



ADVERTISING  
BRANDING  
MARKETING

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

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SKYAD.COM

# N136W21238 Bonniwell Rd Advertising and Marketing Program

Jameson | 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 N136W21238 Bonniwell Rd

SKY Advertising is excited to present to Jameson Sotheby's International Realty® a curated, multi-media marketing selection of offerings to bring high net worth buyer awareness to N136W21238 Bonniwell.

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 Richfield, Wisconsin.

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

**LET'S DO  
GREAT THINGS TOGETHER**

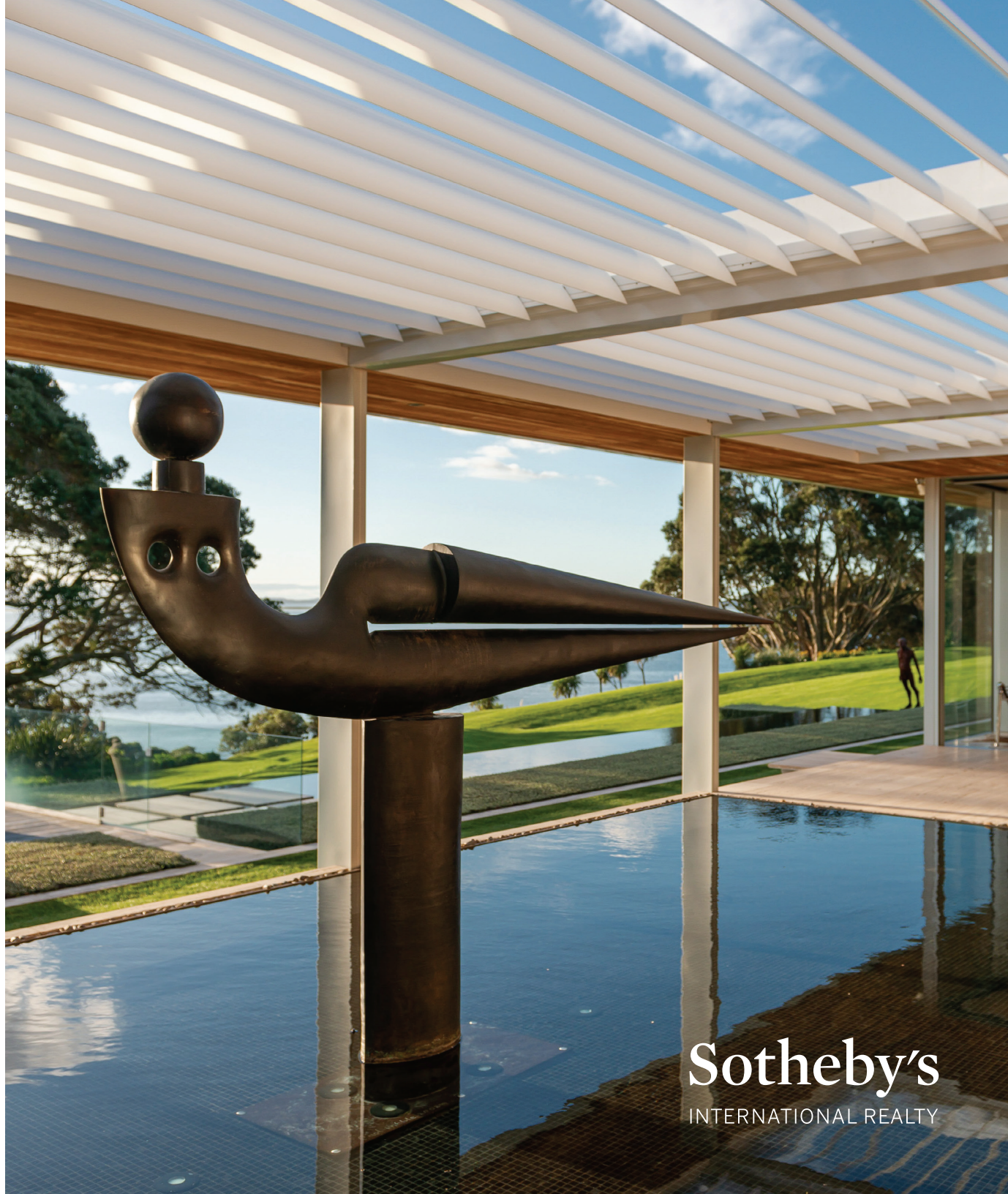
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Sotheby's  
Auction House  
Offerings



Sotheby's  
INTERNATIONAL REALTY



## 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

Wisconsin, Illinois, Indiana, Michigan

PRICE: \$2,500/DEPLOYMENT





# Digital Offerings



**Sotheby's**  
INTERNATIONAL REALTY



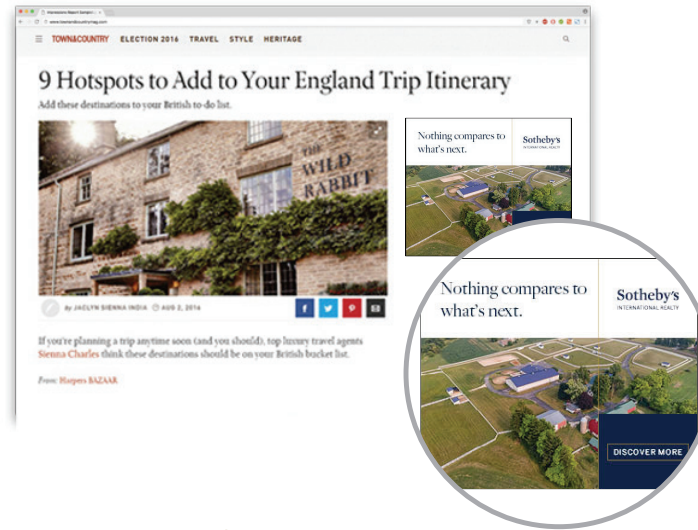
# Impressions Campaign

**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: **N136W21238 Bonniwell Rd**
- Flight Dates: **February 2024 - April 2024**
- 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.

