



ADVERTISING  
BRANDING  
MARKETING

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

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SKYAD.COM

# SAGEE WOODS MANOR ADVERTISING AND MARKETING PROGRAM

Highlands

**Sotheby's**  
INTERNATIONAL REALTY

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## NATIONAL & GLOBAL EXPOSURE SAGEE WOODS MANOR

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SKY Advertising is excited to present to Highlands Sotheby's International Realty a curated, multi-media marketing selection of offerings to bring ultra-high net worth buyer awareness to Sagee Woods Manor.

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 Highlands, NC.

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

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# SOTHEBY'S

## 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

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**Full Page:** \$3,640

**Half Page:** \$1,820

**Quarter Page:** \$910

**Global**



## » 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

- Georgia, Florida, California, New York, Connecticut


PRICE: \$2,500/DEPLOYMENT



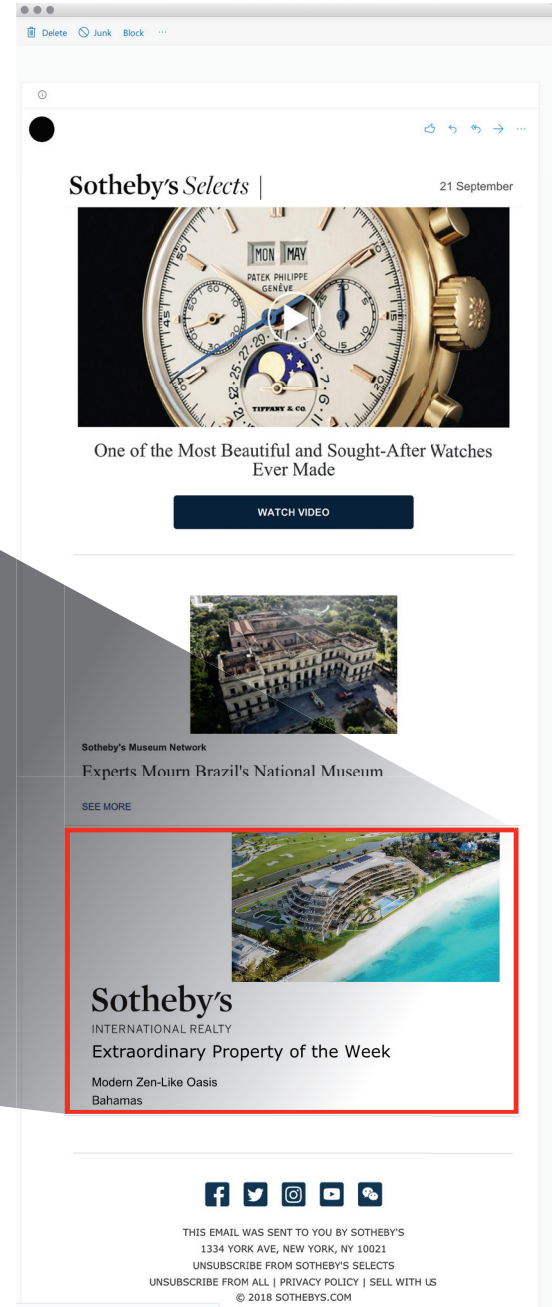
## » SOTHEBY'S SELECTS E-NEWSLETTERS

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


PRICE: \$2,350\*/DEPLOYMENT



**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](#) [i](#) [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

## » SOTHEBY'S PREFERRED E-NEWSLETTERS

- 11x Year
- Highlights auction dates and invitations
- 4,500 top Sotheby's clients (Preferred)
- 43.7% open rate

PRICE: \$3,000





**Sotheby's**

INTERNATIONAL REALTY

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# Digital Offerings

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# 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.

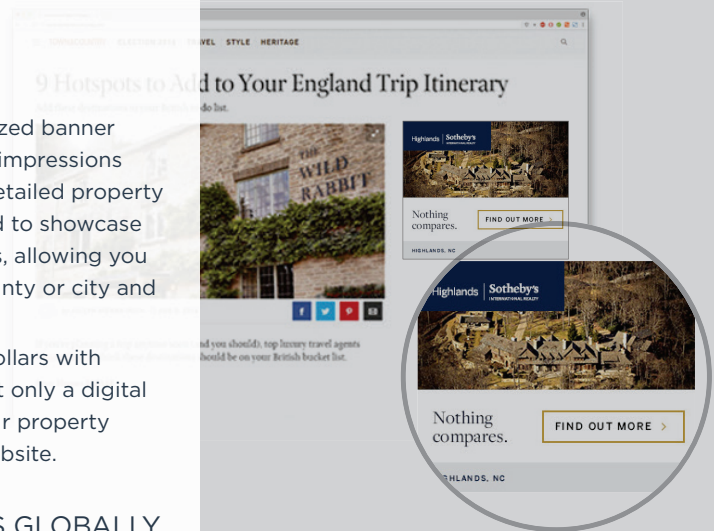
## CAMPAIGN OVERVIEW AND BUDGET

**Campaign:** Sagee Woods Manor  
**Flight Dates:** October 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.

**INVESTOR'S BUSINESS DAILY®**

**Bloomberg  
Markets**

**THE WALL STREET JOURNAL.**

**BARRON'S**

**FOX BUSINESS**



**REUTERS**

**Forbes**



Many more websites available for local to global targeting.

### » 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.

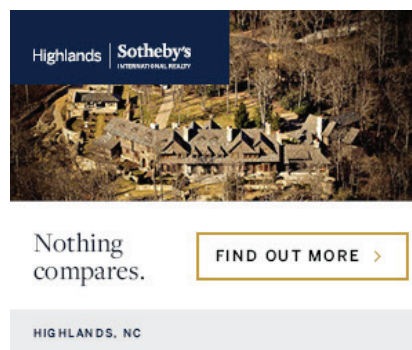
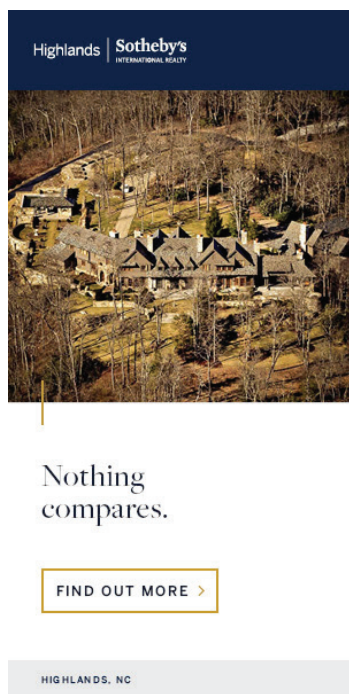
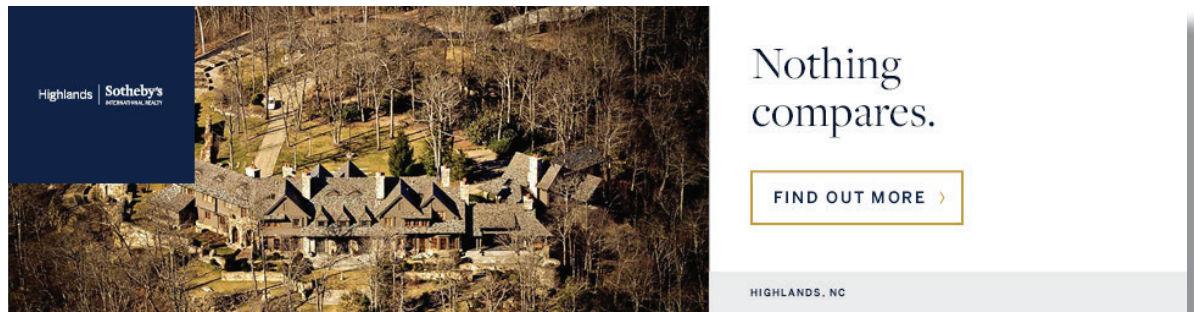


# CREATIVE - SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

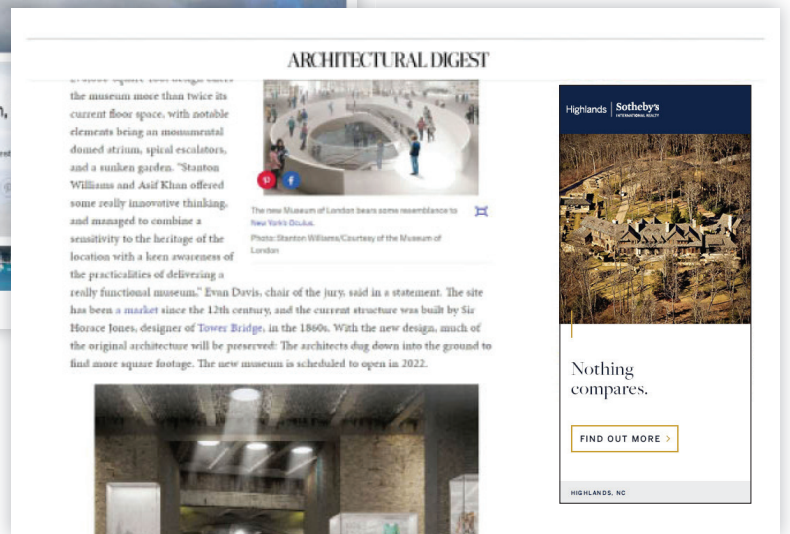
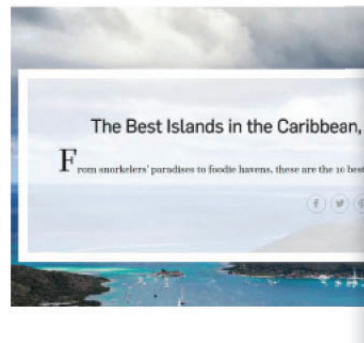
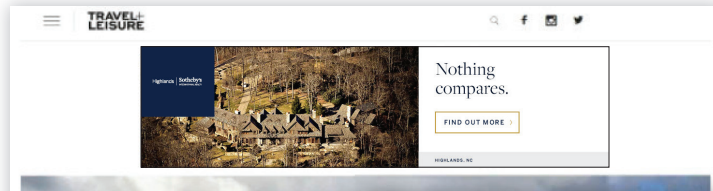
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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

