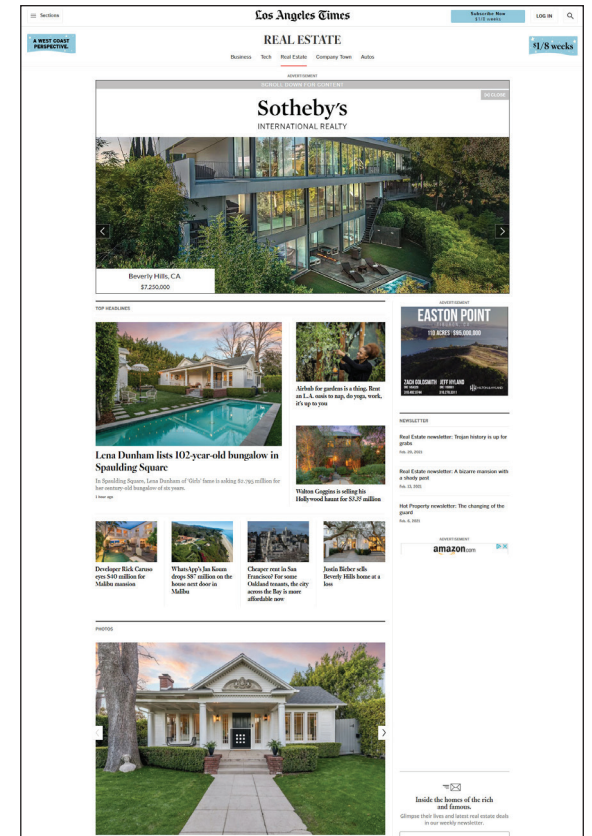
## LA TIMES DIGITAL LIGHTHOUSE

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



# Robb Report

Robb Report is luxury without compromise, attracting a discerning audience with a shared appreciation and desire for quality, artisanship, heritage, fine design, and exclusivity. With its fingers on the pulse of the latest superlative products and experiences that today's modern consumers seek, Robb Report is synonymous around the world with affluence, luxury, and the best of the best.

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



SOTHEBYSDREALETY.COM

Open the door to what's next.

**Harald Grant**  
Associate Broker  
10007 Grant  
The Rosewood Farm Estate Realty  
The Rosewood Farm Estate Realty

**Bruce Grant**  
Licensed Salesperson  
10007 Grant  
Bruce Grant@SothebysRealty

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

**Sotheby's**  
INTERNATIONAL REALTY

© 2018 Sotheby's International Realty, a Right Real Estate Company, a member of the Sotheby's International Realty network. Sotheby's International Realty is a registered trademark of Sotheby's International Realty, a member of the Sotheby's International Realty network. All rights reserved. Sotheby's International Realty is not responsible for the accuracy of the information provided on this website. Please contact your local Sotheby's International Realty office for more information.

PROPERTY SPOT, COLOR: \$830

Global

NAPA VALLEY, CALIFORNIA

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

**Sotheby's**  
INTERNATIONAL REALTY

Nothing compares to what's next.

<p>NAPA VALLEY, CALIFORNIA</p> <p>CampusEstateAndVineyards.com \$18,500,000 St. Helena Brokerage <b>ARTHUR D. GOODRICH</b> arthur.goodrich@sothebys.realty +1 415.735.8779</p>	<p>VAN NUYS, CALIFORNIA</p> <p>6300 Orion Ave.com \$3,300,000 Vista Sotheby's International Realty <b>STEVEN MULLINS</b> steven@stevenmullins.com +1 800.901.4667</p>	<p>SEBASTIAN, FLORIDA</p> <p>8900 44th Avenue \$3,450,000   sothebysrealty.com/4648622W ONE Sotheby's International Realty <b>CINDY O'DARE   MAZIE REGAN</b> mazie@maziebregan.com +1 772.214.8708</p>
<p>VERO BEACH, FLORIDA</p> <p>905 Winding River Road \$3,250,000   sothebysrealty.com/461310WVF ONE Sotheby's International Realty <b>KRISTIN BOBBON   CINDY O'DARE</b> kristin@kristinbobbon.com +1 772.321.6541</p>	<p>WELAKA, FLORIDA</p> <p>603 Front Street \$1,400,000   sothebysrealty.com ONE Sotheby's International Realty <b>MAZIE REGAN</b> mazie@maziebregan.com +1 772.214.8708</p>	<p>NEW YORK, NEW YORK</p> <p>131 East 79th Street MaieE.com \$12,000,000 East Side Manhattan Brokerage <b>AMANDA FIELD   JORDAN   NIKKI FIELD</b> amanda.jordan@sothebysrealty.com +1 212.658.7798</p>
<p>LINCOLN, NORTH CAROLINA</p> <p>1907 Flattop Cliffs Drive \$29,750,000   sothebysrealty.com/461112PN4 Premier Sotheby's International Realty <b>MARILYN WRIGHT</b> marilynwright@premier.com +1 828.279.3680</p>	<p>BAINBRIDGE ISLAND, WASHINGTON</p> <p>BainbridgeLuxLiving.com \$6,480,000 RealtyGigs Sotheby's International Realty <b>SHAYNE TURGEON</b> shayne@shaynebain.com +1 206.755.9657</p>	<p>OLD FORT BAY, THE BAHAMAS</p> <p>Krystal House \$25,000,000   amahamamas.com/46140232 Bahamas Sotheby's International Realty <b>GEORGE DAMIANOS</b> george.damianos@bahamas.com +1 242.424.9669</p>

