

Dominican
Republic

Sotheby's
INTERNATIONAL REALTY

Villa Fallaron

Sotheby's International Realty® brand has meticulously curated a program exclusively available for premium properties that embody an unparalleled sense of luxury.

Utilizing Sotheby's International Realty's, multi-tiered marketing strategy, offers enhanced global visibility for these properties. This approach is tailored to captivate the right demographic, no matter where they might be located.

Every placement is designed to spotlight these properties in a compelling fashion, illustrating the distinguished and unique aspects they possess. The outcome? A powerful marketing reach that only the Sotheby's International Realty brand can assure, truly bringing forth the extraordinary allure of these select properties to a discerning audience.



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The Voice of Luxury Real Estate

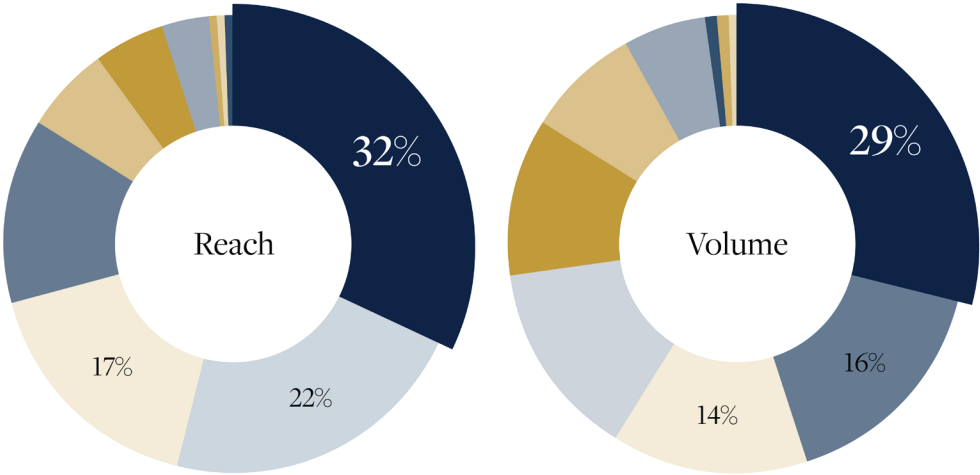
PUBLIC RELATIONS

Sotheby's International Realty is the most profiled company in the press. Our public relations team fosters relationships with leading media outlets to achieve two objectives: increase traffic to our website and generate exposure for our listings.

Placement:

Exclusive with Bloomberg October 2023

2022 Press Share of Voice



Sotheby's
INTERNATIONAL REALTY

Source: Meltwater, January 1, 2022 – December 31, 2022.
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Digital Exposure

UNIQUE GLOBAL SOTHEBY'S INTERNATIONAL REALTY EXPOSURE

The art of marketing a home is based on showcasing the property's unique characteristics. An exclusive to Sotheby's International Realty does this on the local office's website and across our network of website's in 1000 offices across 70 countries. Reap the benefits of our brand's Search Engine Optimization (SEO) to promote your property.

SOTHEBYSREALTY.COM

Our enhanced website – now in 14 languages/ dialects – engages millions of buyers to immerse themselves in your home via high-resolution photography, 3D virtual reality tours and ultra high-definition videography. Listings from around the globe can be accessed seamlessly on any device and mobile users can directly text a sales associate from any listing page.

sothebysrealty.com

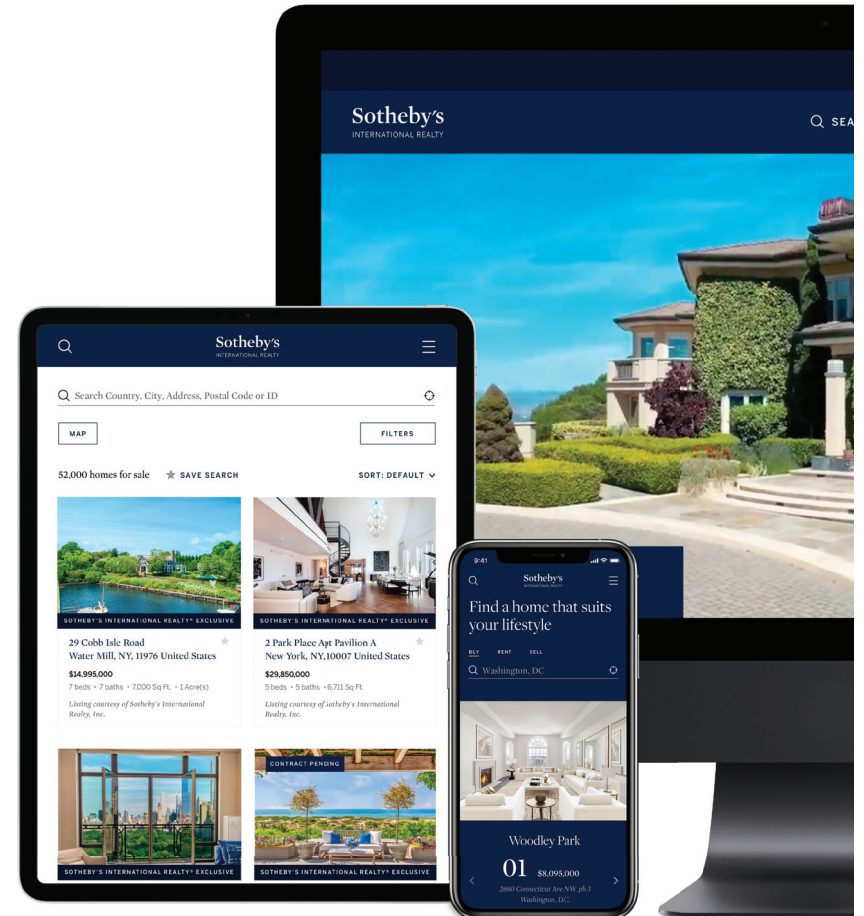
PRICE: COMPLIMENTARY EXPOSURE

Placement:

Property Display Feed Homepage SothebysRealty.com and EGallery

Requires:

:15 property video



DIGITAL ADVERTISING PLATFORM

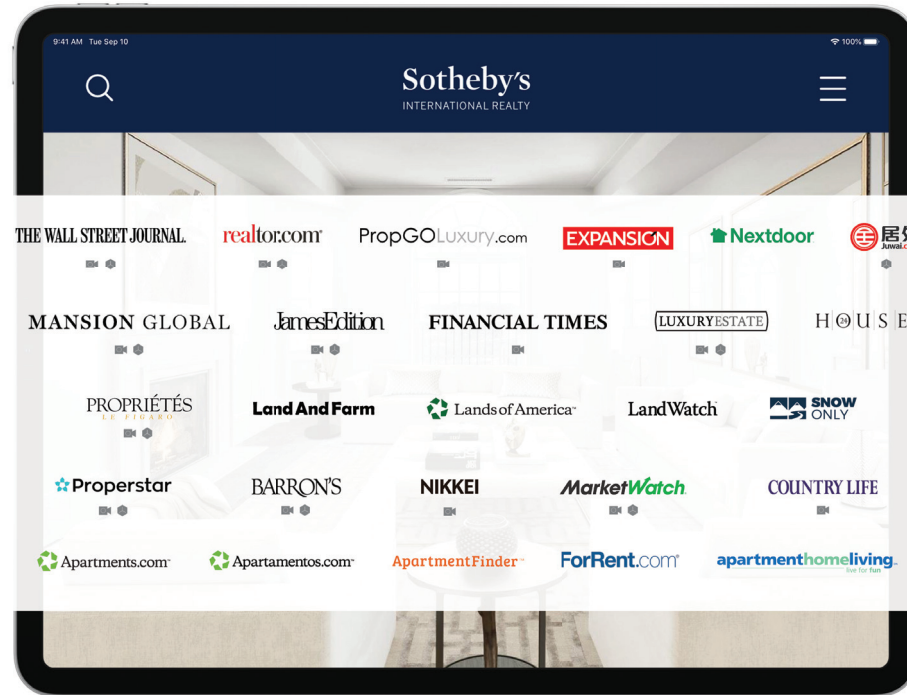
The exposure and worldwide reach of our listings is a crucial piece of what sets us apart from the rest of the industry. Our global property marketing partners include the most authoritative news, lifestyle, and financial voices, as well as real estate-centric websites.

Additionally, once a home is showcased on sothebysrealty.com, it is exclusively marketed on more than 100 Sotheby's International Realty affiliate websites around the world, increasing consumer traffic to sothebysrealty.com. Results are measured with a variety of analytics and reporting tools, which enable sales associates and clients to define a marketing campaign's impact.

PRICE: COMPLIMENTARY EXPOSURE

Placement:

Property Display Feed GPS Ad unit with select media partners



Global Marketing Programs

EXCLUSIVE PARTNERSHIPS, SUPERIOR EXPOSURE

The exposure and worldwide reach of our listings sets us apart. We partner with media powerhouses to introduce your home to discerning audiences worldwide. We complement those efforts with targeted digital and print advertising plans that are often exclusive to Sotheby's International Realty. In addition to your home being showcased on sothebysrealty.com, it will also be marketed on more than 100 local Sotheby's International Realty® websites.

**PRICE: COMPLIMENTARY EXPOSURE TO
SELECT PROPERTIES**

Placements:

Mansion Global Homepage hero
Dwell Real Estate page showcase
Architectural Digest Property of the Month



Social Communities

We bring together influencers, lifestyle trends and the most spectacular properties in the world to create an inspiring lifestyle conversation.

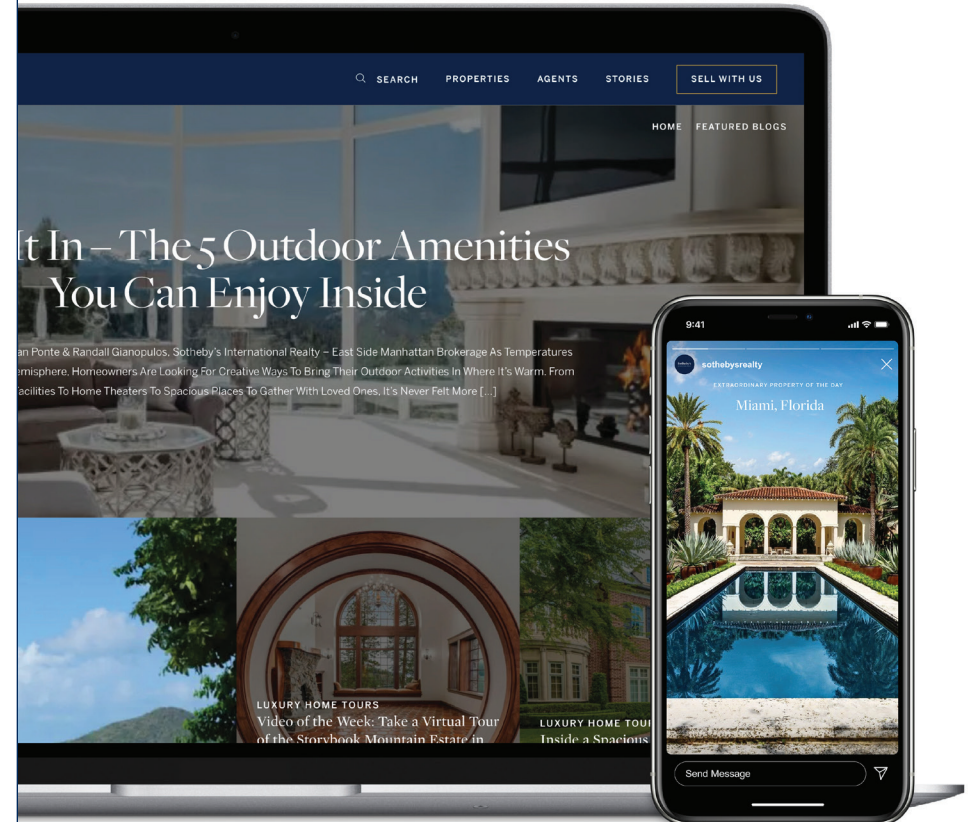
SOCIAL MEDIA

We craft exclusive social media content for people passionate about fine living. We have a growing number of more than 850K followers viewing our content on Instagram, YouTube, Facebook, Pinterest, LinkedIn, Twitter, WeChat and our popular RESIDE® Blog. Our award winning YouTube channel has more video views and subscribers than any other real estate brand.