Banner Production: \$350



# SAMPLE BANNERS FOR IMPRESSIONS PROGRAMS AS THEY APPEAR ON SITES

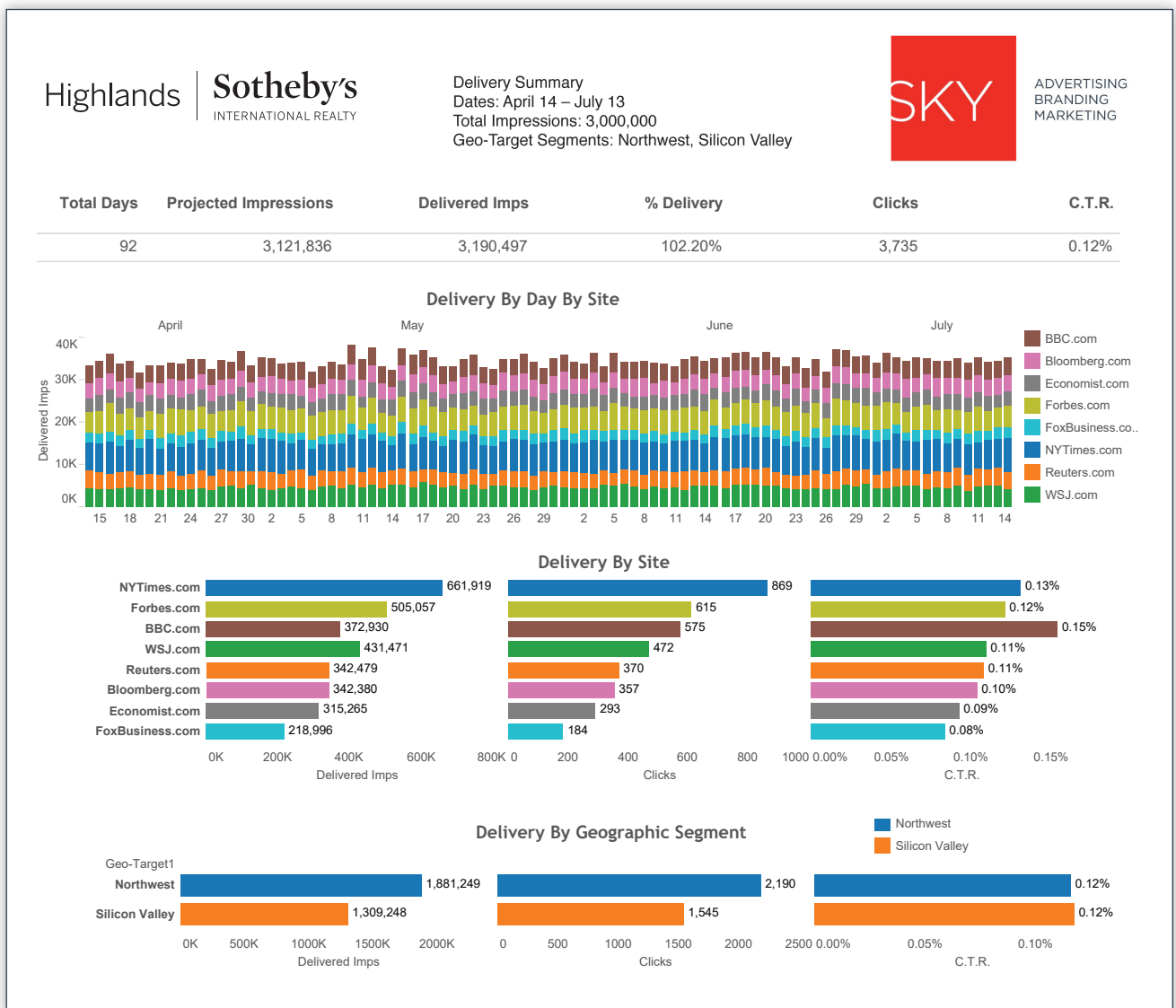


# COMPREHENSIVE REPORTING FOR YOUR CUSTOMIZED CAMPAIGN

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

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Impressions text:

After researching, we have put together an integrated program that targets a high-net-worth audience across Atlanta, Florida, New York, Los Angeles, San Francisco and Silicon Valley.

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

This will include:

- A site-specific segment of Global leading business/finance websites.
- A custom intent segment, that will allow us to show banners to adults who are actively looking for North Carolina Real Estate and living in Naples, Florida, Chicago metro area, Connecticut and Atlanta, GA..

### » SITE SPECIFIC

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

### » BEHAVIORAL TARGETING

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

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

### » MEASUREMENT

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

### » REPORTING

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





# SMART SOLUTIONS EBLAST

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

## TARGETING

Use high-quality data to reach new customers

## DELIVERABILITY

Make it to more customer's inboxes every time.

### Audience

Select High Income Zip Codes

Net Worth > \$13 Million

Household Income > \$500K

20,000 Total Emails

CUSTOM EMAIL: \$2,295



### Explore the latest luxury properties in the Bay Area

Among these buying opportunities: breathtaking opulence with floor-to-ceiling windows, and a vineyard paradise with panoramic views.  
**Schedule a private tour today.**



#### The Epitome of Luxury Bay Living

44529 Vista Grande Court, Fremont, CA

\$8,998,000

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

[View Property](#)



#### Tuscan Vineyard Oasis in Mission Hills

44989 Vista Dei Sol, Fremont, CA

\$7,998,000

Your very own custom oasis awaits in the highly desirable Mission Hills. Enjoy 8,132 square feet of extensive luxurious living space on 2.7 acres of paradise, including 2 acres of lovely Cabernet vineyards, perfect for any wine connoisseur. Nearly every room in this magnificent home offers outstanding panoramic views of city lights, bay bridges, and the beautiful Mission Hills.

[View Property](#)



**Joseph Sabeh Jr.**  
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Realtor  
Venture Sotheby's International Realty  
43513 Mission Boulevard  
Fremont, CA 94539  
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jsabeh@gmail.com

[View Website](#)

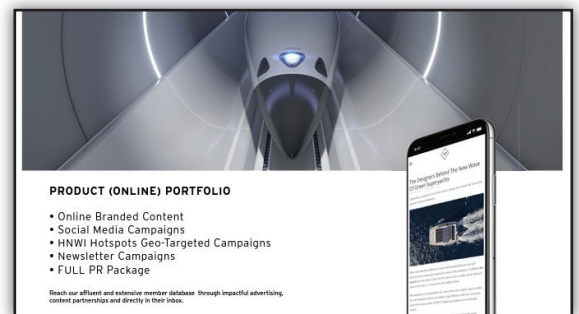
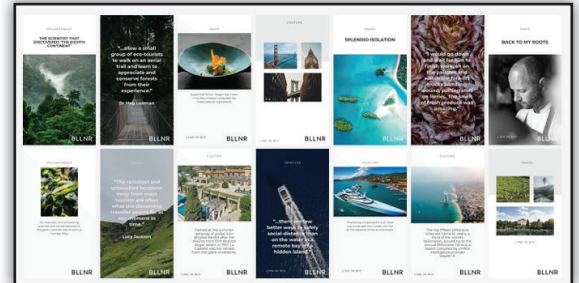
Thank you for being part of our mailing list.  
You can use [this link](#) to stop receiving our emails.  
Alternatively, mail your request to PO Box 34628, Seattle, WA 98124-1628

# BILLIONAIRE MAGAZINE

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

- **Digital Audience**
- 29% MILLIONAIRES
- **Readership stats**
- Total Print Readership - **32,000**
- Online Monthly Unique Audience - **120,000**
- Online Monthly Page Views - **240,000**
- Social Media Reach - **110,000**
- Newsletter Database - **25,000**
- 1x Online content piece - will sit on the site indefinitely and pick up organic views
- 1x Newsletter inclusion (25k subscribers) - drive content piece via newsletter
- 1x hyper-targeted social media campaign (4 weeks) - target UHNWI's on FB/IG via the Billionaire social channels, driving targeted traffic to the content piece online

**CUSTOM CONTENT + ENEWSLETTER:**  
**PRICE: \$4,300**



# DWELL REAL ESTATE

Dwell Real Estate takes a peek into modern real estate listings from every corner of the country and beyond.

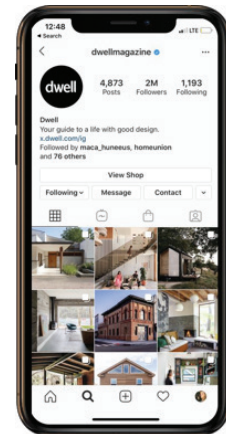
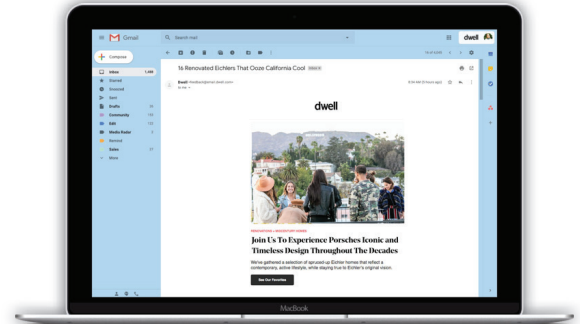
## Dwell Audience Real Estate Metrics

- Ranks Highly for a young audience, Age 25-54, that owns real estate and investment real estate (Index 275).
- Ranks #1 for an audience with plans to purchase a second house (vacation home) or remodel their home within the year (Index 259).

