



ADVERTISING  
BRANDING  
MARKETING

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212-677-2500

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SKYAD.COM

# Ochoco Ranch Advertising and Marketing Program

Cascade  
Hasson

Sotheby's  
INTERNATIONAL REALTY

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**NEW YORK** 477 Madison Ave, New York, Ny 10022, 212- 677-2500  
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ADVERTISING  
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# National & Global Exposure Ochoco Ranch

SKY Advertising is excited to present to Cascade Hasson Sotheby's International Realty® a curated, multi-media marketing selection of offerings to bring ultra-high net worth buyer awareness to the Ochoco Ranch.

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 land in Prineville, OR.

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**

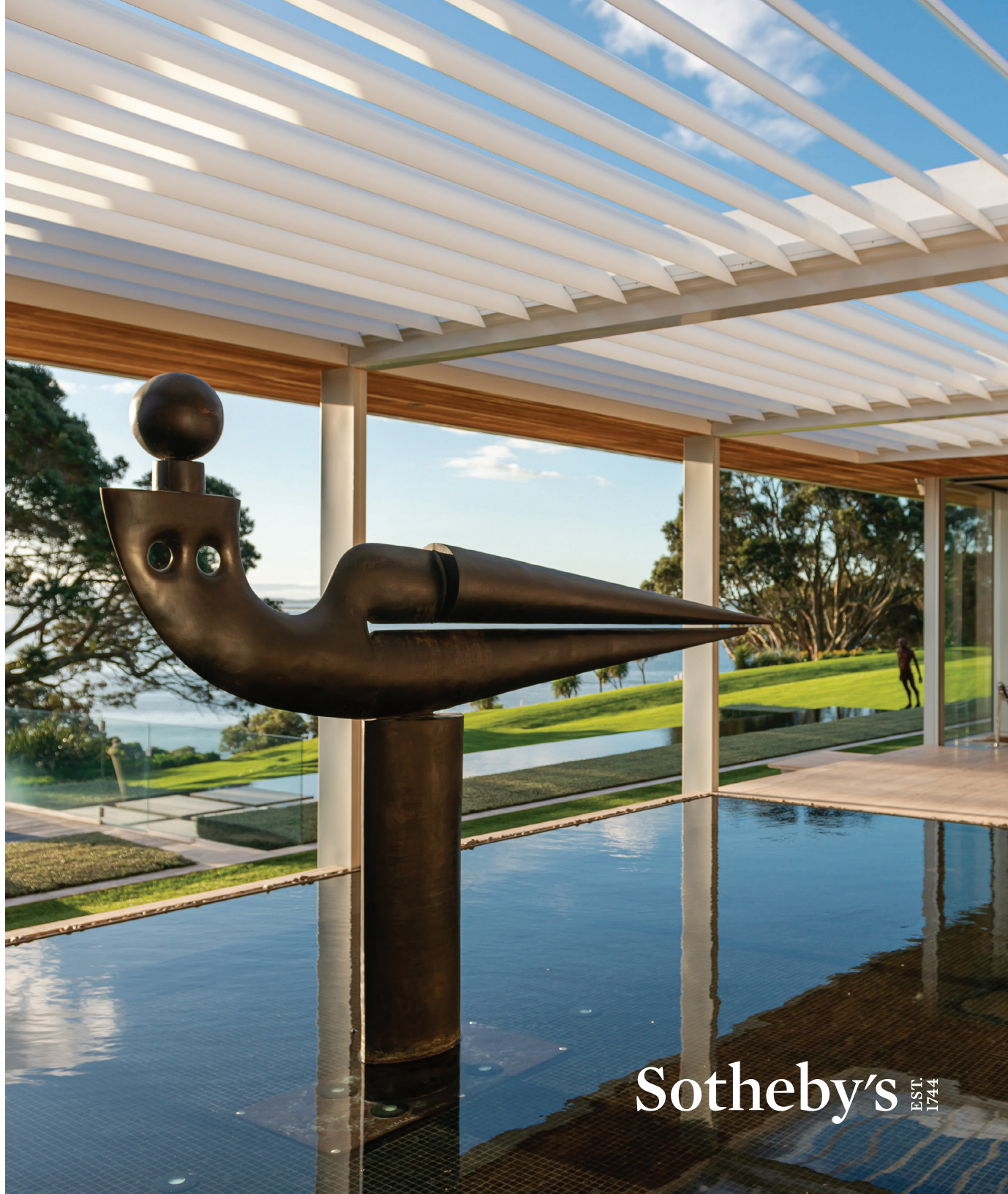
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Sotheby's  
Auction House  
Offerings



Sotheby's  
EST. 1744


DIGITAL

SOTHEBY'S SELECTS  
E-NEWSLETTERS

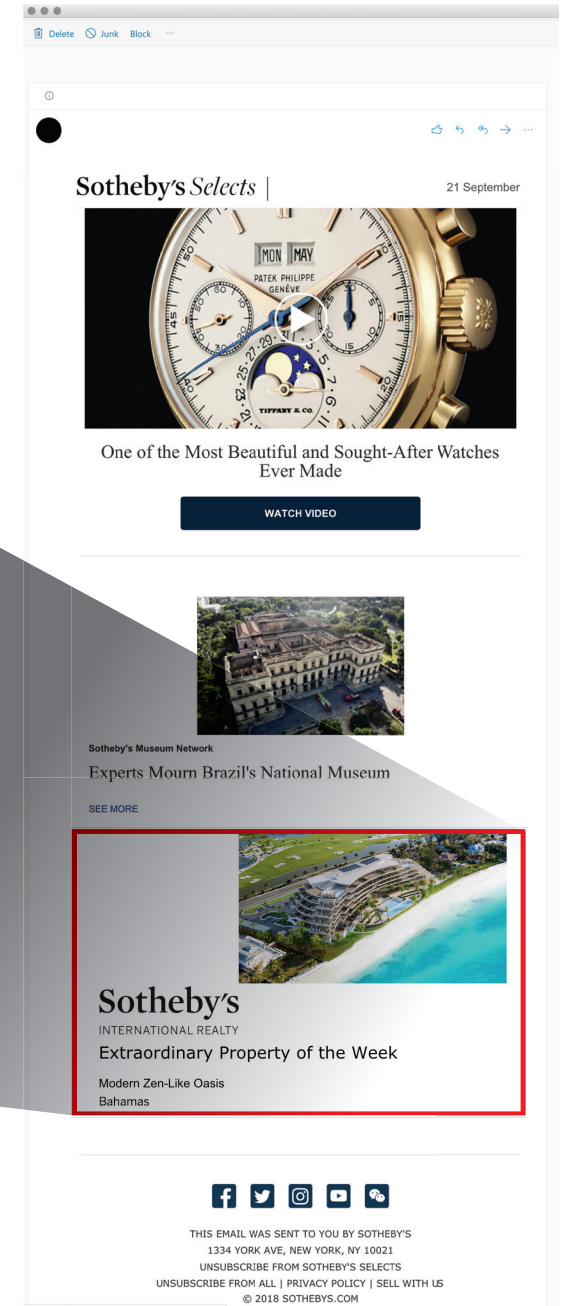
- Every Friday
- 52x Year
- Highlights upcoming auction events
- 488,357+ recipients
- 34% average open rate

PRICE: \$2,350\*/DEPLOYMENT


\*Limited Availability



**Sotheby's**  
INTERNATIONAL REALTY  
Extraordinary Property of the Week  
Modern Zen-Like Oasis  
Bahamas  
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Sotheby's Selects | 21 September



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Sotheby's Museum Network  
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# Digital Offerings



**Sotheby's**  
INTERNATIONAL REALTY

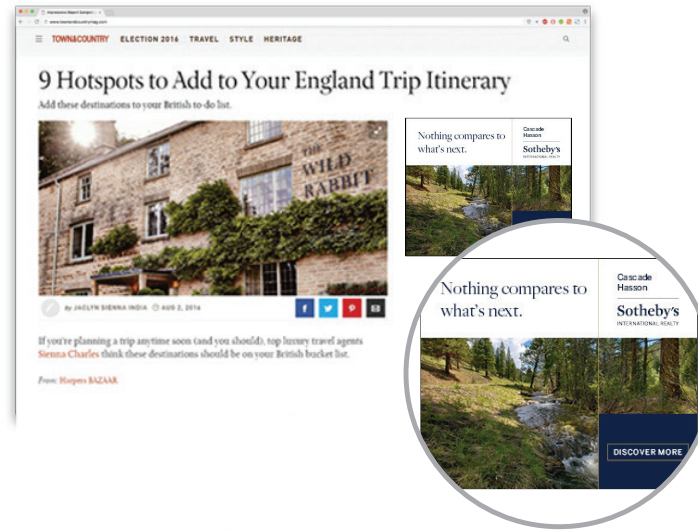
# Impressions Campaign

**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: **Ochoco Ranch**
- Flight Dates: **July 2023 - September 2023**
- Impressions: **750,000**
- 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.

LANDFLIP Land And Farm

landsearch

farmbuy.com™





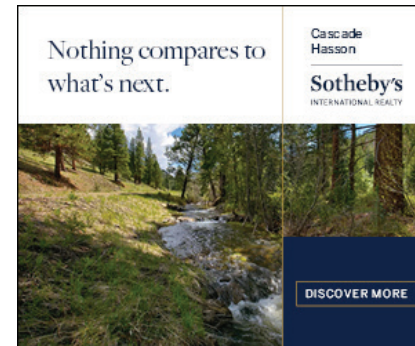
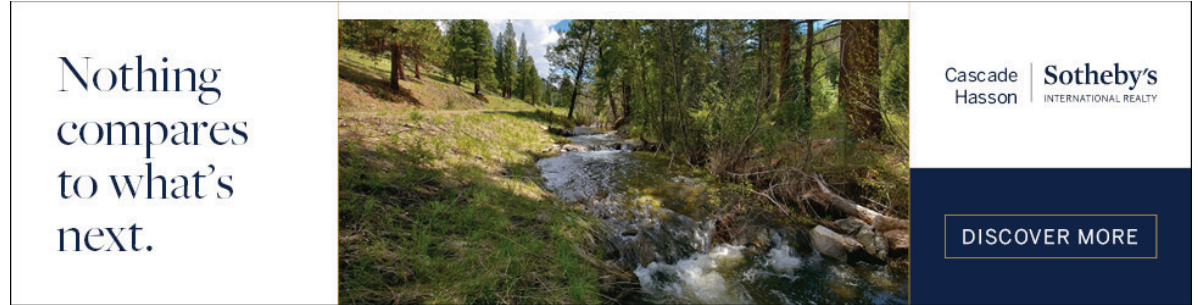
# Creative

## SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

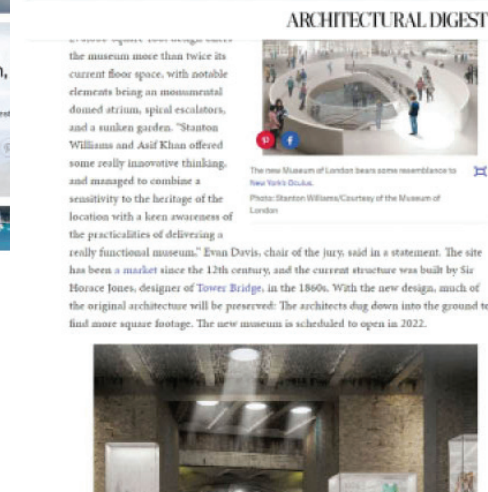
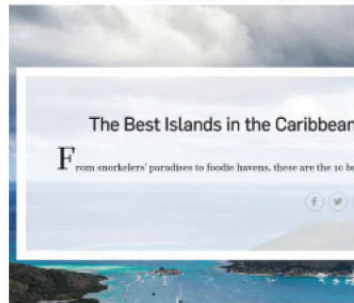
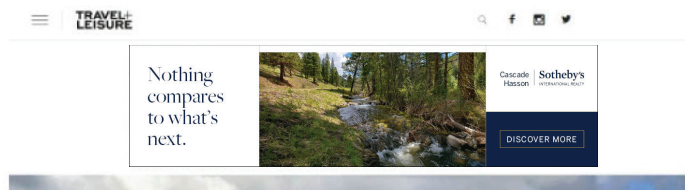
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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