The New York Times

THE ECONOMIC TIMES

Telegraph.co.uk

THE WALL STREET JOURNAL.

South China Morning Post

Forbes

Bloomberg Markets

REUTERS

The Economist

GULF NEWS





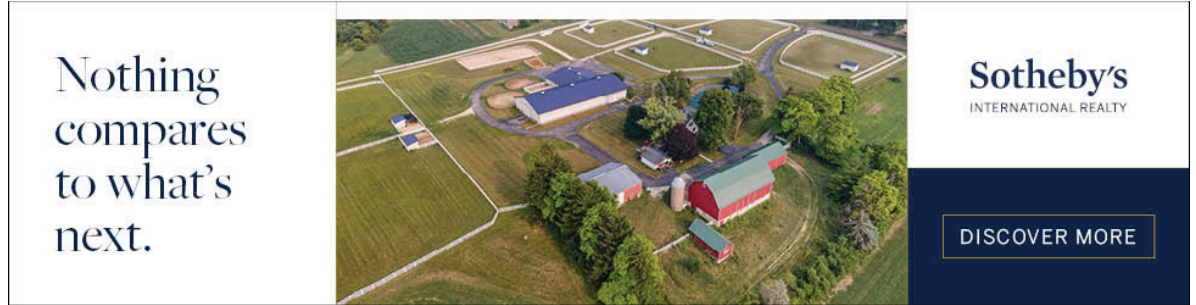
# Creative

## SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

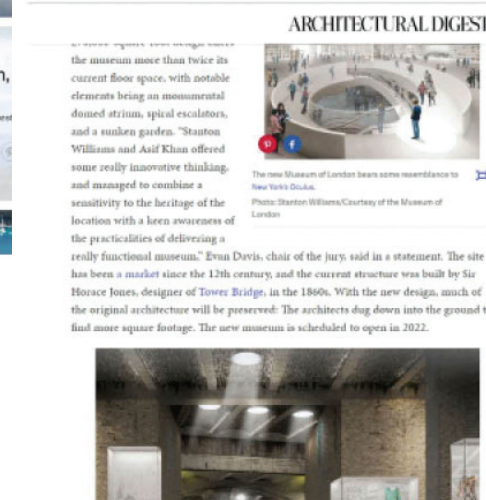
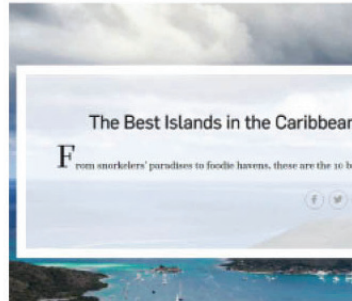
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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