### PACKAGE 1: \$6,000

**Custom Article with promo on Homepage with promotion in eNewsletter.** This article will permanently live in the Dwell.com Real Estate Channel.

- Promotion of the Custom Article on Dwell.com Homepage through a promo tile.
- Promotion in a Dwell.com Enewsletter.



## ELITE TRAVELER

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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.

*elite traveler*

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

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ONLINE REAL ESTATE SHOWCASE: \$2,500 FOR ONE YEAR



## 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.

SAN FRANCISCO, PENINSULA AND SILICON VALLEY  
PRICE: \$500 PER LISTING



# JAMES EDITION.COM

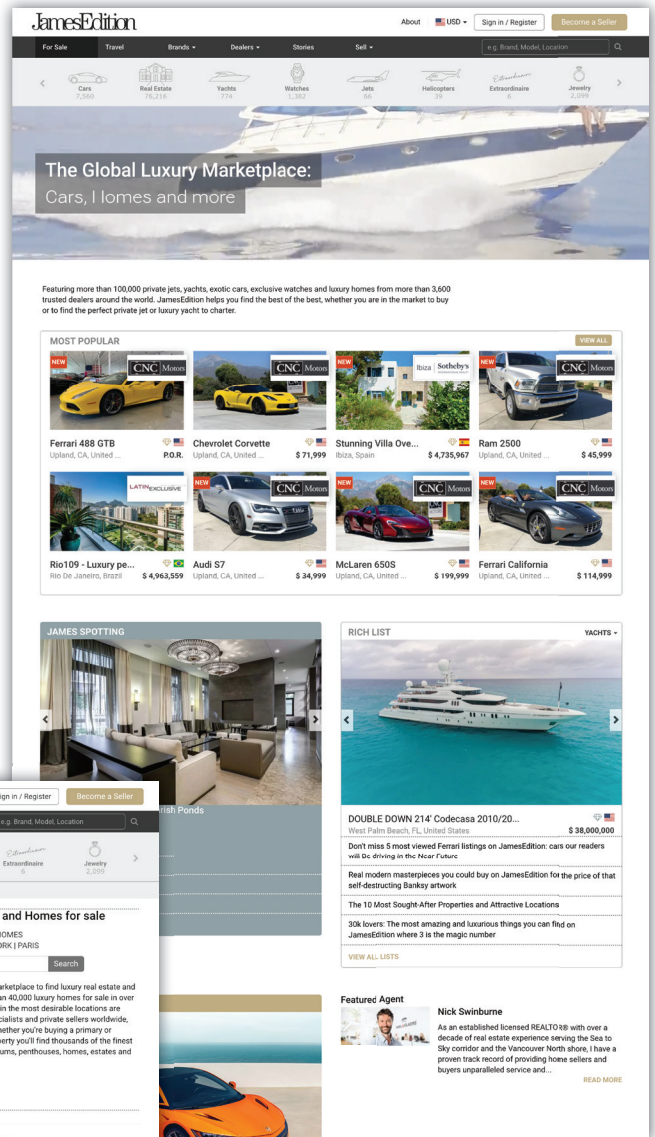
## » E-NEWSLETTER

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



# JAMES EDITION.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



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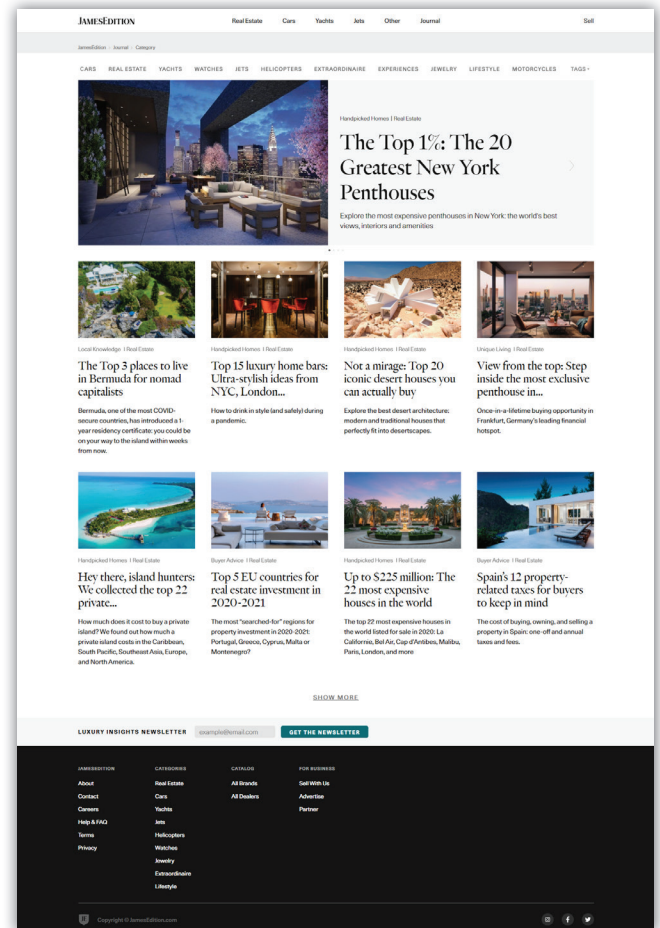
A Featured Story is an article published on the website. Articles are evergreen content. The average time that viewers spend on an article page exceeds 2 minutes indicating that article views come from the most loyal and engaged users.

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

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

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

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

Showcase your office and properties and bring increased visibility to capture the attention of the UHNW with a Social Post

- **Instagram 74.8K**
- **Facebook 31.3K**

## » PHOTO

- 1 featured listing
- 1-5 photos
- Short caption
- Listing info box
- 1 tag on pictures & caption
- Link in bio

PHOTO: \$500

## » PHOTO PLUS

- 1-5 featured listings
- 1-10 photos + text
- Long caption
- Listing info box
- 1-3 tags on pictures & caption
- Link in bio
- Repost on stories

PHOTO PLUS: \$1,000 PHOTO PLUS



## » VIDEO

- 1-5 featured listings
- 5-30 seconds video
- Reels & TikTok format
- Short caption
- Listing info box
- 1-3 tags on caption
- Link in bio

VIDEO: \$1,800

# JETSET

## » 12 MONTH GLOBAL DIGITAL CAMPAIGN

### EMAIL

Jetset Magazine offers access to over 50,000 opted-in subscribers for email marketing purposes. Luxury advertisers can instantly reach the ultra-wealthy through a banner insertion in the Jetset Magazine weekly newsletter that provides timely news about our readers' passions.

### SUBSCRIBER PROFILE

- 70% Male
- 30% Female
- Average Age: 41
- Median HHI: 2.4 Million
- Monthly Page Views: 1 Million +
- Qualified Subscribers: 50,000 +
- Customized Tracking Provided

### 12 MONTH WEB FEATURE

- 1 Million monthly page views
- 170K unique visitors

PRICE \$2,500/YEAR

The screenshot shows a digital article layout. At the top, there's a navigation bar with 'TRENDING' and 'LAST MINUTE LUXURY: THE 2022 HOLIDAY GIFT GUIDE'. Below that is a breadcrumb trail: 'Home > Lifestyle > Sports'. The main headline reads 'Diamante Announces New Golf Course with Tiger Woods Design | Construction on a 7,300-Yard Course has Begun'. A sub-headline identifies the location as 'Diamante Cabo San Lucas' and the date as 'October 27, 2012'. The article features a large hero image of a resort building overlooking a golf course. To the right, there's a 'TRACK RECORD' banner for a car, a social media share button for '@jetsetmag', and a video player. Below the main image, there are several text blocks, including a quote from Tiger Woods: "I set up the golf strategy to make golfers think and make choices." and another from Diamante CEO Ken Jewdy: "We are excited to work with Tiger Woods and his design team." The article also includes a 'SHARE ON' section with buttons for Facebook, Google+, and Twitter. At the bottom, there's an 'ABOUT THE AUTHOR' section for 'Diamante Cabo San Lucas' and a 'RELATED POSTS' section with two thumbnail images: 'The Ultimate Cabo Experience' and 'Walk Benefits Cabo San Lucas Exhilarating Vacation Packages'.