PRICE: COMPLIMENTARY EXPOSURE TO SELECT PROPERTIES

Placement:

YouTube feature
Extraordinary Property of the Day



Auction House

Sotheby's International Realty offers a unique platform through Sotheby's auction house to accentuate elite properties to a highly distinguished clientele through their exclusive Collection placement. Showcasing select properties quarterly, this feature is a testament to the distinctive allure of each handpicked property, each chosen for its unparalleled caliber.

PROPERTY INCLUSION IN THE COLLECTION

The Collection is the exclusive marketing program for magnificent private listings represented by Sotheby's International Realty. This program reaches top clients of the Sotheby's auction house, the Preferred group. Each quarter, 7,200+ Preferred members receive an email promoting the new collection of properties available for their exclusive preview. The Collection will be distributed to a list of top sales associates affiliated with the brand.

PLACEMENT:

The Collection feature Sotheby's Preferred newsletter Q3 2023





ADVERTISING
BRANDING
MARKETING

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

SKYAD.COM

Villa Fallaron Advertising and Marketing Program

Dominican
Republic

Sotheby's
INTERNATIONAL REALTY

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

ADVERTISING
BRANDING
MARKETING

National & Global Exposure Villa Fallaron

SKY Advertising is excited to present to Dominican Republic Sotheby's International Realty® a curated, multi-media marketing selection of offerings to bring ultra-high net worth buyer awareness to Villa Fallaron.

Your strategic blueprint is composed of three layers: direct exposure to the Sotheby's auction house audience which includes some of the most affluent individuals on a global scale, strategic print media to cast a wide net and digital products that are highly targeted to individuals looking for high-end living in Casa de Campo, DR.

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**

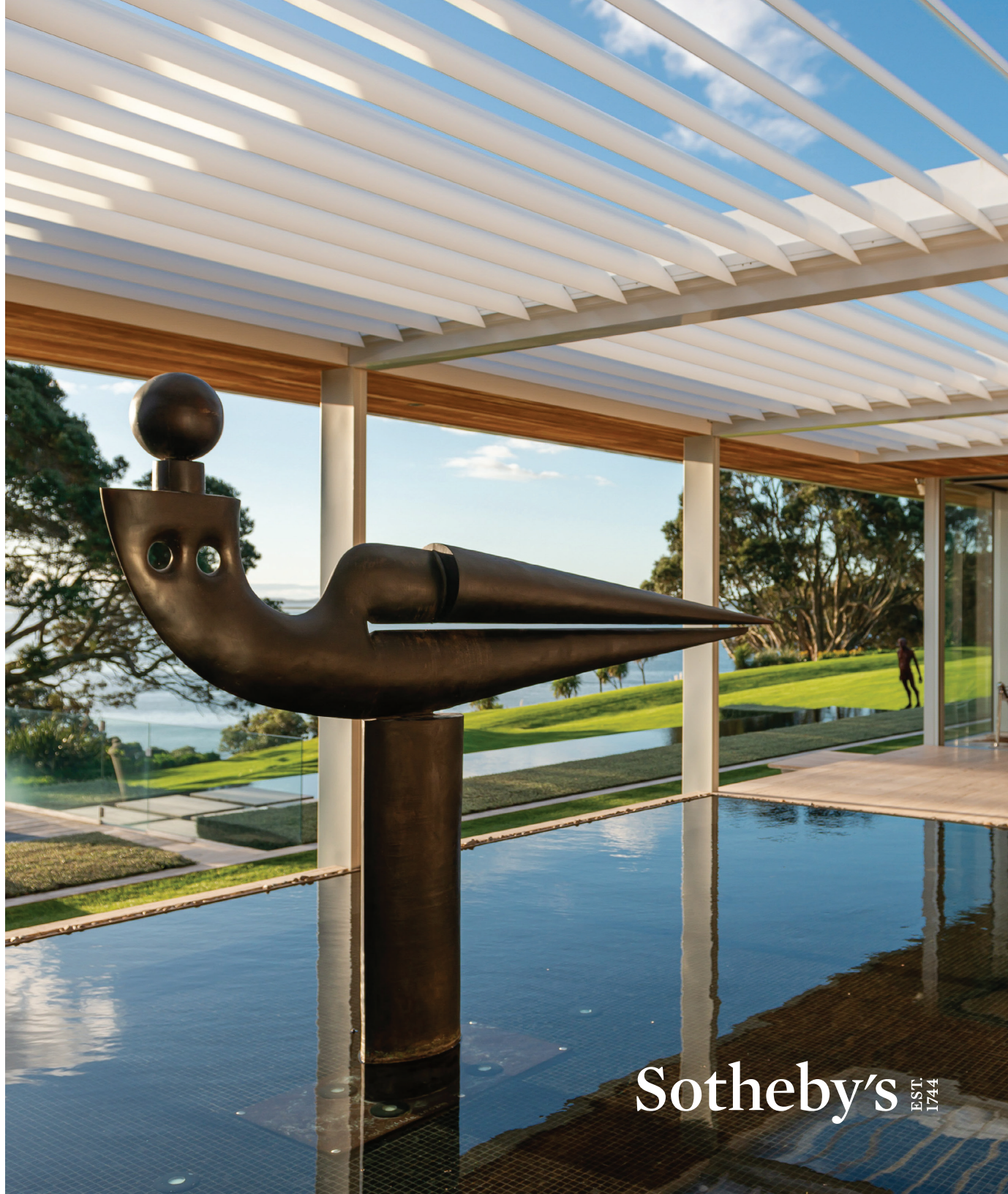
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Sotheby's
Auction House
Offerings



Sotheby's
EST. 1744

Sotheby's Auction Magazine

SOTHEBY'S MAGAZINE

This large format magazine enriches readers with sophisticated content related to the art and real estate world. Sotheby's Magazine features editorial showcasing Sotheby's International Realty® listings.

- Distribution: **20,000**
- Auction clients with **\$50,000-\$5 million** in transactions
- Distribution at all **70** Sotheby's offices around the world
- Distribution at Park Hyatt Hotels in **18** countries
- Distributed at high profile auction events in **NY, London, Los Angeles and Hong Kong**

FULL PAGE: \$3,640
 HALF PAGE: \$1,820
 QUARTER PAGE: \$910

Global



SOthebysREALTY.COM

Open the door to what's next.

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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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SOthebysREALTY.COM

Take a peek at what's next.

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Water Mill South on Reserve, Pool & Tennis
 Water Mill, New York
 6 BEDROOMS | 6.5+ BATHS | 4,900 SQ.FT. | \$11,000,000
 542MCOXROAD.COM

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DIGITAL

SOTHEBY'S SELECTS
E-NEWSLETTERS

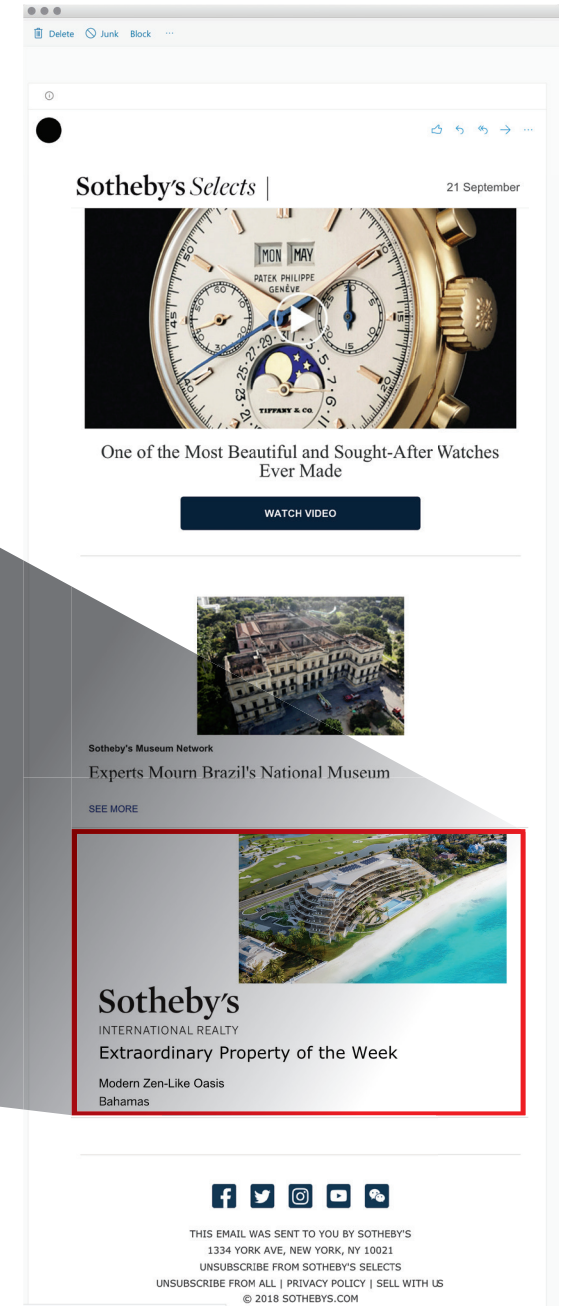
- Every Friday
- 52x Year
- Highlights upcoming auction events
- 488,357+ recipients
- 34% average open rate

PRICE: \$2,350*/DEPLOYMENT


*Limited Availability



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




Sotheby's Selects | 21 September



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

[WATCH VIDEO](#)

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



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

[f](#) [t](#) [@](#) [v](#) [m](#)

THIS EMAIL WAS SENT TO YOU BY SOTHEBY'S
1334 YORK AVE, NEW YORK, NY 10021
UNSUBSCRIBE FROM SOTHEBY'S SELECTS
UNSUBSCRIBE FROM ALL | PRIVACY POLICY | SELL WITH US
© 2018 SOTHEBYS.COM

Digital Offerings



Sotheby's
INTERNATIONAL REALTY

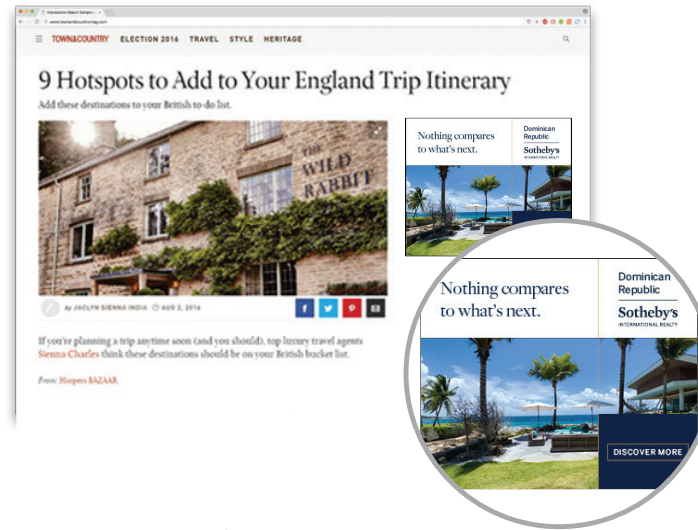
Impressions Campaign

CUSTOMIZABLE.
AFFORDABLE.
MEASURABLE.

The Impressions program is a customized banner advertising program with guaranteed impressions and click-throughs. With beautifully detailed property photos, your listing can be customized to showcase your property's unique selling features, allowing you to target by country, region, state, county or city and lifestyle.

Get the most out of your marketing dollars with affordable and measurable results that only a digital program can offer. Link directly to your property website, personal website or office website.

Impress locally. Impress globally.



