



ADVERTISING
BRANDING
MARKETING

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

SKYAD.COM

599 Bunce Lane Advertising and Marketing Program



Daniel
Ravenel

Sotheby's
INTERNATIONAL REALTY

Table of Contents

03 INTRO

04 SOTHEBY'S AUCTION HOUSE

05 Sotheby's Bespoke Geo-Targeted Email

06 DIGITAL

07 Impressions Campaign

12 Comprehensive Digital

13 Circa Old Houses

14 Land.com

15 Land Report

16 WSJ.com

18 PRINT

19 The Wall Street Journal

20 The New York Times

22 The New York Times Takeover

23 Boston Globe

24 Financial Times

25 SCHEDULE, PRICING & REACH

26 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 599 Bunce Lane

SKY Advertising is excited to present to Daniel Ravenel Sotheby's International Realty® a curated, multi-media marketing selection of offerings to bring ultra-high net worth buyer awareness to the 599 Bunce Lane.

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 property in Statesboro, Georgia.

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

**LET'S DO
GREAT THINGS TOGETHER**

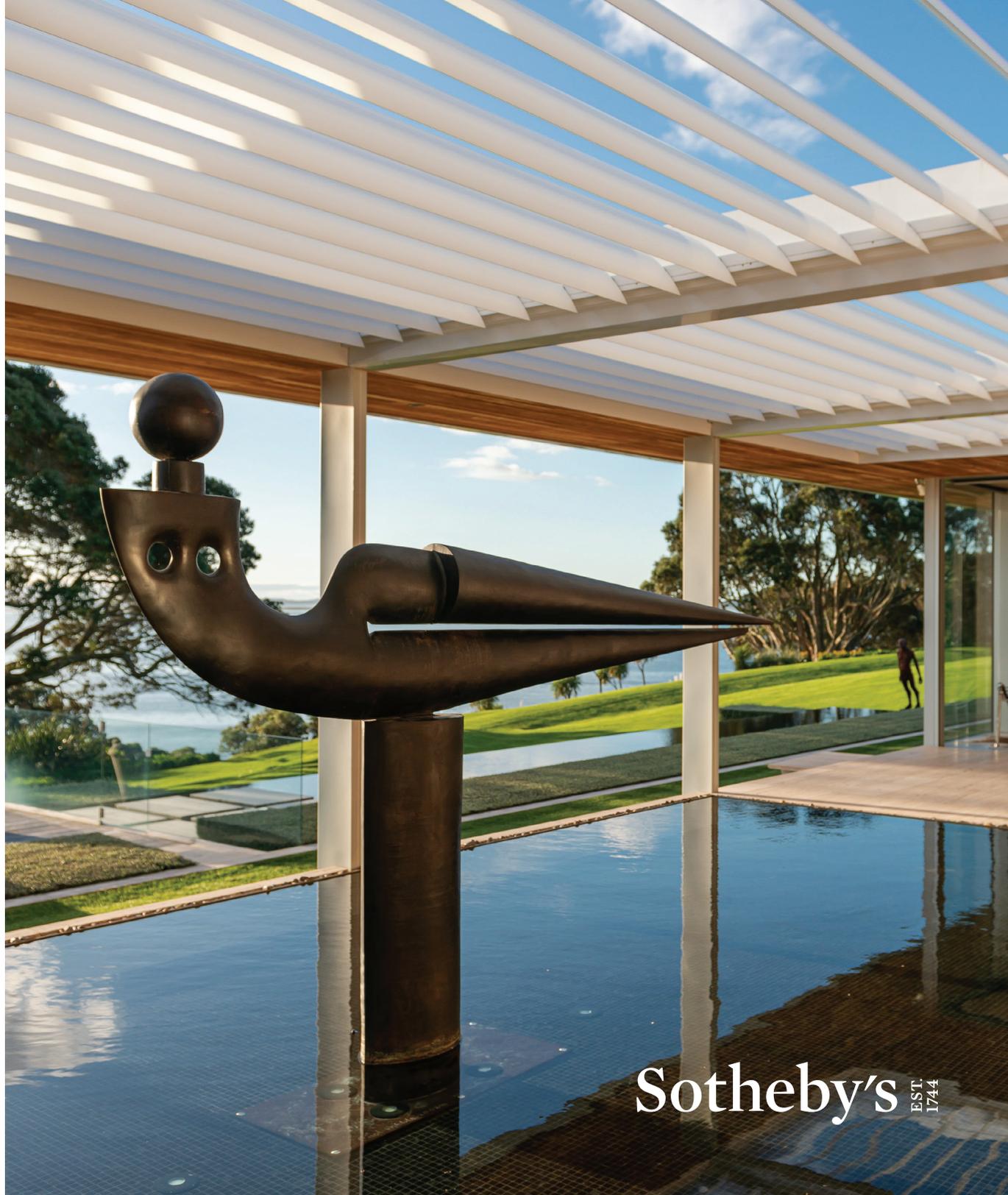
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Sotheby's
Auction House
Offerings