# LAND.COM

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

## Lands of America

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

## Land and Farm

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

## Land Watch

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

### » FEATURED PROPERTY

PRICE: \$750  
FEATURED ON ALL 3 LAND.COM SITES

### » DEDICATED EMAILS - TARGETED

PRICE: \$ 1,500

### » SIGNATURE LISTINGS

\$125/ONE LISTING  
\$330/3 LISTINGS  
\$1,200/12 LISTINGS



# LAND REPORT

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

- Net Worth: **89.3M**
- Household Income: **\$9.2M**

» **Top In-Bound Markets:**

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

» PORTFOLIO LISTING

PRICE: \$3,000

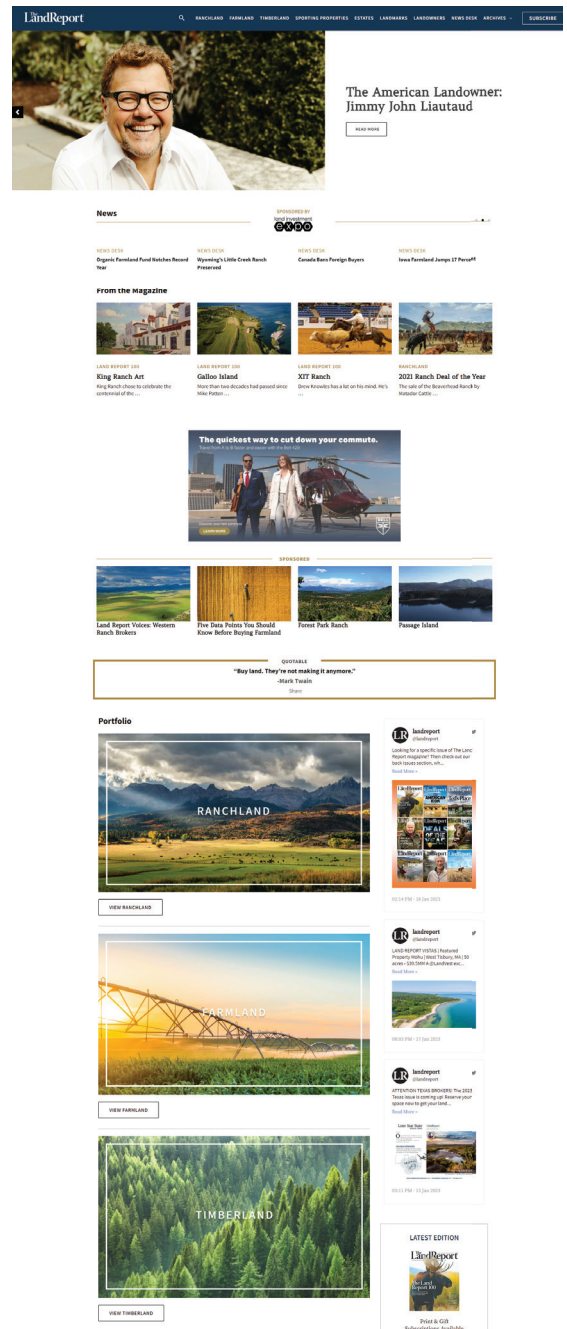
» SOCIAL MEDIA POSTS

BANNER: \$1,125  
ALL CHANNELS

» NEWSLETTER PROMOTION

ONLINE DIRECTORY LISTING: \$2,500/MONTH

# The LandReport

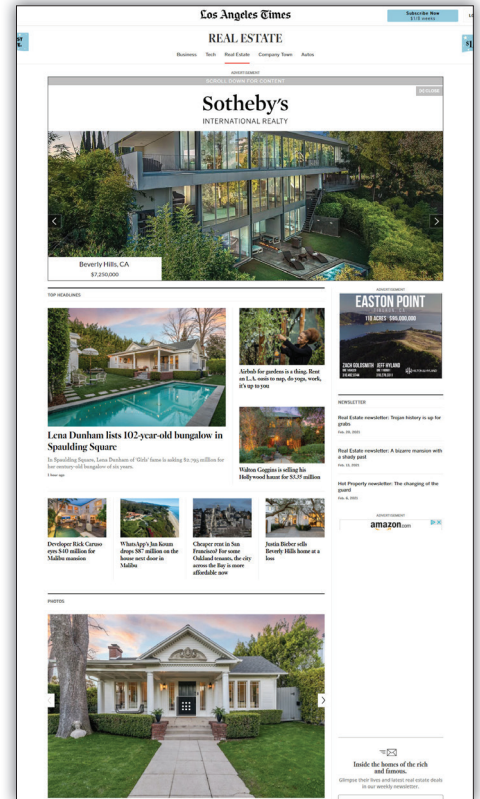


# LA TIMES

## » 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



## LA TIMES

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### » CUSTOM EMAIL

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

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

- Audience: **30K**

*Los Angeles Times*

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CUSTOM EMAIL PRICE: \$1,350/DEPLOYMENT

# 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

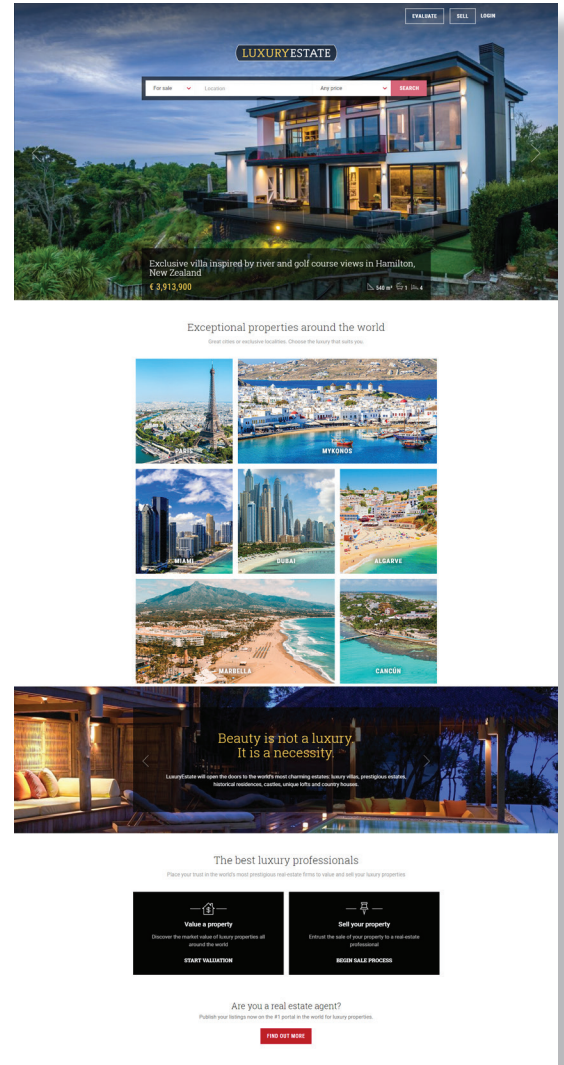
### SHOWCASE LISTING + ELITE LISTING PACKAGES

PRICES:

\$1,100 FOR 1 MONTH

\$3,250 FOR 3 MONTHS

\$5,100 FOR 6 MONTHS



# NYTIMES.COM

## » FEATURED PROPERTY MODULE


Appear right below the fold on the Real Estate section front page as you sponsor one or more of the four spots available.

- Average CTR is between **0.36-0.55%**

PRICE: \$3,000

FEATURED PROPERTIES

ADVERTISEMENT



**Una**  
Residences  
BRICKELL WATERFRONT  
**From \$2 million**  
175 SE 25th Rd. Miami, FL  
2-5 BR | 2-6.5 BA | Luxury  
Condos

Una Residences  
info@uneresidences.com



# 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 screenshot displays the Robb Report website's Real Estate section. At the top, there are social media icons and a 'SUBSCRIBE // IRL' button. The main navigation bar includes categories: CARS, AVIATION, MARINE, TRAVEL, WATCH COLLECTOR, STYLE, SHELTER, and FOOD & DRINK. Below this, the 'REAL ESTATE' section is highlighted, with sub-categories: ART & COLLECTIBLES, VACATION HOMES, CELEBRITY HOMES, NEW CONSTRUCTION, SPACES, and HOME DESIGN. A featured image shows a large estate with a brick gate and a house in the background, with the caption 'One Of The Most Beautiful Estates In Atlanta, Atlanta, Georgia \$1,900,000'. Below the image is a search filter for 63,637 properties available, with dropdown menus for Country, Bedrooms, Bathrooms, 3/4 Bathrooms, Half Bathrooms, Architectural Style, Property Type, Property Subtype, City, Street Address, ZIP / Postal Code, and Price. A 'MODA OPERANDI' advertisement is also visible on the right side of the search area.