CAMPAIGN OVERVIEW AND BUDGET

- Campaign: **Villa Fallaron**
- Flight Dates: **September, 2023 - December, 2023**
- Impressions: **1,500,000**
- Clicks through to the website of your choice.

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



Minimum 3 month commitment

Impressions Program Targeting Sites

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

GEO TARGETING

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

INVESTOR'S BUSINESS DAILY®

FOX BUSINESS

musicradar

THE WALL STREET JOURNAL.

BARRON'S

Forbes

Bloomberg
Markets

REUTERS



RollingStone

VARIETY



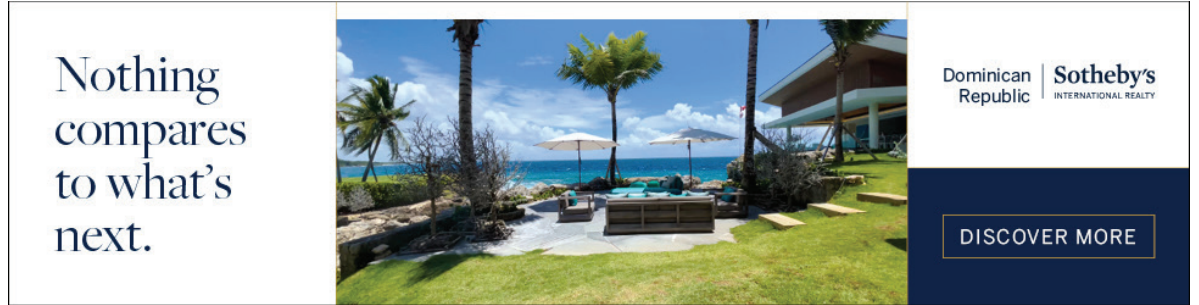
Creative

SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

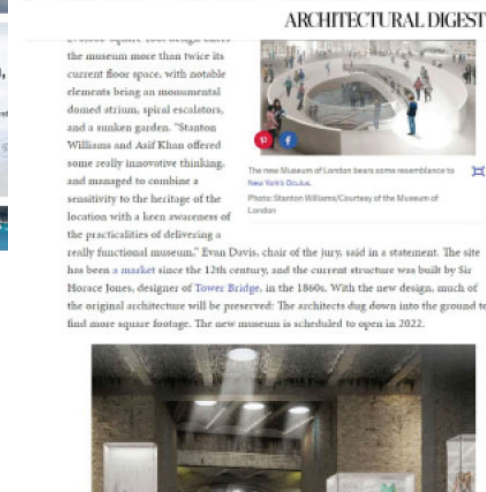
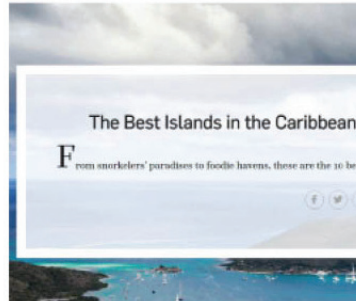
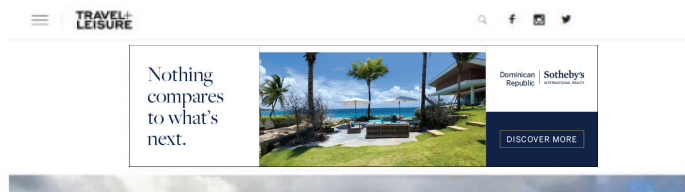
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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

BANNER PRODUCTION: \$350



Sample Banners For Impressions Programs As They Appear On Sites

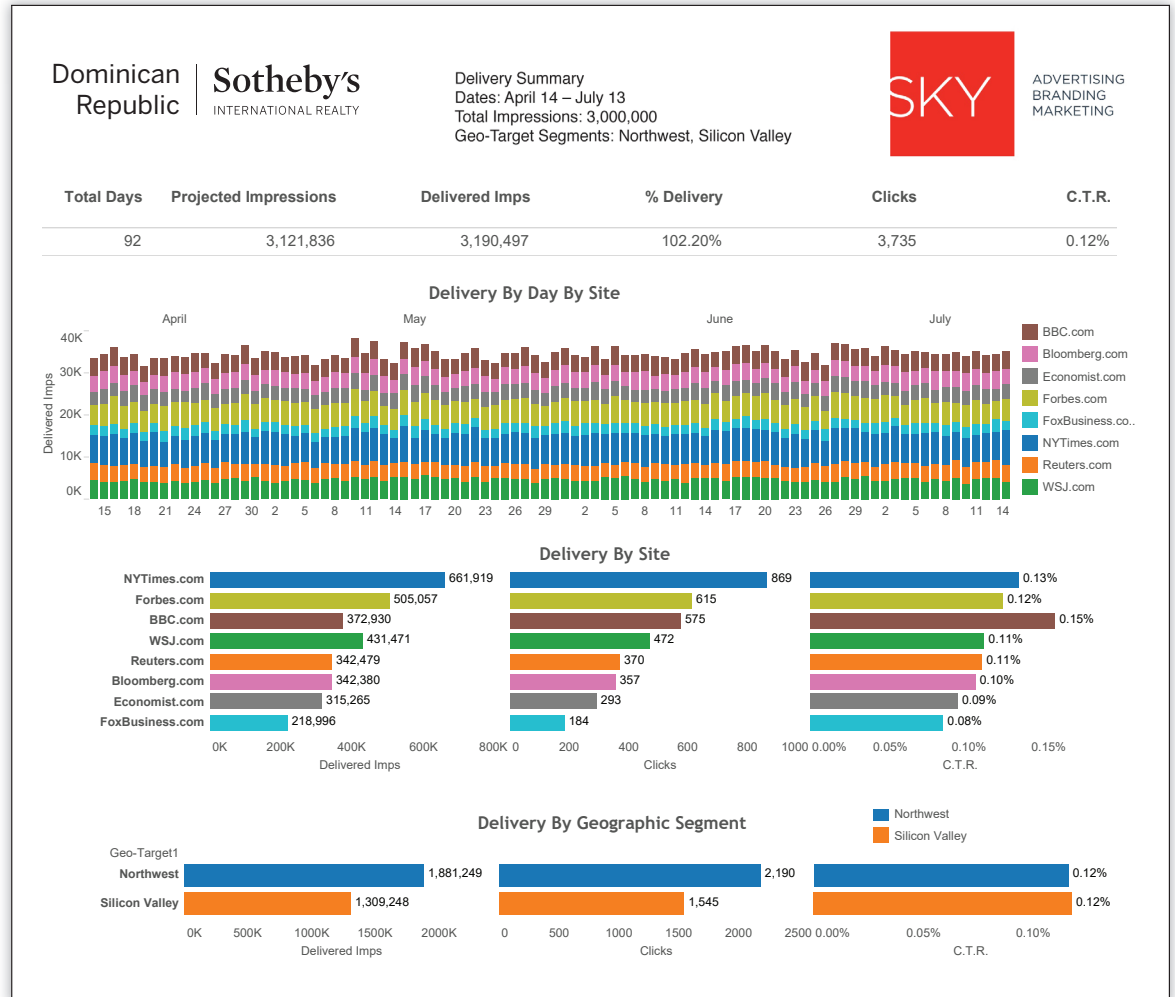


Comprehensive Reporting For Your Customized Campaign

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 New York Metro, Miami, Madrid, Switzerland, Belgium, Ukraine, Philadelphia, Atlanta, Charlotte, Boston, Chicago, Dallas, Paris, Barcelona, Venezuela, Columbia, Peru.

The program, with a projected start date of December 1st will run for three months and deliver an estimated 1,500,000 impressions.

This will include:

- A Site-specific segment that allows us to reach a high-net-worth audience (Adults top 10% HHI), living in New York Metro, Miami, Madrid, Switzerland, Belgium, Ukraine, Philadelphia, Atlanta, Charlotte, Boston, Chicago, Dallas, Paris, Barcelona, Venezuela, Columbia, and Peru on top global business and finance websites.
- A Site-specific segment that allows us to reach a high-net-worth audience (Adults top 10% HHI), living in New York Metro, Miami, Madrid, Switzerland, Belgium, Ukraine, Philadelphia, Atlanta, Charlotte, Boston, Chicago, Dallas, Paris, Barcelona, Venezuela, Columbia, and Peru on leading music industry websites.
- A Custom Intent segment that will allow us to show banners to adults actively searching for Caribbean real estate and living in New York Metro, Miami, Madrid, Switzerland, Belgium, Ukraine, Philadelphia, Atlanta, Charlotte, Boston, Chicago, Dallas, Paris, Barcelona, Venezuela, Columbia, and Peru.

SITE SPECIFIC

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

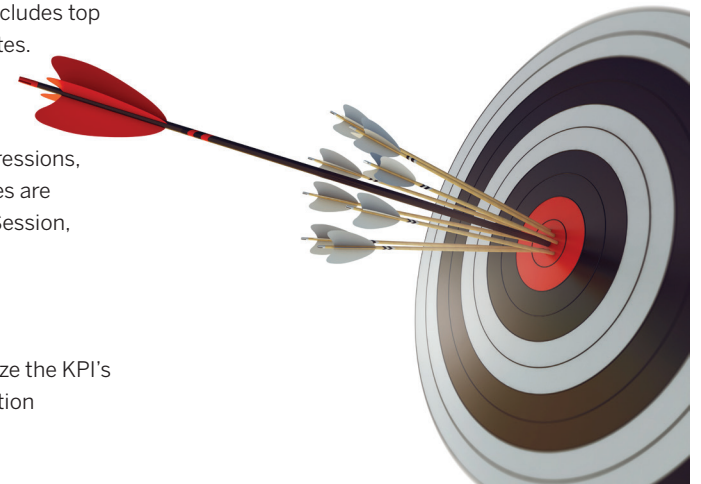
To ensure that the banners are seen in a premium environment, we have created a "whitelist" of sites. Ads will only show to people who have met our targeting criteria (behavior, income, and geo-target) on one of these sites. The site list includes top news, business, finance, sports, politics, and tech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

		Dominican Republic SIR - Villa Farallon																			
Media	Geo-Target	November					December					January					February			Impressions	
		28	04	11	18	25	02	09	16	23	30	06	13	20	27	04	11	18	25		
Forbes.com	New York Metro, Miami, Madrid, Switzerland, Belgium, Ukraine, Philadelphia, Atlanta, Charlotte, Boston, Chicago, Dallas, Paris, Barcelona, Venezuela, Columbia, Peru																				625,000
Bloomberg.com																					
Reuters.com																					
CNBC.com																					
Barrons.com																					
Investors.com																					
FoxBusiness.com																					
WSJ.com																					
musicradar.com	New York Metro, Miami, Madrid, Switzerland, Belgium, Ukraine, Philadelphia, Atlanta, Charlotte, Boston, Chicago, Dallas, Paris, Barcelona, Venezuela, Columbia, Peru																				275,000
spin.com																					
rollingstone.com																					
variety.com																					
Custom Intent - Avid Investor interested in Caribbean Real Estate	New York Metro, Miami, Madrid, Switzerland, Belgium, Ukraine, Philadelphia, Atlanta, Charlotte, Boston, Chicago, Dallas, Paris, Barcelona, Venezuela, Columbia, Peru																				600,000
Total Digital																				1,500,000	

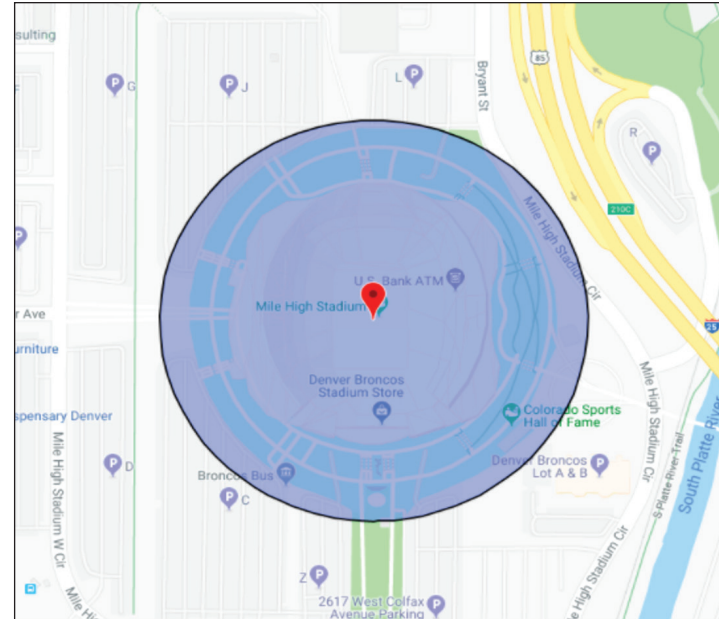
Digital Event Targeting

GEOFENCE REACHES YOUR AUDIENCE ON THE MOVE

- **Event targeting** - Target customers who attend specified events within a specific time frame.
- **Custom audiences** - Target customers that are within or have recently visited a specific Geo-Fenced location.

