



ADVERTISING  
BRANDING  
MARKETING

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

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SKYAD.COM

12 Boldwater Road  
Edgartown, MA  
Advertising and  
Marketing Program

Gibson | 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 12 Boldwater Road, Edgartown, MA

SKY Advertising is excited to present to Gibson Sotheby's International Realty® a curated, multi-media marketing selection of offerings to bring ultra-high net worth buyer awareness to the 12 Boldwater Road, Edgartown, MA.

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 Martha's Vineyard.

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

**LET'S DO  
GREAT THINGS TOGETHER**

**JANINE JONES**  
*Executive Vice President*  
**212-677-2714**  
**janine@skyad.com**

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**paula@skyad.com**

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*Account Executive*  
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**sara@skyad.com**

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*Account Executive*  
**212-677-0083**  
**jimmy@skyad.com**

Sotheby's  
Auction House  
Offerings



Sotheby's  
EST. 1744

# Sotheby's Auction Magazine

## SOTHEBY'S MAGAZINE

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

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

QUARTER PAGE: \$910

Global



**Sotheby's**  
INTERNATIONAL REALTY

**Austin, Texas**  
[ashley@sothebysrealty.com](mailto:ashley@sothebysrealty.com)  
 Property # 120018  
 Agent: Ashley  
 International Realty  
 Broker: Sotheby's International Realty  
 Email: [ashley@sothebysrealty.com](mailto:ashley@sothebysrealty.com)  
 \$50,000,000.00

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

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**Home**

**1 Central Park West 46R/50C**  
 With unparalleled breathtaking views, this 50th of Central Park residence is a masterpiece of modern luxury and craftsmanship. Every room is meticulously finished with the finest materials and an exquisite light. Sotheby's International Realty is proud to exclusively represent this gem, located on...  
**Call Sotheby's International Realty**  
**Call Sotheby's International Realty**  
**Call Sotheby's International Realty**  
**Call Sotheby's International Realty**  
 \$50,000,000

**510 Park Avenue, 15/16**  
 This residence in the sky spans 2,000 sq. ft. of spectacular views overlooking New York City from the 15th and 16th floors. This residence is priced at \$20,000,000.00.  
**Call Sotheby's International Realty**  
**Call Sotheby's International Realty**  
**Call Sotheby's International Realty**  
**Call Sotheby's International Realty**  
 \$20,000,000

**New York, New York**  
**Four Seasons Private Residences**  
 This upcoming 1,100 sq. ft. penthouse residence is located in the Four Seasons Private Residences at 575 Park Avenue. This residence is priced at \$13,000,000.00.  
**Call Sotheby's International Realty**  
**Call Sotheby's International Realty**  
**Call Sotheby's International Realty**  
**Call Sotheby's International Realty**  
 \$13,000,000

**New York, New York**  
**Sotheby's International Realty**  
**Call Sotheby's International Realty**  
**Call Sotheby's International Realty**  
**Call Sotheby's International Realty**  
 \$13,000,000

**86**

## 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

Massachusetts, New York, Connecticut, Florida, Washington DC

PRICE: \$2,500/DEPLOYMENT



# Digital Offerings



**Sotheby's**  
INTERNATIONAL REALTY

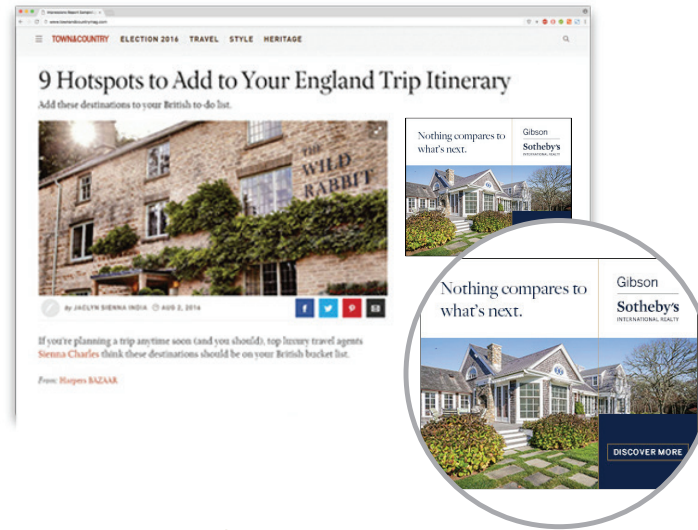
# Impressions Campaign

**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: **12 Boldwater Road, Edgartown, MA**
- Flight Dates: **September 2023 - November 2023**
- Impressions: **750,000**
- Clicks through to the website of your choice.

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



Minimum 3 month commitment



# Impressions Program Targeting Sites

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

## GEO TARGETING

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

INVESTOR'S BUSINESS DAILY™

FORTUNE

BARRON'S

THE WALL STREET JOURNAL.