Sotheby's
EST. 1744

DIGITAL

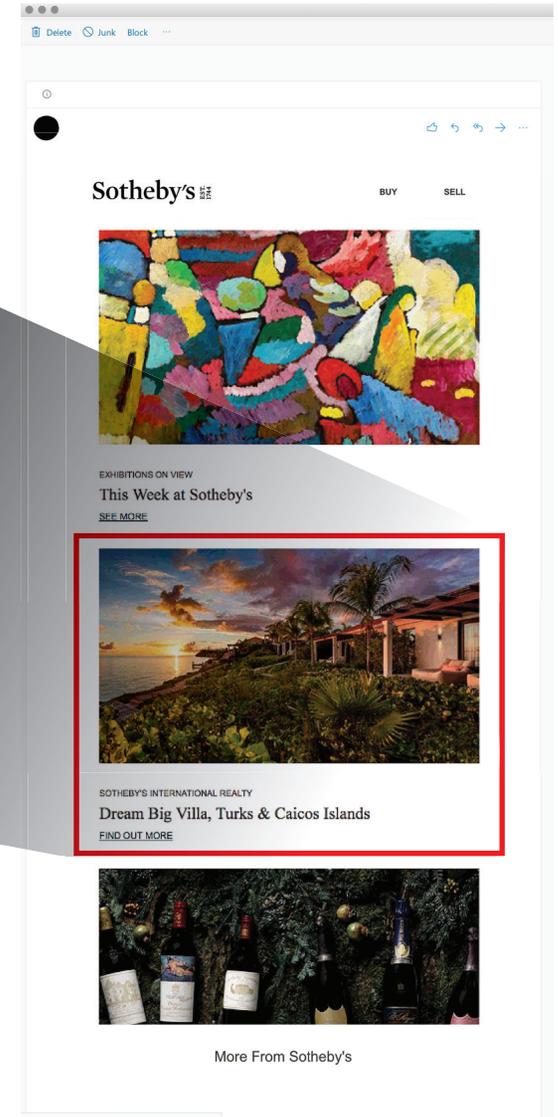
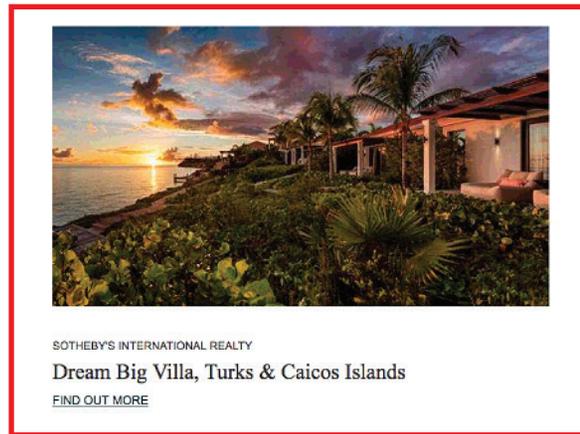
SOTHEBY'S BESPOKE GEO-TARGETED EMAIL

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

TARGETED AREAS

New York, Georgia, Florida, North Carolina

PRICE: \$2,500/DEPLOYMENT



Digital Offerings



Sotheby's
INTERNATIONAL REALTY

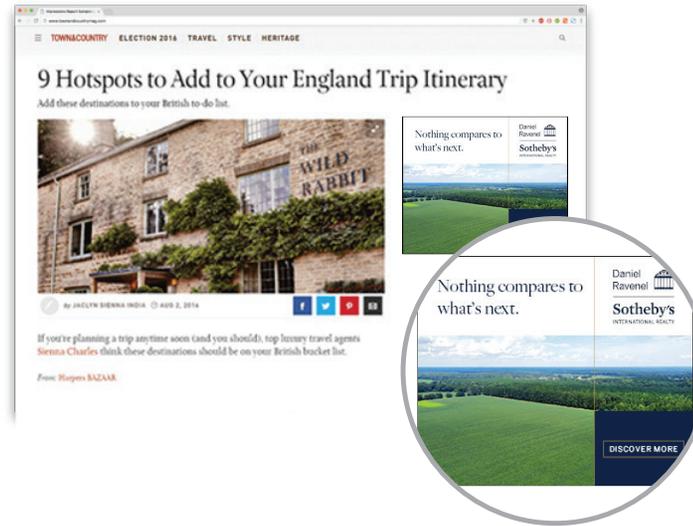
Impressions Campaign

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: **599 Bunce Lane**
- Flight Dates: **October 2023 - December 2023**
- Impressions: **750,000**
- Clicks through to the website of your choice.

250K Impressions per month:	\$1,195
500K Impressions per month:	\$1,625
1 Million Impressions per month:	\$2,450
Three Month Minimum	



Minimum 3 month commitment

Impressions Program Targeting Sites

We identify the best sites to feature your property, and your ads appear only on your approved sites. The number of prominent, respected and relevant sites available is exceptional. We take care of the research to provide hand-selected and white-listed sites most relevant to your campaign.

GEO TARGETING

We identify where potential buyers are found and use the information to identify the areas to geo-target. We can target locally to globally.

The New York Times

Forbes

THE WALL STREET JOURNAL.

Bloomberg
Markets

 REUTERS

The
Economist



Creative

SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

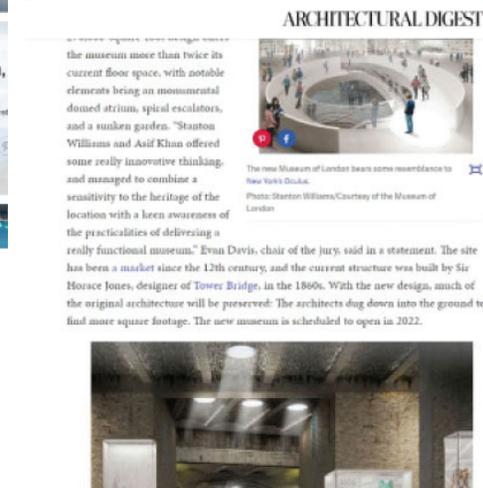
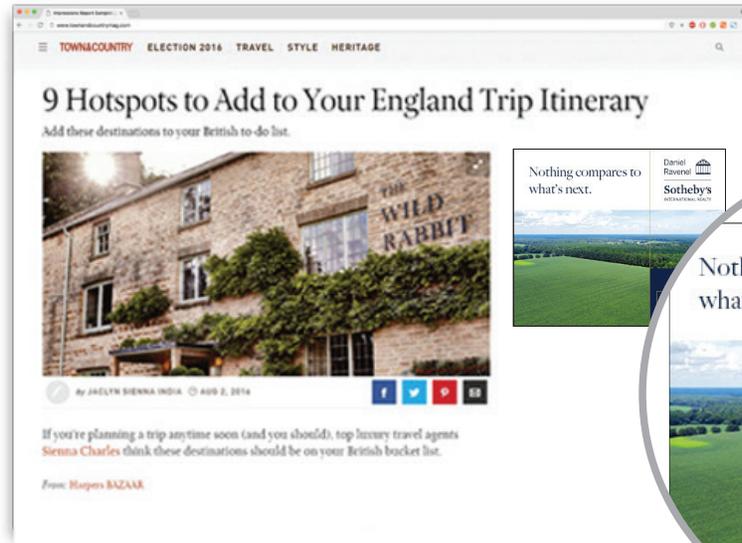
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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