Target: Art Basel

Miami Beach
December 8 – 10, 2023



GEOFENCE SELECT LOCATIONS OR EVENTS AND THEN RETARGET THE AUDIENCE AFTER

TARGET SPECIFIC EVENTS AND LOCATIONS

- From: **\$1,500/month**

Comprehensive Digital

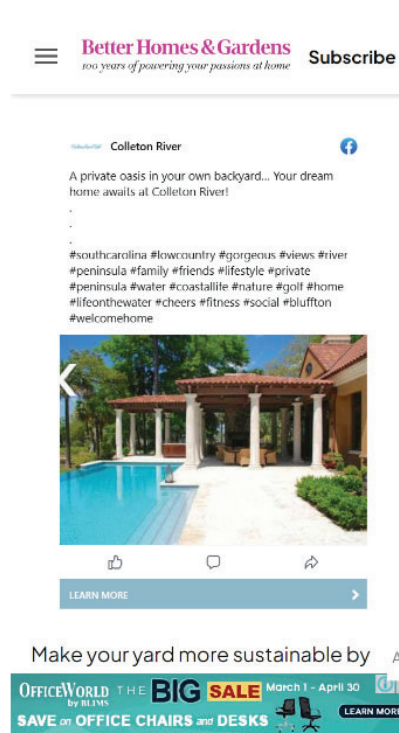
SOCIAL MIRROR ADS

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.

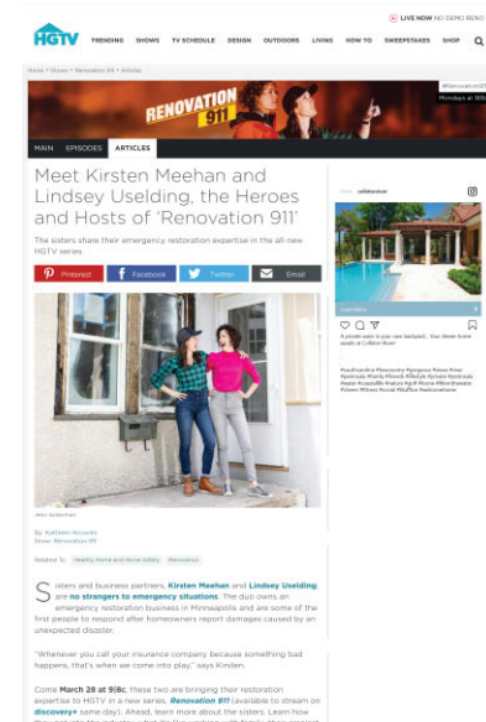
Social Mirror ads can be done with any organic or paid posts from your business account on these 8 social media platforms: Facebook, Instagram, Twitter, LinkedIn, TikTok, Pinterest, Snapchat, or YouTube.

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.
- **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

Impressions Scheduling

Client: SIR Dominican Republic

Digital Campaign Planner



Date Created: 6/14/2023

GEOGRAPHIC TARGET:

Zurich, Madrid, Lima,
Saint Petersburg City, Kyiv,
and Barcelona

Campaign Duration: 9/20/2023 - 12/20/2023	Sep-23	Oct-23	Nov-23	Total
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SOCIAL MIRROR ADS

Platforms: Facebook; Instagram
Retargeting

Behavioral Targeting: High Net Worth AND Private and Fractional Jet Owners; Private Jet Travelers; Luxuries of the Wealthy > Private Jet Getaways; Luxury Travel - Five-Star Hotels / Exclusive Resorts / Spa & Wellness Retreats / Pool Villas / Private Jet / Overwater Bungalow Holidays / Helicopter Tours / Cruises / Safari / Glamping / First-class; Home Automation; Tech-Minded Millennials; Tech Savvy millennials; Wealthy Urban Seniors; Wealthy Households > Elders in Retirement; Celebrity Enthusiast; Entertainment > Celebrity; Golfing; Golfing Enthusiasts; Golf Lovers; Golfers; Country Club Members; Modern Décor & Design; Luxury Furniture; Interior furnishing >Upscale/Luxury; Contemporary Upscale Home Decor; Upscale - Art Artistic Home Decor; Upscale Home Decor Furniture; Luxury Vacation Lovers; Luxury Kitchen Goods Shoppers; High End Real Estate Researchers; Americas Wealthiest 1%; Americas Wealthiest 10%; Americas Wealthiest 5%; Millionaires; Multi- Millionaires

Keyword Targeting

Total Potential Impressions	100,000	100,000	100,000	300,000
Cost Per Thousand	\$15.00	\$15.00	\$15.00	\$15.00
Investment Projection	\$1,500.00	\$1,500.00	\$1,500.00	\$4,500.00

TOTAL CAMPAIGN IMPRESSIONS:	160,000	160,000	160,000	480,000
TOTAL CAMPAIGN INVESTMENT:	\$3,000.00	\$3,000.00	\$3,000.00	\$9,000.00

Video Pre-roll Available Monthly Impressions Estimate:	178,038
Percentage of Targeted Video Pre-roll inventory purchased with this campaign:	33.70%
Social Mirror Ads Available Monthly Impressions Estimate:	201,654
Percentage of Targeted Social Mirror Ads inventory purchased with this campaign:	49.59%

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: SIR Dominican Republic

Digital Campaign Planner



Date Created: 6/14/2023

GEOGRAPHIC TARGET:

Miami, Atlanta, Boston, Charlotte, New York, Greenwich, Philadelphia and Dallas

Campaign Duration: 9/20/2023 - 12/20/2023	Sep-23	Oct-23	Nov-23	Total
SOCIAL MIRROR ADS				
Platforms: Facebook; Instagram				
Retargeting				
Behavioral Targeting: High Net Worth AND Private and Fractional Jet Owners; Private Jet Travelers; Luxuries of the Wealthy > Private Jet Getaways; Luxury Travel - Five-Star Hotels / Exclusive Resorts / Spa & Wellness Retreats / Pool Villas / Private Jet / Overwater Bungalow Holidays / Helicopter Tours / Cruises / Safari / Glamping / First-class; Home Automation; Tech-Minded Millennials; Tech Savvy millennials; Wealthy Urban Seniors; Wealthy Households > Elders in Retirement; Celebrity Enthusiast; Entertainment > Celebrity; Golfing; Golfing Enthusiasts; Golf Lovers; Golfers; Country Club Members; Modern Décor & Design; Luxury Furniture; Interior furnishing > Upscale/Luxury; Contemporary Upscale Home Decor; Upscale - Art Artistic Home Decor; Upscale Home Decor Furniture; Luxury Vacation Lovers; Luxury Kitchen Goods Shoppers; High End Real Estate Researchers; Americas Wealthiest 1%; Americas Wealthiest 10%; Americas Wealthiest 5%; Millionaires; Multi- Millionaires				
AI Targeting				
Keyword Targeting				
Total Potential Impressions	100,000	100,000	100,000	300,000
Cost Per Thousand	\$15.00	\$15.00	\$15.00	\$15.00
Investment Projection	\$1,500.00	\$1,500.00	\$1,500.00	\$4,500.00
TOTAL CAMPAIGN IMPRESSIONS:	160,000	160,000	160,000	480,000
TOTAL CAMPAIGN INVESTMENT:	\$3,000.00	\$3,000.00	\$3,000.00	\$9,000.00

Video Pre-roll Available Monthly Impressions Estimate:	527,900
Percentage of Targeted Video Pre-roll inventory purchased with this campaign:	11.37%
Social Mirror Ads Available Monthly Impressions Estimate:	510,843
Percentage of Targeted Social Mirror Ads inventory purchased with this campaign:	19.58%

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.

Crain's New York Business

REAL ESTATE DAILY ENEWSLETTER

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

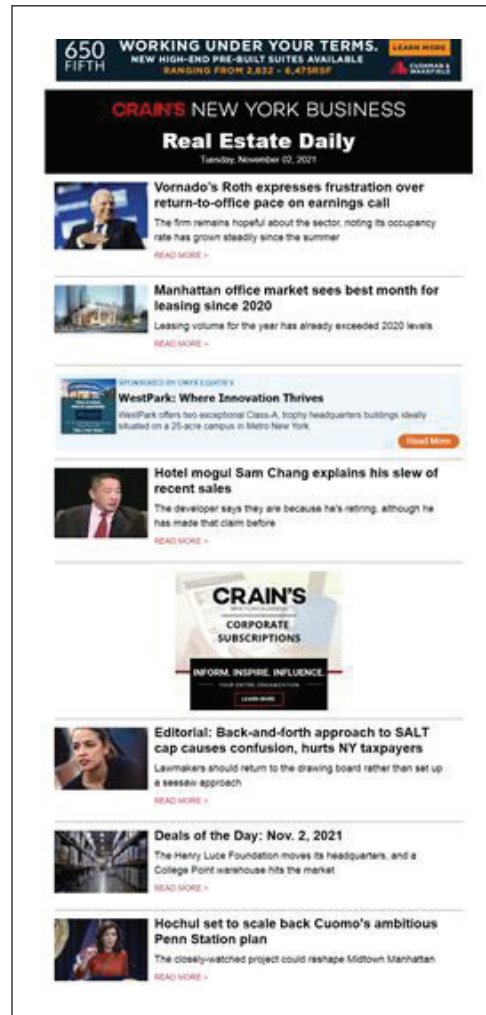
CRAINS HAS AN INFLUENTIAL AUDIENCE OF DECISIONMAKERS

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

REAL ESTATE DAILY E-NEWSLETTER

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

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



Elite Traveler

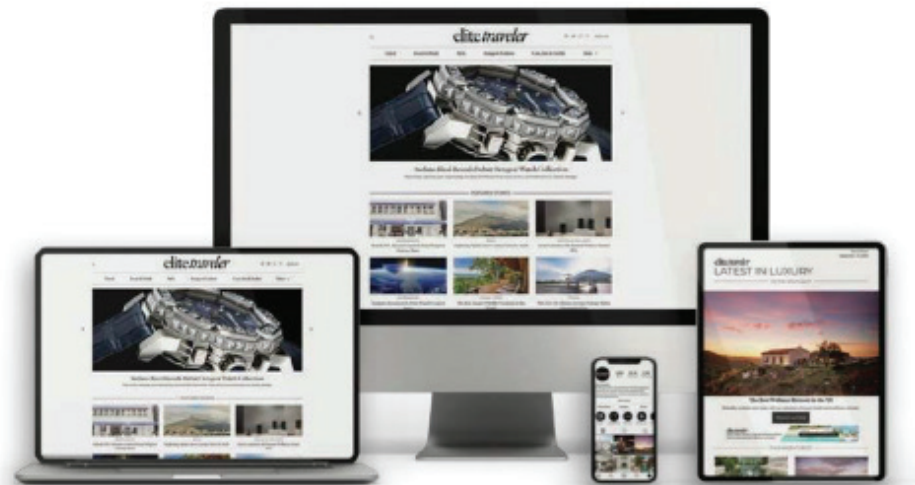
Since its launch in 2001, Elite Traveler has been the market-leading guide and curator of the global luxury lifestyle of UHNW individuals. It is written and designed by an experienced team of editors in New York and London for the elusive global elite who live the private jet lifestyle, delivering expert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

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

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

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

Half price with full page print purchase



DIGITAL

Nob Hill Gazette

Nob Hill Gazette reaches the most affluent homes on the Peninsula & Silicon Valley reaching 7 of the top zip codes in the US.