FOX BUSINESS

Forbes



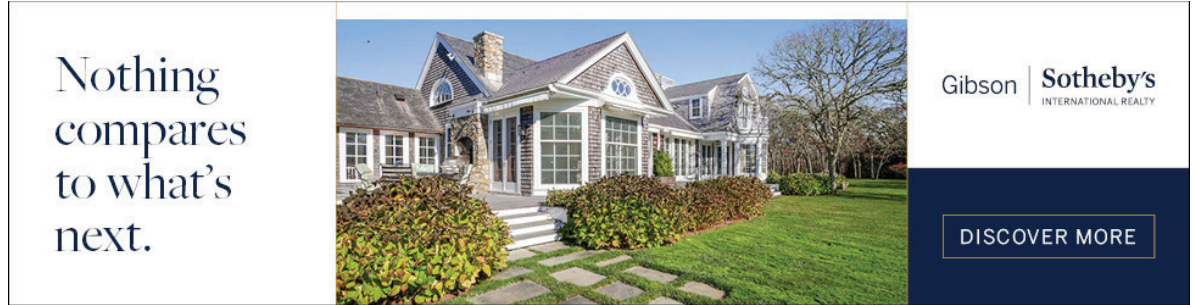
# Creative

## SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

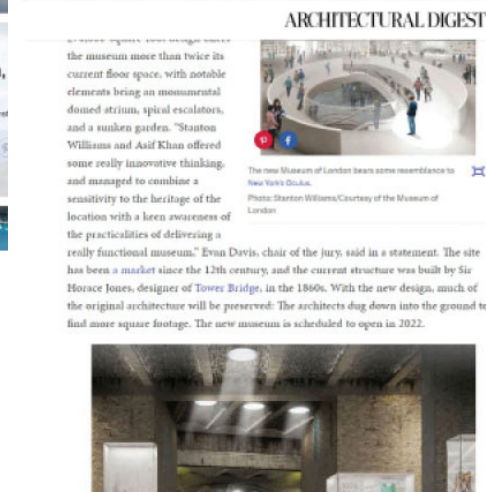
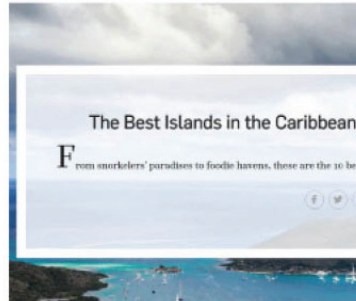
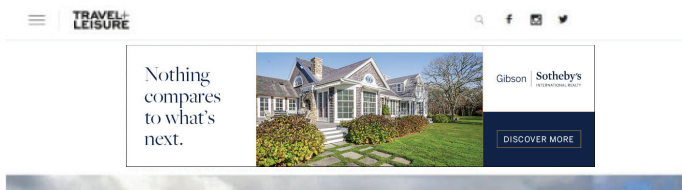
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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

BANNER PRODUCTION: \$350



# Sample Banners For Impressions Programs As They Appear On Sites

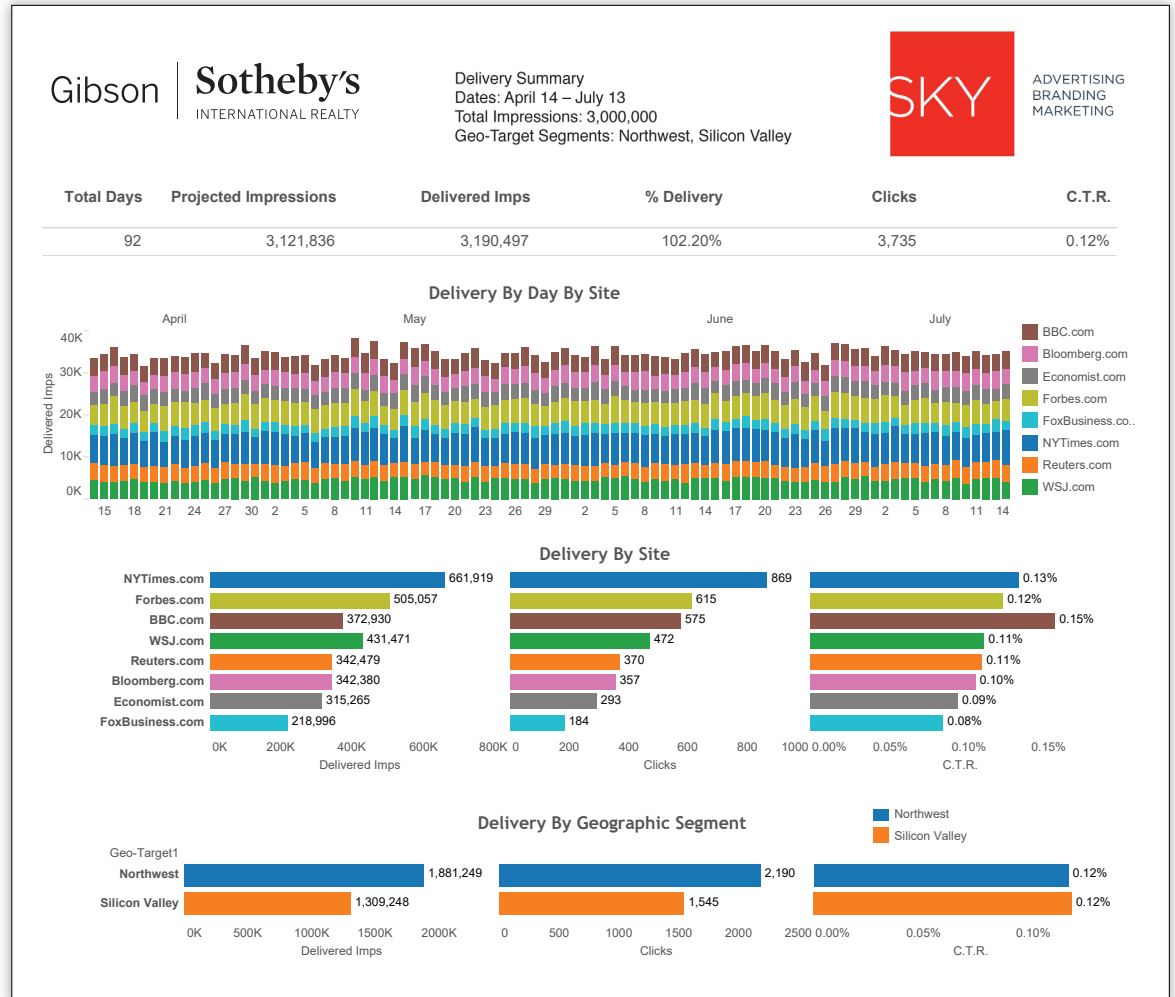


# Comprehensive Reporting For Your Customized Campaign

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 in Boston, New York, Connecticut, Washington DC, Palm Beach, Miami, London, Middle East, Hong Kong, China.

The program, with a projected start date of September 1st will run for three months and deliver an estimated 750,000 impressions.

This will include:

- Site-specific segments of local news and premium business and finance websites (e.g. WSJ.com, Reuters.com, Forbes.com, etc.).
- A custom intent segment that will allow us to show banners to adults (top 10% HHI) who are actively searching for Martha's Vineyard area real estate and living in Boston, New York, Connecticut, Washington DC, Palm Beach, Miami, London, Middle East, Hong Kong, and China.