BANNER PRODUCTION: \$350



# Sample Banners For Impressions Programs As They Appear On Sites

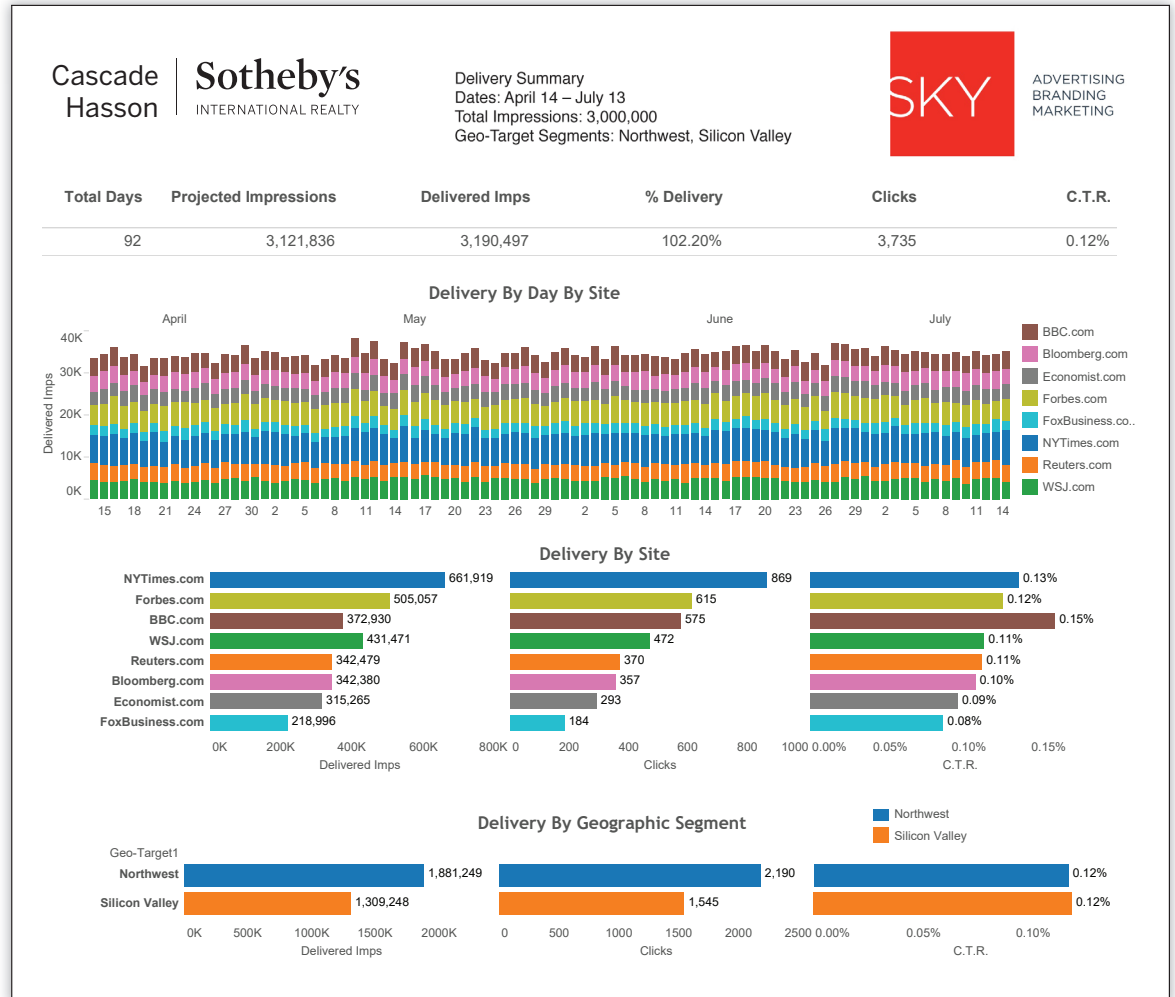


# Comprehensive Reporting For Your Customized Campaign

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 United States.

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

This will include:

- A site-specific segment of premium land and property focused websites (e.g. Landflip.com, Landsearch.com, etc.).
- A custom intent segment, that will allow us to show banners to adults who are actively searching for Lots and Land for sale and living within our target markets.
- A custom intent segment, that will allow us to show banners adjacent to Lots and Land content to adults who are Equestrian Enthusiasts and living within our target markets.

## SITE SPECIFIC

This segment consists of premium global business/finance and websites such as LandFlip.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.

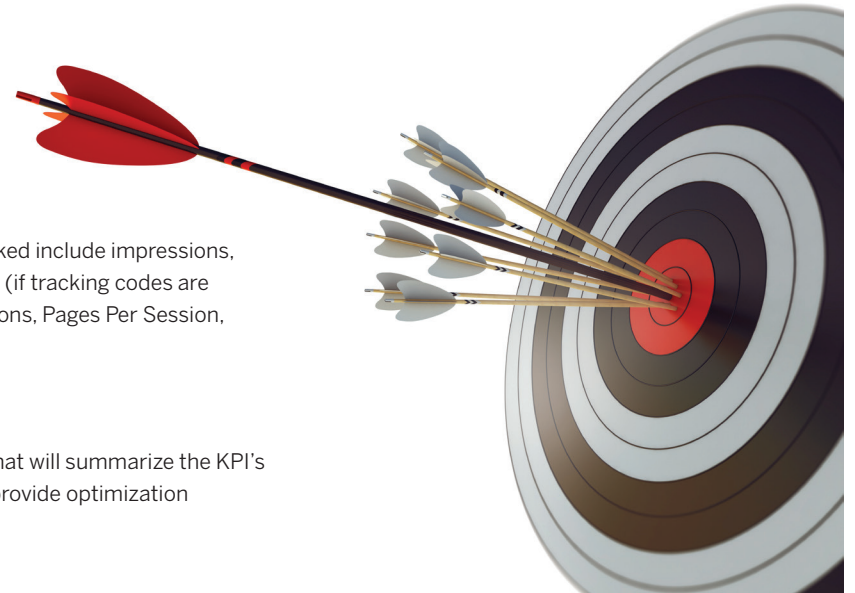
To ensure that the banners are seen in a premium environment, we have created a "whitelist" of sites. Ads will only show to people who have met our targeting criteria (behavior, income, and geo-target) on one of these sites. The site list includes top news, business, finance, sports, politics, and tech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

		Cascade SIR Hasson Ochoco Ranch														
Media	Geo-Target	July					August				September					Impressions
		01	08	15	22	29	05	12	19	26	02	09	16	23	30	
Landflip.com	United States															125,000
Landandfarm.com																
Landsearch.com																
farmbuy.com																
Custom Intent - Lots and Land For Sale	United States															275,000
Topic Targeting - Lots and Land	United States															350,000
<b>Total Digital</b>																<b>750,000</b>

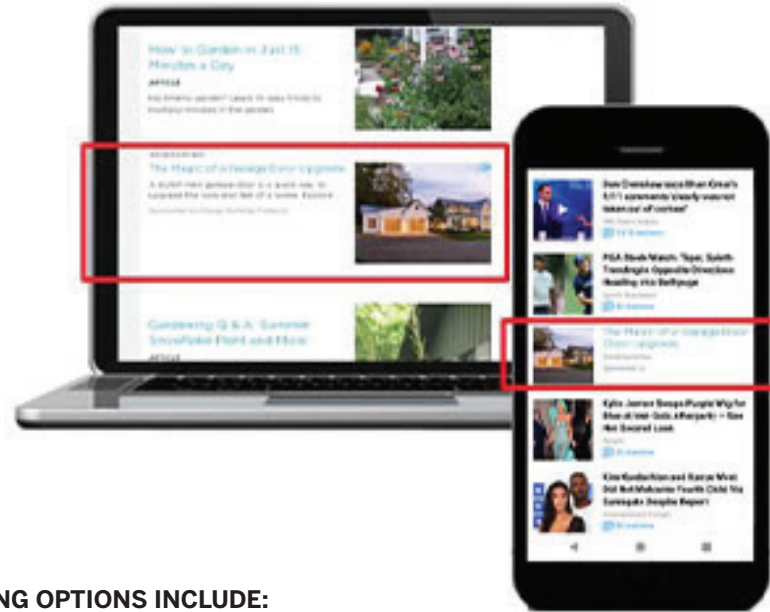
# Comprehensive Digital

## NATIVE DISPLAY

Native ads dynamically match the look, feel and visual context of the website or app where they are seen. They can run across all devices or be specified mobile only. Native ads can be either video or a dynamic picture.

## HIGHER ENGAGEMENT:

- Native ads are viewed 53 percent more frequently than display ads, providing a higher CTR (60 percent).
- Native ads result in an 18 percent increase in purchase intent.
- Native ads can help lift a brand by up to 82 percent.



## TARGETING OPTIONS INCLUDE:

- **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 Native ads on the web pages where they appear A.I.
- **Targeting** – Showing your display or video ads to people across all devices, using machine learning to target consumers based on who is engaging with the ad.
- **Custom Audience Matching & Lookalike Audiences**– target people on your list of emails, addresses, or phone numbers and show them native ads when they browse websites and apps.
- **Cross Platform Targeting** available from Mobile Conquesting.
- **Native ads** come in many forms, but all share the common goal of not “looking” like an ad.
- **Native ads** are proven to have higher levels of engagement than traditional non-native ads, and they get results.

PRICE: STARTING AT \$1,500 PER ONE MONTH

# Comprehensive Digital

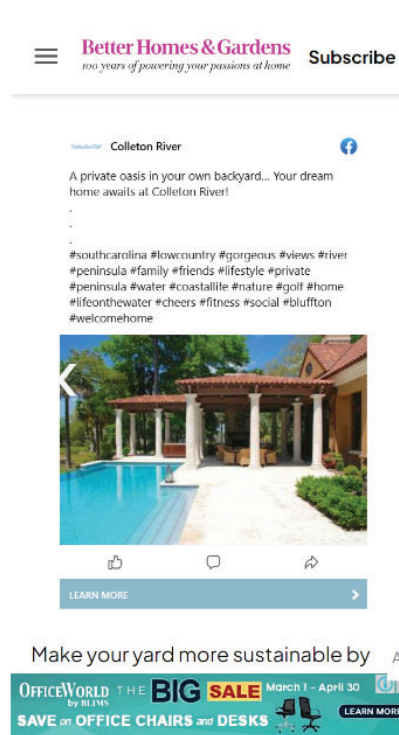
## SOCIAL MIRROR ADS

Social Mirror ads look like your social media display or video posts but appear on other websites and apps, linking back to the social media platform and your website, and run across all devices using our targeting strategies.

We are “mirroring” the exact look of your social post as an ad that runs on thousands of websites and apps, targeted just to the people you want to reach across all devices.