# THE WALL STREET JOURNAL ONLINE (WSJ.COM)

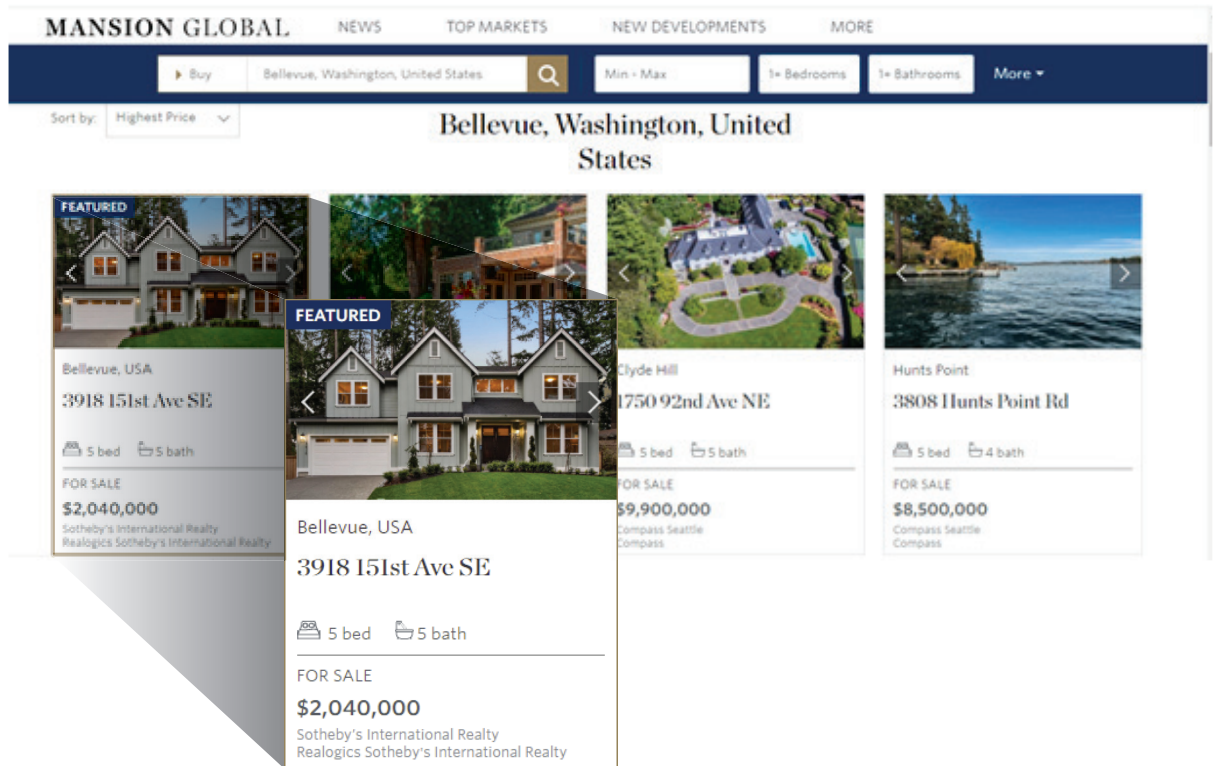
## » FEATURED PROPERTY UPGRADES

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

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



- 10 PROPERTIES: \$1,200
- 25 PROPERTIES: \$2,070
- 100 PROPERTIES: \$5,500
- BONUS WITH PRINT PLACEMENT



# THE WALL STREET JOURNAL ONLINE (WSJ.COM)

## » MANSION GLOBAL HOMEPAGE HERO

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

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



**\$2,150/MONTH OR \$2.650/W VIDEO**



# THE WALL STREET JOURNAL ONLINE (WSJ.COM)

## » MANSION GLOBAL DAILY (M-F) ENEWSLETTER

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

COST: \$3,680

View in your browser

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



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

---

**BY THE NUMBERS**

The Most Expensive Homes for Sale in Canada

ADDRESS	ASKING PRICE
1. 1902 2111 W Cordova Street, Vancouver, BC	\$38,000,000
2. 68 Brimley Park, Toronto, ON	\$33,000,000
3. 1228 Birch Avenue, Vancouver, BC	\$24,500,000
4. 1400 - 201 Cumberland Street Toronto, ON	\$21,500,000
5. 3401 Pine Crescent, Vancouver, BC	\$18,900,000
6. 1 Fernhill Court, Bute Head, BC	\$20,800,000
7. 4502 142 Street, Surrey, BC	\$20,800,000
8. 42 Ave. Fenwick, Westmont, QC	\$15,500,000
9. 7516-7518 Av. Royale, Chateau-Richer, QC	\$26,000,000
10. 2024 Hilda Lane, Ottawa, BC	\$23,900,000
10. 489 Spadina Road, Toronto, ON	\$25,000,000



Region	Average Home Price	Number of Luxury Listings (over \$3M)	Most Expensive Listing
British Columbia	\$730,333	2,119	\$38,000,000
Vancouver	\$1,487,048	870	\$38,000,000
Surrey	\$867,400	122	\$28,800,000
Whistler	\$1,053,390	26	\$25,900,000

Region	Average Home Price	Number of Luxury Listings (over \$3M)	Most Expensive Listing
Ontario	\$578,072	1,051	\$35,000,000
Toronto	\$865,817	322	\$35,000,000

Region	Average Home Price	Number of Luxury Listings (over \$3M)	Most Expensive Listing
Quebec	\$294,291	185	\$26,000,000
Westmont	\$1,376,900	32	\$26,500,000
Chateau-Richer	\$159,333	1	\$26,000,000

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**TRENDING TODAY**

 Architectural Digest Following

We found the most iconic building in every state in America: [archdgd.co/8hz6SkY](https://archdgd.co/8hz6SkY)



3:28 AM - 25 May 2018

**#AloneTogether** ad

**Staying home saves lives.**

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

Powered by  AdChoices

## THE WALL STREET JOURNAL ONLINE (WSJ.COM)

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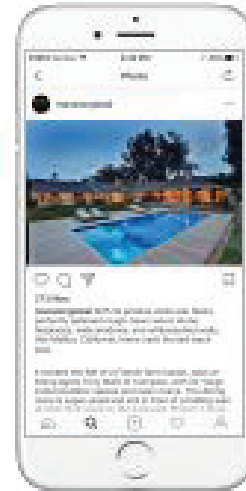
### » @MANSIONGLOBAL INSTAGRAM

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

- Followers: **76.2K**

---

\$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 *Rutli E* now for sale with Northrop & Johnson and Denison

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


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


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### 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


READ MORE



Turquoise Yachts reveals 62 metre superyacht concept Project Nautilus

READ MORE

DISCOVER THE POWER OF FLEET XPRESS FOR SUPERYACHTS



## Print Offerings

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# 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: 786,294
- Readership: 4,500,000
- Male / Female: 62% / 38%
- Average HHI: \$278,000
- Average age: 50

**SINGLE SPOT, COLOR: \$650**  
**INCLUDES BONUS 30 DIGITAL - FEATURED**  
**PROPERTY UPGRADE**

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<p><b>LAUREL, CALIFORNIA</b> Madrosen Hill \$3,000,000 Sotheby's International Realty MICHAEL BRADY mbrady@sothebysrealty.com +1805.485.3434</p>	<p><b>TEJON, CALIFORNIA</b> Estate Pointe \$1,000,000 Sotheby's International Realty LYNN KAWANISHI lkawani@sothebysrealty.com +1805.332.7722</p>	<p><b>VENICE, CALIFORNIA</b> 2701 Lincoln \$1,000,000 Sotheby's International Realty JANIS WATSON jwatson@sothebysrealty.com +1415.399.0025</p>	<p><b>WESTLAKE VILLAGE, CALIFORNIA</b> 9099 Safford \$1,000,000 Sotheby's International Realty JANIS WATSON jwatson@sothebysrealty.com +1415.399.0025</p>
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<p><b>NEW YORK, NEW YORK</b> Sotheby's International Realty HARVEY KALIKOW hkalikow@sothebysrealty.com +1212.359.7770</p>	<p><b>NEW YORK, NEW YORK</b> 241 West 57th St \$1,000,000 Sotheby's International Realty HARVEY KALIKOW hkalikow@sothebysrealty.com +1212.359.7770</p>	<p><b>NEW YORK, NEW YORK</b> Sotheby's International Realty HARVEY KALIKOW hkalikow@sothebysrealty.com +1212.359.7770</p>	<p><b>NEW YORK, NEW YORK</b> 12120 Park View \$2,500,000 Sotheby's International Realty SERENA BOGARDAN sbogardan@sothebysrealty.com +1803.262.7676</p>
<p><b>NEW YORK, NEW YORK</b> 178th Street \$1,000,000 Sotheby's International Realty ANNE KAPLAN akaplan@sothebysrealty.com +1312.271.6600</p>	<p><b>NEW YORK, NEW YORK</b> 150 West 58th St \$1,000,000 Sotheby's International Realty ANNE KAPLAN akaplan@sothebysrealty.com +1312.271.6600</p>	<p><b>NEW YORK, NEW YORK</b> 11200 Woodland \$4,200,000 Sotheby's International Realty LARA LARSON llarson@sothebysrealty.com +1312.229.2020</p>	<p><b>NEW YORK, NEW YORK</b> 12120 Park View \$2,500,000 Sotheby's International Realty SERENA BOGARDAN sbogardan@sothebysrealty.com +1803.262.7676</p>
<p><b>SUPTON, SOUTH CAROLINA</b> Sotheby's International Realty CHRIS THOMAS cthomas@sothebysrealty.com +1352.564.1844</p>	<p><b>LAKE ELMORE, SOUTH CAROLINA</b> 12120 Park View \$2,500,000 Sotheby's International Realty SERENA BOGARDAN sbogardan@sothebysrealty.com +1803.262.7676</p>	<p><b>LAKE ELMORE, SOUTH CAROLINA</b> 12120 Park View \$2,500,000 Sotheby's International Realty SERENA BOGARDAN sbogardan@sothebysrealty.com +1803.262.7676</p>	<p><b>LAKE ELMORE, SOUTH CAROLINA</b> 12120 Park View \$2,500,000 Sotheby's International Realty SERENA BOGARDAN sbogardan@sothebysrealty.com +1803.262.7676</p>
<p><b>APRITA, TEXAS</b> 1200 Hacienda \$1,000,000 Sotheby's International Realty KARLA GONZALEZ kgonzalez@sothebysrealty.com +1512.425.0000</p>	<p><b>SEATTLE, WASHINGTON</b> Hawk Nest \$1,000,000 Sotheby's International Realty KARLA GONZALEZ kgonzalez@sothebysrealty.com +1512.425.0000</p>	<p><b>DOONWOOD, WISCONSIN</b> 432 West Beach Road \$1,000,000 Sotheby's International Realty PETER MANDEL pmandel@sothebysrealty.com +1414.364.2000</p>	<p><b>SEBASTOPOLIS, WISCONSIN</b> 5357 Hunt Club Road \$1,000,000 Sotheby's International Realty PETER MANDEL pmandel@sothebysrealty.com +1414.364.2000</p>

## THE WALL STREET JOURNAL

WEDNESDAY, MARCH 1, 2017 • VOL. CXXIX, NO. 32

NEW YORK 178.14 • LOS ANGELES 178.14 • CHICAGO 178.14 • SAN FRANCISCO 178.14 • WASHINGTON 178.14 • LONDON 178.14 • TOKYO 178.14 • HONG KONG 178.14 • SYDNEY 178.14 • AUCKLAND 178.14 • SAO PAULO 178.14 • RIO DE JANEIRO 178.14 • BEIRUT 178.14 • CAIRO 178.14 • JERUSALEM 178.14 • TEL AVIV 178.14 • MEXICO CITY 178.14 • BUENOS AIRES 178.14 • SANTIAGO 178.14 • LIMA 178.14 • QUITO 178.14 • BOGOTA 178.14 • LIMA 178.14 • QUITO 178.14 • BOGOTA 178.14

### Fed Cuts Rates Amid Virus Fears

Stocks, bond yields fall as investors seek safety. The Federal Reserve cut its benchmark interest rate to a range between 0.25% and 0.50% on Wednesday, the first change in rates since the Fed raised them in December. The move was widely expected, but the sharp decline in Treasury yields and the rise in stock prices surprised some investors. The Fed's decision was seen as a response to concerns about the global economy, particularly in light of the outbreak of the novel coronavirus in China.