## SITE SPECIFIC

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

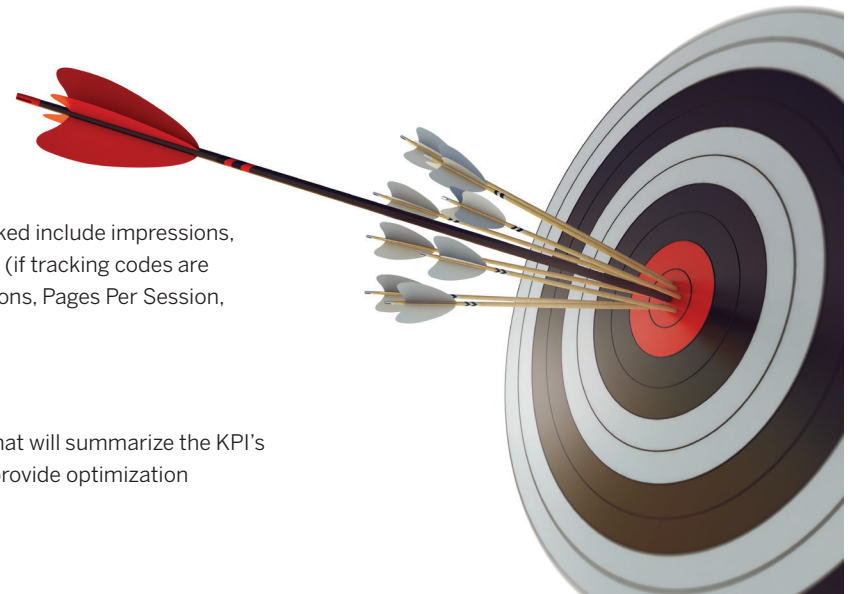
To ensure that the banners are seen in a premium environment, we have created a "whitelist" of sites. Ads will only show to people who have met our targeting criteria (behavior, income, and geo-target) on one of these sites. The site list includes top news, business, finance, sports, politics, and tech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

**Gibson SIR 12 Boldwater Road**

Media	Geo-Target	September				October				November				Impressions
		01	08	15	22	29	06	13	20	27	03	10	17	
Forbes.com	Boston, New York, Connecticut, Washington DC, Palm Beach , Miami, London, Middle East, Hong Kong, China													550,000
Fortune.com														
Barrons.com														
Investors.com														
FoxBusiness.com														
Reuters.com														
CNBC.com														
WSJ.com														
Custom Intent - Martha's Vineyard Real Estate	Boston, New York, Connecticut, Washington DC, Palm Beach , Miami, London, Middle East, Hong Kong, China													200,000
<b>Total Digital</b>														<b>750,000</b>

# Comprehensive Digital

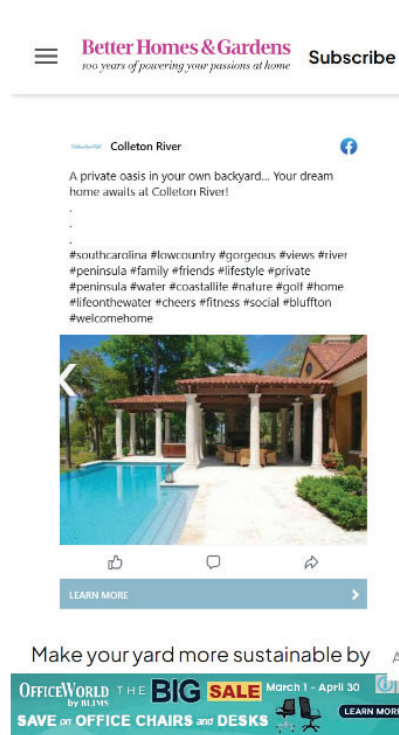
## SOCIAL MIRROR ADS

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

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

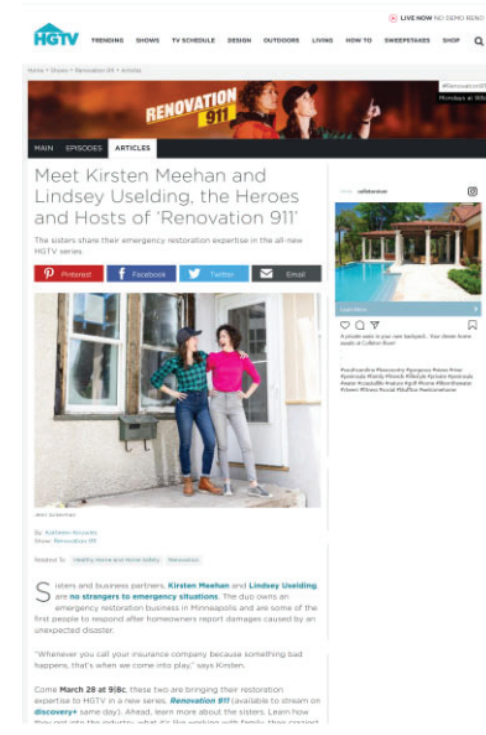
Social Mirror ads can be done with any organic or paid posts from your business account on these 8 social media platforms: Facebook, Instagram, Twitter, LinkedIn, TikTok, Pinterest, Snapchat, or YouTube.