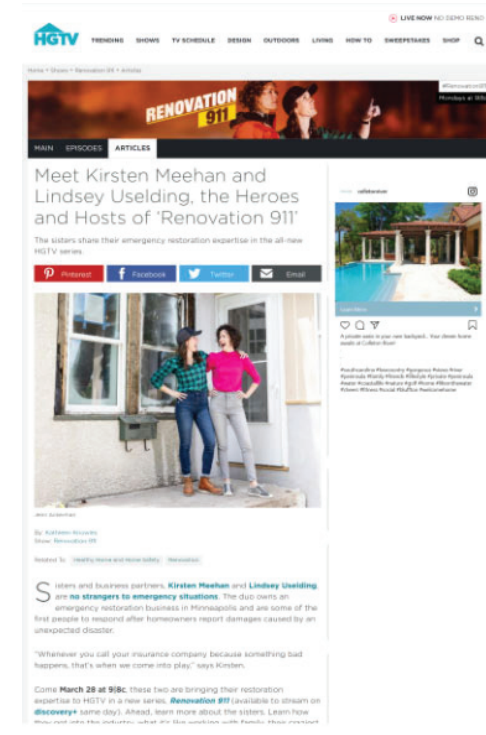
Social Mirror ads can be done with any organic or paid posts from your business account on these 8 social media platforms: Facebook, Instagram, Twitter, LinkedIn, TikTok, Pinterest, Snapchat, or YouTube.

Ads can be display, video, OTT across connected TVs or carousel.



## TARGETING ABILITIES:

- **Behavioral** – Thousands of targeting categories including demographics, on-line and off-line behaviors, and interests.
- **Keywords** – Target a list of up to 500 keywords related to your business, and show ads on the web pages where they appear.
- **A.I. Targeting** – Show your display or video ads to people across all devices, using machine learning to target consumers based on who is engaging with the ad.



PRICE: STARTING AT \$1,500 PER MONTH

# Impressions Scheduling

Client: Cascade Hasson SIR

Digital Campaign Planner



Date Created: 6/23/2023

GEOGRAPHIC TARGET:

NY, CA, WA, Oregon, Europe, Australia, New Zealand

Campaign Duration: 07/01/2023 - 10/01/2023	Jul-23	Aug-23	Sep-23	Total
<b>DISPLAY ADS</b>				
Retargeting				
Behavioral Targeting: High Net Worth AND Hunting; Hunting & Shooting; Outdoor Enthusiasts; Hunting & Fishing				
AI Targeting				
Keyword Targeting				
<b>Total Potential Impressions</b>	150,000	150,000	150,000	450,000
<b>Cost Per Thousand</b>	\$10.00	\$10.00	\$10.00	\$10.00
<b>Investment Projection</b>	\$1,500.00	\$1,500.00	\$1,500.00	\$4,500.00
<b>SOCIAL MIRROR ADS</b>				
Platforms: Facebook; Instagram				
Retargeting				
Behavioral Targeting: High Net Worth AND Hunting; Hunting & Shooting; Outdoor Enthusiasts; Hunting & Fishing				
AI Targeting				
Keyword Targeting				
<b>Total Potential Impressions</b>	100,000	100,000	100,000	300,000
<b>Cost Per Thousand</b>	\$15.00	\$15.00	\$15.00	\$15.00
<b>Investment Projection</b>	\$1,500.00	\$1,500.00	\$1,500.00	\$4,500.00
<b>TOTAL CAMPAIGN IMPRESSIONS:</b>	250,000	250,000	250,000	750,000
<b>TOTAL CAMPAIGN INVESTMENT:</b>	\$3,000.00	\$3,000.00	\$3,000.00	\$9,000.00

Display Available Monthly Impressions Estimate:	12,013,056
Percentage of Targeted Display inventory purchased with this campaign:	1.25%
Social Mirror Ads Available Monthly Impressions Estimate:	2,770,522
Percentage of Targeted Social Mirror Ads inventory purchased with this campaign:	3.61%

The above is an estimate based on historical inventory of impressions we bid on (i.e. premium sites, no pop-ups, etc) – not ALL available impression inventory. This Digital Campaign Planner reflects a projection of how the impressions will be allocated in your geographic area. During the live campaign we may reallocate impressions in order to deliver the best ROI while staying within your budget.



# Impressions Scheduling

Client: Cascade Hasson SIR

Digital Campaign Planner



Date Created: 6/23/2023

GEOGRAPHIC TARGET:

USA, Europe, Australia, New Zealand

Campaign Duration: 07/01/2023 - 10/01/2023	Jul-23	Aug-23	Sep-23	Total
<b>SOCIAL MIRROR ADS</b>				
Platforms: LinkedIn				
Retargeting				
Behavioral Targeting: Timber; Lumber; Wood Products; High Networth Professional Groups; Net Worth - \$1,000,000+				
AI Targeting				
Keyword Targeting				
<b>Total Potential Impressions</b>	100,000	100,000	100,000	300,000
<b>Cost Per Thousand</b>	\$15.00	\$15.00	\$15.00	\$15.00
<b>Investment Projection</b>	\$1,500.00	\$1,500.00	\$1,500.00	\$4,500.00
<b>TOTAL CAMPAIGN IMPRESSIONS:</b>	100,000	100,000	100,000	300,000
<b>TOTAL CAMPAIGN INVESTMENT:</b>	\$1,500.00	\$1,500.00	\$1,500.00	\$4,500.00

Social Mirror Ads Available Monthly Impressions Estimate:	5,704,776
Percentage of Targeted Social Mirror Ads inventory purchased with this campaign:	1.75%

The above is an estimate based on historical inventory of impressions we bid on (i.e. premium sites, no pop-ups, etc) – not ALL available impression inventory. This Digital Campaign Planner reflects a projection of how the impressions will be allocated in your geographic area. During the live campaign we may reallocate impressions in order to deliver the best ROI while staying within your budget.

# Impressions Scheduling

Client: Cascade Hasson SIR

Digital Campaign Planner



Date Created: 6/23/2023

GEOGRAPHIC TARGET:

Cities Provided

Campaign Duration: 07/01/2023 - 10/01/2023	Jul-23	Aug-23	Sep-23	Total
<b>DISPLAY ADS</b>				
Retargeting				
Behavioral Targeting: High Net Worth AND Hunting; Hunting & Shooting; Outdoor Enthusiasts; Hunting & Fishing				
AI Targeting				
Keyword Targeting				
<b>Total Potential Impressions</b>	150,000	150,000	150,000	450,000
<b>Cost Per Thousand</b>	\$10.00	\$10.00	\$10.00	\$10.00
<b>Investment Projection</b>	\$1,500.00	\$1,500.00	\$1,500.00	\$4,500.00
<b>SOCIAL MIRROR ADS</b>				
Platforms: Facebook; Instagram				
Retargeting				
Behavioral Targeting: High Net Worth AND Hunting; Hunting & Shooting; Outdoor Enthusiasts; Hunting & Fishing				
AI Targeting				
Keyword Targeting				
<b>Total Potential Impressions</b>	100,000	100,000	100,000	300,000
<b>Cost Per Thousand</b>	\$15.00	\$15.00	\$15.00	\$15.00
<b>Investment Projection</b>	\$1,500.00	\$1,500.00	\$1,500.00	\$4,500.00
<b>TOTAL CAMPAIGN IMPRESSIONS:</b>	250,000	250,000	250,000	750,000
<b>TOTAL CAMPAIGN INVESTMENT:</b>	\$3,000.00	\$3,000.00	\$3,000.00	\$9,000.00

Display Available Monthly Impressions Estimate:	4,453,812
Percentage of Targeted Display inventory purchased with this campaign:	3.37%
Social Mirror Ads Available Monthly Impressions Estimate:	805,451
Percentage of Targeted Social Mirror Ads inventory purchased with this campaign:	12.42%

The above is an estimate based on historical inventory of impressions we bid on (i.e. premium sites, no pop-ups, etc) – not ALL available impression inventory. This Digital Campaign Planner reflects a projection of how the impressions will be allocated in your geographic area. During the live campaign we may reallocate impressions in order to deliver the best ROI while staying within your budget.

# Impressions Scheduling

Client: Cascade Hasson SIR

Digital Campaign Planner



Date Created: 6/23/2023

GEOGRAPHIC TARGET:

Cities Provided

Campaign Duration: 07/01/2023 - 10/01/2023	Jul-23	Aug-23	Sep-23	Total
<b>NATIVE DISPLAY ADS</b>				
Retargeting				
Behavioral Targeting: High Networth Professional Groups; Net Worth - \$1,000,000+; C-Suite Executives AND Timber; Lumber; Wood Products				
AI Targeting				
Keyword Targeting				
<b>Total Potential Impressions</b>	150,000	150,000	150,000	450,000
<b>Cost Per Thousand</b>	\$10.00	\$10.00	\$10.00	\$10.00
<b>Investment Projection</b>	\$1,500.00	\$1,500.00	\$1,500.00	\$4,500.00
<b>SOCIAL MIRROR ADS</b>				
Platforms: LinkedIn				
Retargeting				
Behavioral Targeting: High Networth Professional Groups; Net Worth - \$1,000,000+; C-Suite Executives AND Timber; Lumber; Wood Products				
AI Targeting				
Keyword Targeting				
<b>Total Potential Impressions</b>	100,000	100,000	100,000	300,000
<b>Cost Per Thousand</b>	\$15.00	\$15.00	\$15.00	\$15.00
<b>Investment Projection</b>	\$1,500.00	\$1,500.00	\$1,500.00	\$4,500.00
<b>TOTAL CAMPAIGN IMPRESSIONS:</b>	250,000	250,000	250,000	750,000
<b>TOTAL CAMPAIGN INVESTMENT:</b>	\$3,000.00	\$3,000.00	\$3,000.00	\$9,000.00

Native Available Monthly Impressions Estimate:	2,661,120
Percentage of Targeted Native inventory purchased with this campaign:	5.64%
Social Mirror Ads Available Monthly Impressions Estimate:	1,177,176
Percentage of Targeted Social Mirror Ads inventory purchased with this campaign:	8.49%

The above is an estimate based on historical inventory of impressions we bid on (i.e. premium sites, no pop-ups, etc) – not ALL available impression inventory. This Digital Campaign Planner reflects a projection of how the impressions will be allocated in your geographic area. During the live campaign we may reallocate impressions in order to deliver the best ROI while staying within your budget.

# Impressions Scheduling

Client: Cascade Hasson SIR

Digital Campaign Planner



Date Created: 6/22/2023

GEOGRAPHIC TARGET:

City List

Campaign Duration: 07/01/2023 - 10/01/2023	Jul-23	Aug-23	Sep-23	Total
<b>NATIVE DISPLAY ADS</b>				
Retargeting				
Behavioral Targeting: High Networth Professional Groups; Net Worth - \$1,000,000+ AND C-Suite Executives				
AI Targeting				
Keyword Targeting				
<b>Total Potential Impressions</b>	150,000	150,000	150,000	450,000
<b>Cost Per Thousand</b>	\$10.00	\$10.00	\$10.00	\$10.00
<b>Investment Projection</b>	\$1,500.00	\$1,500.00	\$1,500.00	\$4,500.00
<b>SOCIAL MIRROR ADS</b>				
Platforms: LinkedIn				
Retargeting				
Behavioral Targeting: High Networth Professional Groups; Net Worth - \$1,000,000+ AND C-Suite Executives				
AI Targeting				
Keyword Targeting				
<b>Total Potential Impressions</b>	100,000	100,000	100,000	300,000
<b>Cost Per Thousand</b>	\$15.00	\$15.00	\$15.00	\$15.00
<b>Investment Projection</b>	\$1,500.00	\$1,500.00	\$1,500.00	\$4,500.00
<b>TOTAL CAMPAIGN IMPRESSIONS:</b>	250,000	250,000	250,000	750,000
<b>TOTAL CAMPAIGN INVESTMENT:</b>	\$3,000.00	\$3,000.00	\$3,000.00	\$9,000.00

Native Available Monthly Impressions Estimate:	4,158,000
Percentage of Targeted Native inventory purchased with this campaign:	3.61%
Social Mirror Ads Available Monthly Impressions Estimate:	1,513,512
Percentage of Targeted Social Mirror Ads inventory purchased with this campaign:	6.61%

The above is an estimate based on historical inventory of impressions we bid on (i.e. premium sites, no pop-ups, etc) – not ALL available impression inventory. This Digital Campaign Planner reflects a projection of how the impressions will be allocated in your geographic area. During the live campaign we may reallocate impressions in order to deliver the best ROI while staying within your budget.