- \$20,025,000 Average Net Worth
- \$2,170,000 Average Income
- 57% Percentage of Female Readers
- 41 Years Average Age

E-NEWSLETTER

ON THE MARKET

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

PRICE: \$500 PER LISTING

San Francisco, Peninsula and Silicon Valley



jamesedition.com

E-NEWSLETTER

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

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

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

LISTING FEATURE: \$1,500

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

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

jamesedition.com

ROTATING GALLERY

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.

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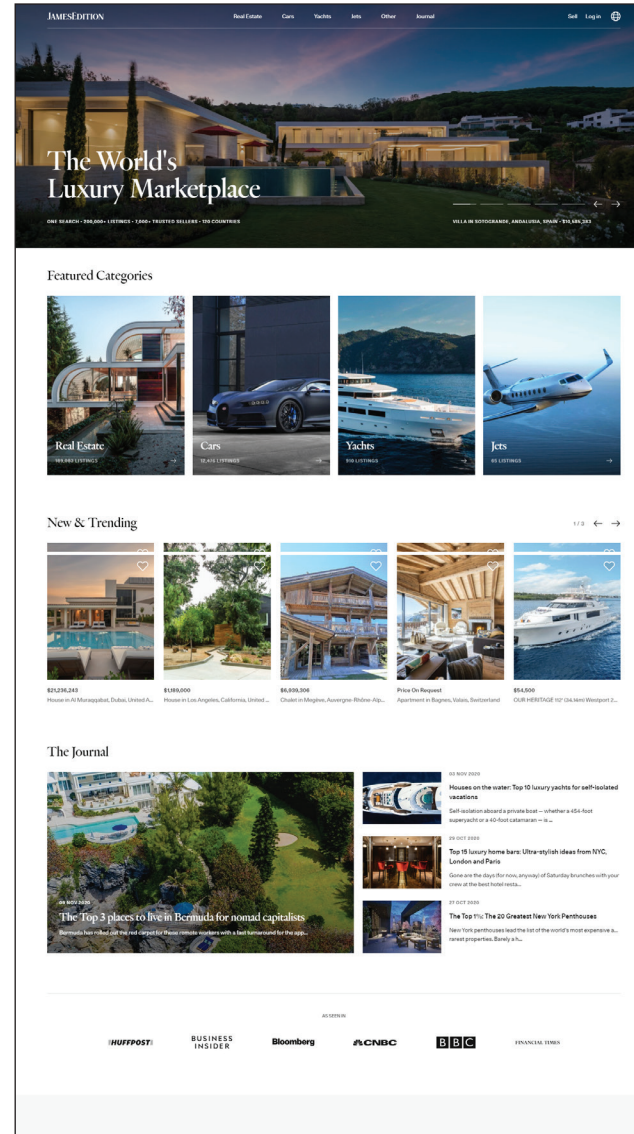
Showcase your office and properties and bring increased visibility to capture the attention of the UHNW in the James Edition rotating Gallery. The Rotating Gallery is a carousel of selected listings that automatically changes every 5 seconds. on the Home Page and the Real Estate Page

HOME PAGE

FEATURED BANNER: \$2,000

REAL ESTATE PAGE

FEATURED BANNER: \$1,600



jamesedition.com

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.

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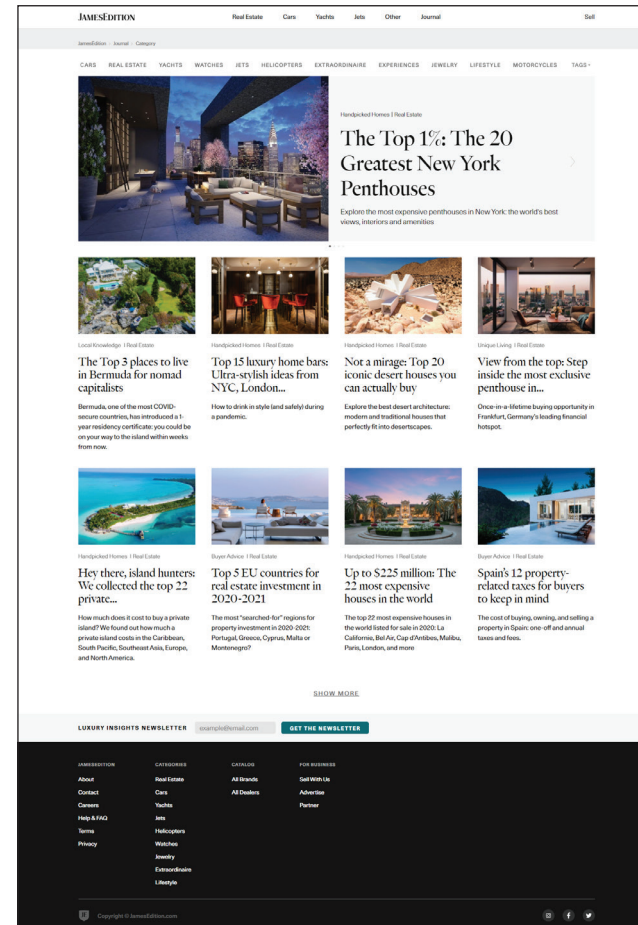
A Featured Story is an article published on the website. Articles are evergreen content. The average time that viewers spend on an article page exceeds 2 minutes indicating that article views come from the most loyal and engaged users.

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

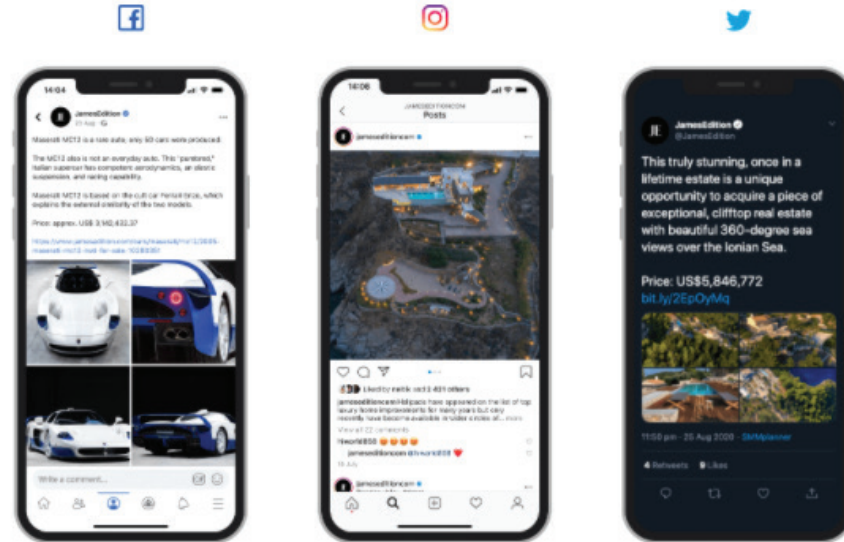
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With more than 10 million monthly page views from around the world, JamesEdition.com is the quintessential marketplace for ultra-high net worth individuals. With users evenly spread throughout the Americas, EMEA and Asia, JamesEdition.com is the only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

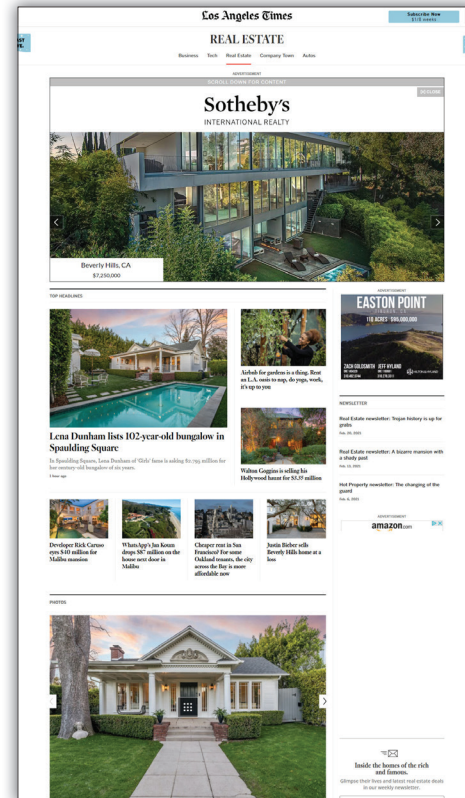
LA Times

LIGHTHOUSE FIXED POSITION HOT PROPERTY PAGE 100% SOV

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

PRICE: \$325 MONTH

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



Le Figaro

The finest selection of properties to buy and to rent, in France and abroad.

PROPRIÉTÉS LE FIGARO.COM – FRANCE

- **2.1 million** sessions per month
- International audience: **22%**
(Top 5 audience: US, UK, Belgium, Switzerland, Germany)

PROPRIÉTÉS LE FIGARO.COM – INTERNATIONAL

- **180,000** sessions per month
(top 5 audience: US, UK, France, Canada, Australia)

HEADLINE SEARCH

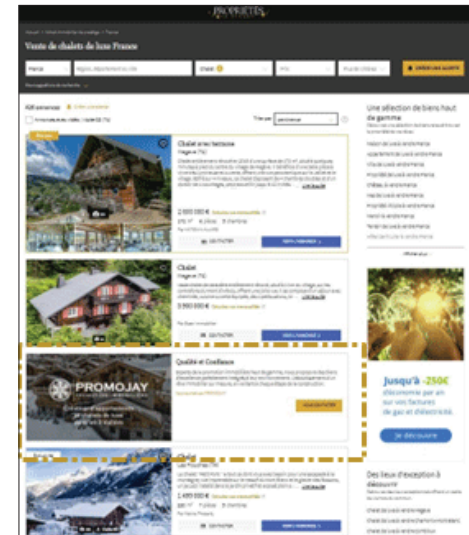
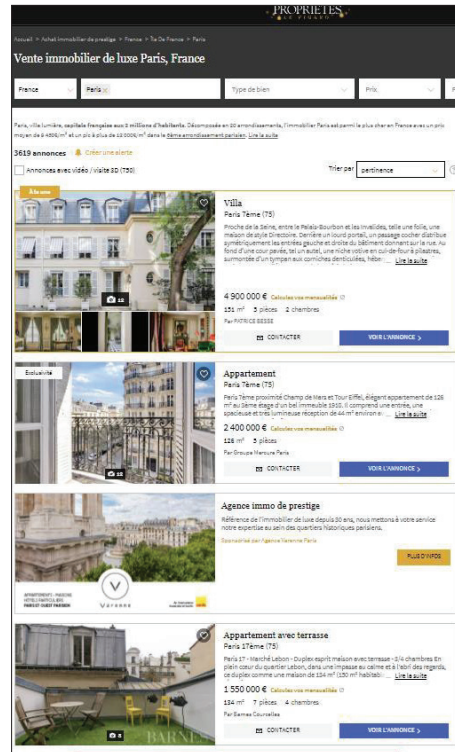
Position your property at the very top of the results page.

FEATURED CITY: \$795/CITY/MONTH

NATIVE AD

Premium display format increases visibility among search results. These placements are also able to appear to users with specific search criteria – castles, manors, etc.

NATIVE PLACEMENT BY CITY: \$500/CITY/MONTH



Luxury Estate

LUXURY ESTATE

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

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

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

SHOWCASE LISTING + ELITE LISTING PACKAGES

PRICES:

\$1,100 FOR 1 MONTH

\$3,250 FOR 3 MONTHS

\$5,100 FOR 6 MONTHS.