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



## TARGETING ABILITIES:

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

# 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.

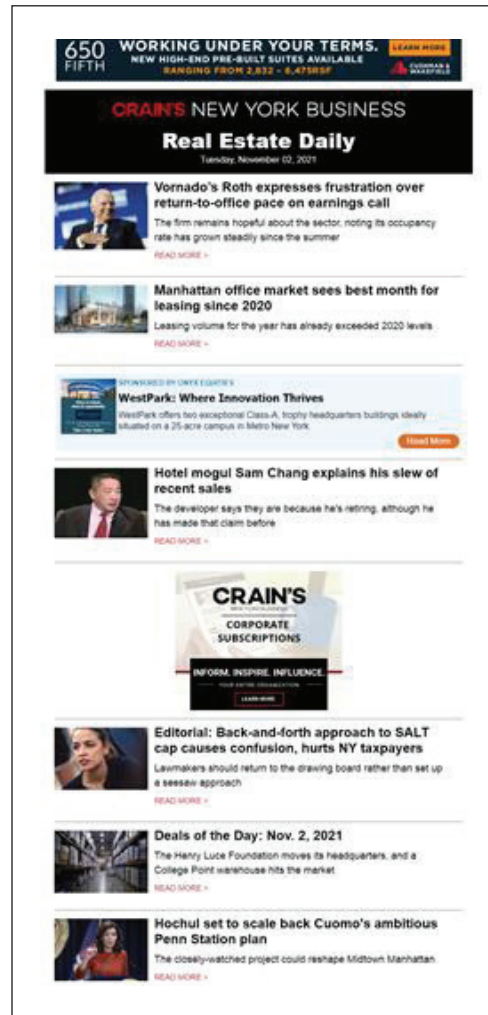
## CRAINS HAS AN INFLUENTIAL AUDIENCE OF DECISIONMAKERS

- **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

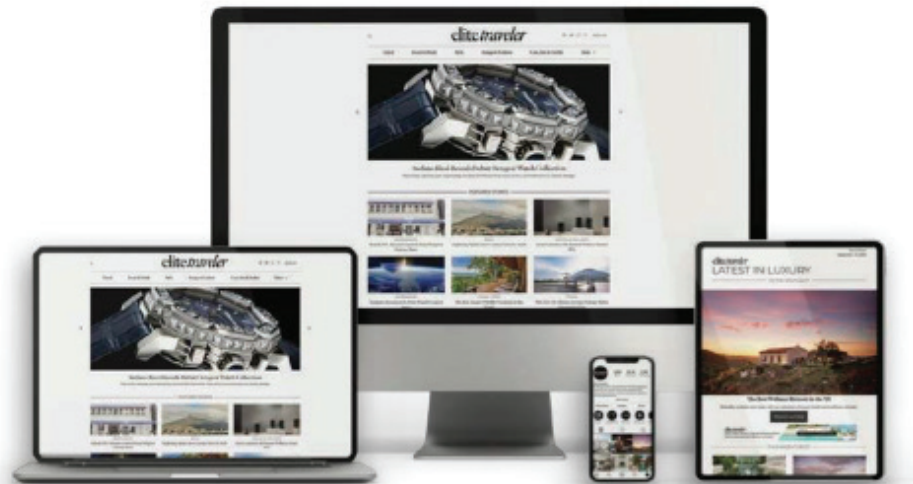
Since its launch in 2001, Elite Traveler has been the market-leading guide and curator of the global luxury lifestyle of UHNW individuals. It is written and designed by an experienced team of editors in New York and London for the elusive global elite who live the private jet lifestyle, delivering expert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



# jamesedition.com

## ROTATING GALLERY

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

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

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

### HOME PAGE

FEATURED BANNER: \$2,000

### REAL ESTATE PAGE

FEATURED BANNER: \$1,600



# jamesedition.com

## SOCIAL MEDIA POST

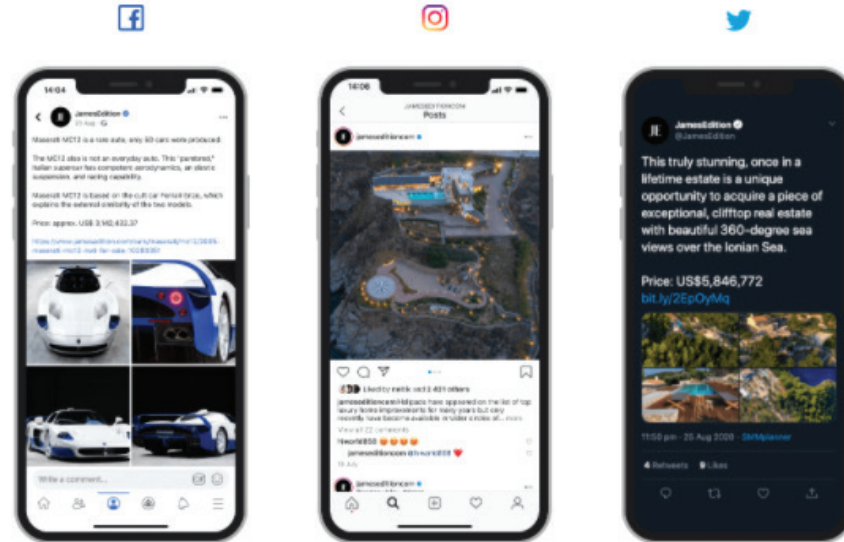
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The exquisite items curated by JamesEdition.com range from celebrity-owned luxury real estate to rare supercars. An affluent audience of 25,000 per day is browsing for the finest the globe has to offer.

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Showcase your office and properties and bring increased visibility to capture the attention of the UHNW 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

# 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.



## ENEWSLETTER

Ocean Home magazine offers advertisers a unique opportunity to reach an incomparable community of active buyers and renters of luxury oceanfront, oceanview, ocean accessible, and island homes and villas around the country and the globe. In addition to their search for the picture-perfect oceanfront property, villa or resort, to call home, our readers are interested in coastal architecture, nautical accessories, design, décor and outdoor lifestyle accoutrements for their ocean home.

Ocean Home magazine has multiple options for connecting and delivering your messages to a highly engaged and affluent audience putting your message right in their inbox as a partner in our monthly eNewsletter.

- 22,000+ Opt-in subscribers
- 19% Open Rate
- 15% Click through rate

PRICE: STARTING AT \$650 PER MONTH

**OCEAN HOME MAGAZINE**

**OCEAN HOME MAGAZINE MONTHLY ENEWSLETTER**

Ocean Home magazine offers advertisers a unique opportunity to reach an incomparable community of active buyers and renters of luxury oceanfront, ocean view, ocean accessible, and island homes and villas around the country and the globe. In addition to their search for the picture-perfect oceanfront property, villa or resort, to call home, our readers are interested in coastal architecture, nautical accessories, design, décor and outdoor lifestyle accoutrements for their ocean home.

Ocean Home magazine has multiple options for connecting and delivering your messages to a highly engaged and affluent audience of 22,000+ opt-ins putting your message right in their inbox as a partner in our monthly eNewsletter.

**PRICE AND SPECS**

- **DISPLAY AD:** \$500 per 300 x 250 block plus link
- **FEATURED AD:** \$700 per First position, larger image, headline (30 characters) + text (40 words) & two links
- **SHARED AD:** \$500 per Image, headline (30 characters) + text (40 words) & two links

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

**2022 RELEASE DATES**

- Feb 16
- March 16
- April 20
- May 18
- June 22
- July 13
- Aug 17
- Sept 21
- Oct 19
- Nov 16

Limited inventory. Reservations are first come, deadline 1 week prior.