# LinkedIn.com

LinkedIn has over 600 million members, and 40% of them visit the professional social network each day. It's an opportunity to reach your target audience when they're most engaged.

Marketers can engage with a community of professionals, including influencers, decision-makers, and executives, driving actions that are relevant to your business.

You can target an audience based on location, company, industry, age, gender, education, job experience, job title, and more.

After doing some research, we have put together an integrated program that provides targets a C Level and Senior Level Management audience living across the United States and working in the Carbon Credit and Timber/Forestry industries.

We also investigated reaching Commercial Land Brokers but LinkedIn.com does not provide targeting capabilities for the sector.

The programs can begin as the client needs. The estimates below are 30-day projections.

## 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.

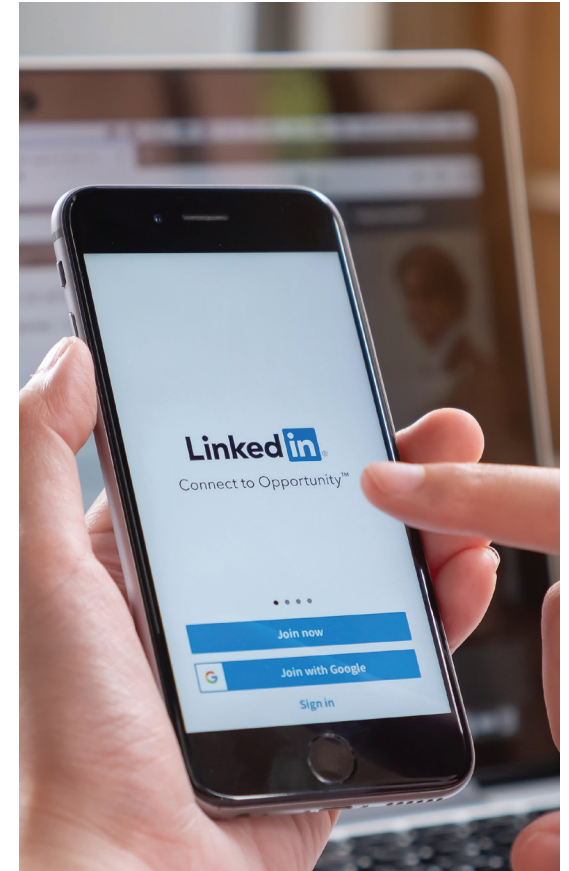
## Reporting

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

## TIMBER/LUMBER OPTION I – TARGETING BY COMPANY

- **Geo-Targeting:** United States, Canada
- **Companies:** Weyerhaeuser, International Paper, Western Forest Products, Georgia-Pacific LLC, West Fraser, Domtar, Tolko Industries, Sierra Pacific Industries, Canfor, Rayonier, Forest Investment Associates, Interfor, Tembec, WestRock Company, RYAM, PotlatchDeltic Corporation, Deltic Timber Corporation, Potlatch Corporation, Plum Creek, Green Diamond Resource Company, Roseburg Forest Products, Boise Cascade Company, Timber Products Co., Columbia Forest Products, ARAUCO - North America, Hutton Forest Products Inc., Dixie Plywood & Lumber Company, Hancock Natural Rsrc Grp, Hancock Natural Resource Group, Inc, JOHN HANCOCK NATURAL RESOURCE CORPORATION, The Forestland Group, American Forest Management, Inc., Louisiana-Pacific Corporation, Great Southern Wood Preserving, Universal Forest Products, Inc., Culpeper Wood, U.S. LUMBER, Ashton Lewis Lumber, BlueLinx Corporation, Greenbush Logistics, Inc., HAMPTON AFFILIATES, Conifex Timber Inc., Acadian Timber Corp., EACOM Timber Corporation, a subsidiary of Interfor, Resolute Forest Products, Uniboard
- **Job Seniorities:** Partner, Owner, CXO, VP, Director
- **Target audience size:** 7,000+
- **30-day impressions:** 90,000 - 270,000
- **30-day clicksKey Result:** 980 - 2,900

30-DAY SPEND: \$1,500 - \$4,500



# LinkedIn.com

LinkedIn has over 600 million members, and 40% of them visit the professional social network each day. It's an opportunity to reach your target audience when they're most engaged.

Marketers can engage with a community of professionals, including influencers, decision-makers, and executives, driving actions that are relevant to your business.

You can target an audience based on location, company, industry, age, gender, education, job experience, job title, and more.

After doing some research, we have put together an integrated program that provides targets a C Level and Senior Level Management audience living across the United States and working in the Carbon Credit and Timber/Forestry industries.

We also investigated reaching Commercial Land Brokers but LinkedIn.com does not provide targeting capabilities for the sector.

The programs can begin as the client needs. The estimates below are 30-day projections.

## 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.



## TIMBER/LUMBER OPTION II – TARGETING BY INDUSTRY

- **Company Industries:** Paper and Forest Product, Manufacturing, Forestry and Logging
- **Job Seniorities:** CXO, Director, Owner, Partner, VP
- **Target audience size:** 33,000+
- **30-day impressions:** 97,000 - 260,000
- **CTR:** 0.74% - 1.2%
- **30-day clicks:** 1,000 - 2,8000 - 2,900

30-DAY SPEND: \$1,800 - \$3,000

## CARBON CREDIT

- **Geo Targeting:** Canada, United States
- **Companies:** Verra, Carbon Tanzania, Carbon Credit Capital, Gold Standard, Carbon Lighthouse, CarbonZERO, Carbon Neutral, Écosphère, Forest Carbon, Ecosphere+, ClimateSeed, CarbonZero, Winrock International, ecosecurities, The Carbon Trust, CARBON CREDENTIALS LIMITED, CARBON CREDENTIALS ENERGY SERVICES LIMITED, ClimatePartner, CarbonCure Technologies, Veridium Labs, Forest Carbon Ltd, CARBON NEUTRAL+, SOUTH POLE GROUP, Carbon Analytics, Ecologi, Climate Impact Partners, 3Degrees Group, Inc., CO2balance, The CarbonNeutral Company, Forest Carbon Works, Climate Partners, carbonify GmbH, Carbon Clear, Terrapass, ClimateCare, GreenTrees, LLC, Carbon Trust, CARBON CREDIT SOLUTIONS INC, Offsetters, Carbon Clear Ltd, Carbon Footprint Ltd
- **Target audience size:** 1,200+  
30-day impressions: 22,000 - 88,000
- **CTR:** 1.0% - 1.7%
- **30-day clicks:** 350 - 1,500

30-DAY SPEND: \$1,325 - \$4,365

# Billionaire Magazine

Billionaire is an award-winning luxury publication distributed to a curated list of Ultra High Net Worth (UHNW) readers, globally.

## DIGITAL AUDIENCE

- **29% Millionaires**

### Readership stats

- Total Print Readership – **32,000**
- Online Monthly Unique Audience – **120,000**
- Online Monthly Page Views – **240,000**
- Social Media Reach – **110,000**
- Newsletter Database – **25,000**

1x Online content piece - will sit on the site indefinitely and pick up organic views

1x Newsletter inclusion (25k subscribers) - drive content piece via newsletter

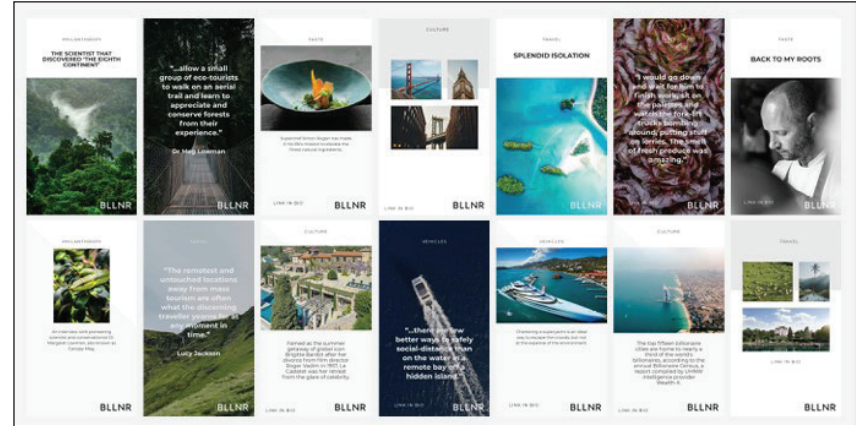
1x hyper-targeted social media campaign (4 weeks) - target UHNW's on FB/IG via the Billionaire social channels, driving targeted traffic to the content piece online

### CUSTOM CONTENT + ENEWSLETTER:

PRICE: \$4,300

### CUSTOM CONTENT + SOCIAL CAMPAIGN:

PRICE: \$6,000

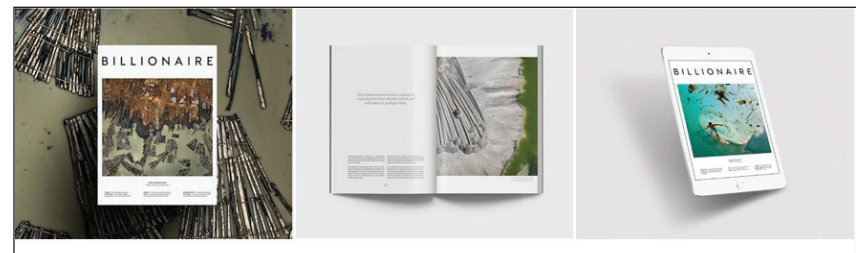


 A digital advertisement for Billionaire Magazine. The top half shows a close-up of a smartphone displaying an article titled "The Designers Behind The New Wave Of Green Superstics". Below the phone, the text reads:
 

**PRODUCT (ONLINE) PORTFOLIO**

- Online Branded Content
- Social Media Campaigns
- HNWI Hotspots Geo-Targeted Campaigns
- Newsletter Campaigns
- FULL PR Package

Reach our affluent and extensive member database through impactful advertising, content partnerships and directly in their inbox.