Ocean Home

Ocean Home magazine showcases the best in luxury coastal design—from Caribbean bungalows to Malibu’s modern masterpieces to Montauk’s shoreline cottages to Palm Beach’s Spanish Revival villas—and, in turn, celebrates the top architects, interior designers, and craftspeople creating these waterfront dream homes from coast to coast and beyond.

FACEBOOK/INSTAGRAM AD

PRICE: \$1,300 PER MONTH



OCEAN HOME MAGAZINE
EXCLUSIVE E-MAIL CAMPAIGN

Engage our 20,000+ Email Subscribers with an Exclusive e-mail campaign.

Sent weekly on Wednesday and Sundays, we deliver your message to our discerning audience of high net worth coastal home owners and elite industry professionals.

Price: \$2,500. per

Target the same audience on Facebook and Instagram to reinforce your message on their social media channels. Price: \$15 CPM

SALES@OCEANHOMEMAG.COM

OCEAN HOME IS THE LEADING LUXURY COASTAL LIFESTYLE MAGAZINE.

oceanhomemag.com | 300 Brickstone Sq., Suite 904, Andover MA 01910

RMS
REALTY MANAGEMENT SYSTEMS

OCEANHOME
EXCLUSIVE

FOUR SEASONS
PRIVATE RESIDENCES
ANGULLA

FROM A PENTHOUSE YOU CAN SEE FOREVER

There's a very special promise in a Penthouse: heightened luxury, expansive beauty, an elevated perspective. The Penthouse Residences at Four Seasons Resort and Private Residences Anguilla deliver on all counts.

Come with us as we wander through the remarkable Kelly: Weather-designed interiors and onto great outdoor spaces that bring life into the open air in elegant comfort—with sweeping views of Maids Bay Beach you won't find anywhere else on the island.

Four Seasons Private Residences Anguilla is truly a place apart - an iconic, award-winning Caribbean resort on an island that's a perfect blend of casual elegance and barefoot chic.

Let us help you arrange your Discovery Experience of the Penthouses at Four Seasons Private Residences Anguilla today.

FOUR SEASONS PRIVATE RESIDENCES ANGULLA
Ocean, Maids Bay, 2000 sq. ft. from
From \$25,000 to over \$10 Million

RobbReport.Com

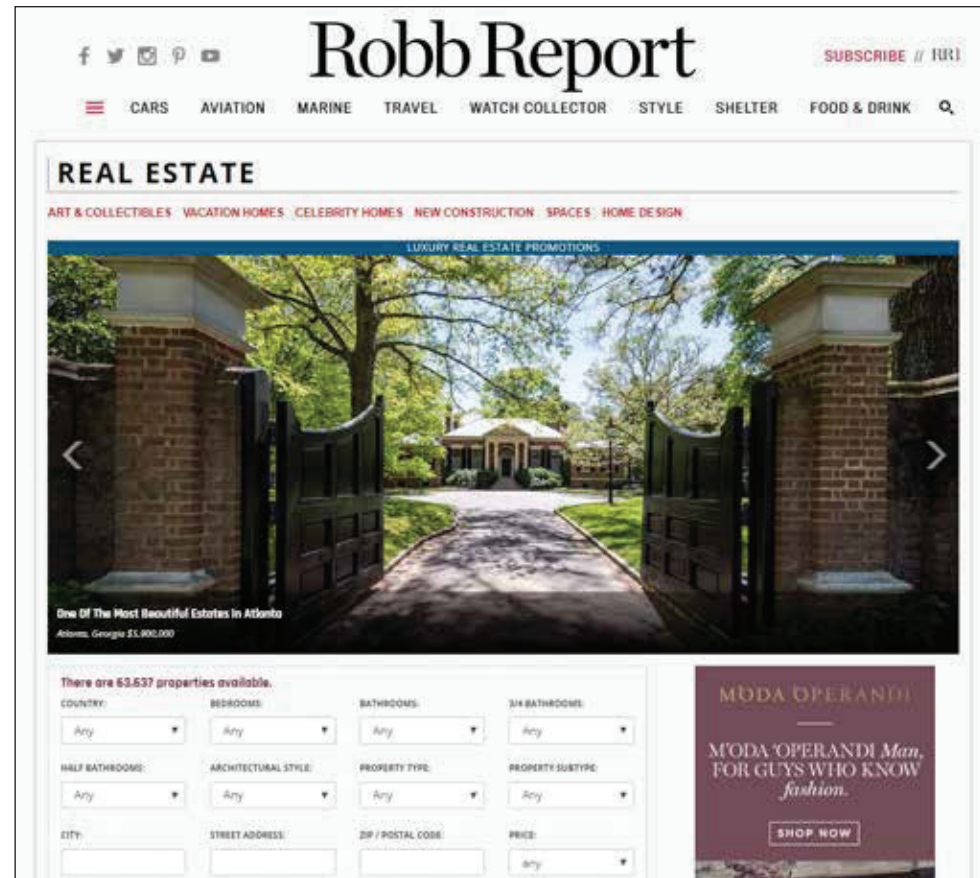
REAL ESTATE MEDIA BAR

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

Limited Space available: only 10 properties per month are permitted

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

REAL ESTATE MEDIA BAR: \$1,250



The Wall Street Journal Online (WSJ.Com)

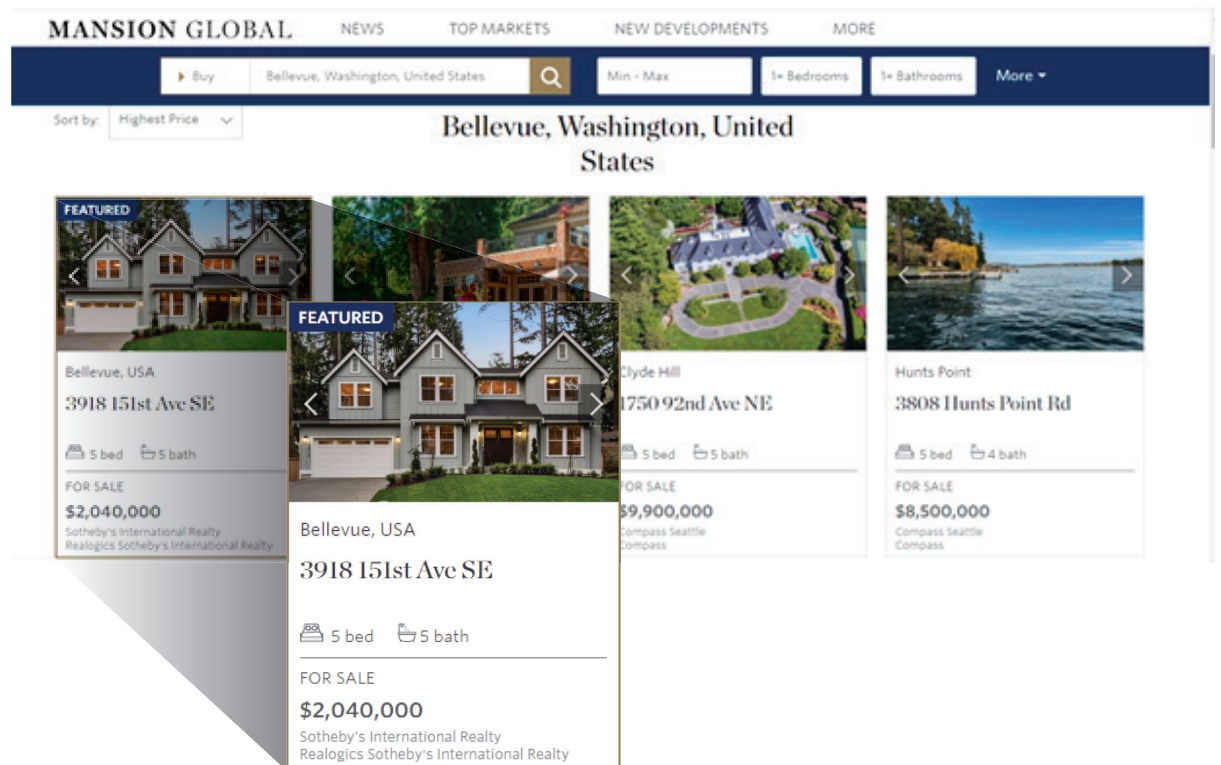
FEATURED PROPERTY UPGRADES

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

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

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

Included with print placement



The Wall Street Journal Online (WSJ.Com)

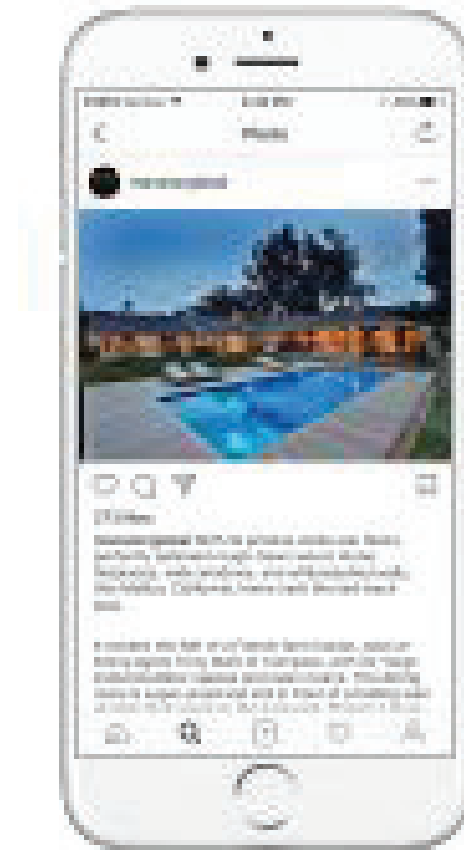
@MANSIONGLOBAL INSTAGRAM

EXCLUSIVE EMAIL

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

- Followers: **76.2K**

PRICE: \$1,775



Boat International e-Newsletter

For more than 30 years, Boat International has been the world's most authoritative, trusted and comprehensive magazine for the superyacht community, inspiring the lifestyles of the international wealthy elite. The magazines and books are timeless and collectable.

The readers constitute some of the wealthiest and inaccessible individuals in the world. Overall the average net worth of our audience (across events and print) is \$35.9 million, with a combined wealth of \$1.662 trillion. The subscribers (Boat International and Boat International US Edition) account for more than 10 per cent of the total global billionaire population. The network of the audience extends to more than 6,000 UHNWIs, with a combined wealth of \$3.74 trillion.

- Circulation US: **25,600**
- Average Net Worth: **\$35.9 million**

e-newsletter: \$750



No Images? Click here

BOAT

BOAT BRIEFING

DISCOVER THE POWER OF FLEET XPRESS FOR SUPERYACHTS

LATEST BROKERAGE NEWS

Benetti Harmony III listed for sale with Fraser

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Benetti Rutil E now for sale with Northrop & Johnson and Denison

[READ MORE](#)

C2M price drop on Codecasa Regina d'Italia II with Edmiston & Company

[READ MORE](#)

\$1M price cut on 50 metre Trinity La Dea II with IYC

[READ MORE](#)

LATEST YACHT NEWS

New 60 metre Amels 200 motor yacht sold

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Lürssen's 130 metre+ Project Lightning pictured on sea trials

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Turquoise Yachts reveals 62 metre superyacht concept Project Nautilus

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DISCOVER THE POWER OF FLEET XPRESS FOR SUPERYACHTS

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**

PROPERTY SPOT, COLOR: \$650
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
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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 people 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 delegates in California as the first candidate broke away from the field in the race for the White House.

Sotheby's INTERNATIONAL REALTY

Nothing compares to what's next.