### Biden Picks Up String of Victories, Sanders Logs Big Win in California

Former Vice President Joe Biden took the stage in Los Angeles after a win in a string of Super Tuesday primary contests. Biden's victory in California was a significant win for the Democratic Party, as he secured a large number of electoral college votes. Bernie Sanders also performed well in California, finishing second in the state's primary. The results are seen as a boost for Biden's campaign, but Sanders' strong showing in California remains a challenge for Biden.

### Shaky Ground

The market's recent move past a peak in credit spreads has led to a re-evaluation of the risk environment. Investors are now looking for signs of a recovery in the global economy, particularly in light of the outbreak of the novel coronavirus in China. The market's volatility is expected to continue as investors seek to gauge the impact of the Fed's rate cut and the global economic situation.

### Minnesota Resorts Are On Thin Ice

Shakiness in the market has led to a re-evaluation of the risk environment. Investors are now looking for signs of a recovery in the global economy, particularly in light of the outbreak of the novel coronavirus in China. The market's volatility is expected to continue as investors seek to gauge the impact of the Fed's rate cut and the global economic situation.

### Many U.S. Cities See Downturn at Hand

Booming regions may face fiscal weakness in places hit by the downturn. The U.S. economy is showing signs of a slowdown, and many cities are facing fiscal challenges. The downturn in the global economy is expected to continue as investors seek to gauge the impact of the Fed's rate cut and the global economic situation.

### Salesforce #1 CRM





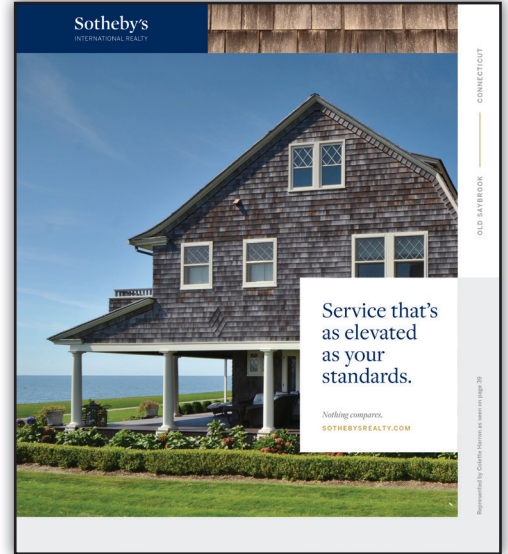


# THE NEW YORK TIMES TAKEOVER

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

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

**FULL PAGE, COLOR: \$690**  
**INCLUDES DIGITAL PROMOTION AND**  
**DIGITAL FLIPBOOK**



# ARCHITECTURAL DIGEST REGIONAL PAGES

## Inspire Affluent Buyers

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

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

### FULL PAGE, COLOR

STATE OF GEORGIA: \$3,900

STATE OF FLORIDA: \$6,310

ATLANTA: \$2,190

SOUTH FLORIDA: \$2,730

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



**Sotheby's**  
INTERNATIONAL REALTY

**550+ acres in Litchfield County**

Villa Carlotta - A grand Tuscan-style estate spectacularly situated on 550+ acres in the heart of Litchfield County offers unparalleled privacy and security as well as magnificent views of MA, CT and NY. Inviting terraces and formal gardens complete this enchanting property with dramatic views of the surrounding wooded hillsides.

<p>3416 1/2 Mile Road 950.000.000 VIA@sothebysrealty.com</p>	<p><b>Joseph Barbieri</b> Senior Global Real Estate Advisor 203.842.2025 joseph.barbieri@sothebysrealty.com</p>	<p><b>Diana Imperatore Biscalle</b> Senior Global Real Estate Advisor 917.513.5203 dbiscalle@sothebysrealty.com</p>
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SOtheby's INTERNATIONAL REALTY - GREEDWICH BROKERAGE | WILLIAM FITZ SOtheby's INTERNATIONAL REALTY

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## BILLIONAIRE MAGAZINE

Billionaire is a sophisticated, extremely high-end luxury publication curated for a controlled and selected subscriber list of UHNWIs globally. The core values of the publication consist of Philanthropy, Sustainability, The Finest Artists and Craftspeople, Investments, as well as exploring unique travel experiences and high-end luxury products globally for our readers. Billionaire provides indepth articles on meaningful projects, initiatives, and peer-to-peer conversations on UHNW-relevant issues.

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

**FULL PAGE: \$8,125**  
**Global**



# 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: 69% / 31%
- Average HHI: \$7.9M
- Average Net Worth: \$32M

LUXURY HOMES FEATURE: \$4,500

# elite traveler



# 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% Male / 14% Female
- **Average household income:** \$338,000
- **Median age:** 51

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



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<p><b>MOSCOW, RUSSIA</b>                  Redwood and cherry wood veneer                  Moscow Sotheby's International Realty                  +7 495 312 2111</p>	<p><b>PARADISE ISLAND, BAHAMAS</b>                  Classic Club Beachfront and Martin A.S.I.                  \$2,800,000 or inquire www.0143871                  Contact Sotheby's International Realty                  SAMRA COLBY                  www.soiintl.com +1 202 274 2434</p>		
<p><b>UNION-CORRAL, BRITISH COLUMBIA</b>                  Kestrel at Little Dix Bay                  This new project is located in the heart of the                  vibrant village of Sotheby's International Realty                  MARTHA KEE                  +1 284 432 5255</p>	<p><b>LOS ANGELES, CALIFORNIA</b>                  \$6,000,000                  Los Angeles Eclectic Contemporary with 30 acre                  GINA GIBBY, JILLIAN ROYCE                  +1 310 367 7087</p>	<p><b>WESTPORT, CONNECTICUT</b>                  40 Wistany Street                  \$2,250,000   inquire.com                  William Pitt Sotheby's International Realty                  LARNEE FICHT   MORGANE WELSHAW                  +1 203 227 1246</p>	<p><b>ROSEMONT, MASSACHUSETTS</b>                  20 Jug End Road                  \$4,000,000   inquire.com                  William Pitt Sotheby's International Realty                  MARTHA KEE                  +1 415 827 4599</p>
<p><b>BOOTHBROOK, MASSACHUSETTS</b>                  1799 Northfield Road                  \$4,500,000                  William Pitt Sotheby's International Realty                  MARTHA KEE                  +1 415 827 4599</p>	<p><b>OLD WESTBURY, NEW YORK</b>                  \$10,000,000                  Great Oak Sotheby's International Realty                  MARIANNE WELLS   JENNIFER HOFFER   LYNN HOFFER   BILLY                  +1 516 336 8111</p>	<p><b>SCARSDALE, NEW YORK</b>                  109 Massena Road                  \$4,000,000                  J.P. Sotheby's International Realty                  LIZ WINDAHL                  +1 914 306 5000</p>	<p><b>ALBERTON, SOUTH CAROLINA</b>                  81 Oak Tree Road                  \$3,800,000   inquire.com   inquire.com                  Call Sotheby's International Realty                  COLLEEN WISER GROUP                  +1 843 838 4451</p>

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# 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

We help you turn someday into right now.

Nothing compares.  
SOTHEBYSREALTY.COM

CALIFORNIA  
PACIFIC PALISADES  
Represented by: Jennifer Egan & Adam Derrico as seen on the cover of the magazine.

**Sotheby's**  
INTERNATIONAL REALTY

**Italian-French Inspired Villa**

Nestled just below the Santa Monica Mountains is Steve Giannetti's architectural masterpiece, "The Golden Circle," representing "no beginning and no end." Custom built by Morrow & Morrow, Italian and French designs are seamlessly blended to bring sunlight and tranquility into every room.

**Graham Larson**  
310.303.0997  
@grahamlarson.com  
graham.larson@sothebyrealty.com

8761 Muirkingdom Avenue  
\$7,280,000  
818MuirkingdomAve.com

PACIFIC PALISADES BROKERAGE | 8308 SUNSET BOULEVARD, PACIFIC PALISADES, CA 90272 | SOTHEBYSREALTY.COM

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**Golden Gate** | **Sotheby's**  
INTERNATIONAL REALTY

**Timeless Elegance**

Waterfront living, captivating views, classic architecture and elegance define this ultra-prime residence on the western shore of Belvedere. Designed by renowned architect Warren Callister, the stately home exemplifies the Belvedere, with approx. 9,500 sq ft of living space including guest quarters, for a total of 7 bedrooms, 6 full and 2 half baths.