BANNER PRODUCTION: \$350



# Sample Banners For Impressions Programs As They Appear On Sites

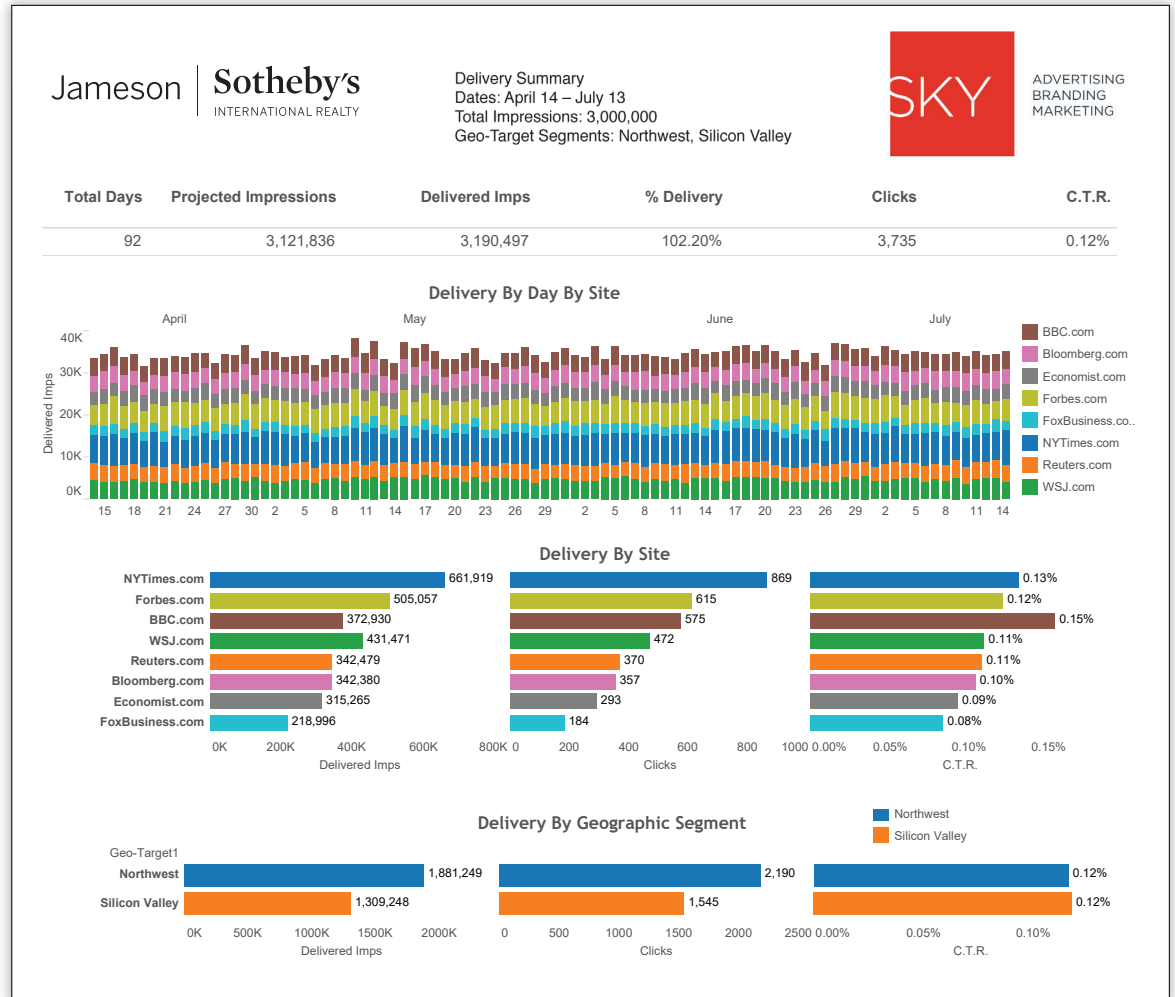


# Comprehensive Reporting For Your Customized Campaign

After the launch, we give you complete and comprehensive reporting for the duration of your campaign. We can also give 30 day reports for you to evaluate the effectiveness of your targeting and to adjust it

- We project the number of impressions (number of times the ad appears on each site) during your campaign.
- The number of impressions are broken down by number and site for the duration of the campaign.
- The delivery by site is broken down into delivered impressions, clicks and click-through rate. This allows you to see on what sites your ads are performing well and where there needs to be improvement. With this information we are able to adjust the campaign for maximum effectiveness.

## IMPRESSIONS PROGRAM SAMPLE REPORT



# Comprehensive Digital

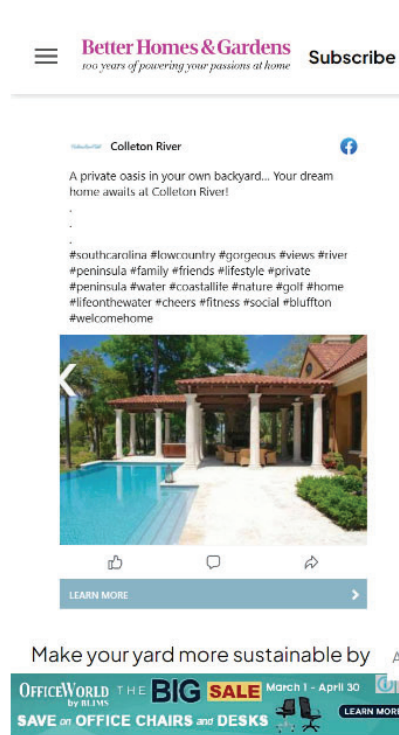
## SOCIAL MIRROR ADS

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

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

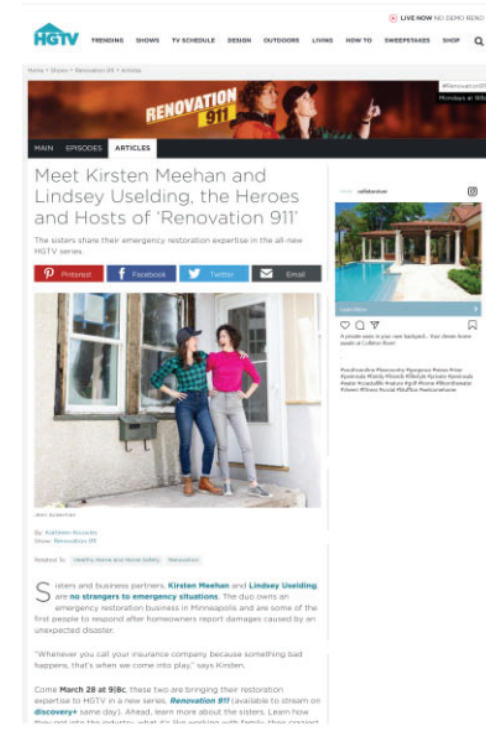
Social Mirror ads can be done with any organic or paid posts from your business account on these 8 social media platforms: Facebook, Instagram, Twitter, LinkedIn, TikTok, Pinterest, Snapchat, or YouTube.

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



## TARGETING ABILITIES:

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



PRICE: STARTING AT \$1,500 PER MONTH



## DIGITAL

# 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

**Sotheby's**  
INTERNATIONAL REALTY



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**  
44528 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**  
44988 Vista Del 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  
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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

## DIGITAL

# Google AdWords



Target consumers who are "inmarket", active in the Real Estate market, when they are searching and motivated to take action.