© 2018 Sotheby's International Realty, a Right Real Estate Company, a member of the Sotheby's International Realty network. Sotheby's International Realty is a registered trademark of Sotheby's International Realty, a member of the Sotheby's International Realty network. All rights reserved. Sotheby's International Realty is not responsible for the accuracy of the information provided on this website. Please contact your local Sotheby's International Realty office for more information.

SOTHEBYSDREALETY.COM

# Schedule, Pricing & Reach



Sotheby's  
INTERNATIONAL REALTY

# Proposed Schedule, Pricing & Reach 2023

Plan 1 - All	Ad Description	October	November	December	January	Media Total	Reach
<b>Media</b>							
<b>Sotheby's Auction House: Print</b>							
Sotheby's Magazine	Half Page			\$ 1,820.00		\$ 1,820.00	20,000
<b>Sotheby's Auction House: Digital</b>							
Sotheby's Bespoke Geo-Targeted Emails	Email						
Sotheby's Bespoke Geo-Targeted Emails	Texas, California, New York	\$ 2,500.00				\$ 2,500.00	25,000
Sotheby's Selects Enewsletter	Sotheby's Selects Enewsletter			\$ 2,350.00		\$ 2,350.00	488,357
<b>Digital</b>							
<b>Million Impressions*</b>							
Million Impressions	Digital Banner Program	\$ 1,625.00	\$ 1,625.00	\$ 1,625.00		\$ 4,875.00	1,500,000
Million Impressions	Targeting - Texas, California, New York						
<b>Comprehensive Digital</b>							
Social Mirror	Behavioral Custom program	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00		\$ 4,500.00	300,000
Smart Solutions Eblast	Custom Email		\$ 2,295.00			\$ 2,295.00	40,000
Elite Traveler							
Online Real Estate Showcase	Online Real Estate Showcase			\$2,500		\$ 2,500.00	100,000
<b>Nob Hill Gazette</b>							
Nob Hill Gazette San Francisco, Peninsula and Silicon Valley	OTM On the Market eNewsletter	\$ 500.00	\$ 500.00	\$ 500.00		\$ 1,500.00	19,500
<b>JamesEdition</b>							
Rotating Gallery Real Estate Page	Featured Banner	\$ 1,600.00				\$ 1,600.00	750,000
e-Newsletter	e-Newsletter			\$ 1,500.00		\$ 1,500.00	294,000
Social Media	Listing Feature		\$ 1,000.00			\$ 1,000.00	148,000
<b>LA Times</b>							
Lighthouse Fixed Position	Hot Property & Real Estate pages	Bonus				\$ -	425,000
<b>Land.com</b>							
Dedicated Emails - targeted*	Dedicated Emails - targeted*	\$ 1,500.00				\$ 1,500.00	5,000
Signature Listings	Premium Placement		\$330			\$ 330.00	
<b>Land Report</b>							
Enewsletter Promotion	Online Directory Listing	\$ 2,500.00				\$ 2,500.00	25,000
<b>Robbreport.com</b>							
Robbreport.com	Real Estate media bar		\$ 1,250.00			\$ 1,250.00	6,000
<b>WSJ.com</b>							
Mansion Global Homepage	Mansion Global Homepage	\$ 2,150.00				\$ 2,150.00	164,000
Property upgrades	Property upgrades	Bonus	Bonus	Bonus		\$ -	
Mansion Global Instagram	Mansion Global Instagram		\$ 1,775.00			\$ 1,775.00	76,200
<b>Luxury Estate</b>							
Luxury Estate	Showcase Listing + Elite Listing Packages	\$ 1,100.00				\$ 1,100.00	
<b>Crain's New York Business</b>							
Crain's New York Business	Daily E-Newsletter M-F		\$ 3,150.00			\$ 3,150.00	15,000
<b>Print</b>							
<b>The Wall Street Journal</b>							
The Wall Street Journal - National	Property Spot w/Digital Featured Property Upgrade	\$ 650.00	\$ 650.00	\$ 650.00		\$ 1,950.00	1,933,272
<b>The New York Times</b>							
The New York Times	Property Spot - Weekday/Saturday	\$ 710.00				\$ 710.00	423,111
The New York Times	Property Spot - Sunday			\$ 710.00		\$ 710.00	381,268
The New York Times Takeover	Full page w/ Digital promotion		\$ 690.00			\$ 690.00	168,000
<b>Conde Nast Magazines</b>							
Architectural Digest - Dallas/Ft. Worth	Full Page				\$ 2,530.00	\$ 2,530.00	16,000
<b>Financial Times</b>							
Financial Times	Property Spot	\$ 730.00	\$ 730.00			\$ 1,460.00	420,914
<b>The Los Angeles Times</b>							
The Los Angeles Times	Hot Property - listing + digital lighthouse	\$ 390.00				\$ 390.00	220,780
The Los Angeles Times	Takeover		\$ 610.00			\$ 610.00	220,780
<b>Robb Report</b>							
Robb Report	Property Spot			\$ 830.00		\$ 830.00	324,000
<b>TOTAL</b>						\$ 50,075.00	8,509,182