# 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.

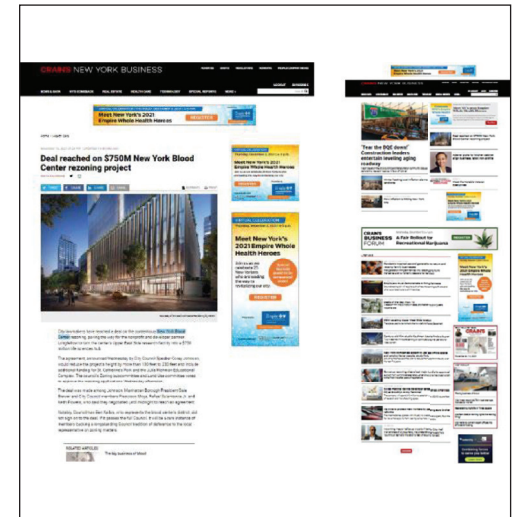
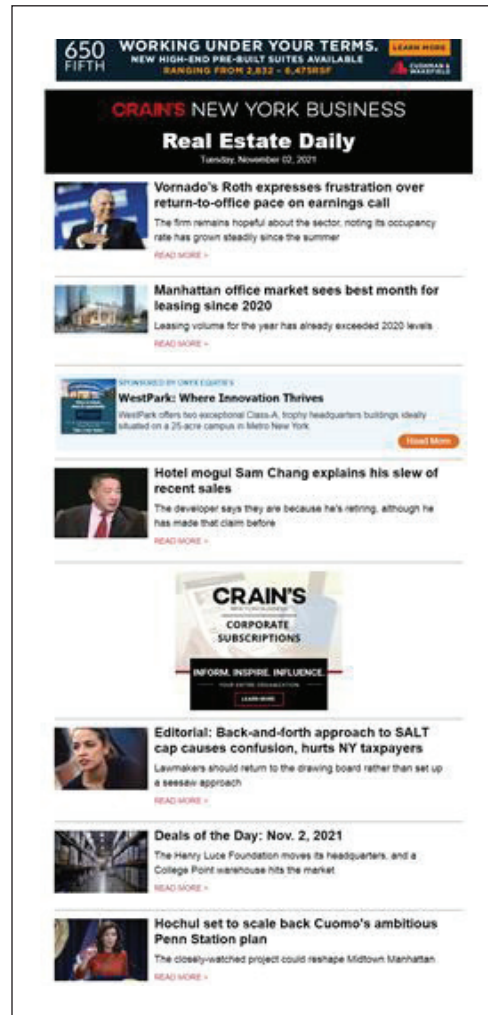
## CRAINS HAS AN INFLUENTIAL AUDIENCE OF DECISIONMAKERS

- **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)





## DIGITAL

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# 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

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An exclusive promotional e-newsletter showcasing top residential listings with click-through to the property's own websites.

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PRICE: \$500 PER LISTING

**San Francisco, Peninsula and Silicon Valley**



# jamesedition.com

## FEATURED ARTICLE AND E-NEWSLETTER PROMOTION

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.

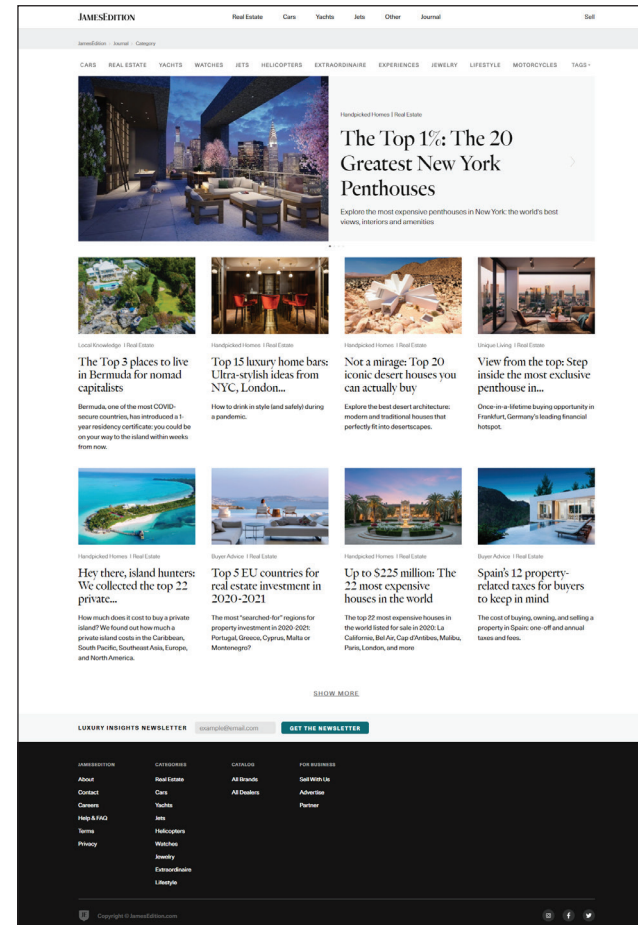
With more than 10 million monthly page views from around the world, JamesEdition.com is the quintessential marketplace for ultra-high net worth individuals. With users evenly spread throughout the Americas, EMEA and Asia, JamesEdition.com is the only truly global site to market luxury.

A Featured Story is an article published on the website. Articles are evergreen content. The average time that viewers spend on an article page exceeds 2 minutes indicating that article views come from the most loyal and engaged users.

Featured stories are both SEO optimized and given placements in the newsletter bringing an average, 2000-3500 views during its first month online.

Showcase your office and properties and bring increased visibility to capture the attention of the UHNW in a Featured Story.

**\$5,500 NEWSLETTER TOP & ARTICLE**  
**\$3,300 NEWSLETTER TRENDING & ARTICLE**



# jamesedition.com

## SOCIAL MEDIA POST

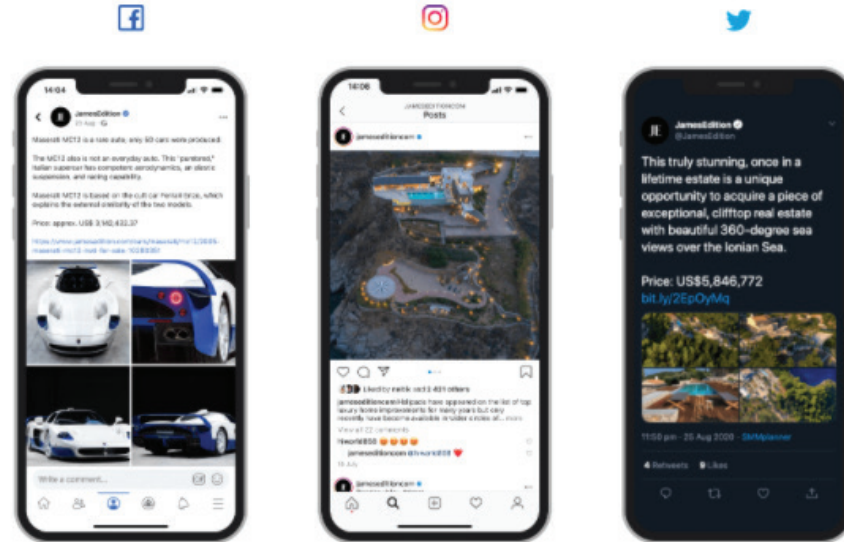
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With more than 10 million monthly page views from around the world, JamesEdition.com is the quintessential marketplace for ultra-high net worth individuals. With users evenly spread throughout the Americas, EMEA and Asia, JamesEdition.com is the only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

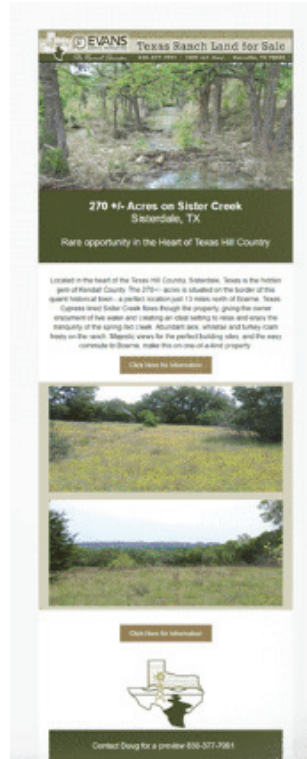
Lands of America is the premier rural real estate site with farms, ranches, country homes, mountain property for sale and more.

## 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.



## SIGNATURE LISTINGS

10Xs more Exposure

\$125/ONE LISTING  
\$330/3 LISTINGS  
\$1200/12 LISTINGS

## PLATINUM FEATURED PROPERTY

PRICE: \$700  
Featured on all 3 Land.com sites

## 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 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:

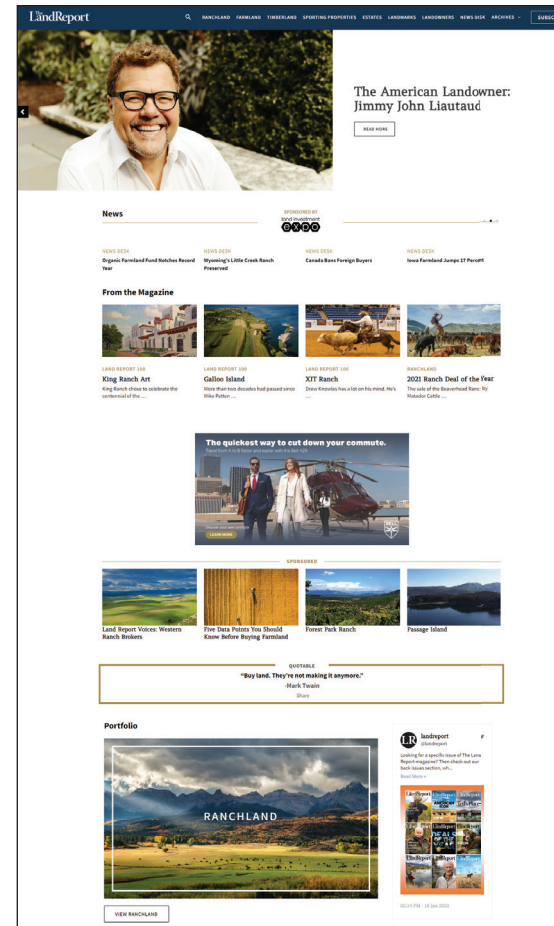
- Texas
- California
- Florida
- Colorado
- New York
- Illinois
- Georgia
- North Carolina
- Pennsylvania
- South Carolina

### FEATURED LISTING

Maximize visibility for your top listings through the Featured Listing panel. This fully interactive digital ad is served to over 18,000 unique visitors per month in a prime, centralized location on the homepage. Featured Listings is the perfect venue to debut new listings, drone videos, or photo galleries.

PRICE: \$3,000

ALL 3 PLACEMENTS: \$5,000



### SOCIAL MEDIA POSTS

BANNERS: \$1,125/ALL CHANNELS

### NEWSLETTER PROMOTION

Online Directory Listing

PRICE: \$2,500/MONTH

## DIGITAL

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# LA Times

### CUSTOM EMAIL

A stand-alone email message sent to LA Times registered users on behalf of your brand.

Whether you're trying to reach homeowners, buyers or sellers, target them by geo, demo, behavior, lifestyle or purchase intent.