No other medium can target as effectively. Pay only when people click through to your listing/site.

## CAMPAIGN SETUP & OPTIMIZATION

Which can include:

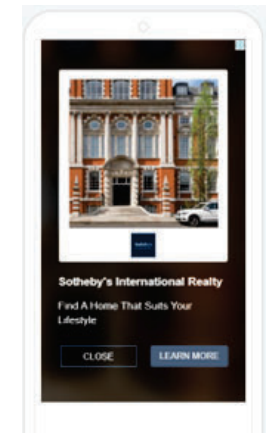
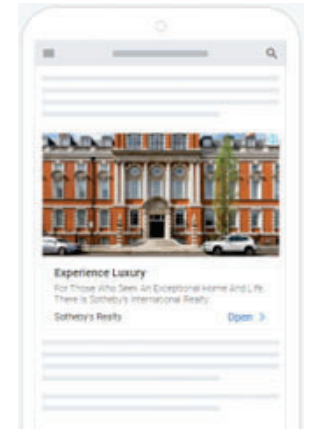
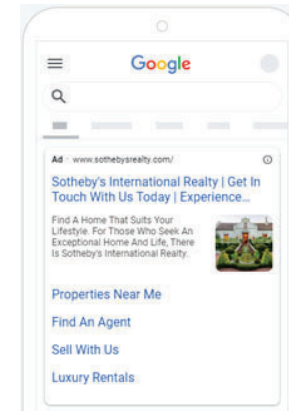
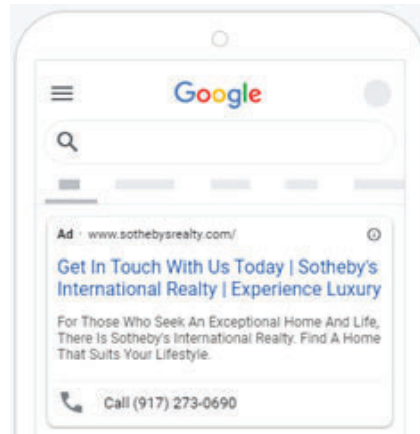
- Set up Keyword List
- Set up Ad groups
- Develop understanding of urgent search terms/phrases of client and competitors
- Run fresh estimates for potential new keywords
- Write/Edit copy as needed
- Ensure all tracking is in place
- Budget Pacing
- Optimize geotargeting, audience targeting, and ad schedule

Estimated Monthly Searches: 26,650.

## MONTHLY MANAGEMENT:

Includes:

- Campaign review
- Analytics reporting
- Campaign Adjustments
- Group to Create Exceptional Environments True to Your Vision.



\$750 CAMPAIGN SETUP CHARGE  
\$350/MONTH MANAGEMENT  
MEDIA COST IS ADDITIONAL

## DIGITAL

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# Chicago Tribune

The Chicago Tribune helps Chicagoans, and those that love Chicago, stay connected to the stories and topics that affect this great city. Its award-winning stories range from an array of topics that matter most; including breaking news, politics, sports, culture, suburban coverage and engaging interactive features.

- Average Monthly Page Views: 36.6M
- Unique Monthly Visitors: 11.7M

## CUSTOM EMAIL

Email deployment to target audience featuring dedicated content.

Targeting options can include:

- Geography (zip code, DMA)
- Demographic (Age, Household Income, Interest)
- Home Intenders
- First Time Homeowner
- Homeowner / Renter
- Property Type
- Home Value

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CUSTOM EMAIL 50K: \$1,200

CUSTOM EMAIL 100K: \$1,950

CUSTOM EMAIL 150K: \$2,375



## PAID SOCIAL 2 SOCIAL PLATFORMS

Paid social campaign creation and management for two social platforms. Includes ad creation (2 ad creatives), optimization, monthly reporting, and a dedicated social campaign analyst.

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PRICE: \$2,025

# Circa Old Houses

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

## CIRCAOLDHOUSE.COM

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

## SOCIAL MEDIA MARKETING OPPORTUNITIES

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

PRICE: \$270/LISTING





## DIGITAL

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# EQ Living

Equestrian Living is tailored to the lifestyle led by their readers. They enjoy a shared pride in their homes, farms, and ranches—and of course their revered horses. They spend generously on travel, vacation homes, jewelry, automobiles, high-end fashion, and other luxury items. In its inaugural year EQ was recognized nationally when a panel of 26 judges at American Horse Publications selected it as the Overall Best Equestrian Magazine in America.

## SOCIAL POST

FACEBOOK: \$650  
INSTAGRAM: \$750



# Sponsored e-Blasts

## EQUESTRIAN LIVING EXCLUSIVE SPONSORED E-BLASTS

Reach highly qualified Equestrians and Equestrian enthusiasts. Enables advertiser to tell their story, exclusively and can include videos, and slideshows. Advertiser provides the content.