BANNER PRODUCTION: \$350



Sample Banners For Impressions Programs As They Appear On Sites

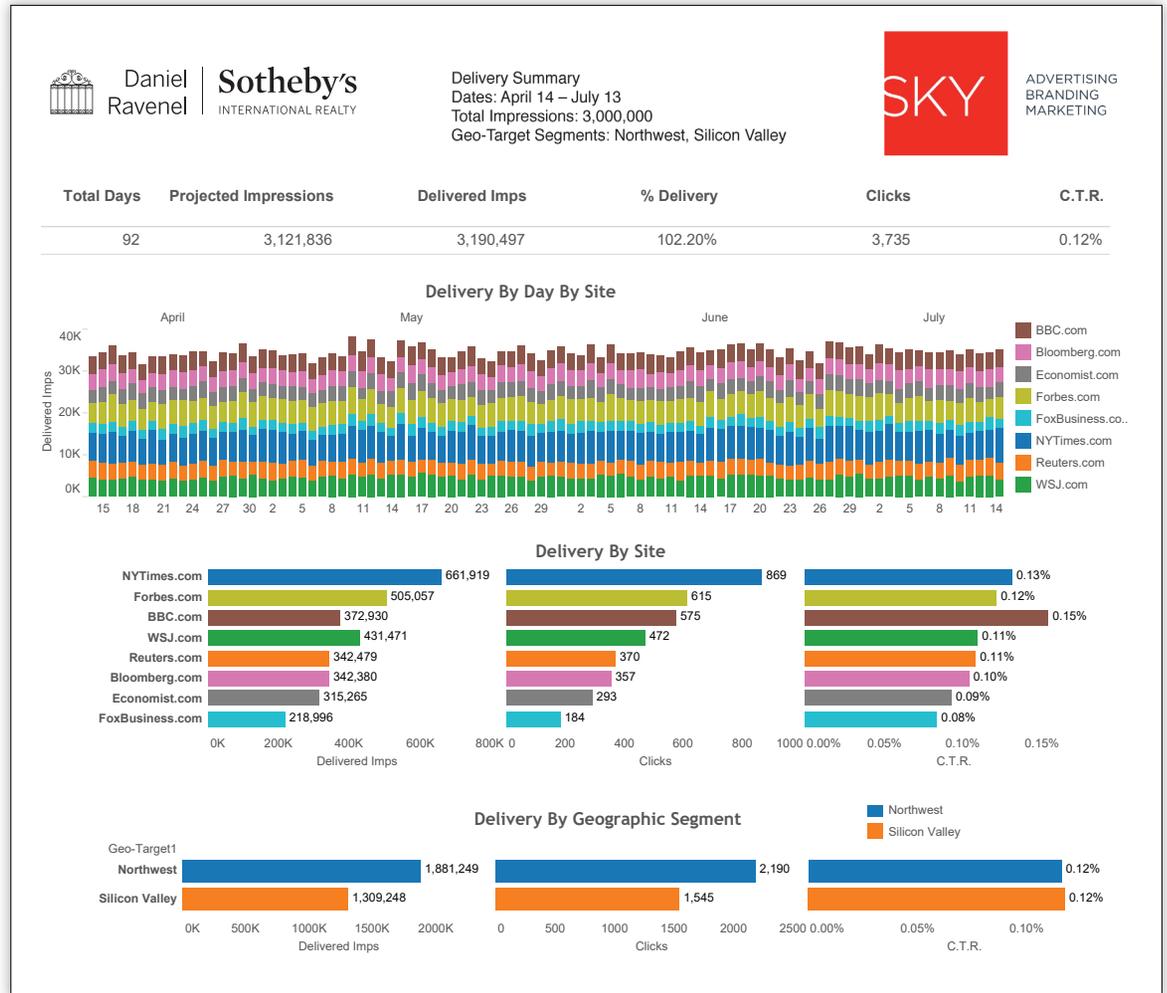


Comprehensive Reporting For Your Customized Campaign

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



Comprehensive Digital

SOCIAL MIRROR ADS

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

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

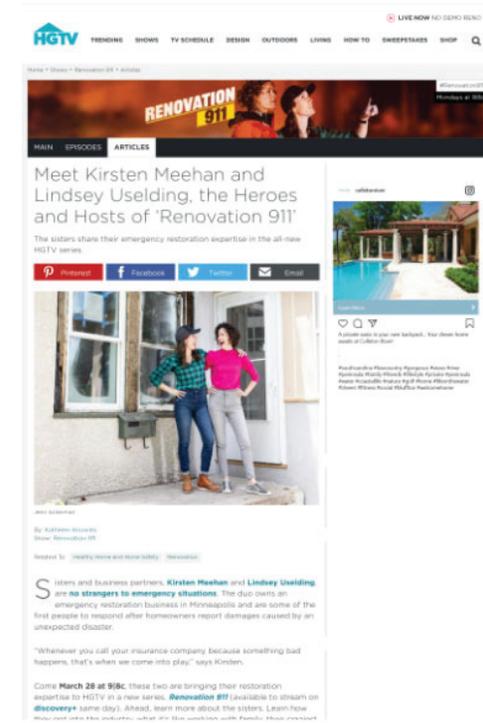
Social Mirror ads can be done with any organic or paid posts from your business account on these 8 social media platforms: Facebook, Instagram, Twitter, LinkedIn, TikTok, Pinterest, Snapchat, or YouTube.