**22,000** OPT-IN SUBSCRIBERS

**19%** OPEN RATE

**15%** CLICK THROUGH RATE

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

The Ocean Home digital team is committed to bringing your brand's vision to life through original, well designed and engineered digital experiences. Contact us to reach the wealthiest consumers in the world who can easily afford multiple vacation homes and products for their coastal lifestyle.

# 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.

## EXCLUSIVE EMAIL

Sent weekly on Wednesday and Sundays to Ocean Home’s discerning audience of high net worth coastal home owners and elite industry professionals.

PRICE: \$2,500



## SOCIAL MEDIA POST

Target our dedicated friends and followers across Ocean Home social platforms. We will post your images and copy on our Facebook, Instagram and Twitter channels and leverage our brand to enhance your exposure and amplify engagement.

- 60,000+ Followers.

INSTAGRAM: \$700

FACEBOOK: \$575

FACEBOOK/INSTAGRAM AD: \$ \$1,300 PER MONTH

# RobbReport.Com

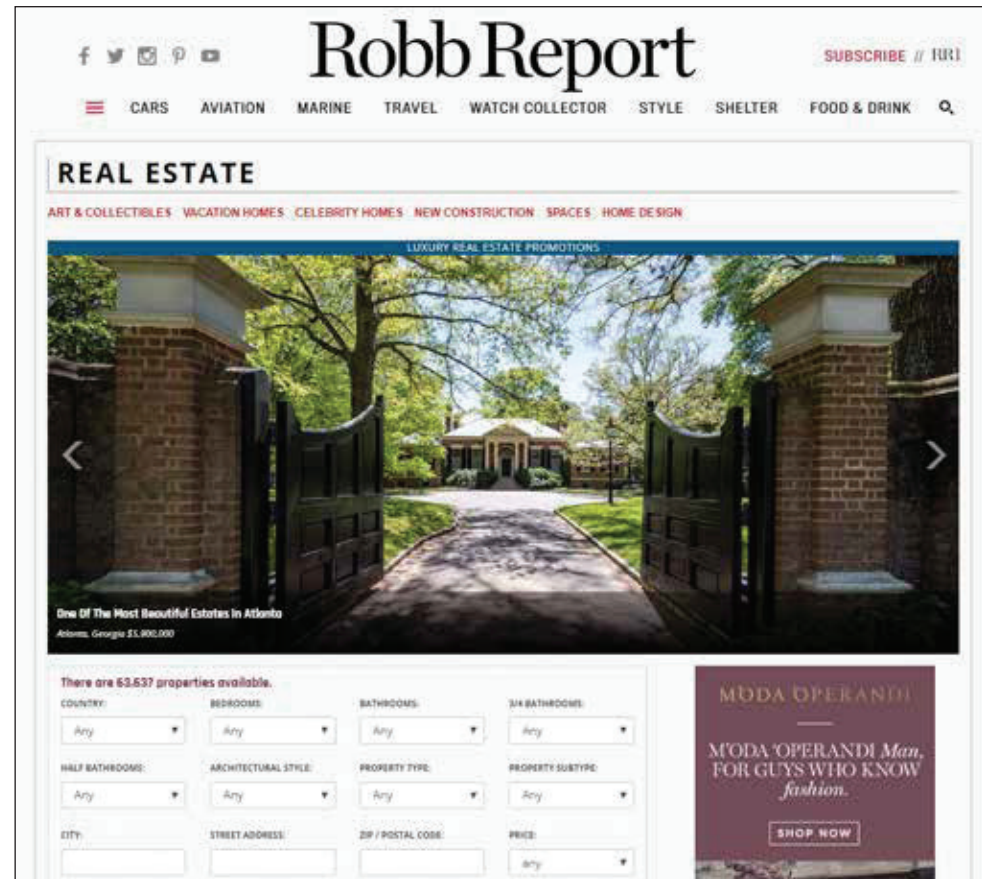
## REAL ESTATE MEDIA BAR

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

Limited Space available: only 10 properties per month are permitted

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

PRICE: \$1,250



# The Wall Street Journal Online (WSJ.Com)

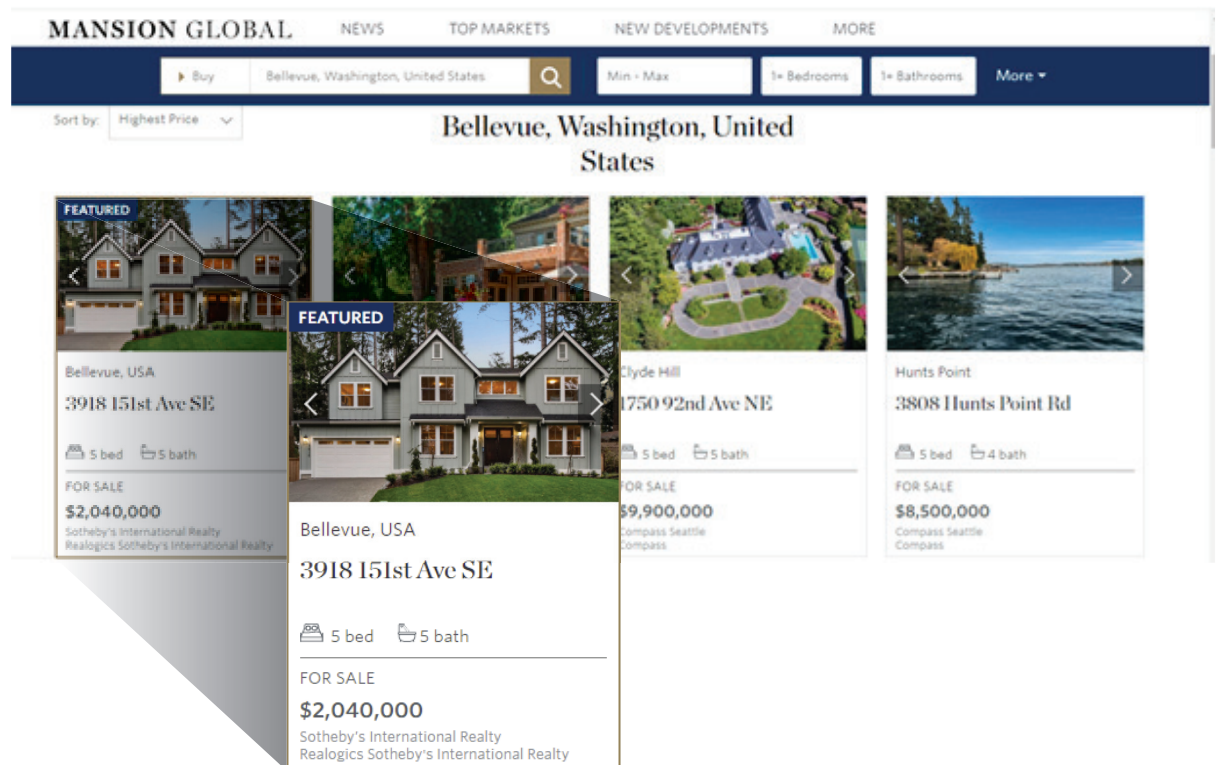
## FEATURED PROPERTY UPGRADES

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

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

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

**Included with print placement**





# The Wall Street Journal Online (WSJ.Com)

## MANSION GLOBAL HOMEPAGE HERO

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

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

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

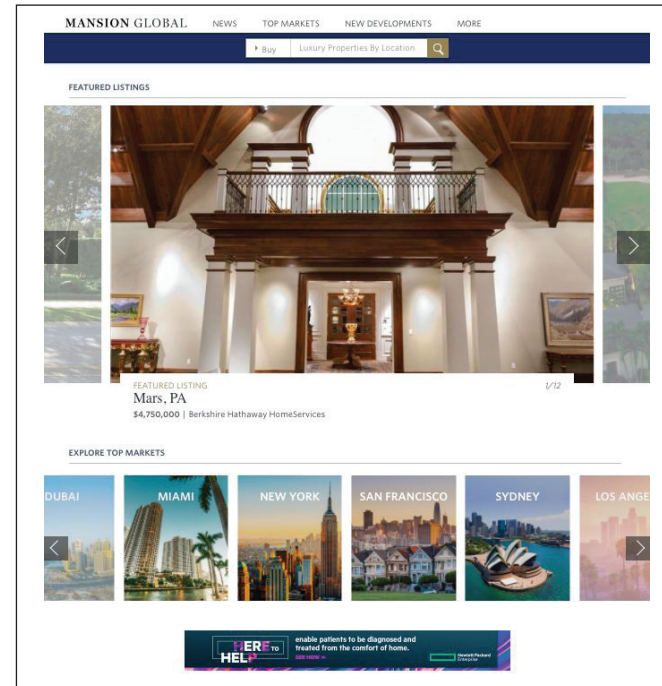


# The Wall Street Journal Online (WSJ.Com)

## THE HOMEPAGE FEATURED LISTING

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

PRICE: \$1,275/MONTH



# Print Offerings



Sotheby's  
INTERNATIONAL REALTY

# The Wall Street Journal

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

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

PRICE: \$650 SINGLE SPOT, COLOR

Includes Bonus 30 Day Digital - Featured Property Upgrade

**EXUMA, THE BAHAMAS**



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

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

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

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

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

**World-Wide**  
Biden received a string of Super Tuesday primary victories and Super Tuesday delegates in California as the two candidates broke away from the field for the first time in the race for the White House.

**Sotheby's INTERNATIONAL REALTY**

**Nothing compares to what's next.**

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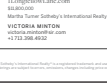