- Reach: **33,000**

\$1,500 OR \$1,175 WITH PRINT PURCHASE



# Featured Property

## EQUESTRIAN LIVING REAL ESTATE ONLINE FEATURED PROPERTY

- Highlighted in the real estate. section of the homepage
- Highlighted in the real estate. landing-page
- Listing appears in the slide at the top of the real estate page
- Listing appears as a picture block on real estate page which links to Full page of advertorial including a video or slideshow tour of the property with contact information and a direct link to the realtor
- One Facebook posting - for duration of listing - Facebook, Twitter, Instagram

PRICE: \$1,100  
(Runs for 3 months)





# jamesedition.com

## E-NEWSLETTER

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

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

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

LISTING FEATURE: \$1,500



# jamesedition.com

## SOCIAL MEDIA POST

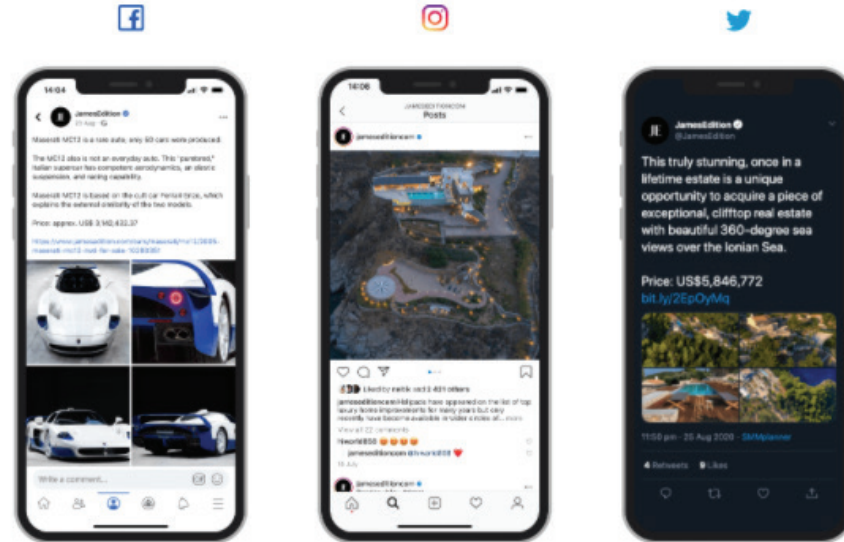
Founded in 2008, JamesEdition.com features the largest collection of luxury goods worldwide.

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

# Land Report

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

- Net Worth: **\$9.3M**
- Household Income: **\$9.2M**

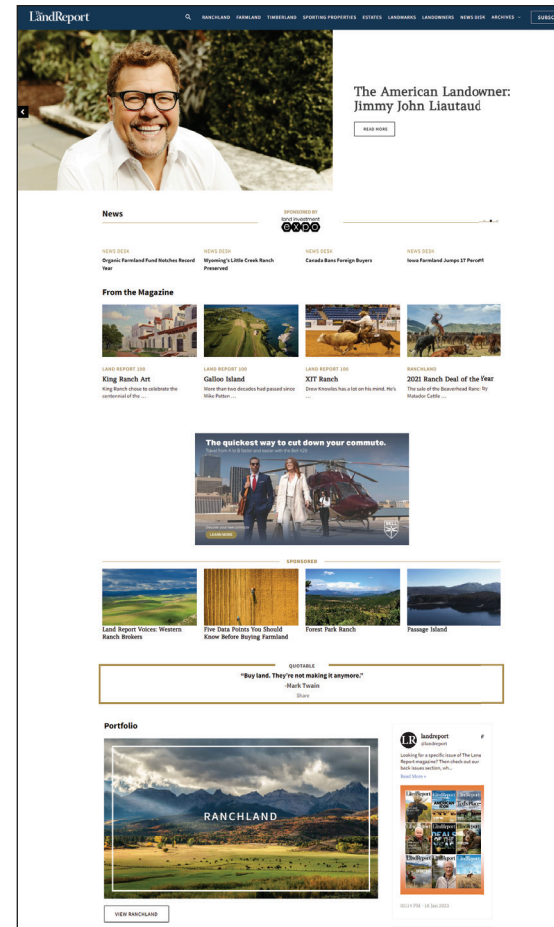
### Top In-Bound Markets:

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

### FEATURED LISTING

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

PRICE: \$3,000



### SOCIAL MEDIA POSTS

BANNER: \$1,125/ALL CHANNELS

### NEWSLETTER PROMOTION

ONLINE DIRECTORY LISTING: \$2,500/MONTH

# Land.com

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

## LANDS OF AMERICA

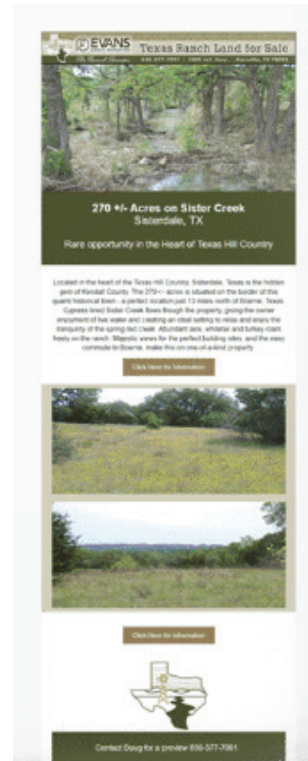
Lands of America is the premier rural real estate site with farms, ranches, country homes, mountain property for sale and more.

## LAND AND FARM

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

## LAND WATCH

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



## SIGNATURE LISTINGS

10Xs more Exposure

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

## PLATINUM FEATURED PROPERTY

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

## DEDICATED EMAILS

Create a custom message dedicated to your target customers that highlights your properties and business.