- Audience: **30K**

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**PRICE: \$1,350/DEPLOYMENT**

# Los Angeles Times

# 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.

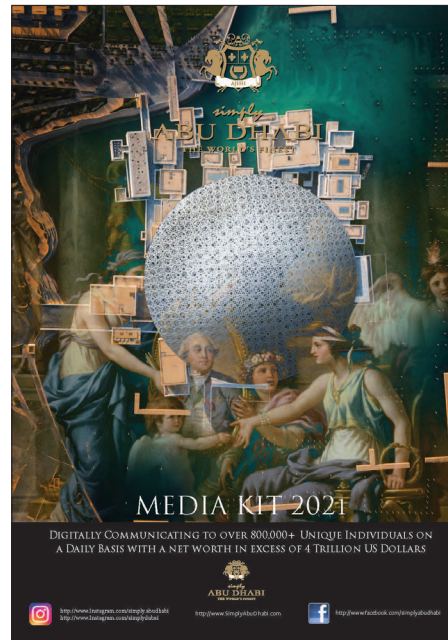
## INSTAGRAM POST

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)

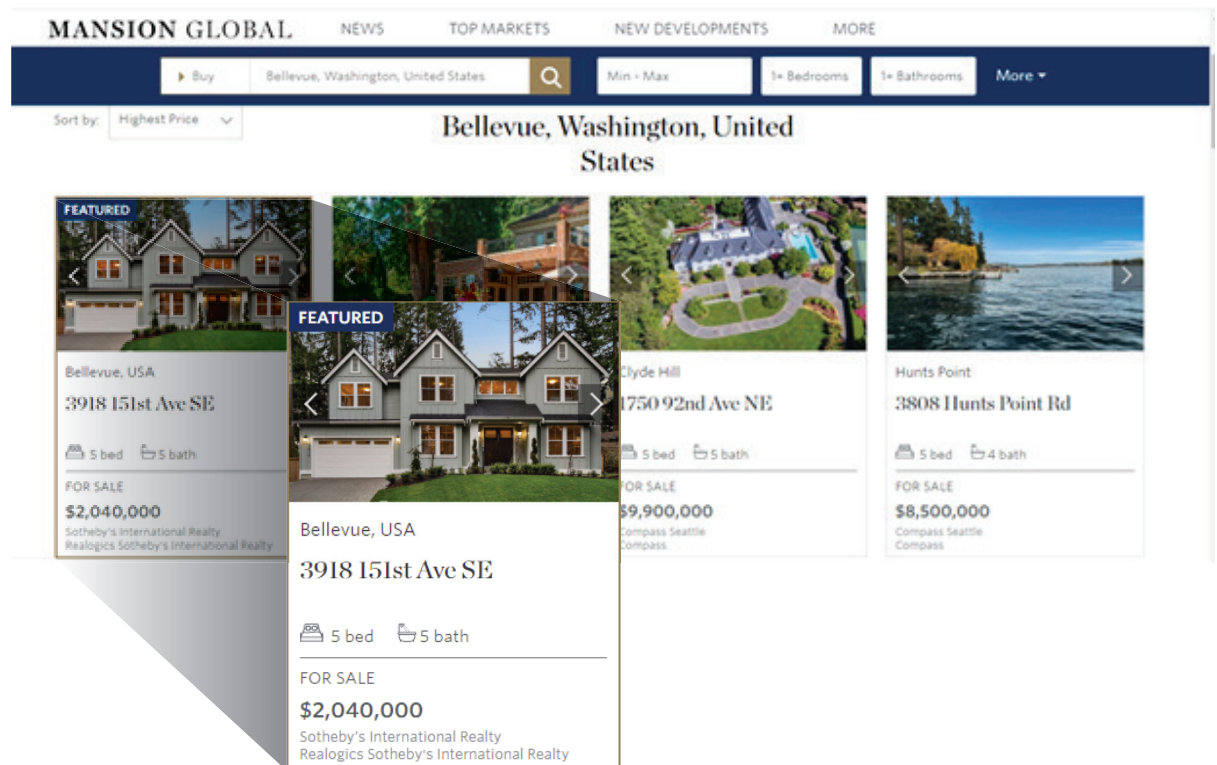
## FEATURED PROPERTY UPGRADES

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

**Bonus 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)

## MANSSION GLOBAL DAILY (M-F) ENEWSLETTER

- 5 Drops Monday – Friday
- **100%** SOV
- **17,000** Opt in subscribers

PRICE: \$3,680

View in your browser

**Mansion Global Daily will be off Monday, May 28, due to the U.S. Memorial Day holiday and will return Tuesday, May 29.**



**Where Do Luxury Markets Stand in the U.S., U.K., U.A.E. and Australia?**  
A snapshot and look at where prices are going. [Read More](#)

**BY THE NUMBERS**

The Most Expensive Homes for Sale in Canada

ADDRESS	ASKING PRICE
1. 3900 2012 St Catherine Street, Vancouver, BC	\$10,000,000
2. 68 Blake Park, Toronto, ON	\$10,000,000
3. 2220 North Avenue, Vancouver, BC	\$9,000,000
4. 3480 - 101 Lombard Street Toronto, ON	\$41,500,000
5. 5600 Park Crescent, Vancouver, BC	\$7,500,000
6. 5 Fernhill Court, Boca Raton, FL	\$73,500,000
6. 4882 201 Street, Surrey, BC	\$18,500,000
7. 41 St. Patrick, Brentwood, QC	\$12,000,000
8. 7522 7522 Ave Royale, Chateau-Richer, QC	\$24,000,000
9. 8018 McLean, Toronto, ON	\$12,000,000
10. 489 Spadina Road, Toronto, ON	\$20,000,000

Region	Average Home Price	Number of Luxury Listings (over \$2M)	Most Expensive Listing
British Columbia	\$720,028	3,120	\$28,000,000
Vancouver	\$1,487,048	870	\$38,000,000
Surrey	\$867,400	122	\$28,000,000
Whisper	\$1,053,300	26	\$25,000,000
Ontario	\$578,072	1,061	\$35,000,000
Toronto	\$869,817	332	\$39,000,000
Quebec	\$294,291	185	\$26,000,000
Westmont	\$1,378,900	32	\$26,000,000
Chateau-Richer	\$193,333	1	\$26,000,000

**TRENDING TODAY**

**Architectural Digest** @ArchDigest Following

We found the most iconic building in every state in America: [archdg.co/8hz6SKy](http://archdg.co/8hz6SKy)



3:26 AM - 25 May 2018

**#AloneTogether** ad

**Staying home saves lives.**

For more info visit [coronavirus.gov](http://coronavirus.gov)

Powered by AllChances

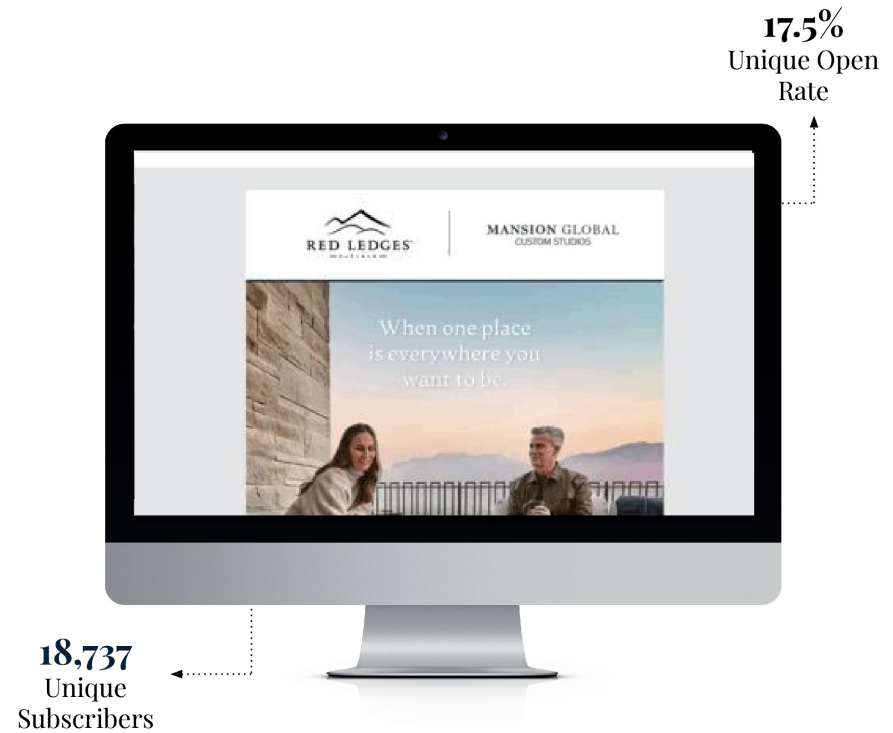
# The Wall Street Journal Online (WSJ.Com)

## MANSION GLOBAL CUSTOM E-NEWSLETTER

### EXCLUSIVE EMAIL

Take advantage of Mansion Global's Custom newsletter to showcase your brand as a luxury lifestyle and real estate leader to luxury connoisseurs and high-net-worth buyers around the world. From aspiration to action, Mansion Global's custom newsletter is the go-to read for the most powerful and affluent consumers, delivering all your newsworthy content directly to their inboxes- inspiring the luxury lifestyle & delivering results.

PRICE: \$5,000 EXCLUSIVE EMAIL



# 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 were mixed. Sanders won many from the field but lost the vote in California.

**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 \$1,200,000 USD   sirbahamas.com/id/46932 Bahamas Sotheby's International Realty <b>FRANK AZARMI</b> frank.azarmi@sirbahamas.com +1 949.388.0240	<b>SCOTTSDALE, ARIZONA</b> 10778 East Hornbeck Drive \$1,800,000 USD   sirbahamas.com/id/46933 Bahamas Sotheby's International Realty <b>FRANK AZARMI</b> frank.azarmi@sirbahamas.com +1 949.388.0240	<b>SCOTTSDALE, ARIZONA</b> 6902 North 43rd Street \$1,800,000 USD   sirbahamas.com/id/46934 Bahamas Sotheby's International Realty <b>FRANK AZARMI</b> frank.azarmi@sirbahamas.com +1 949.388.0240	<b>ATHLETON, CALIFORNIA</b> 151 Vinyon Road \$1,000,000 USD   sirbahamas.com/id/46935 Bahamas Sotheby's International Realty <b>MICHAEL DREYFUS</b> michael.dreyfus@sirbahamas.com +1 415.851.2874
<b>PALM ALTO, CALIFORNIA</b> 12770 waverly.com \$1,270,000 USD   sirbahamas.com/id/46936 Bahamas Sotheby's International Realty <b>MICHAEL DREYFUS</b> michael.dreyfus@sirbahamas.com +1 415.851.2874	<b>POMONA, CALIFORNIA</b> 3011 hammond.com \$1,100,000 USD   sirbahamas.com/id/46937 Bahamas Sotheby's International Realty <b>MICHAEL DREYFUS</b> michael.dreyfus@sirbahamas.com +1 415.851.2874	<b>ROSE, CALIFORNIA</b> 2711 gowhill.com \$1,100,000 USD   sirbahamas.com/id/46938 Bahamas Sotheby's International Realty <b>MICHAEL DREYFUS</b> michael.dreyfus@sirbahamas.com +1 415.851.2874	<b>SAN DIEGO, CALIFORNIA</b> 2770 Acazua Street \$1,100,000 USD   sirbahamas.com/id/46939 Bahamas Sotheby's International Realty <b>MICHAEL DREYFUS</b> michael.dreyfus@sirbahamas.com +1 415.851.2874	<b>SAN FRANCISCO, CALIFORNIA</b> 10411 18th Ave \$1,100,000 USD   sirbahamas.com/id/46940 Bahamas Sotheby's International Realty <b>MICHAEL DREYFUS</b> michael.dreyfus@sirbahamas.com +1 415.851.2874
<b>GREENSBORO, CONNECTICUT</b> 1110 northfield.com \$1,100,000 USD   sirbahamas.com/id/46941 Bahamas Sotheby's International Realty <b>MATT BERNARD</b> matt.bernard@sirbahamas.com +1 203.538.3743	<b>HARTFORD, CONNECTICUT</b> 2200 northfield.com \$1,100,000 USD   sirbahamas.com/id/46942 Bahamas Sotheby's International Realty <b>MATT BERNARD</b> matt.bernard@sirbahamas.com +1 203.538.3743	<b>MILWAUKEE, WISCONSIN</b> 1110 northfield.com \$1,100,000 USD   sirbahamas.com/id/46943 Bahamas Sotheby's International Realty <b>MATT BERNARD</b> matt.bernard@sirbahamas.com +1 203.538.3743	<b>MIAMI BEACH, FLORIDA</b> 1110 northfield.com \$1,100,000 USD   sirbahamas.com/id/46944 Bahamas Sotheby's International Realty <b>MATT BERNARD</b> matt.bernard@sirbahamas.com +1 203.538.3743	<b>MIAMI BEACH, FLORIDA</b> 1110 northfield.com \$1,100,000 USD   sirbahamas.com/id/46945 Bahamas Sotheby's International Realty <b>MATT BERNARD</b> matt.bernard@sirbahamas.com +1 203.538.3743
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- Average household income: **\$381,464**
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**The New York Times**

Vol. CLXVIII No. 58,137

NEW YORK, MONDAY, NOVEMBER 5, 2018

**Late Edition**  
 Today, don't forget, vote and don't let the 2018 election slip through your fingers. **See page A1.** **Remember, check, remember, check.** **See page A1.** **Remember, check, remember, check.** **See page A1.**

**Web's Far Right Can Hear Itsself As Trump Talks**  
*Chearing the Spread of Once-Fringe Views*  
 By **KEVIN WOOD** and **ALI MITCHELL**

On Wednesday, a massive after-party celebration of a recent victory by Donald Trump over Hillary Clinton in the 2016 presidential election was held in Washington, D.C. The event was held at the Trump Hotel, a luxury hotel in the city's downtown. The event was held at the Trump Hotel, a luxury hotel in the city's downtown. The event was held at the Trump Hotel, a luxury hotel in the city's downtown.