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- Average HHI: **\$113,000**
- Male/Female Ratio: **47% / 53%**
- **37%** of Sunday Globe readers have a net worth of **\$1,000,000**

PRICE: \$360 PER SPOT

# Boston Sunday Globe

OCTOBER 31, 2021

## Making history, dreaming of more

JENS OTTEHEIMLDT

Democracy is a beautiful thing, but it's also a hard-won one when you're the first to take it.

The struggle to win it back is to be expected.

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

More voters voting in neighborhoods such as AMERICA'S POLAR and BOSTON, and the city's voting rights program.

SOUTH BOSTON, WASHINGTON, AND WEST BOSTON: Areas in some of the city's most diverse neighborhoods, where voters will cast their ballots in THE 99th CONGRESS RACE UP WITH THE CITY OF BOSTON, on Oct. 31, 2021.

And Councilor Andrea Spivey George, who is running for re-election in the other regional legislative race on Oct. 31, 2021.



### 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.

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.

## 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 leader in the country with its aggressive use of free COVID-19 tests, and often one of the fastest to roll out new strategies.

But now, with the surge in COVID-19 cases, Vermont has been grappling with an alarming spike, often requiring 100 tests per day.

Health officials say the surge is a warning sign, and a sign that the state's testing strategy may need to be re-examined.

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## COMING HOME: A grisly blueprint of terror

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

\$730 PROPERTY SPOT, COLOR

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## House & Home

FTWeekend

**Never let the Will**  
With the knowledge of a professional, you can ensure your wishes are carried out.

**Sign of the Times**  
South Korea's real estate market is booming.

**Study in style**  
Homeowners in the UK are looking for ways to improve their homes.

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

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# FTWeekend

US Edition

**Food and drink festive special**

**Tips from top global chefs**

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

**Schulz reversal raises Merkel's survival hopes**

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

**Uber and the cost of the Kazan's Problem**

**Adventures on two wheels**

Sarah Jessica Parker

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# Ocean Home Magazine

## THE LUXURY COASTAL LIFESTYLE PUBLICATION

Ocean Home is an award-winning coastal lifestyle magazine dedicated to inspiring and educating readers with in-depth articles on exclusive homes and designers, insightful, first-person reports on luxurious resorts and informative stories on must-have products and accessories.

Every issue of Ocean Home inspires and educates highly affluent readers about the world's most exceptional oceanfront architecture, interior design, exclusive resorts and luxury lifestyle.