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



TARGETING ABILITIES:

- **Behavioral** – Thousands of targeting categories including demographics, on-line and off-line behaviors, and interests.
- **Keywords** – Target a list of up to 500 keywords related to your business, and show ads on the web pages where they appear.
- **A.I. Targeting** – Show your display or video ads to people across all devices, using machine learning to target consumers based on who is engaging with the ad.
- **Retargeting** – Following people after they leave your website and showing them your Social Mirror ad, on other websites and apps they go to, across all devices.
- **Custom Audience Matching** – Target people on your list of emails, addresses, or phone numbers and show them Social Mirror ads when they browse websites and apps.



PRICE: STARTING AT \$1,500 PER MONTH

Circa

CIRCA's core mission is to connect real estate agents and homeowners selling old houses to people specifically looking to buy a property with history and character. From fixer-uppers to luxury estates, colonial architecture, to mid-century masterpieces – all homes of extraordinary quality built before 1971 are on their radar. CIRCA's audience trusts their expertise in showcasing only the most visually stunning historical homes currently on the market.

CIRCAOLDHOUSE.COM

- Monthly page views: **2M**
- Instagram: **386K**
- Facebook: **105K**
- YouTube: **44K**

SOCIAL MEDIA MARKETING OPPORTUNITIES

- @circahouses
- 90-day listing with Instagram Story.

PRICE: \$270/LISTING



Land.com

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

LANDS OF AMERICA

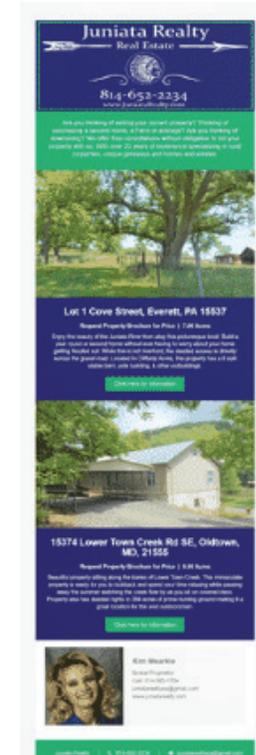
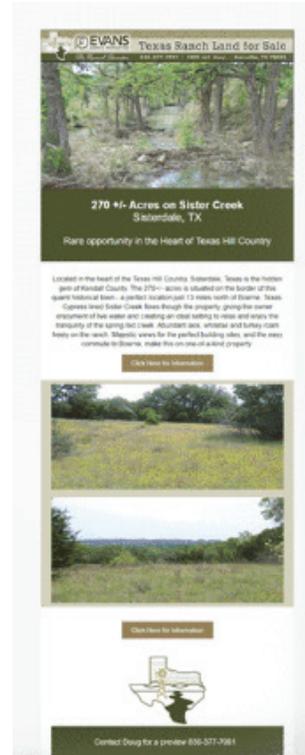
Lands of America is the premier rural real estate site with farms, ranches, country homes, mountain property for sale and more.

LAND AND FARM

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

LAND WATCH

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



SIGNATURE LISTINGS

10Xs more Exposure

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

PLATINUM FEATURED PROPERTY

PRICE: \$750
Featured on all 3 Land.com sites

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**

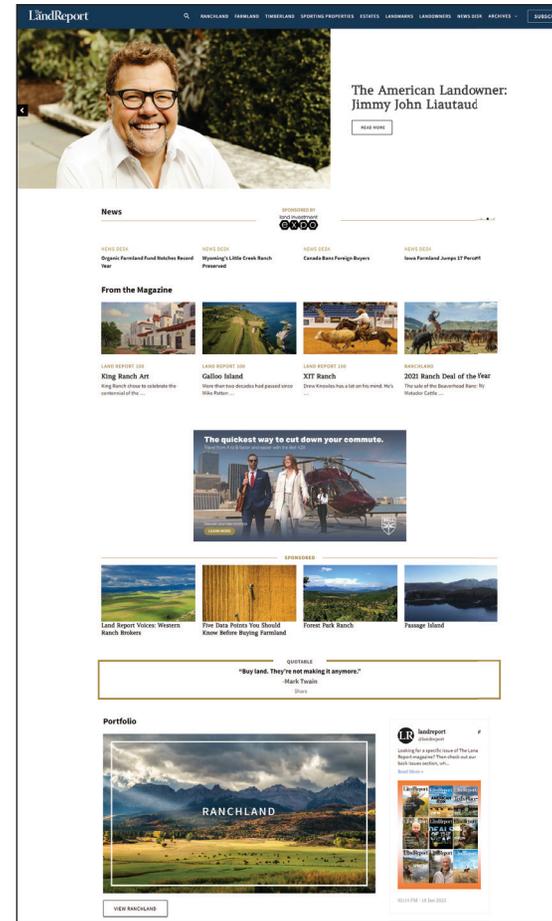
Top In-Bound Markets:

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

PORTFOLIO 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



SOCIAL MEDIA POSTS

BANNERS: \$1,125/ALL CHANNELS

NEWSLETTER

Premium Listing

PRICE: \$2,500/MONTH

The Wall Street Journal Online (WSJ.Com)