LAKE, 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	PARADISE VALLEY, ARIZONA 4129 East Sandy Mountain Road \$1,000,000 USD sirbahamas.com/id/46932 Bahamas Sotheby's International Realty FRANK AZARZI frank.azarzi@sirbahamas.com +1 480.388.0240	SCOTTSDALE, ARIZONA 10778 East Hornbeck Drive \$1,000,000 USD sirbahamas.com/id/46933 Bahamas Sotheby's International Realty FRANK AZARZI frank.azarzi@sirbahamas.com +1 480.388.0240	SCOTTSDALE, ARIZONA 6907 North 43rd Street \$1,000,000 USD sirbahamas.com/id/46934 Bahamas Sotheby's International Realty FRANK AZARZI frank.azarzi@sirbahamas.com +1 480.388.0240	ATHLETON, CALIFORNIA 151 Vinyon Road \$1,000,000 USD sirbahamas.com/id/46935 Bahamas Sotheby's International Realty MICHAEL DREYFUS michael.dreyfus@sirbahamas.com +1 415.851.2874
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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
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"All the News That's Fit to Print"

The New York Times

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Vol. CLXVIII — No. 38,137 — 44th Street, New York, New York
NEW YORK, MONDAY, NOVEMBER 5, 2018

Late Edition
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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 MURPHY

On Wednesday, a massive rally in Washington, D.C., drew thousands of people to the White House grounds. Many of the speakers were members of the far-right fringe of the Republican Party, including members of the Proud Boys and the National Front. The rally was organized by the website Breitbart News, which has become a hub for far-right activists. The event was a stark contrast to the more moderate Republican Party that has dominated the White House since Donald Trump's victory in 2016.

Edge in Polls Might Not Tip House Seats

Outcomes Hang on a Handful of States

By NATE GUNZ

Democrats expect to gain control of the House of Representatives in the 2018 midterm elections. But that does not mean they will win a majority of House seats. The House is controlled by Republicans, and they are expected to remain in control. The outcome of the House elections will depend on the results in a handful of swing states, including Florida, North Carolina, and Ohio.

It's Not Heaven, It's Brooklyn

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

Spending Millions in a Bid to Avoid Sanctions

By BENJAMIN SVETKEY

The U.S. Treasury Department is cracking down on companies that are helping to fund the Russian military. The department has announced that it will impose sanctions on companies that are found to be providing financial support to the Russian military. The companies in question are reportedly spending millions of dollars to avoid sanctions.

Partisan Rhetoric Of New Query On the Census

By MICHAEL WIND

The U.S. Census Bureau is conducting a new survey to determine the number of people living in the United States. The survey is being conducted in a partisan manner, with the results being used to support the political agenda of the current administration. The survey is being conducted by the U.S. Census Bureau, which is a non-partisan agency.

Called to Serve, Utah Mayor Always Answered

By JEFF TREMPER

Utah Mayor Willard Mitt Romney has been called to serve in the U.S. House of Representatives. Romney has always answered the call, and he is expected to do so again. Romney has a long history of public service, and he is a respected leader in his community.









































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

By RICHARD HENNET

A Russian rival of the current president has accused a Georgia rival of "hacking" a computer system. The rival is offering a little pool of money to the current president. The rival is a well-known figure in the media, and he has a long history of controversy.

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The New York Times

THE HAMPTONS NORTH?



By JILL SACKO
For some time, the Hudson Valley was expected to be the next hot real estate market. And it is. The region's growing number of young professionals who are being recruited here by tech companies is expected to drive the next wave of growth. In the meantime, the Hudson Valley is starting to resemble that stretch of Long Island.

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- Distribution: **Chicago Metro Area**
- Circulation: **150,000+**

PRICE: \$685 FULL PAGE, COLOR

Includes Digital Banner Promotion



Sotheby's INTERNATIONAL REALTY

Move beyond your expectations.

Nothing compares.
SOTHEBYSREALTY.COM

CHICAGO ILLINOIS

Represented by: www.hillshomes.com/interior/RE

Justin Winter | Sotheby's INTERNATIONAL REALTY

The Exceptional Lake Keowee - SC

Discover a tranquil haven in the upstate of South Carolina, where nature's beauty thrives year long with a moderate four season climate. Embark on winding mountain trails and admire majestic waterfalls. Experience Lake Keowee's sparkling emerald water with proximity to airports & coastal shorelines for easy travel - all within reach when you choose one of our luxury lifestyle communities as your new home!

Real Estate Specialists for Lifestyle Communities Located on Lake Keowee - The CROWN at Lake Keowee, The Reserve of Lake Keowee, Keowee Pines & More

JUSTIN WINTER Broker in Charge Cell: (864) 576-1327 jwinter@sothebyrealty.com

15340 N HIGHWAY 12 #24 | SALEM, SC 29676 | WWW.JUSTINWINTER.COM | LAKE OFFICE: (864) 481-4444

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Sotheby's INTERNATIONAL REALTY

6858 Casitas Pass Road

Perfectly sited between the Santa Ynez mountains and Pacific Ocean, The Prancing Horse Estate is considered to be one of Carpenter's trophy properties. With authentic Tuscan architecture by renowned local architect Don Nutty, the estate boasts over 12 acres of exquisitely maintained and landscaped grounds.

YETSIHQ GO Senior Global Real Estate Advisor (818) 302-3357 yetsi@yetsiagency.com

SOtheby's INTERNATIONAL REALTY - BEVERLY HILLS BROKERAGE | 9665 WILSHIRE BLVD STE 400 BEVERLY HILLS, CALIFORNIA 90212 | SOTHEBYSREALTY.COM

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Bahamas | Sotheby's INTERNATIONAL REALTY

Sundara Ocean Club Estates

Located within the ultra-luxurious community of Ocean Club Estates on Paradise Island and set across two impeccably maintained lots totaling 48,044 sq. ft. with 236 feet of private canal frontage, Sundara is the perfect marriage of warm Colonial Bahamian style and timeless European sophistication. With 19,508 sq. ft. of indoor and outdoor living space, Sundara offers an abundance of space.

Sundara Paradise Island, The Bahamas 8488 PINEAWAY DRIVE 00000 SRBahamas.com/S/PAGE33

THE ANSELL GROUP Estate Agents (1) 242-322-2200 ansell@ansellgroup.com

BAHAMAS SOtheby's INTERNATIONAL REALTY | WINDSOR BUSINESS PARK, NASSAU, THE BAHAMAS | (1) 242-322-2200 | SRBAHAMAS.COM

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Elite Traveler

Since its launch in 2001, Elite Traveler has been the market-leading guide and curator of the global luxury lifestyle of ultra-high-net-worth individuals. It is written and designed by our experienced team of editors for the elusive global elite who live the private jet lifestyle, delivering expert perspectives, meaningful analysis and advice. Each issue provides detailed information covering the spectrum of the luxury lifestyle, including travel, fashion, jewelry, watches, spirits, autos, jets, yachts and real estate.

As an audited publication with worldwide distribution aboard private jets, first-class lounges and in FBOs across over 100 countries, Elite Traveler provides advertisers unique access to the wealthiest consumers in the ultimate luxury market.

ELITE TRAVELER AUDIENCE

- Total Readership: **557,000**
- Average Age: **45**
- Male/Female Ratio: **69% / 31%**
- Average HHI: **\$7.9M**
- Average Net Worth: **\$32M**

LUXURY HOMES FEATURE: \$4,500



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**

PROPERTY SPOT: \$730

Global



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.
SOTHEBYREALTY.COM

MALIBU CALIFORNIA

Photos provided by James Lanza | STYLING: JANE WELDON

72 Post Road, Old Westbury, NY

Extra Bonus!
Real Estate Compensation
Split Over 90 Days!
\$42,500,000

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

Headquartered in a prime directly adjacent to the 220-acre Old Westbury Gardens, this premier estate comprises two lots, with potential for future subdivision. It features a variety of buildings, including a four-bedroom single-family estate, a country house, 10 barns, 13 three-car garages, a tennis court, a large garage with large workshop and more. This property is a true gem waiting to be discovered.

DANIEL GALE | AGENT | DOBRA RUSSELL

Sotheby's INTERNATIONAL REALTY

SOTHEBYREALTY.COM

Open the door to what's next.

Harold Grant
Executive Broker
9200 Old Forge
Hampton | Southampton, New York
hgrant@sothebyrealty.com

The Rosewood Farm Estate
Southampton, New York

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

Sotheby's INTERNATIONAL REALTY

SOTHEBYREALTY.COM

Take a peek at what's next.

Rosie V. Moore
Executive Broker
800 Old Forge
Hampton | Southampton, New York
rmoore@sothebyrealty.com

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

6 BEDROOMS | 6.5+ BATHS | 4,800 SQ. FT. | \$11,000,000
\$42MDCORROAD.COM

Vanessa Moore
Executive Broker
800 Old Forge
Hampton | Southampton, New York
vmoore@sothebyrealty.com

Sotheby's INTERNATIONAL REALTY

Los Angeles Times Hot Property And Digital Lighthouse

LOS ANGELES TIMES HOT PROPERTY

The Los Angeles Times weekly Hot Property section features the most up-to-date real estate news — including Hot Property (celebrity transactions), neighborhood spotlights, buying/selling tips, home décor and improvement trends.

- LA Times Saturday readers are over **3x** more likely to own a home valued at **\$2 million+** than the average adult in the market.
- **2.1MM** of readers are affluent with a Median HHI of **\$186K** and **19%** more likely to look for a new home in the next 12 months.
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- **32%** of readers are more likely to own a second home or real estate property.
- Saturday Print Circulation: **56,000**
- e-Edition subscribers: **164,780**



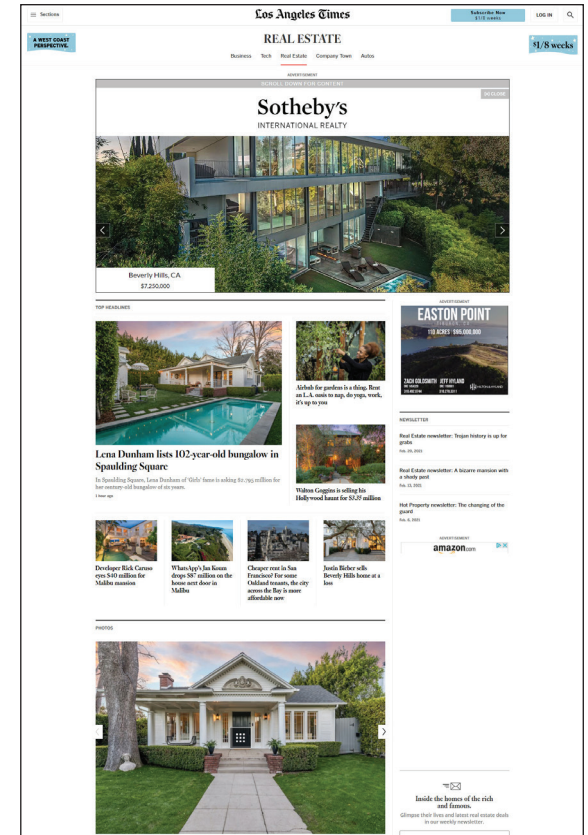
LA TIMES DIGITAL LIGHTHOUSE

The Sotheby's International Realty LA Times Digital Lighthouse showcases 27-30 properties monthly and owns 100% SOV at the top of the LA Times Real Estate section.

- Avg Monthly Impressions: **1.7 Million**

PRICE: \$390/SPOT

Full color with 30 day Lighthouse Placement



Robb Report

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

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



SOTHEBYSREALTY.COM

Open the door to what's next.

Harald Grant
Associate Broker
West End International Realty
TheWestEnd.com

Bruce Grant
Licensed Salesperson
SOSR02336
Bruce.Grant@SothebysRealty

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

Sotheby's INTERNATIONAL REALTY

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PROPERTY SPOT: \$830

Global



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

thing compares to what's next.