- High Net Worth Coastal Homeowners
- Luxury Hotels & Resorts
- Private Jets & Luxury Aircraft

### Demographics

- Distribution: **50,000**
- Total Audience: **135,000**
- Geographic breakdown: **United States coastal areas, Canada, Caribbean**
- Average age: **51**
- Male / Female: **49% / 51%**
- Average HHI: **\$2,400,000**
- Net Worth: **\$9,600,000**
- Primary Residence value: **\$4,900,000**

FULL PAGE + DIGITAL BANNERS: \$2,500

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# OCEAN HOME

The Luxury Coastal Lifestyle Magazine  
ISSUE 1 - 2019/2020

## TOP HOMES

THE MOST EXCLUSIVE COASTAL HOMES ON THE MARKET IN 2019



DESTINATION CALIFORNIA  
MALIBU MODERN BY DOUG BURDGE,  
CLASSIC LUXURY IN MONTECITO

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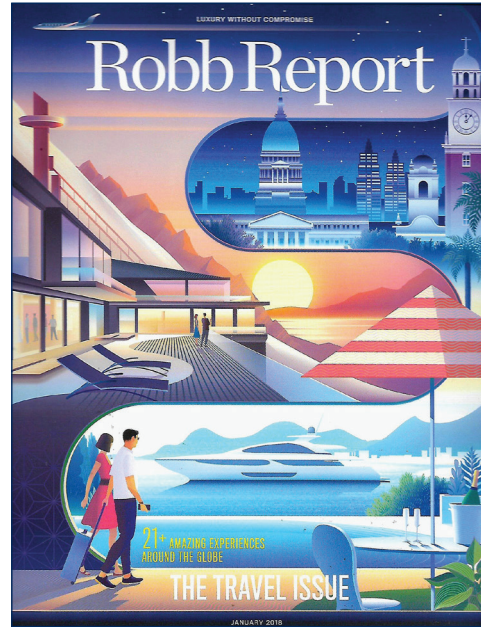
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# Robb Report

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**



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PROPERTY SPOT, COLOR: \$830

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# London Daily Telegraph

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

• Saturday Circulation: **401,000**







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## Schoolgirl to superstar in 73 days

How Emma Raducanu made sporting history

7 page US Open highlight, sport

# The Daily Telegraph

**INSIDE** John Lodon 'The Sex Pistols have ceased to exist' **Review**

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**Character homes** Discover the most viewed properties on Rightmove

**Gold rush** Is Cornwall sitting on a mining fortune? **Special Report**

**NEWS BRIEFING** **Calixt cover influenza** **China's engine starts** **US judge rules against Apple on app fees** **Labour's Shriver** **Anger at India after IHLI fund is cancelled**

## Council tax rise to pay for social care

**Duke of York served with sex assault lawsuit**

**Tech giants hinder terror fight, says Met chief**

**Face masks will be back if virus cases surge in autumn**

**Gold rush** Is Cornwall sitting on a mining fortune? **Special Report**

**NEWS BRIEFING** **Calixt cover influenza** **China's engine starts** **US judge rules against Apple on app fees** **Labour's Shriver** **Anger at India after IHLI fund is cancelled**

**Comment (10 minutes)** 20  
**Business (10 minutes)** 30  
**Weather (10 minutes)** 30

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# Schedule, Pricing & Reach



Sotheby's  
INTERNATIONAL REALTY

# Proposed Schedule, Pricing & Reach 2023

Plan 1 - All placements								
Media	Ad Description	September	October	November	December	Media Total	Reach	
<b>Sotheby's Auction House: Print</b>								
Sotheby's Magazine	Quarter Page				\$ 910.00	\$ 910.00	20,000	
<b>Sotheby's Auction House: Digital</b>								
Sotheby's Bespoke Geo-Targeted Email								
Sotheby's Bespoke Geo-Targeted Email	Massachusetts, New York, Connecticut	\$ 2,500.00				\$ 2,500.00	25,000	
<b>Digital</b>								
<b>Million Impressions*</b>								
Million Impressions	Digital Banner Program	\$ 1,195.00	\$ 1,195.00	\$ 1,195.00		\$ 3,585.00	750,000	
Million Impressions	Targeting - Boston, NY, CT, DC, Palm Beach, Miami, London, Middle East, Hong Kong, China							
<b>Comprehensive Digital</b>								
Social Mirror	Behavioral Custom program	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00		\$ 4,500.00	300,000	
<b>Elite Traveler</b>								
Online Real Estate Showcase	Online Real Estate Showcase			\$2,500		\$ 2,500.00	100,000	
<b>JamesEdition</b>								
Rotating Gallery Real Estate Page	Featured Banner	\$ 1,600.00				\$ 1,600.00	750,000	
Social Media	Listing Feature		\$ 500.00			\$ 500.00	148,000	
<b>Robbreport.com</b>								
Robbreport.com	Real Estate media bar		\$ 1,250.00			\$ 1,250.00	6,000	
<b>WSJ.com</b>								
Mansion Global Homepage	Mansion Global Homepage	\$ 2,150.00				\$ 2,150.00	164,000	
Property upgrades	Property upgrades	Bonus	Bonus	Bonus		\$ -		
<b>Ocean Home</b>								
E-Newsletter	E-Newsletter	\$ 650.00				\$ 650.00	22,000	
Custom E-Mail	Custom E-Mail		\$ 2,500.00			\$ 2,500.00	22,000	
Facebook Post	Facebook Post			\$ 575.00		\$ 575.00	21,600	
Instagram Post	Instagram Post		\$ 700.00			\$ 700.00	21,800	
Facebook/Instagram Ad	Facebook/Instagram Ad	\$ 1,300.00				\$ 1,300.00	43,400	
<b>Luxury Estate</b>								
Luxury Estate	Showcase Listing + Elite Listing Pacl	\$ 1,100.00				\$ 1,100.00		
<b>Crain's New York Business</b>								
Crain's New York Business	Daily E-Newsletter M-F		\$ 3,150.00			\$ 3,150.00	15,000	
<b>Print</b>								
<b>The Wall Street Journal</b>								
The Wall Street Journal - National	Property Spot w/Digital Featured Pi	\$ 650.00	\$ 650.00	\$ 650.00		\$ 1,950.00	1,933,272	
<b>The New York Times</b>								
The New York Times	Property Spot - Weekday/Saturday		\$ 710.00			\$ 710.00	423,111	
The New York Times Takeover	Full page w/ Digital promotion	\$ 690.00		\$ 690.00		\$ 1,380.00	336,000	
<b>Boston Globe</b>								
Boston Globe	Property Spot House Hunt Section	\$ 360.00	\$ 360.00	\$ 360.00		\$ 1,080.00	2,252,730	
<b>Financial Times</b>								
Financial Times	Property Spot	\$ 730.00	\$ 730.00	\$ 730.00		\$ 2,190.00	631,371	
<b>Ocean Home</b>								
Ocean Home	Full page + Digital Banners		\$ 2,500.00			\$ 2,500.00	70,000	
<b>Robb Report</b>								
Robb Report	Property Spot				\$ 830.00	\$ 830.00	324,000	
<b>London Daily Telegraph</b>								
London Daily Telegraph	Property Spot	\$ 750.00				\$ 750.00	322,000	
TOTAL							\$ 40,860.00	8,701,284