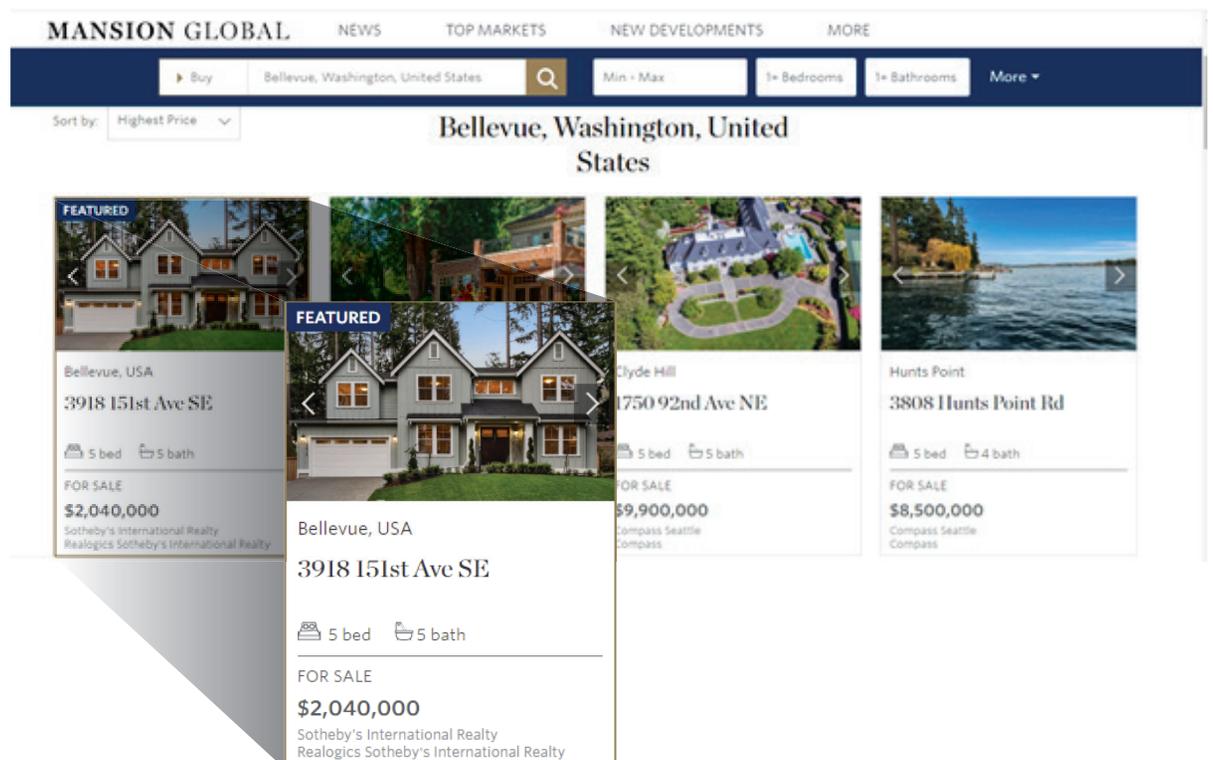
FEATURED PROPERTY UPGRADES

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

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

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

Included with print placement

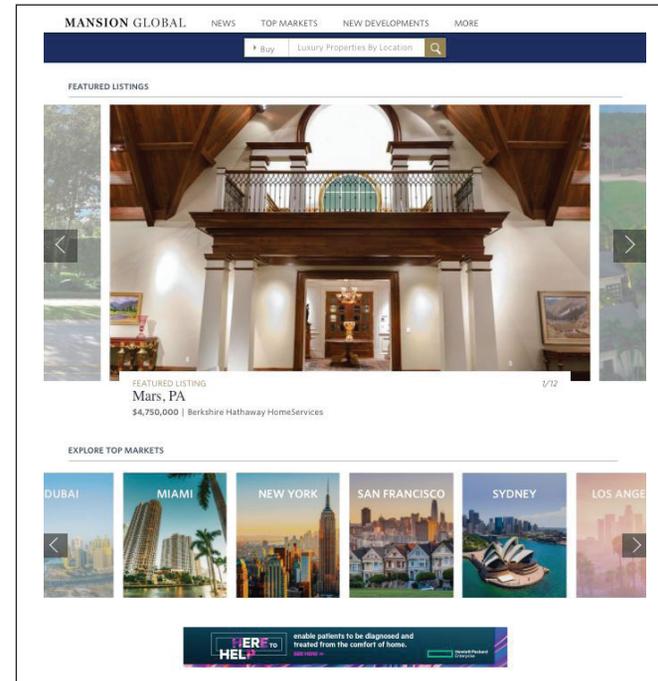


The Wall Street Journal Online (WSJ.Com)

THE HOMEPAGE FEATURED LISTING

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

PRICE: \$1,275/MONTH



Print Offerings



Sotheby's
INTERNATIONAL REALTY

The 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.