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

<p>VERO BEACH, FLORIDA</p> <p>902 Winding River Road \$3,250,000 sothebysrealty.com/rl/S3Q6FF ONE Sotheby's International Realty KRISTIN DOBSON CINDY O'DARE kristin.dobson@sothebys.com +1 772.321.6541</p>	<p>WELAKA, FLORIDA</p> <p>6433 Fruit Street \$1,400,000 sothebysrealty.com ONE Sotheby's International Realty HAZEL WEGAN hazew@sothebys.com +1 772.254.8708</p>	<p>NEW YORK, NEW YORK</p> <p>135 East 79th Street MalsE.com \$12,000,000 East Side Manhattan Brokerage AMANDA FIELD JORDAN INKI FIELD amanda.jordan@sothebys.realty +1 212.606.7788</p>
<p>LINVILLE, NORTH CAROLINA</p> <p>1907 Flattop Cliffs Drive \$29,750,000 sothebysrealty.com/rl/LP2N4 Premier Sotheby's International Realty MARILYN WRIGHT marilyn.wright@premier.com +1 828.279.3980</p>	<p>BAINBRIDGE ISLAND, WASHINGTON</p> <p>BainbridgeLuxelLiving.com \$6,480,000 RealEstate Sotheby's International Realty SHAYNE TURGEON shayne.turgeon@sothebys.com +1 206.755.9657</p>	<p>OLD FORT BAY, THE BAHAMAS</p> <p>Krystal House \$30,000,000 bahamas.com/rl/48232 Bahamas Sotheby's International Realty GEORGE DAMIANOS george.damianos@bahamas.com +1 242.424.9699</p>

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SOTHEBYSREALTY.COM

Art Basel Magazine

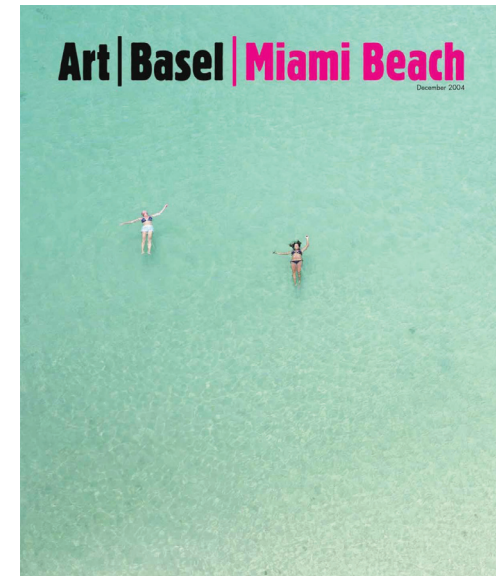
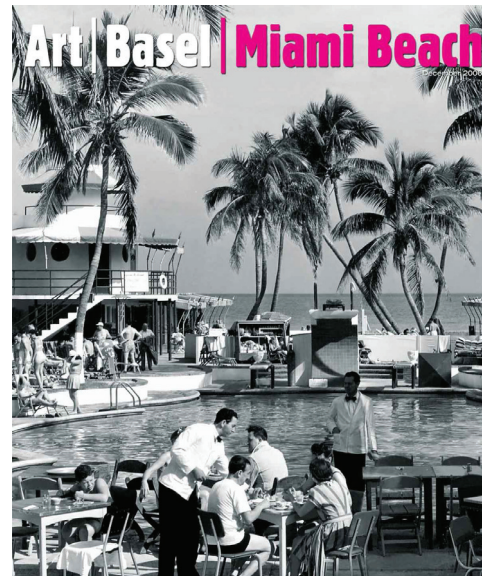
Every December, the world's wealthiest and most powerful individuals arrive by private plane and yacht to peruse and purchase more than \$1 billion in art at Art Basel Miami Beach, the world's largest art fair.

Art Basel Magazine is the show's official publication, and the ideal forum to showcase your brand to an elite audience of the world's most sought-after demographic.

Art Basel Magazine provides unparalleled reach to an audience of art collectors, enthusiasts, influencers and industry elite through hyper-targeted distribution during the fair.

- Circulation: 30,000

FULL PAGE: \$2,900



Schedule, Pricing & Reach



Sotheby's
INTERNATIONAL REALTY

Schedule, Pricing & Reach 2023

Plan 1	Ad Description	September	October	November	December	January	February	March	Media Total	Reach
Sotheby's International Realty Corporate Program										
Press										
Bloomberg	Exclusive Article		Article						\$ -	
Media										
Mansion Global	Homepage Banner			Banner					\$ -	
Dwell	Real Estate Page placement				Listing				\$ -	
Architectural Digest	Property of the Month			Listing					\$ -	
Social Media										
YouTube	Feature			Feaure					\$ -	
SothebysRealty.com	Extraordinary Property of the Day		Listing						\$ -	
Property Display Feed										
Digital Media Partners	GPS Ad unit		Display						\$ -	
SothebysRealty.com	Egallery and homepage		Display						\$ -	
Auction House										
Sotheby's Preferred Enewsletter	The Collection		Newsletter						\$ -	
Sotheby's International Realty Co-op Program Sky										
Sotheby's Auction House: Print										
Sotheby's Magazine	Half Page							\$ 1,820.00	\$ 1,820.00	20,000
Sotheby's Auction House: Digital										
Sotheby's Selects Enewsletter	Sotheby's Selects Enewsletter				\$ 2,350.00				\$ 2,350.00	488,357
Digital										
Million Impressions*										
Million Impressions	Digital Banner Program				\$ 1,625.00	\$ 1,625.00	\$ 1,625.00		\$ 4,875.00	1,500,000
Million Impressions	Targeting - Select US and International locations									
Comprehensive Digital										
Social Mirror	Behavioral Custom program				\$ 1,500.00	\$ 1,500.00	\$ 1,500.00		\$ 4,500.00	300,000
Geofencing - Event and Location										
Geofencing - Event and Location	Target Art Basel				\$ 1,500.00				\$ 1,500.00	60,000
Elite Traveler										
Online Real Estate Showcase	Online Real Estate Showcase					\$ 2,500			\$ 2,500.00	100,000
Nob Hill Gazette										
Nob Hill Gazette San Francisco, Peninsul OTM On the Market eNewsletter			\$ 500.00	\$ 500.00					\$ 1,000.00	13,000
JamesEdition										
Rotating Gallery Home Page	Featured Banner					\$ 2,000.00			\$ 2,000.00	750,000
Featured Article and e-Newsletter prom e-Newsletter					\$ 3,300.00				\$ 3,300.00	294,000
Social Media	Listing Feature		\$ 500.00						\$ 500.00	148,000
LA Times										
Lighthouse Fixed Position - Hot Property	Lighthouse Fixed Position - Hot Property Page				Bonus				\$ -	425,000
Le Figaro										
Headline Search	Featured City		\$ 795.00			\$ 795.00			\$ 1,590.00	
Native Ad	Native placement by City		\$ 500.00			\$ 500.00			\$ 1,000.00	
Robbreport.com										
Robbreport.com	Real Estate media bar				\$ 1,250.00		\$ 1,250.00		\$ 2,500.00	12,000
WSJ.com										
Property upgrades	Property upgrades			Bonus	Bonus		Bonus	Bonus	\$ -	
Mansion Global Instagram	Mansion Global Instagram					\$ 1,775.00			\$ 1,775.00	76,200
Yachting E-newsletter										
Boat International	Boat International			\$ 750.00			\$ 750.00		\$ 1,500.00	51,200
Ocean Home										
Facebook/Instagram Ad	Facebook/Instagram Ad						\$ 1,300.00		\$ 1,300.00	43,400
Luxury Estate										
Luxury Estate	Showcase Listing + Elite Listing Packages					\$ 3,250			\$ 3,250.00	
Crain's New York Business										
Crain's New York Business	Daily E-Newsletter M-F				\$ 3,150.00				\$ 3,150.00	15,000
Print										
The Wall Street Journal										
The Wall Street Journal - National	Property Spot w/Digital Featured Property Upgrade		\$ 650.00	\$ 650.00			\$ 650.00		\$ 1,950.00	1,933,272
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
Chicago Tribune										
Chicago Tribune	Takeover						\$ 685.00		\$ 685.00	150,000
Conde Nast Magazines										
Architectural Digest - South Florida	Full Page					\$ 2,730.00			\$ 2,730.00	16,000
Elite Traveler										
Elite Traveler	Luxury Homes Feature				\$ 4,500.00				\$ 4,500.00	557,000
Financial Times										
Financial Times	Property Spot				\$ 730.00		\$ 730.00		\$ 1,460.00	420,914
The Los Angeles Times										
The Los Angeles Times	Hot Property - listing + digital lighthouse					\$ 390.00			\$ 390.00	220,780
The Los Angeles Times	Takeover		\$ 610.00				\$ 610.00		\$ 1,220.00	441,560
Robb Report										
Robb Report	Property Spot				\$ 830.00				\$ 830.00	324,000
Art Basel Magazine										
Art Basel Magazine	Full Page				\$ 2,900.00				\$ 2,900.00	35,000
TOTAL										
									\$ 56,285.00	9,332,062

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

Continues on next page

Schedule, Pricing & Reach 2023

Plan 2	Ad Description	September	October	November	December	January	February	March	Media Total	Reach
Sotheby's International Realty Corporate Program										
Press										
Bloomberg	Exclusive Article		Article						\$ -	
Media										
Mansion Global	Homepage Banner			Banner					\$ -	
Dwell	Real Estate Page placement				Listing				\$ -	
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Sotheby's Preferred Enewsletter	The Collection	Newsletter							\$ -	
Sotheby's International Realty Co-op Program Sky										
Sotheby's Auction House: Print										
Sotheby's Magazine	Half Page							\$ 1,820.00	\$ 1,820.00	20,000
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Sotheby's Selects Enewsletter	Sotheby's Selects Enewsletter				\$ 2,350.00				\$ 2,350.00	488,357
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Million Impressions*										
Million Impressions	Digital Banner Program				\$ 1,195.00	\$ 1,195.00	\$ 1,195.00		\$ 3,585.00	750,000
Million Impressions	Targeting - Select US and International locations									
Comprehensive Digital										
Social Mirror	Behavioral Custom program				\$ 1,500.00	\$ 1,500.00	\$ 1,500.00		\$ 4,500.00	300,000
Geofencing - Event and Location										
Geofencing - Event and Location	Target Art Basel				\$ 1,500.00				\$ 1,500.00	60,000
Elite Traveler										
Online Real Estate Showcase	Online Real Estate Showcase					\$ 2,500			\$ 2,500.00	100,000
Nob Hill Gazette										
Nob Hill Gazette San Francisco, Peninsul OTM On the Market eNewsletter			\$ 500.00	\$ 500.00					\$ 1,000.00	13,000
JamesEdition										
Rotating Gallery Home Page	Featured Banner					\$ 1,600.00			\$ 1,600.00	750,000
e-Newsletter	e-Newsletter				\$ 1,500.00				\$ 1,500.00	294,000
Social Media	Listing Feature		\$ 500.00						\$ 500.00	148,000
LA Times										
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Le Figaro										
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Robbreport.com										
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WSJ.com										
Property upgrades	Property upgrades			Bonus	Bonus		Bonus	Bonus	\$ -	
Yachting E-newsletter										
Boat International	Boat International				\$ 750.00		\$ 750.00		\$ 1,500.00	51,200
Luxury Estate										
Luxury Estate	Showcase Listing + Elite Listing Packages				\$ 1,100				\$ 1,100.00	
Print										
The Wall Street Journal										
The Wall Street Journal - National	Property Spot w/Digital Featured Property Upgrade		\$ 650.00	\$ 650.00			\$ 650.00		\$ 1,950.00	1,933,272
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Chicago Tribune	Takeover						\$ 685.00		\$ 685.00	150,000
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Robb Report										
Robb Report	Property Spot				\$ 830.00				\$ 830.00	324,000
Art Basel Magazine										
Art Basel Magazine	Full Page				\$ 2,900.00				\$ 2,900.00	35,000
TOTAL									\$ 39,145.00	8,425,462
*After 6 months the Impressions Program may be adjusted after evaluation of budget and strategy Pricing Subject to Change										

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