Drive demand and call the most-relevant prospects to action.

PRICE: \$1,500



## DIGITAL

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# The Plaid Horse

TPH Readers are well-educated, have a high disposable income and a passion for the luxurious lifestyle.

With a large audience across multiple channels, digital advertising with the Plaid Horse will get you in front of high numbers in various demographics.

- Averaging 425K page views a month
- 590K new users this year –a 147% increase
- 155% year over year growth in page views

### **BLOG POST WITH EMAIL**

Receive custom content which is posted on TPH Blog as well as deployed in an email to the subscriber community.

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PRICE: \$1,575

(THE)  
PLAID HORSE

# The Wall Street Journal Online (WSJ.Com)

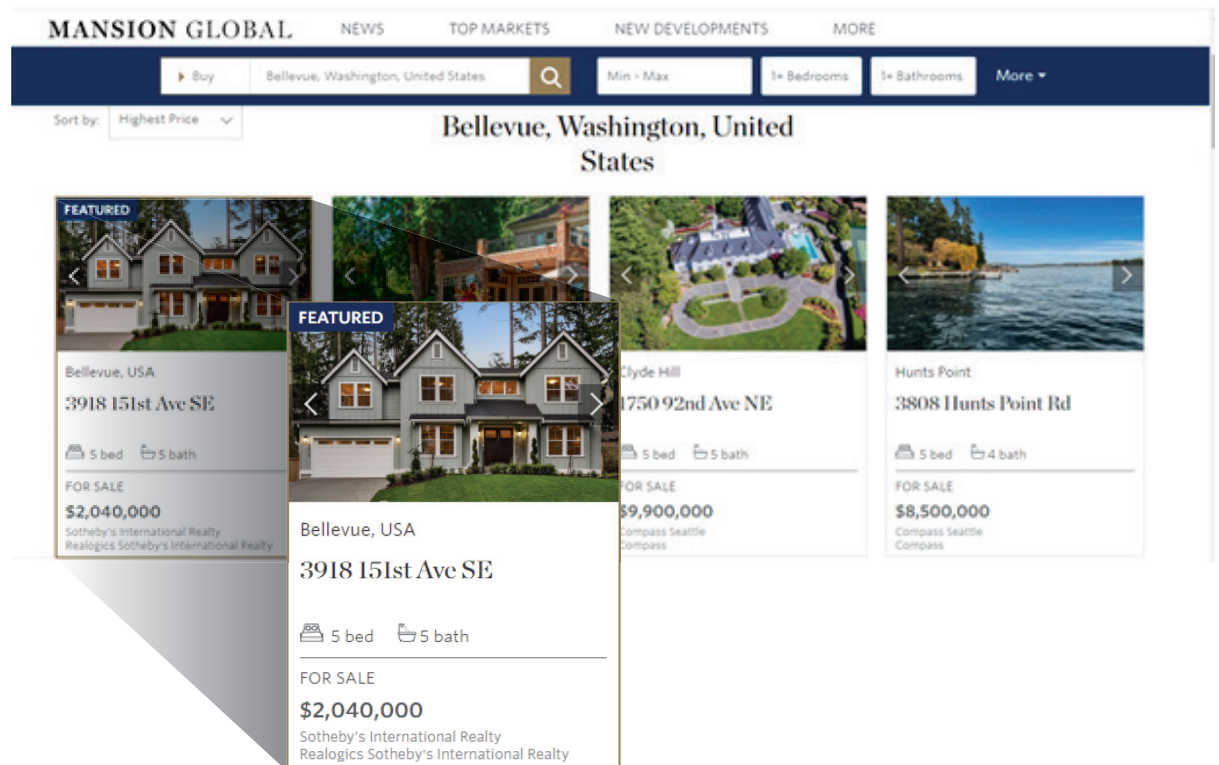
## FEATURED PROPERTY UPGRADES

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



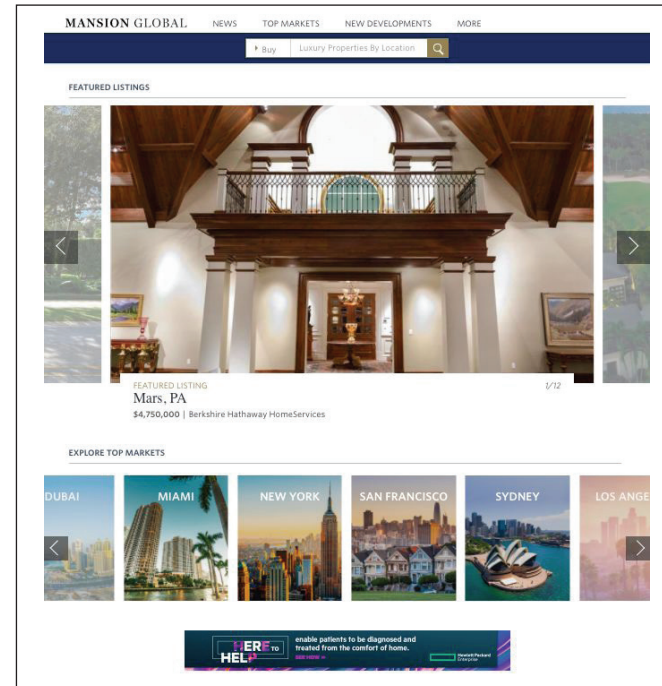


# The Wall Street Journal Online (WSJ.Com)

## 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**

2X7, MIDWEST REGION - NORTH CENTRAL: \$2,265

Buy 4 get 1 free

**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  
\$4.00

## Fed Cuts Rates Amid Virus Fears

Stocks, bond yields fall after central bank takes biggest emergency action since '08 crisis

**What's News**  
The Fed executed an emergency half percent rate cut and introduced a new set of policies to support the economy. The move is the largest since the 2008 financial crisis, and the Fed has also lowered its target for the federal funds rate to 2%.