<p>LEAF CAY, THE BAHAMAS</p>  <p>Leaf Cay \$19,995,000 USD sirbahamas.com/id/46931 Bahamas Sotheby's International Realty GEORGE DAMIANOS george.damianos@sirbahamas.com +1 242.424.9699</p>	<p>PARADISE VALLEY, ARIZONA</p>  <p>4129 East Sandy Mountain Road \$1,000,000 srbahamas.com/id/46932 Bahamas Sotheby's International Realty FRANK AZARMI frank.azarmi@sirbahamas.com +1 408.286.0249</p>	<p>SCOTTSDALE, ARIZONA</p>  <p>10774 East Hornbeck Drive \$1,000,000 srbahamas.com/id/46933 Bahamas Sotheby's International Realty FRANK AZARMI frank.azarmi@sirbahamas.com +1 408.286.0249</p>	<p>SCOTTSDALE, ARIZONA</p>  <p>6267 North Chantry Road \$1,000,000 srbahamas.com/id/46934 Bahamas Sotheby's International Realty FRANK AZARMI frank.azarmi@sirbahamas.com +1 408.286.0249</p>	<p>ATLANTON, CALIFORNIA</p>  <p>151 Toyon Road \$1,000,000 srbahamas.com/id/46935 Bahamas Sotheby's International Realty MICHAEL DREYFUS michael.dreyfus@sirbahamas.com +1 408.286.0249</p>
<p>PALO ALTO, CALIFORNIA</p>  <p>11270 Sycamore Way \$12,700,000 srbahamas.com/id/46936 Bahamas Sotheby's International Realty MICHAEL DREYFUS michael.dreyfus@sirbahamas.com +1 408.286.0249</p>	<p>PALO ALTO, CALIFORNIA</p>  <p>3911 Kensington Road \$12,700,000 srbahamas.com/id/46937 Bahamas Sotheby's International Realty MICHAEL DREYFUS michael.dreyfus@sirbahamas.com +1 408.286.0249</p>	<p>POLO, CALIFORNIA</p>  <p>2715 Golden Hill \$12,700,000 srbahamas.com/id/46938 Bahamas Sotheby's International Realty MICHAEL DREYFUS michael.dreyfus@sirbahamas.com +1 408.286.0249</p>	<p>SAN DIEGO, CALIFORNIA</p>  <p>2710 Ocean Street \$12,700,000 srbahamas.com/id/46939 Bahamas Sotheby's International Realty MICHAEL DREYFUS michael.dreyfus@sirbahamas.com +1 408.286.0249</p>	<p>SAN FRANCISCO, CALIFORNIA</p>  <p>10418 16th Ave \$12,700,000 srbahamas.com/id/46940 Bahamas Sotheby's International Realty MICHAEL DREYFUS michael.dreyfus@sirbahamas.com +1 408.286.0249</p>
<p>GREENSBORO, CONNECTICUT</p>  <p>1000 Main Street \$1,000,000 srbahamas.com/id/46941 Bahamas Sotheby's International Realty MATT BERNARD matt.bernard@sirbahamas.com +1 203.273.2883</p>	<p>HARTFORD, CONNECTICUT</p>  <p>2000 Parkville Road \$1,000,000 srbahamas.com/id/46942 Bahamas Sotheby's International Realty KRISTY BLAKE kristy.blake@sirbahamas.com +1 203.538.3743</p>	<p>MILFORD, CONNECTICUT</p>  <p>1000 Main Street, Unit 8 \$1,000,000 srbahamas.com/id/46943 Bahamas Sotheby's International Realty RUSSELL POST / MOLLY TAYLOR russell.post@sirbahamas.com +1 508.524.4633</p>	<p>MIAMI BEACH, FLORIDA</p>  <p>1715 Brickell Ave, Bldg 1, Unit 8 \$1,000,000 srbahamas.com/id/46944 Bahamas Sotheby's International Realty SUSAN BRYAN / MOLLY TAYLOR susan.bryan@sirbahamas.com +1 305.523.7700</p>	<p>MIAMI BEACH, FLORIDA</p>  <p>3000 NE 15th Ave \$1,000,000 srbahamas.com/id/46945 Bahamas Sotheby's International Realty CINDY O'NEAL / MAIZE BEGAN cindy.oneal@sirbahamas.com +1 772.733.8899</p>
<p>ALBANY, MASSACHUSETTS</p>  <p>1000 Main Street \$1,000,000 srbahamas.com/id/46946 Bahamas Sotheby's International Realty MARTHA PIPER martha.piper@sirbahamas.com +1 401.843.4599</p>	<p>BOSTON, MASSACHUSETTS</p>  <p>1000 Main Street, Unit 8 \$1,000,000 srbahamas.com/id/46947 Bahamas Sotheby's International Realty LOUIE KUHAN / JEFF SIMONIAN louie.kuhan@sirbahamas.com +1 617.941.1000</p>	<p>BRIDGEVIEW, MASSACHUSETTS</p>  <p>1000 Main Street \$1,000,000 srbahamas.com/id/46948 Bahamas Sotheby's International Realty GEORGE GAIN george.gain@sirbahamas.com +1 617.941.1000</p>	<p>SPRINGFIELD, MASSACHUSETTS</p>  <p>1000 Main Street \$1,000,000 srbahamas.com/id/46949 Bahamas Sotheby's International Realty JUDSON HENDERSON judson.henderson@sirbahamas.com +1 409.933.0000</p>	<p>SPRINGFIELD, MASSACHUSETTS</p>  <p>1000 Main Street \$1,000,000 srbahamas.com/id/46950 Bahamas Sotheby's International Realty JUDSON HENDERSON judson.henderson@sirbahamas.com +1 409.933.0000</p>
<p>NEW YORK, NEW YORK</p>  <p>1000 Main Street \$1,000,000 srbahamas.com/id/46951 Bahamas Sotheby's International Realty MARTHA PIPER martha.piper@sirbahamas.com +1 212.266.7000</p>	<p>NEW YORK, NEW YORK</p>  <p>1000 Main Street \$1,000,000 srbahamas.com/id/46952 Bahamas Sotheby's International Realty BECKY F. COLE becky.f.cole@sirbahamas.com +1 212.266.7000</p>	<p>NEW YORK, NEW YORK</p>  <p>1000 Main Street \$1,000,000 srbahamas.com/id/46953 Bahamas Sotheby's International Realty GEORGE GAIN george.gain@sirbahamas.com +1 212.266.7000</p>	<p>NEW YORK, NEW YORK</p>  <p>1000 Main Street \$1,000,000 srbahamas.com/id/46954 Bahamas Sotheby's International Realty JUDSON HENDERSON judson.henderson@sirbahamas.com +1 212.266.7000</p>	<p>ROSELAND, NEW YORK</p>  <p>1000 Main Street \$1,000,000 srbahamas.com/id/46955 Bahamas Sotheby's International Realty JUDSON HENDERSON judson.henderson@sirbahamas.com +1 212.266.7000</p>
<p>CHARLOTTE, NORTH CAROLINA</p>  <p>1000 Main Street \$1,000,000 srbahamas.com/id/46956 Bahamas Sotheby's International Realty MARTHA PIPER martha.piper@sirbahamas.com +1 704.266.7000</p>	<p>PROVIDENCE, RHODE ISLAND</p>  <p>1000 Main Street \$1,000,000 srbahamas.com/id/46957 Bahamas Sotheby's International Realty BECKY F. COLE becky.f.cole@sirbahamas.com +1 401.266.7000</p>	<p>CHARLOTTE, SOUTH CAROLINA</p>  <p>1000 Main Street \$1,000,000 srbahamas.com/id/46958 Bahamas Sotheby's International Realty GEORGE GAIN george.gain@sirbahamas.com +1 704.266.7000</p>	<p>LOT OF PINE, SOUTH CAROLINA</p>  <p>1000 Main Street \$1,000,000 srbahamas.com/id/46959 Bahamas Sotheby's International Realty JUDSON HENDERSON judson.henderson@sirbahamas.com +1 704.266.7000</p>	<p>ARLINGTON, TEXAS</p>  <p>1000 Main Street \$1,000,000 srbahamas.com/id/46960 Bahamas Sotheby's International Realty JUDSON HENDERSON judson.henderson@sirbahamas.com +1 214.266.7000</p>
<p>HOUSTON, TEXAS</p>  <p>1000 Main Street \$1,000,000 srbahamas.com/id/46961 Bahamas Sotheby's International Realty MARTHA PIPER martha.piper@sirbahamas.com +1 281.266.7000</p>	<p>HOUSTON, TEXAS</p>  <p>1000 Main Street \$1,000,000 srbahamas.com/id/46962 Bahamas Sotheby's International Realty BECKY F. COLE becky.f.cole@sirbahamas.com +1 281.266.7000</p>	<p>HOUSTON, TEXAS</p>  <p>1000 Main Street \$1,000,000 srbahamas.com/id/46963 Bahamas Sotheby's International Realty GEORGE GAIN george.gain@sirbahamas.com +1 281.266.7000</p>	<p>AMARILLO, UTAH</p>  <p>1000 Main Street \$1,000,000 srbahamas.com/id/46964 Bahamas Sotheby's International Realty JUDSON HENDERSON judson.henderson@sirbahamas.com +1 435.266.7000</p>	<p>KANSAS, UTAH</p>  <p>1000 Main Street \$1,000,000 srbahamas.com/id/46965 Bahamas Sotheby's International Realty JUDSON HENDERSON judson.henderson@sirbahamas.com +1 435.266.7000</p>
<p>VIENNA, VIRGINIA</p>  <p>1000 Main Street \$1,000,000 srbahamas.com/id/46966 Bahamas Sotheby's International Realty MARTHA PIPER martha.piper@sirbahamas.com +1 703.266.7000</p>	<p>WASHINGTON, DC</p>  <p>1000 Main Street \$1,000,000 srbahamas.com/id/46967 Bahamas Sotheby's International Realty BECKY F. COLE becky.f.cole@sirbahamas.com +1 202.266.7000</p>	<p>WASHINGTON, DC</p>  <p>1000 Main Street \$1,000,000 srbahamas.com/id/46968 Bahamas Sotheby's International Realty GEORGE GAIN george.gain@sirbahamas.com +1 202.266.7000</p>	<p>WASHINGTON, DC</p>  <p>1000 Main Street \$1,000,000 srbahamas.com/id/46969 Bahamas Sotheby's International Realty JUDSON HENDERSON judson.henderson@sirbahamas.com +1 202.266.7000</p>	<p>WASHINGTON, DC</p>  <p>1000 Main Street \$1,000,000 srbahamas.com/id/46970 Bahamas Sotheby's International Realty JUDSON HENDERSON judson.henderson@sirbahamas.com +1 202.266.7000</p>