**Sarkisian Bullock Team**  
616.420.0275  
415.517.7720  
tsarkisian@igvr.com

310 Belvedere Ave., Belvedere, CA  
\$36,500,000  
goldenstate.com

GOLDEN GATE SOTHEBY'S INTERNATIONAL REALTY

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# LOS ANGELES TIMES HOT PROPERTY AND DIGITAL LIGHTHOUSE

## » LOS ANGELES TIMES HOT PROPERTY

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

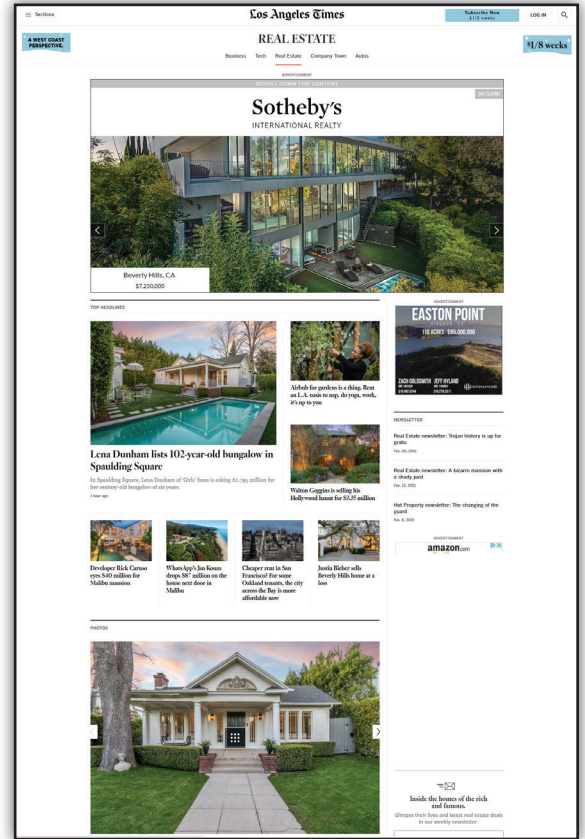
- LA Times Saturday readers are over 3x more likely to own a home valued at \$2 million+ than the average adult in the market.
- 2.1MM of readers are affluent with a Median HHI of \$186K and 19% more likely to look for a new home in the next 12 months.
- 74% are business decision makers more likely to be CEOs, Presidents or VPs.
- 32% of readers are more likely to own a second home or real estate property.
- Saturday Print Circulation: 56,000
- Saturday 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

FULL COLOR WITH 30 DAY LIGHTHOUSE PLACEMENT: \$390/SPOT



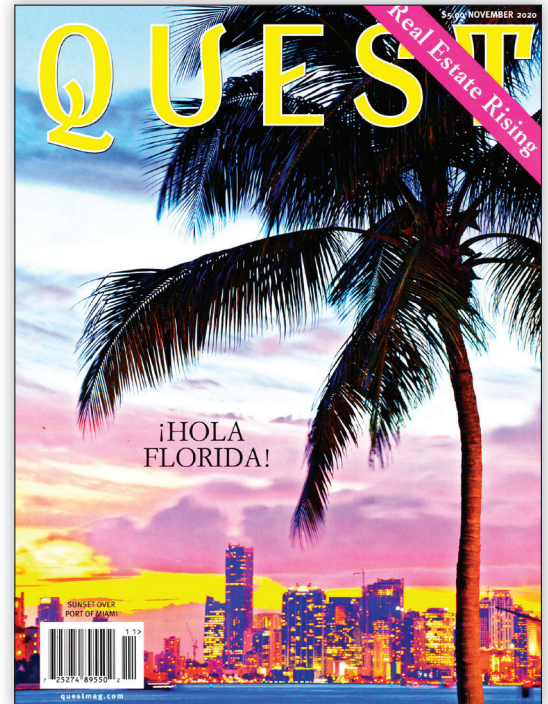


## QUEST

QUEST and its unique audience share an inseparable connection ... a passion for taste, style, and luxury. QUEST readers are educated, affluent, and transaction-oriented. QUEST audience includes three generations of readers — Millennials, Gen Xers and Baby Boomers, those who helped launch the magazine and those who grew up with it. QUEST provides the most appropriate advertising vehicle for luxury goods, services and consumables. QUEST uncovers the latest trends in real estate, entertainment, art, antiques, fashion, luxury goods, travel, music, and philanthropy in every issue.

- **Total Audience:** 631,750 readers
- **Average HHI:** \$1,437,000
- **Average HHnw:** \$13,900,000
- **3.6 out of 5 own a secondary home**
- **Male/Female:** 44% / 56%
- **Median Age:** 43.4

FULL PAGE \$3,900



## 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:** 44
- **Male / Female Ratio:** 79/21
- **Average HHI:** \$484,000
- **Average HNW:** \$2,800,000

TRIPLE PROPERTY SPOT: \$2,490

PROPERTY SPOT: \$830

Global



# Schedule, Pricing & Reach 2023

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# SCHEDULE, PRICING & REACH 2023

Plan 1	Ad Description	October	November	December	January	Media Total	Reach	
<b>Media</b>								
<b>Sotheby's Auction House: Print</b>								
Sotheby's Magazine	Half Page			\$ 1,820.00		\$ 1,820.00	20,000	
<b>Sotheby's Auction House: Digital</b>								
Sotheby's Bespoke Geo-Targeted Emails	Email							
Sotheby's Bespoke Geo-Targeted Emails	Georgia, Florida, California, New York, Connecticut	\$ 2,500.00				\$ 2,500.00	25,000	
Sotheby's Selects Enewsletter	Sotheby's Selects Enewsletter			\$ 2,350.00		\$ 2,350.00	488,357	
Sotheby's Preferred Enewsletter	Sotheby's Preferred Enewsletter				\$ 3,000.00	\$ 3,000.00	7,500	
<b>Digital</b>								
<b>Million Impressions*</b>								
Million Impressions	Digital Banner Program	\$ 1,625.00	\$ 1,625.00	\$ 1,625.00		\$ 4,875.00	1,500,000	
Million Impressions	Targeting - Atlanta, Florida, California, NYC Metro							
<b>Smart Solutions Eblast</b>								
Smart Solutions Eblast	Custom Email		\$ 2,295.00			\$ 2,295.00	29,000	
<b>Dwell.com</b>								
Real Estate Package 1	Custom Article with Homepage and eNewsletter promo		\$ 6,000.00			\$ 6,000.00	110,000	
<b>Elite Traveler</b>								
Online Real Estate Showcase	Online Real Estate Showcase			\$2,500		\$ 2,500.00	100,000	
<b>Nob Hill Gazette</b>								
Nob Hill Gazette San Francisco, Peninsula and Silicon Valley	OTM On the Market eNewsletter	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 2,000.00	26,000	
<b>JamesEdition</b>								
Rotating Gallery Home Page	Featured Banner	\$ 2,000.00				\$ 2,000.00	750,000	
Rotating Gallery Real Estate Page	Featured Banner			\$ 1,600.00		\$ 1,600.00	750,000	
Featured Article and e-Newsletter promotion	e-Newsletter		\$ 5,500.00			\$ 5,500.00	294,000	
Social Media	Listing Feature	\$ 1,000.00			\$ 1,000.00	\$ 2,000.00	296,000	
<b>JetSet Magazine</b>								
JetSet Magazine	Annual Global Campaign		\$2,500			\$ 2,500.00	2,140,000	
<b>LA Times</b>								
Lighthouse Fixed Position - Hot Property Page	Lighthouse Fixed Position - Hot Property Page	Bonus	\$ 325.00	Bonus		\$ 325.00	425,000	
Custom Email	Custom Email		\$ 1,350.00			\$ 1,350.00	30,000	
<b>Land.com</b>								
Platinum Featured Property	Featured on all 3 Land.com sites		\$ 750.00			\$ 750.00		
Dedicated Emails - targeted*	Dedicated Emails - targeted*		\$ 1,500.00			\$ 1,500.00	5,000	
Signature Listings	Listing upgrades		\$330			\$ 330.00		
<b>Land Report</b>								
Portfolio Listing	Featured Listing						13,000	
Social Media Posts	Banners		\$5,000			\$ 5,000.00	60,000	
Enewsletter Promotion	Online Directory Listing						25,000	
<b>NYTimes.com</b>								
NYTimes.com Property Module	NYTimes.com Property Module	\$ 3,000.00				\$ 3,000.00	55,603	
<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		\$ 4,300.00	328,000	
Mansion Global e-Newsletter	Daily Monday-Friday		\$ 3,680.00			\$ 3,680.00	17,000	
Property upgrades	Property upgrades	Bonus	Bonus	Bonus		\$ -		
Mansion Global Instagram	Mansion Global Instagram	\$ 1,775.00				\$ 1,775.00	76,200	
<b>Billionaire</b>								
Custom Content + Enewsletter	Custom Content + Enewsletter		\$ 4,300.00			\$ 4,300.00	50,000	
<b>Yachting E-newsletter</b>								
Boat International	Boat International	\$ 750.00				\$ 750.00	25,600	
<b>Luxury Estate</b>								
Luxury Estate	Showcase Listing + Elite Listing Packages		\$3,250			\$ 3,250.00		
<b>Print</b>								
<b>The Wall Street Journal</b>								
The Wall Street Journal - National	Property Spot w/Digital Featured Property Upgrade	\$ 650.00	\$ 650.00	\$ 650.00		\$ 1,950.00	1,933,272	
<b>The New York Times</b>								
The New York Times	Property Spot - Weekday/Saturday	\$ 710.00				\$ 710.00	423,111	
The New York Times Takeover	Full page w/ Digital promotion		\$ 690.00			\$ 690.00	168,000	
<b>Billionaire Magazine</b>								
Billionaire Magazine	Full Page			\$ 8,125.00		\$ 8,125.00	14,791	
<b>Conde Nast Magazines</b>								
Architectural Digest - State of Georgia	Full Page				\$ 3,900.00	\$ 3,900.00	20,000	
Architectural Digest - State of Florida	Full Page				\$ 6,310.00	\$ 6,310.00	43,000	
<b>Elite Traveler</b>								
Elite Traveler	Luxury Homes Feature			\$ 4,500.00		\$ 4,500.00	111,400	
<b>Financial Times</b>								
Financial Times	Triple Property Spot	\$ 2,190.00		\$ 2,190.00		\$ 4,380.00	386,674	
Financial Times	Property Spot		\$ 730.00			\$ 730.00	193,337	
<b>The Los Angeles Times</b>								
The Los Angeles Times	Hot Property - listing + digital lighthouse	\$ 390.00		\$ 390.00		\$ 780.00	441,560	
The Los Angeles Times	Takeover		\$ 610.00			\$ 610.00	220,780	
<b>Quest</b>								
Quest	Full page		\$ 3,900.00			\$ 3,900.00	92,800	
<b>Robb Report</b>								
Robb Report	Triple Property Spot			\$ 2,490.00		\$ 2,490.00	324,000	
<b>TOTAL</b>							\$ 111,575.00	12,024,985
*After 6 months the Impressions Program may be adjusted after evaluation of budget and strategy								
Pricing Subject to Change								