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

Democrats seemed poised to win the House of Representatives in the 2018 congressional elections. They had a wide margin, with a lead of 100 seats. But now, the House is expected to be split 235-200. The House is expected to be split 235-200. The House is expected to be split 235-200.

**It's Not Heaven, It's Brooklyn**  
*The \$5,000 houses in this year's New York City Marathon enjoyed blue skies, overcast conditions and a fast course.* **Page F7-22.**

**Spending Millions in a Bid to Avoid Sanctions**  
*U.S. Forces in Syria*  
 By **KENNETH R. WELLS**

The U.S. military is spending millions of dollars to avoid sanctions from Russia. The U.S. military is spending millions of dollars to avoid sanctions from Russia. The U.S. military is spending millions of dollars to avoid sanctions from Russia.

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

The Census Bureau is conducting a new survey to determine the number of people living in the United States. The Census Bureau is conducting a new survey to determine the number of people living in the United States. The Census Bureau is conducting a new survey to determine the number of people living in the United States.

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































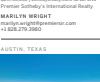









A Utah mayor has been called to serve in the military. A Utah mayor has been called to serve in the military. A Utah mayor has been called to serve in the military.

**Offering Little Pool, Russian Accuses Georgia Rival of 'Hack'**  
*By RICHARD HENNEY*

A Russian politician has accused a Georgian rival of being a "hack". A Russian politician has accused a Georgian rival of being a "hack". A Russian politician has accused a Georgian rival of being a "hack".

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**Bespoke Santa Barbara Craftsman**

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- Circulation: **14,791**
  - **10,791** mailed to individuals that have a minimum net worth of **\$39 million**
  - **238** Royal Families receive the Magazine globally
  - **4,000** Copies are distributed exclusively to top fine Art Galleries, private Banks, Yacht Clubs, Polo clubs, private Jet Terminals all over the world
- Average Household Net Worth: **\$106,000,000**

FULL PAGE, COLOR: \$8125  
FALL ISSUE - NATURE





# 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**

TRIPLE SPOT, COLOR: \$2,190  
PROPERTY SPOT, COLOR: \$730

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<b>BROOKHAVEN, CONNECTICUT</b> 1000 Brookhaven.com \$1,200,000 Matt Bernard <a href="mailto:mattbernard@sothebysrealty.com">mattbernard@sothebysrealty.com</a> +1 203.373.2883	<b>WESTON, CONNECTICUT</b> 1000 Weston Ridge.com \$1,000,000 Krisz Blak <a href="mailto:kriszblak@sothebysrealty.com">kriszblak@sothebysrealty.com</a> +1 203.525.2742	<b>APTARADO, FLORIDA</b> 111000000.com \$1,100,000   <a href="http://www.russellpost.com">www.russellpost.com</a> <b>RUSSELL POST</b> <a href="mailto:russellpost@sothebysrealty.com">russellpost@sothebysrealty.com</a> +1 305.522.7700	<b>APTARADO, FLORIDA</b> 111000000.com \$1,100,000   <a href="http://www.susanbryan.com">www.susanbryan.com</a> <b>SUSAN BRYAN</b> <a href="mailto:susanbryan@sothebysrealty.com">susanbryan@sothebysrealty.com</a> +1 305.522.7700	<b>WEST PALM BEACH, FLORIDA</b> 111000000.com \$1,100,000   <a href="http://www.corydabare.com">www.corydabare.com</a> <b>CORY DABARE</b> <a href="mailto:corydabare@sothebysrealty.com">corydabare@sothebysrealty.com</a> +1 561.721.3889
<b>APTARADO, MASSACHUSETTS</b> 111000000.com \$1,100,000 Marta Piper <a href="mailto:martapiper@sothebysrealty.com">martapiper@sothebysrealty.com</a> +1 413.627.4999	<b>BOSTON, MASSACHUSETTS</b> 111000000.com \$1,100,000 Luis Alan   Jeff Suman <a href="mailto:luisalan@sothebysrealty.com">luisalan@sothebysrealty.com</a> +1 413.627.4999	<b>LENOX, MASSACHUSETTS</b> 111000000.com \$1,100,000 George Cain <a href="mailto:georgecain@sothebysrealty.com">georgecain@sothebysrealty.com</a> +1 978.363.8855	<b>ROSELAND TOWNSHIP, NEW JERSEY</b> 111000000.com \$1,100,000   <a href="http://www.jordanhenderson.com">www.jordanhenderson.com</a> <b>JORDAN HENDERSON</b> <a href="mailto:jordanhenderson@sothebysrealty.com">jordanhenderson@sothebysrealty.com</a> +1 908.941.2050	<b>PATERSON, NEW JERSEY</b> 111000000.com \$1,100,000   <a href="http://www.jordanhenderson.com">www.jordanhenderson.com</a> <b>JORDAN HENDERSON</b> <a href="mailto:jordanhenderson@sothebysrealty.com">jordanhenderson@sothebysrealty.com</a> +1 908.941.2050
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# The Land Report

The Land Report magazine provides nationwide news, information and insight into 40,000 of America's most affluent current and potential home buyers & landowners. The Land Report profiles passionate landowners, high net-worth home & estate owners, identifies unique home-buying and land investment opportunities, explains ways to improve and conserve land, provides legislation updates, and highlights outdoor gear and equipment.

- Distribution: **40,000+ Print & Digital**
- Average HHI: **\$9.2M**
- Average NW: **\$89.3M**
- Gender Skew: **82% Male, 18% Female**

FULL PAGE: \$4,900  
FALL ISSUE - INVESTING



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**Bruce Grant**  
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914.642.7222  
Bruce.Grant@SothebysRealty

The Rosewood Farm Estate  
Southampton, New York

10 BEDROOMS | 10.5+ BATHS | POSSIBLE SUBDIVISION | \$19,950,000  
ROSEWOODFARMESTATE.COM

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Water Mill South on Reserve, Pool & Tennis  
Water Mill, New York

6 BEDROOMS | 6.5+ BATHS | 4,900SQ FT. | \$11,000,000  
542MECOVROAD.COM

Sotheby's INTERNATIONAL REALTY

# 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 by: [unreadable]

72 Post Road, Old Westbury, NY

Extra Bonus!  
Pool Estate Contemporary  
Spectacular Openness  
\$4,900,000

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

DANIEL GALE.COM/AGENT/DEBRA.RUSSELL

Sotheby's INTERNATIONAL REALTY

Open the door to what's next.

The Rosewood Farm Estate  
Southampton, New York

10 BEDROOMS | 10.5+ BATHS | POSSIBLE SUBDIVISION | \$19,900,000  
ROSEWOODFARMESTATE.COM

Sotheby's INTERNATIONAL REALTY

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  
S4MEOORROAD.COM

# The Real Deal

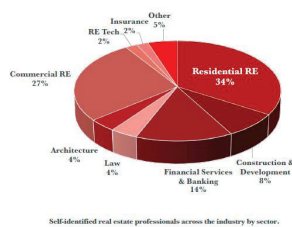
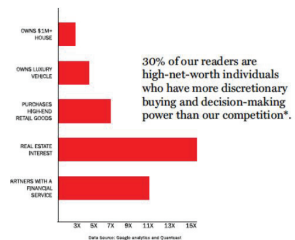
For over 17 years The Real Deal’s mission has remained consistent to empower real estate professionals with up-to-date news and information to stay informed.

Print	Digital	Social	Newsletters	Events
2.5M+ Annual Readers (Source: Mitchell’s)	3M+ Monthly Visitors (Source: Google Analytics)	340K+ Followers (Source: Hootsuite)	300K+ Subscribers (Source: Sailthru)	10K+ Attendees (Source: Bizzabo)

A Targeted Digital Reach Source

## TRD READERS ARE DECISION MAKERS WITHIN THE RE INDUSTRY

- 20,000 copies distributed to Realtor associations
- 5,000 copies distributed in airline & VIP lounges



### Distribution:

- **2,500** copies sent to architectural firms, developers, financial institutions, constructions companies, law firms, title companies, and interior design firms
- **2,000** copies distributed to Residential + Commercial
- **1,600** Newstand copies

## PRINT MARKETING

Reach your core audience with editorially and strategically aligned full-page print ads within the issues of your choice.

### Opportunity details:

- **National – Monthly**

PRICE: \$5,000 FULL PAGE

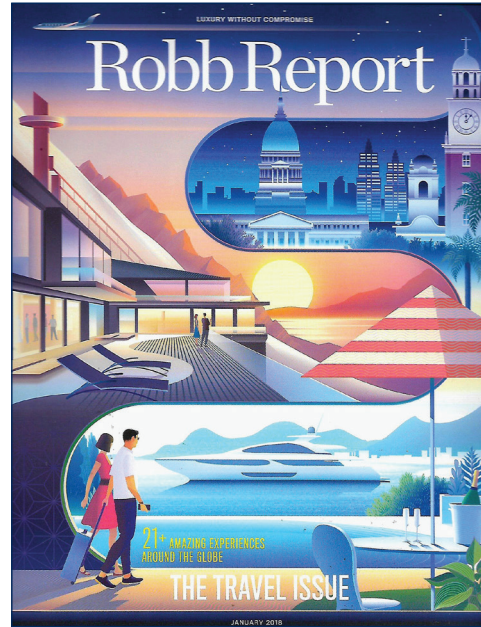
# Robb Report

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

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

PROPERTY SPOT, COLOR: \$880

Global



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

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NAPA VALLEY, CALIFORNIA

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

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<p>VERO BEACH, FLORIDA</p> <p>905 Winding River Road \$3,250,000   sothebysrealty.com/44130WVF ONE Sotheby's International Realty <b>KRISTIN BOBBON   CINDY O'DARE</b> kristinb@sothebysrealty.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> mzare@sothebysrealty.com +1 772.214.8708</p>	<p>NEW YORK, NEW YORK</p> <p>131 East 79th Street Maise.com \$12,000,000 East Side Manhattan Brokerage <b>AMANDA FIELD   JORDAN   NIKKI FIELD</b> amanda.field@sothebysrealty.com +1 212.658.7798</p>
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Circulation/  
Distribution/  
Reach