The New York Times

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Web's Far Right Can Hear Itself As Trump Talks

Chearing the Spread of Once-Fringe Views

By KEVIN WOOD and JILL WINTON

On Wednesday, as news outlets reported on the White House's decision to fire James Comey, the far-right web site Breitbart.com was flooded with articles celebrating the move. The site's editors, who are known for their conservative bias, were quick to post a story titled "James Comey Fired: A Victory for the Trump Administration." The site's readers, many of whom are known for their conservative views, were quick to comment on the story, praising the move and calling for the firing of other government officials.

The site's success in reaching a large audience of conservative readers is a testament to the power of the web in shaping public opinion. Breitbart.com, which was founded in 2007, has become one of the most influential conservative web sites in the United States. Its success is a result of its focus on conservative news and its ability to reach a large audience of conservative readers.

Edge in Polls Might Not Tip House Seats

Outcomes Hang on a Handful of States

By NATE CIVINS

Despite recent gains in the polls, the Republican Party is still far from certain of a majority in the U.S. House of Representatives. The party's success in the polls is largely due to its strong performance in swing states, which are crucial to its success in the House. However, the party's success in the polls does not guarantee its success in the House, as the outcome will depend on the results in a handful of key states.

The party's success in the polls is a result of its strong performance in swing states, which are crucial to its success in the House. However, the party's success in the polls does not guarantee its success in the House, as the outcome will depend on the results in a handful of key states.

It's Not Heaven. It's Brooklyn.

The 2018 Oscars in this year's New York City Marathon enjoyed blue skies, record-high attendance and a fast course. Pages F7-D2.

Spending Millions in a Bid to Avoid Sanctions

By BENJAMIN SVETKEY

The U.S. Treasury is looking for ways to prevent Russia from receiving billions of dollars in aid from the U.S. Treasury. The Treasury is looking for ways to prevent Russia from receiving billions of dollars in aid from the U.S. Treasury.

Called to Serve, Utah Mayor Always Answered

By JEFF TREMPER

INSTEAD OF SERVING IN THE U.S. ARMY, MAYOR BOB BROWN OF UTAH HAS BEEN CALLED TO SERVE IN THE U.S. ARMY. MAYOR BOB BROWN OF UTAH HAS BEEN CALLED TO SERVE IN THE U.S. ARMY.

Offering Little Pool, Republican Accuses Georgia Rival of 'Hack'

By RICHARD HENNEY

ATLANTA — The words, from the mouth of a Republican, were not surprising: the Republican Party's Georgia rival is a "hack."

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**

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GREENWICH CONNECTICUT

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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 five 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.

Danielle Gale / AGENT / OEBRA-RUSSELL

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Sandbanks Exuma, The Bahamas

Jacqueline Lighthorn
Elite Agent
+1 242 269 2235
260 Sandbanks Light House
#SIBAHAMAS

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

Sandbanks is a truly particular 6 bedroom, 7 1/2 bath and 3 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.

SIBAHAMAS.COM/ID/X295.67

Bahamas | **Sotheby's**
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5305 Carlsbad Boulevard, Carlsbad, CA 92008

Eric Santorino
Elite Agent
858.334.3557
eric@ericcarlsbad.com
DRE#02156001

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

Stunning single story 15,000 sq ft oceanfront lot spanning two acres 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.