**Shaky Ground**  
The market's reaction to the Fed's move was mixed. While stocks fell, bond yields also dropped, indicating that investors are looking for safer investments.

**Tennessee Twisters Kill at Least 25**  
A deadly outbreak of a virus in Tennessee has killed at least 25 people. The virus is highly contagious and has spread to several other states.

**Biden Picks Up String of Victories, Sanders Logs Big Win in California**  
Joe Biden took the lead in a series of Super Tuesday primary elections. Kamala Harris won a significant victory in California, while Bernie Sanders also performed well.

**Sotheby's INTERNATIONAL REALTY**

Nothing compares to what's next.

<b>MIAMI, THE BAHAMAS</b> Leaf Cay \$19,995,000 USD   sirbahamas.com/id/46931 Bahamas Sotheby's International Realty <b>GEORGE DAMIANOS</b> george.damianos@sirbahamas.com +1 242.424.9699	<b>PARADISE VALLEY, ARIZONA</b> 4129 East Sandy Mountain Road \$1,200,000 USD   sothebysrealty.com/id/46932 Bahamas Sotheby's International Realty <b>FRANK AZARMI</b> frank.azarmi@sothebysrealty.com +1 480.368.0240	<b>SCOTTSDALE, ARIZONA</b> 10778 East Hornbeck Drive \$1,200,000 USD   sothebysrealty.com/id/46933 Bahamas Sotheby's International Realty <b>FRANK AZARMI</b> frank.azarmi@sothebysrealty.com +1 480.368.0240	<b>SCOTTSDALE, ARIZONA</b> 6907 North 43rd Street \$1,200,000 USD   sothebysrealty.com/id/46934 Bahamas Sotheby's International Realty <b>FRANK AZARMI</b> frank.azarmi@sothebysrealty.com +1 480.368.0240	<b>ATHLETON, CALIFORNIA</b> 151 Vinyas Road \$1,200,000 USD   sothebysrealty.com/id/46935 Bahamas Sotheby's International Realty <b>MICHAEL DREYFUS</b> michael.dreyfus@sothebysrealty.com +1 415.882.5874
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**Late Edition**  
Today, don't forget to vote and don't miss the Thanksgiving Eve special. We'll have a late edition, check out our special Thanksgiving Eve special on page 10.

**Web's Far Right Can Hear Itself As Trump Talks**  
*Chearing the Spread of Once-Fringe Views*  
By KEVIN WOOD and JILL MYRSTAD

On Wednesday, members after the Web's Far Right, a loose collection of many online sites, will be heard on the radio. The group, which includes Breitbart, InfoWars and others, will be heard on the radio. The group, which includes Breitbart, InfoWars and others, will be heard on the radio.

**Edge in Polls Might Not Tip House Seats**  
*Outcomes Hang on a Handful of States*  
By NATE CHEN

Democrats expect to gain the House of Representatives in the 2018 midterms, but it's not clear how many seats they will actually win. The race is expected to be very close, with Democrats expected to win a narrow majority.

**It's Not Heaven, It's Brooklyn**  
The 2018 season in this year's New York City Marathon enjoyed blue skies, record-high conditions and a fast course. Pages F7-F22.

**Spending Millions in a Bid to Avoid Sanctions**  
By BENJAMIN SVETKEY

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

**Partisan Rerun Of New Query On The Census**  
By MICHAEL WIND

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

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













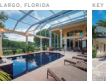










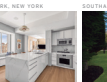
















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**Offering Little Pool, Russian Accuses Georgia Rival of 'Hack'**  
By RICHARD HENNET

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Sandbanks is a truly spectacular 6 bedroom, 7 1/2 bath and 11 1/2 car oceanfront mansion, ideally located and designed to fully embrace the tropical paradise of Great Exuma. The outside of the home is just as luxurious as the interior, comprised of a swimming pool deck and a classic infinity pool. Like a luxury spa, directly visible the ocean for water sports.

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5305 Carlsbad Boulevard, Carlsbad, CA 92008



**Eric Santorino**  
Elite Agent  
858.334.3557  
eric@ericcarlsbad.com  
DRE#01455001

**5305 Carlsbad Boulevard**  
5 BR | 3.0 BA | 3039 SQ FT  
\$25,000,000

Stunning single story 15 acre oceanfront lot spanning two parcels with over 100 feet of prime Southern California coastline featuring panoramic views of the Pacific Ocean & private stairs to the sand. This prestigious gated estate is truly unlike anything else.



SOTHEBYSREALTY.COM/ID/THE44



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# Chicago Tribune Takeover

The Chicago Tribune engages readers with news, featured content, unmatched editorial, and advertising information via digital, print and e-Newspaper. Our daily and Sunday editions offer geographical targeted advertising opportunities for maximum visibility to hyper local.