Sotheby's  
INTERNATIONAL REALTY

# Circulation/ Distribution/ Reach 2023

Plan 1	Circulation
<b>Media</b>	
<b>Sotheby's Auction House: Digital</b>	
Sotheby's Selects Enewsletter	488,357
<b>Digital</b>	
<b>Million Impressions*</b>	
Digital Banner Program	750,000
Targeting - Land Sites and Land for Sale	
<b>LinkedIn</b>	
Digital Banner program	540,000
Digital Banner program	535,500
Digital Banner program	165,000
<b>Comprehensive Digital</b>	
Social Mirror Campaign	300,000
Social Mirror Campaign	300,000
Native Display	300,000
Native Display	300,000
<b>Nob Hill Gazette</b>	
OTM On the Market eNewsletter	19,500
<b>JamesEdition</b>	
e-Newsletter	294,000
Listing Feature	148,000
<b>LA Times</b>	
Custom Email	30,000
<b>Land.com</b>	
Platinum Featured Propety	
Dedicated Emails - targeted*	5,000
Signature Listings	
<b>Land Report</b>	
Portfolio Listing	
Social Media Posts	60,000
Enewsletter Promotion	25,000
<b>Simply Abu Dhabi</b>	
Instagram Post	51,200
<b>WSJ.com</b>	
Mansion Global Homepage	164,000
Mansion Global e-Newsletter	17,000
Mansion Global e-Newsletter	17,000
Property upgrades	
<b>Billionaire</b>	
Custom Content + Social Campaign	25,600
<b>Crain's New York Business</b>	
Daily E-Newsletter M-F	15,000
<b>Print</b>	
<b>The Wall Street Journal</b>	
Property Spot w/Digital Featured Property Upgrade	1,933,272
<b>The New York Times</b>	
Property Spot - Weekday/Saturday	846,222
The New York Times Takeover	168,000
<b>Billionaire Magazine</b>	
Full Page	14,791
<b>Financial Times</b>	
Triple Property Spot	210,457
Property Spot	210,457
<b>Land Report</b>	
Full page	40,000
<b>The Los Angeles Times</b>	
Takeover	220,780
<b>The Real Deal</b>	
Full page	324,000
<b>Robb Report</b>	
Property Spot	324,000
GRAND TOTAL	8,842,136

# Circulation/ Distribution/ Reach 2023

Plan 2	Circulation
<b>Media</b>	
<b>Sotheby's Auction House: Digital</b>	
Sotheby's Selects Enewsletter	488,357
<b>Digital</b>	
<b>Million Impressions*</b>	
Digital Banner Program	750,000
Targeting - Land Sites and Land for Sale	
<b>LinkedIn</b>	
Digital Banner program	540,000
Digital Banner program	535,500
Digital Banner program	165,000
<b>Comprehensive Digital</b>	
Social Mirror Campaign	300,000
Social Mirror Campaign	300,000
Native Display	200,000
Native Display	200,000
<b>Nob Hill Gazette</b>	
OTM On the Market eNewsletter	13,000
<b>JamesEdition</b>	
Listing Feature	148,000
<b>Land.com</b>	
Platinum Featured Propety	
Dedicated Emails - targeted*	5,000
Signature Listings	
<b>Land Report</b>	
Portfolio Listing	
Social Media Posts	60,000
Enewsletter Promotion	25,000
<b>WSJ.com</b>	
Mansion Global e-Newsletter	17,000
Property upgrades	
<b>Crain's New York Business</b>	
Daily E-Newsletter M-F	15,000
<b>Print</b>	
<b>The Wall Street Journal</b>	
Property Spot w/Digital Featured Property Upgrade	1,933,272
<b>The New York Times</b>	
Property Spot - Weekday/Saturday	846,222
The New York Times Takeover	168,000
<b>Financial Times</b>	
Property Spot	420,914
<b>Land Report</b>	
Full page	40,000
<b>The Los Angeles Times</b>	
Takeover	220,780
<b>GRAND TOTAL</b>	<b>7,391,045</b>



# Schedule and Pricing



Sotheby's  
INTERNATIONAL REALTY

SCHEDULE AND PRICING

# Proposed Media Schedule & Pricing 2023

Plan 1		July	August	September	October	November	Media Total
<b>Media</b>							
<b>Sotheby's Auction House: Digital</b>							
Sotheby's Selects Enewsletter	Sotheby's Selects Enewsletter					\$ 2,350.00	\$ 2,350.00
<b>Digital</b>							
<b>Million Impressions*</b>							
Million Impressions	Digital Banner Program	\$ 1,195.00	\$ 1,195.00	\$ 1,195.00			\$ 3,585.00
Million Impressions	Targeting - Land Sites and Land for Sale						
<b>LinkedIn</b>							
LinkedIn - Timber Company	Digital Banner program	\$ 3,000.00	\$ 3,000.00	\$ 3,000.00			\$ 9,000.00
LinkedIn - Timber Industry	Digital Banner program	\$ 2,400.00	\$ 2,400.00	\$ 2,400.00			\$ 7,200.00
LinkedIn - Carbon Credit	Digital Banner program	\$ 2,845.00	\$ 2,845.00	\$ 2,845.00			\$ 8,535.00
<b>Comprehensive Digital</b>							
Social Mirror Campaign	LinkedIn - Hunting	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00			\$ 4,500.00
Social Mirror Campaign	LinkedIn - Timber	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00			\$ 4,500.00
Native Display	Timber category	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00			\$ 4,500.00
Native Display	Carbon Credit category	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00			\$ 4,500.00
<b>Nob Hill Gazette</b>							
Nob Hill Gazette San Francisco, Penir OTM On the Market eNewsletter		\$ 500.00	\$ 500.00	\$ 500.00			\$ 1,500.00
<b>JamesEdition</b>							
Featured Article and e-Newsletter pr	e-Newsletter	\$ 3,300.00					\$ 3,300.00
Social Media	Listing Feature		\$ 500.00				\$ 500.00
<b>LA Times</b>							
Custom Email	Custom Email	\$ 1,350.00					\$ 1,350.00
<b>Land.com</b>							
Platinum Featured Propety	Featured on all 3 Land.com sites	\$ 700.00					\$ 700.00
Dedicated Emails - targeted*	Dedicated Emails - targeted*		\$ 1,500.00				\$ 1,500.00
Signature Listings	\$125/one listing \$330/3 listings \$12		\$330				\$ 330.00
<b>Land Report</b>							
Portfolio Listing	Featured Listing						
Social Media Posts	Banners	\$5,000					\$ 5,000.00
Enewsletter Promotion	Online Directory Listing						
<b>Simply Abu Dhabi</b>							
Instagram Post	Instagram Post	\$ 1,375.00	\$ 1,375.00				\$ 2,750.00
<b>WSJ.com</b>							
Mansion Global Homepage	Mansion Global Homepage	\$ 2,150.00					\$ 2,150.00
Mansion Global e-Newsletter	Daily Monday-Friday		\$ 3,680.00				\$ 3,680.00
Mansion Global e-Newsletter	Custom Email				\$ 5,000.00		\$ 5,000.00
Property upgrades	Property upgrades	Bonus	Bonus	Bonus			\$ -
<b>Billionaire</b>							
Custom Content + Social Campaign	Custom Content + Social Campaign		\$ 6,000.00				\$ 6,000.00
<b>Crain's New York Business</b>							
Crain's New York Business	Daily E-Newsletter M-F	\$ 3,150.00					\$ 3,150.00
<b>Print</b>							
<b>The Wall Street Journal</b>							
The Wall Street Journal - National	Property Spot w/Digital Featured Pr	\$ 650.00	\$ 650.00	\$ 650.00			\$ 1,950.00
<b>The New York Times</b>							
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
<b>Billionaire Magazine</b>							
Billionaire Magazine	Full Page			\$ 8,125.00			\$ 8,125.00
<b>Financial Times</b>							
Financial Times	Triple Property Spot	\$ 2,190.00					\$ 2,190.00
Financial Times	Property Spot			\$ 730.00			\$ 730.00
<b>Land Report</b>							
Land Report	Full page				\$ 4,900.00		\$ 4,900.00
<b>The Los Angeles Times</b>							
The Los Angeles Times	Takeover		\$ 610.00				\$ 610.00
<b>The Real Deal</b>							
The Real Deal	Full page		\$ 5,000.00				\$ 5,000.00
<b>Robb Report</b>							
Robb Report	Property Spot				\$ 880.00		\$ 880.00
TOTAL							\$ 112,075.00

\*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	July	August	September	October	November	Media Total
<b>Media</b>							
<b>Sotheby's Auction House: Digital</b>							
Sotheby's Selects Enewsletter	Sotheby's Selects Enewsletter					\$ 2,350.00	\$ 2,350.00
<b>Digital</b>							
<b>Million Impressions*</b>							
Million Impressions	Digital Banner Program	\$ 1,195.00	\$ 1,195.00	\$ 1,195.00			\$ 3,585.00
Million Impressions	Targeting - Land Sites and Land for Sale						
<b>LinkedIn</b>							
LinkedIn - Timber Company	Digital Banner program	\$ 3,000.00	\$ 3,000.00	\$ 3,000.00			\$ 9,000.00
LinkedIn - Timber Industry	Digital Banner program	\$ 2,400.00	\$ 2,400.00	\$ 2,400.00			\$ 7,200.00
LinkedIn - Carbon Credit	Digital Banner program	\$ 2,845.00	\$ 2,845.00	\$ 2,845.00			\$ 8,535.00
<b>Comprehensive Digital</b>							
Social Mirror Campaign	LinkedIn - Hunting	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00			\$ 4,500.00
Social Mirror Campaign	LinkedIn - Timber	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00			\$ 4,500.00
Native Display	Timber category	\$ 1,500.00	\$ 1,500.00				\$ 3,000.00
Native Display	Carbon Credit category	\$ 1,500.00	\$ 1,500.00				\$ 3,000.00
<b>Nob Hill Gazette</b>							
Nob Hill Gazette San Francisco, Penin	OTM On the Market eNewsletter	\$ 500.00		\$ 500.00			\$ 1,000.00
<b>JamesEdition</b>							
Social Media	Listing Feature		\$ 500.00				\$ 500.00
<b>Land.com</b>							
Platinum Featured Property	Featured on all 3 Land.com sites	\$ 700.00					\$ 700.00
Dedicated Emails - targeted*	Dedicated Emails - targeted*		\$ 1,500.00				\$ 1,500.00
Signature Listings	\$125/one listing \$330/3 listings \$12		\$330				\$ 330.00
<b>Land Report</b>							
Portfolio Listing	Featured Listing						
Social Media Posts	Banners	\$5,000					\$ 5,000.00
Enewsletter Promotion	Online Directory Listing						
<b>WSJ.com</b>							
Mansion Global e-Newsletter	Daily Monday-Friday		\$ 3,680.00				\$ 3,680.00
Property upgrades	Property upgrades	Bonus	Bonus	Bonus			\$ -
<b>Crain's New York Business</b>							
Crain's New York Business	Daily E-Newsletter M-F	\$ 3,150.00					\$ 3,150.00
<b>Print</b>							
<b>The Wall Street Journal</b>							
The Wall Street Journal - National	Property Spot w/Digital Featured Pr	\$ 650.00	\$ 650.00	\$ 650.00			\$ 1,950.00
<b>The New York Times</b>							
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
<b>Financial Times</b>							
Financial Times	Property Spot	\$ 730.00		\$ 730.00			\$ 1,460.00
<b>Land Report</b>							
Land Report	Full page				\$ 4,900.00		\$ 4,900.00
<b>The Los Angeles Times</b>							
The Los Angeles Times	Takeover		\$ 610.00				\$ 610.00
TOTAL							\$ 72,560.00

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