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Pacific | **Sotheby's**
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Boston Globe

The Boston Globe, New England's largest news organization provides news, analysis and information about community events, sports and entertainment. The Globe provides in-depth coverage of the daily news around the world and throughout the nation and is a trusted source for the most up to date information. magazine features a front of book Home & Property department, a reader's go-to source for luxury home design inspiration and real estate news. Additionally, the back of each issue includes a Distinctive Properties department showcasing a collection of property listings and top agent information.

BOSTON GLOBE SUNDAY ADDRESS SECTION

With the friendliness of a wise neighbor, Address offers expert tips on buying, selling, design, home repair, and gardening, and the latest on the housing and rental markets. Plus, check out the recent sales to give you that edge at the bargaining table. Also look for the special expanded Spring and Fall House Hunt sections.

- Sunday Readership: **750,910**
- Average HHI: **\$113,000**
- Male/Female Ratio: **47% / 53%**
- **37%** of Sunday Globe readers have a net worth of **\$1,000,000**

PRICE: \$360 PER SPOT

Boston Sunday Globe

OCTOBER 31, 2021

Making history, dreaming of more

JENN OSTERHELDT

Illustration: a group of friends and their family's portrait when you're the first to take a leap.

The average to buy into hope to treat your vision, to believe in yourself when you are reaching for dreams you don't see in front of you. You are reaching for a world that is not yours but yours. You are reaching for a world that is not yours but yours. You are reaching for a world that is not yours but yours.

A BEAUTIFUL RESISTANCE

It is in our hearts that we find the strength and power to resist the forces of oppression that seek to divide us. It is in our hearts that we find the strength and power to resist the forces of oppression that seek to divide us.

Vermont surge testing reach of virus strategies

Waning power of vaccines may account for rising numbers of infections

By Kay Lazar

Throughout the pandemic, Vermont has been a beacon for the country with its aggressive and innovative COVID-19 vaccination effort, and often one of the lowest infection rates in the country.

AS THE DAY OF DECISION DAWNS, A CITY POISED FOR CHANGE

More protesters rally in neighborhoods such as JAMAICA PLAIN and SOUTH BOSTON, and they're getting ready to go.

SOUTH BOSTON, JAMAICA PLAIN, AND WEST BOSTON Areas in some of the city's most diverse neighborhoods will see a surge in protest activity as the day of decision nears.

THE 49 PROTESTS MAKE UP OF MORE THAN 100 PROTESTS in the city, according to organizers, and they're getting ready to go.

COMING MONDAY: A gritty blueprint of terror

Continued from page 1A

COMING TUESDAY: Putting the law on the driver's side

Continued from page 1A

COMING WEDNESDAY: A gritty blueprint of terror

Continued from page 1A

IN HARM'S WAY

Protesters around the country have been injured and killed by vehicle ramming, but there's been precious little justice. And new laws could make accountability even scarcer.

BY JESS BIDDGOOD | GLOBE STAFF

THE DAY OF DECISION is on Oct. 31, 2021, as days after the murder of George Floyd, a Black man, who was killed by a police officer in Minneapolis. The day of decision is on Oct. 31, 2021, as days after the murder of George Floyd, a Black man, who was killed by a police officer in Minneapolis.

What's Hot and Resilient to show future

Complete report: **ADA**

California state

California state

BOSTON'S BEST VIEWS

Panoramic Water and City Views from Every Residence

SUDBURY TOWNHOMES

55 New Construction Luxury Condos in the Heart of Downtown Boston

2 to 4 Bedrooms | 3.5 Baths | Immediate Occupancy

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National HYM CAMPION

Financial Times

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

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

PRICE: \$730 PROPERTY SPOT, COLOR
Global

EXUMA, THE BAHAMAS



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House & Home

FTWeekend

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

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Study in style Homeowners in chow.

FTWeekend US Edition

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Sarah Jessica Parker

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Nothing compares to what's next.

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Schedule, Pricing & Reach



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Proposed Schedule, Pricing & Reach 2023

Media	Ad Description	October	November	December	Media Total	Reach
Sotheby's Auction House: Digital						
Sotheby's Bespoke Geo-Targeted Emails Email						
Sotheby's Bespoke Geo-Targeted Emails	New York, Georgia, Florida, North Carolina	\$ 2,500.00			\$ 2,500.00	25,000
Digital						
Million Impressions*						
Million Impressions	Digital Banner Program	\$ 1,195.00	\$ 1,195.00	\$ 1,195.00	\$ 3,585.00	750,000
Million Impressions	Targeting - New York, Georgia, Florida, North Carolina					
Comprehensive Digital						
Social Mirror	Behavioral Custom program	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 4,500.00	30,000
Circa Old Houses						
Circa Old Houses	Social Media Post	\$ 270.00			\$ 270.00	
Land.com						
Platinum Featured Property	Featured on all 3 Land.com sites	\$ 750.00			\$ 750.00	
Dedicated Emails - targeted	Dedicated Emails - targeted*		\$ 1,500.00		\$ 1,500.00	5,000
Signature Listings	Premium upgrade		\$330		\$ 330.00	
Land Report						
Enewsletter Promotion	Property Listing		\$ 2,500.00		\$ 2,500.00	25,000
WSJ.com						
Property upgrades	Property upgrades	Bonus	Bonus		\$ -	
Mansion Global Homepage	Homepage Featured Listing Module	\$ 1,275.00			\$ 1,275.00	164,000
Print						
The Wall Street Journal						
The Wall Street Journal - National	Property Spot w/Digital Featured Property Upg	\$ 650.00	\$ 650.00		\$ 1,300.00	1,288,848
The New York Times						
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
Boston Globe						
Boston Globe	Property Spot House Hunt Section	\$ 360.00			\$ 360.00	750,910
Financial Times						
Financial Times	Property Spot	\$ 730.00			\$ 730.00	210,457
TOTAL					\$ 21,710.00	4,221,594

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