# SCHEDULE, PRICING & REACH 2023

Plan 2	Ad Description	October	November	December	January	Media Total	Reach
<b>Media</b>							
<b>Sotheby's Auction House: Print</b>							
Sotheby's Magazine	Half Page			\$ 1,820.00		\$ 1,820.00	20,000
<b>Sotheby's Auction House: Digital</b>							
Sotheby's Bespoke Geo-Targeted Emails	Email						
Sotheby's Bespoke Geo-Targeted Emails	Georgia, Florida, California, New York, Connecticut	\$ 2,500.00				\$ 2,500.00	25,000
Sotheby's Preferred Enewsletter	Sotheby's Preferred Enewsletter				\$ 3,000.00	\$ 3,000.00	7,500
<b>Digital</b>							
<b>Million Impressions*</b>							
Million Impressions	Digital Banner Program	\$ 1,625.00	\$ 1,625.00	\$ 1,625.00		\$ 4,875.00	1,500,000
Million Impressions	Targeting - Atlanta, Florida, California, NYC Metro						
<b>Smart Solutions Eblast</b>							
Smart Solutions Eblast	Custom Email		\$ 2,295.00			\$ 2,295.00	29,000
<b>Dwell.com</b>							
Real Estate Package 1	Custom Article with Homepage and eNewsletter promo		\$ 6,000.00			\$ 6,000.00	110,000
<b>Online Real Estate Showcase</b>							
Online Real Estate Showcase	Online Real Estate Showcase			\$2,500		\$ 2,500.00	100,000
<b>Nob Hill Gazette</b>							
Nob Hill Gazette San Francisco, Peninsula and Silicon Valley	OTM On the Market eNewsletter	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 2,000.00	26,000
<b>JamesEdition</b>							
Rotating Gallery Home Page	Featured Banner	\$ 2,000.00				\$ 2,000.00	750,000
Featured Article and e-Newsletter promotion	e-Newsletter		\$ 3,300.00			\$ 3,300.00	294,000
Social Media	Listing Feature		\$ 1,000.00		\$ 500.00	\$ 1,500.00	296,000
<b>JetSet Magazine</b>							
JetSet Magazine	Annual Global Campaign			\$2,500		\$ 2,500.00	2,140,000
<b>LA Times</b>							
Lighthouse Fixed Position - Hot Property Page	Lighthouse Fixed Position - Hot Property Page	Bonus	\$ 325.00	Bonus		\$ 325.00	425,000
Custom Email	Custom Email		\$ 1,350.00			\$ 1,350.00	30,000
<b>Land.com</b>							
Platinum Featured Property	Featured on all 3 Land.com sites		\$ 750.00			\$ 750.00	
Signature Listings	Listing upgrades		\$330			\$ 330.00	
<b>Land Report</b>							
Enewsletter Promotion	On the Market Listing		\$ 2,500.00			\$ 2,500.00	25,000
<b>RobbReport.com</b>							
RobbReport.com	Real Estate media bar		\$ 1,250.00			\$ 1,250.00	6,000
<b>WSJ.com</b>							
Mansion Global Homepage	Mansion Global Homepage	\$ 2,150.00				\$ 2,150.00	164,000
Property upgrades	Property upgrades	Bonus	Bonus	Bonus		\$ -	
Mansion Global Instagram	Mansion Global Instagram	\$ 1,775.00				\$ 1,775.00	76,200
<b>Billionaire</b>							
Custom Content + Enewsletter	Custom Content + Enewsletter		\$ 4,300.00			\$ 4,300.00	50,000
<b>Yachting E-newsletter</b>							
Boat International	Boat International	\$ 750.00				\$ 750.00	25,600
<b>Luxury Estate</b>							
Luxury Estate	Showcase Listing + Elite Listing Packages		\$3,250			\$ 3,250.00	
<b>Print</b>							
<b>The Wall Street Journal</b>							
The Wall Street Journal - National	Property Spot w/Digital Featured Property Upgrade	\$ 650.00	\$ 650.00	\$ 650.00		\$ 1,950.00	1,933,272
<b>The New York Times</b>							
The New York Times	Property Spot - Weekday/Saturday	\$ 710.00				\$ 710.00	423,111
The New York Times Takeover	Full page w/ Digital promotion		\$ 690.00			\$ 690.00	168,000
<b>Conde Nast Magazines</b>							
Architectural Digest - Atlanta	Full Page				\$ 2,190.00	\$ 2,190.00	13,000
Architectural Digest - South Florida	Full Page				\$ 2,730.00	\$ 2,730.00	16,000
<b>Elite Traveler</b>							
Elite Traveler	Luxury Homes Feature			\$ 4,500.00		\$ 4,500.00	111,400
<b>Financial Times</b>							
Financial Times	Triple Property Spot	\$ 2,190.00				\$ 2,190.00	193,337
Financial Times	Property Spot		\$ 730.00	\$ 730.00		\$ 1,460.00	386,674
<b>The Los Angeles Times</b>							
The Los Angeles Times	Hot Property - listing + digital lighthouse	\$ 390.00		\$ 390.00		\$ 780.00	441,560
The Los Angeles Times	Takeover		\$ 610.00			\$ 610.00	220,780
<b>Quest</b>							
Quest	Full page		\$ 3,900.00			\$ 3,900.00	92,800
<b>Robb Report</b>							
Robb Report	Triple Property Spot			\$ 2,490.00		\$ 2,490.00	324,000
<b>TOTAL</b>							
						\$ 77,220.00	10,423,234

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

# SCHEDULE, PRICING & REACH 2023

Plan 3	Ad Description	October	November	December	January	Media Total	Reach	
<b>Media</b>								
Sotheby's Auction House: Print	Quarter Page			\$ 910.00		\$ 910.00	20,000	
Sotheby's Magazine								
Sotheby's Auction House: Digital	Sotheby's Selects Enewsletter		\$ 2,350.00			\$ 2,350.00	488,357	
Sotheby's Selects Enewsletter								
<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 - Atlanta, Florida, California, NYC Metro							
<b>Dwell.com</b>								
Real Estate Package 1	Custom Article with Homepage and eNewsletter promo		\$ 6,000.00			\$ 6,000.00	110,000	
<b>Online Real Estate Showcase</b>								
Online Real Estate Showcase	Online Real Estate Showcase			\$2,500		\$ 2,500.00	100,000	
<b>Nob Hill Gazette</b>								
Nob Hill Gazette San Francisco, Peninsula and Silicon Valley	OTM On the Market eNewsletter	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 2,000.00	26,000	
<b>JamesEdition</b>								
e-Newsletter	e-Newsletter		\$ 1,500.00			\$ 1,500.00	294,000	
Social Media	Listing Feature		\$ 500.00		\$ 500.00	\$ 1,000.00	296,000	
<b>LA Times</b>								
Lighthouse Fixed Position - Hot Property Page	Lighthouse Fixed Position - Hot Property Page	Bonus	\$ 325.00	Bonus		\$ 325.00	425,000	
<b>Land.com</b>								
Platinum Featured Property	Featured on all 3 Land.com sites		\$ 750.00			\$ 750.00		
Signature Listings	Listing Upgrades		\$330			\$ 330.00		
<b>Land Report</b>								
Social Media Posts	Banners		\$ 1,125.00			\$ 1,125.00	60,000	
<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>Yachting E-newsletter</b>								
Boat International	Boat International	\$ 750.00				\$ 750.00	25,600	
<b>Luxury Estate</b>								
Luxury Estate	Showcase Listing + Elite Listing Packages	\$1,100				\$ 1,100.00		
<b>Print</b>								
<b>The Wall Street Journal</b>								
The Wall Street Journal - National	Property Spot w/Digital Featured Property Upgrade	\$ 650.00	\$ 650.00	\$ 650.00		\$ 1,950.00	1,933,272	
<b>The New York Times</b>								
The New York Times	Property Spot - Weekday/Saturday	\$ 710.00				\$ 710.00	423,111	
The New York Times Takeover	Full page w/ Digital promotion		\$ 690.00			\$ 690.00	168,000	
<b>Condé Nast Magazines</b>								
Architectural Digest - Atlanta	Full Page				\$ 2,190.00	\$ 2,190.00	13,000	
<b>Financial Times</b>								
Financial Times	Property Spot	\$ 750.00	\$ 730.00	\$ 730.00		\$ 2,210.00	580,011	
<b>The Los Angeles Times</b>								
The Los Angeles Times	Hot Property - listing + digital lighthouse	\$ 390.00		\$ 390.00		\$ 780.00	441,560	
The Los Angeles Times	Takeover		\$ 610.00			\$ 610.00	220,780	
<b>TOTAL</b>							\$ 36,765.00	6,544,691
*After 6 months the Impressions Program may be adjusted after evaluation of budget and strategy								
Pricing Subject to Change								