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

# Proposed Schedule, Pricing & Reach 2023

Plan 2	Ad Description	September	October	November	December	Media Total	Reach
<b>Media</b>							
<b>Sotheby's Auction House: Print</b>							
Sotheby's Magazine	Quarter Page				\$ 910.00	\$ 910.00	20,000
<b>Sotheby's Auction House: Digital</b>							
Sotheby's Bespoke Geo-Targeted Em Email							
Sotheby's Bespoke Geo-Targeted Em Massachusetts, New York, Connect		\$ 2,500.00				\$ 2,500.00	25,000
<b>Digital</b>							
<b>Million Impressions*</b>							
Million Impressions	Digital Banner Program	\$ 1,195.00	\$ 1,195.00	\$ 1,195.00		\$ 3,585.00	750,000
Million Impressions	Targeting - Boston, NY, CT, DC, Palm Beach, Miami, London, Middle East, Hong Kong, China						
<b>Comprehensive Digital</b>							
Social Mirror	Behavioral Custom program	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00		\$ 4,500.00	300,000
<b>JamesEdition</b>							
Rotating Gallery Real Estate Page	Featured Banner	\$ 1,600.00				\$ 1,600.00	750,000
Social Media	Listing Feature		\$ 500.00			\$ 500.00	148,000
<b>Robbreport.com</b>							
Robbreport.com	Real Estate media bar		\$ 1,250.00			\$ 1,250.00	6,000
<b>WSJ.com</b>							
Property upgrades	Property upgrades	Bonus	Bonus	Bonus		\$ -	
Mansion Global Homepage Featured	Mansion Global Homepage Feature	\$ 1,275.00				\$ 1,275.00	164,000
<b>Ocean Home</b>							
E-Newsletter	E-Newsletter	\$ 650.00				\$ 650.00	22,000
Facebook Post	Facebook Post			\$ 575.00		\$ 575.00	21,600
Instagram Post	Instagram Post		\$ 700.00			\$ 700.00	21,800
Facebook/Instagram Ad	Facebook/Instagram Ad	\$ 1,300.00				\$ 1,300.00	43,400
<b>Luxury Estate</b>							
Luxury Estate	Showcase Listing + Elite Listing Pack	\$ 1,100.00				\$ 1,100.00	
<b>Print</b>							
<b>The Wall Street Journal</b>							
The Wall Street Journal - National	Property Spot w/Digital Featured Pr	\$ 650.00	\$ 650.00	\$ 650.00		\$ 1,950.00	1,933,272
<b>The New York Times</b>							
The New York Times	Property Spot - Weekday/Saturday		\$ 710.00			\$ 710.00	423,111
The New York Times Takeover	Full page w/ Digital promotion	\$ 690.00		\$ 690.00		\$ 1,380.00	336,000
<b>Boston Globe</b>							
Boston Globe	Property Spot House Hunt Section	\$ 360.00	\$ 360.00	\$ 360.00		\$ 1,080.00	2,252,730
<b>Financial Times</b>							
Financial Times	Property Spot	\$ 730.00	\$ 730.00	\$ 730.00		\$ 2,190.00	631,371
<b>Robb Report</b>							
Robb Report	Property Spot				\$ 830.00	\$ 830.00	324,000
<b>TOTAL</b>						\$ 28,585.00	8,172,284

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

# Proposed Schedule, Pricing & Reach 2023

Plan 3	Ad Description	September	October	November	December	Media Total	Reach
<b>Media</b>							
<b>Sotheby's Auction House: Print</b>							
Sotheby's Magazine	Quarter Page				\$ 910.00	\$ 910.00	20,000
<b>Digital</b>							
<b>Million Impressions*</b>							
Million Impressions	Digital Banner Program	\$ 1,195.00	\$ 1,195.00	\$ 1,195.00		\$ 3,585.00	750,000
Million Impressions	Targeting - Boston, NY, CT, DC, Palm Beach, Miami, London, Middle East, Hong Kong, China						
<b>Comprehensive Digital</b>							
Social Mirror	Behavioral Custom program	\$ 1,500.00	\$ 1,500.00			\$ 3,000.00	200,000
<b>JamesEdition</b>							
Social Media	Listing Feature		\$ 500.00			\$ 500.00	148,000
<b>WSJ.com</b>							
Property upgrades	Property upgrades	Bonus	Bonus	Bonus		\$ -	
Mansion Global Homepage Featured	Mansion Global Homepage Feature	\$ 1,275.00				\$ 1,275.00	164,000
<b>Ocean Home</b>							
E-Newsletter	E-Newsletter	\$ 650.00				\$ 650.00	22,000
<b>Luxury Estate</b>							
Luxury Estate	Showcase Listing + Elite Listing Pack	\$ 1,100.00				\$ 1,100.00	
<b>Print</b>							
<b>The Wall Street Journal</b>							
The Wall Street Journal - National	Property Spot w/Digital Featured Pr	\$ 650.00	\$ 650.00	\$ 650.00		\$ 1,950.00	1,933,272
<b>The New York Times</b>							
The New York Times	Property Spot - Weekday/Saturday					\$ -	0
The New York Times Takeover	Full page w/ Digital promotion	\$ 690.00		\$ 690.00		\$ 1,380.00	336,000
<b>Boston Globe</b>							
Boston Globe	Property Spot House Hunt Section	\$ 360.00	\$ 360.00	\$ 360.00		\$ 1,080.00	2,252,730
<b>Financial Times</b>							
Financial Times	Property Spot		\$ 730.00	\$ 730.00		\$ 1,460.00	420,914
<b>TOTAL</b>						\$ 16,890.00	6,246,916

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