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

# Proposed Schedule, Pricing & Reach 2023

Plan 2 Media	Ad Description	October	November	December	January	Media Total	Reach
<b>Sotheby's Auction House: Print</b>							
Sotheby's Magazine	Quarter Page			\$ 910.00		\$ 910.00	20,000
<b>Sotheby's Auction House: Digital</b>							
Sotheby's Bespoke Geo-Targeted Emails	Email						
Sotheby's Bespoke Geo-Targeted Emails	Texas, California, New York	\$ 2,500.00				\$ 2,500.00	25,000
<b>Digital</b>							
<b>Million Impressions*</b>							
Million Impressions	Digital Banner Program	\$ 1,195.00	\$ 1,195.00	\$ 1,195.00		\$ 3,585.00	750,000
Million Impressions	Targeting - Texas, California, New York						
<b>Comprehensive Digital</b>							
Social Mirror	Behavioral Custom program	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00		\$ 4,500.00	300,000
<b>Smart Solutions Eblast</b>							
Smart Solutions Eblast	Custom Email		\$ 2,295.00			\$ 2,295.00	40,000
<b>Elite Traveler</b>							
Online Real Estate Showcase	Online Real Estate Showcase			\$2,500		\$ 2,500.00	100,000
<b>Nob Hill Gazette</b>							
Nob Hill Gazette San Francisco, Peninsula and Silicon Valley	OTM On the Market eNewsletter	\$ 500.00	\$ 500.00	\$ 500.00		\$ 1,500.00	19,500
<b>JamesEdition</b>							
e-Newsletter	e-Newsletter			\$ 1,500.00		\$ 1,500.00	294,000
Social Media	Listing Feature	\$ 500.00				\$ 500.00	148,000
<b>LA Times</b>							
Lighthouse Fixed Position	Hot Property & Real Estate pages	Bonus				\$ -	425,000
<b>Land.com</b>							
Signature Listings	Premium Placement		\$330			\$ 330.00	
<b>Robbreport.com</b>							
Robbreport.com	Real Estate media bar		\$ 1,250.00			\$ 1,250.00	6,000
<b>WSJ.com</b>							
Property upgrades	Property upgrades	Bonus	Bonus	Bonus		\$ -	
Mansion Global Homepage Featured Listing Module	Mansion Global Homepage Featured Listing Module	\$ 1,275.00				\$ 1,275.00	164,000
<b>Luxury Estate</b>							
Luxury Estate	Showcase Listing + Elite Listing Packages	\$ 1,100.00				\$ 1,100.00	
<b>Crain's New York Business</b>							
Crain's New York Business	Daily E-Newsletter M-F		\$ 3,150.00			\$ 3,150.00	15,000
<b>Print</b>							
<b>The Wall Street Journal</b>							
The Wall Street Journal - National	Property Spot w/Digital Featured Property Upgrade	\$ 650.00	\$ 650.00	\$ 650.00		\$ 1,950.00	1,933,272
<b>The New York Times</b>							
The New York Times	Property Spot - Weekday/Saturday	\$ 710.00				\$ 710.00	423,111
The New York Times	Property Spot - Sunday			\$ 710.00		\$ 710.00	381,268
The New York Times Takeover	Full page w/ Digital promotion		\$ 690.00			\$ 690.00	168,000
<b>Financial Times</b>							
Financial Times	Property Spot	\$ 730.00	\$ 730.00			\$ 1,460.00	420,914
<b>The Los Angeles Times</b>							
The Los Angeles Times	Hot Property - listing + digital lighthouse	\$ 390.00				\$ 390.00	220,780
The Los Angeles Times	Takeover		\$ 610.00			\$ 610.00	220,780
<b>Robb Report</b>							
Robb Report	Property Spot			\$ 830.00		\$ 830.00	324,000
<b>TOTAL</b>						\$ 34,245.00	6,398,625

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