Promote your brand and properties in style with this tabloid insert devoted to Sotheby's International Realty and delivered to high-net worth neighborhoods.

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

PRICE: \$685 FULL PAGE, COLOR

**Includes Digital Banner Promotion**



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

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jwinter@sotheby.com

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6858 Casitas Pass Road  
Road

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

YETSIHQ GO  
Senior Global Real Estate Advisor  
953.602.8357  
yetsi@yetsi.com

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Bahamas | Sotheby's INTERNATIONAL REALTY

Sundara Ocean Club Estates

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

Sundara  
Paradise Island, The Bahamas  
8488 PRINCE STREET, SUITE 200  
SIBahamas.com/SIPAE23

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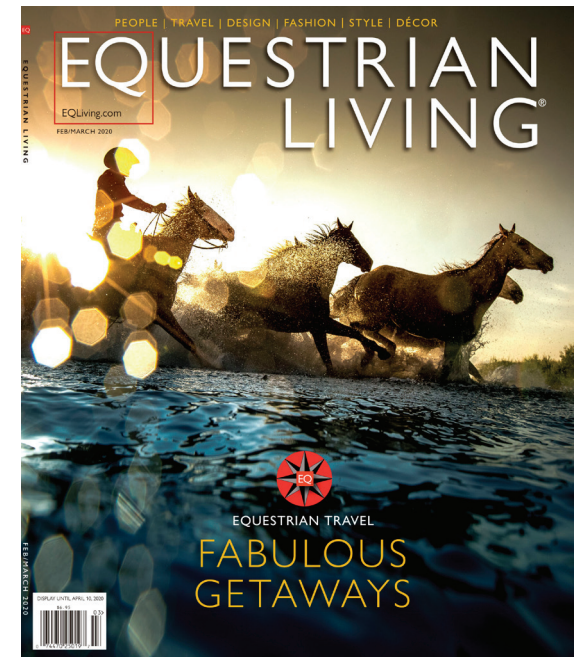
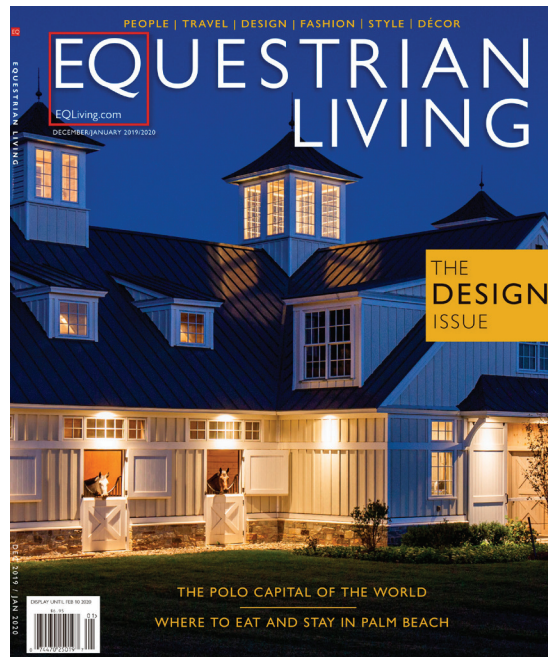
# Equestrian Living

Throughout history, the equestrian lifestyle has woven its way through our culture. From the magnificence of vast western ranches to elegant English hunt-country estates, horses are an integral element of modern fashion, style, and decor. Equestrian Living magazine encompasses the absolute best of these timeless traditions. Our readers are an affluent group of very diverse people who have one thing in common — their love of the majestic horse. EQ Living delights them with luxurious features and breathtaking photography displayed within a beautiful, award-winning format.

- Circulation: **35,000**
- **98%** look to EQ for Ranch/Farm/Home architectural design
- **95%** look to EQ for Real Estate
- Average net worth of over **\$6 million**
- Average HHI: **\$335K**

HALF PAGE: \$1,250

FULL PAGE: \$2,000





# Financial Times

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

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

\$730 PROPERTY SPOT, COLOR

**EXUMA, THE BAHAMAS**



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

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FTWeekend

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# Schedule, Pricing & Reach



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# Proposed Schedule, Pricing & Reach 2024

Media	Ad Description	January	February	March	April	May	Media Total	Reach
<b>Sotheby's Auction House: Digital</b>								
Sotheby's Bespoke Geo-Targeted Emails	Email							
Sotheby's Bespoke Geo-Targeted Emails	Wisconsin, Illinois, Indiana, Michigan,	\$ 2,500.00		\$ 2,500.00			\$ 5,000.00	50,000
<b>Digital</b>								
<b>Million Impressions*</b>								
Million Impressions	Digital Banner Program		\$ 1,195.00	\$ 1,195.00	\$ 195.00		\$ 2,585.00	750,000
Million Impressions	Targeting - add targeted areas here							
<b>Google Adwords</b>								
Google Adwords	Digital PPC program	\$ 1,850.00	\$ 1,100.00	\$ 1,100.00	\$ 1,100.00		\$ 5,150.00	
<b>Comprehensive Digital</b>								
Social Mirror	Behavioral Custom program	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00			\$ 4,500.00	300,000
Smart Solutions Eblast	Custom Email			\$ 2,295.00		\$ 2,295.00	\$ 4,590.00	80,000
<b>Circa Old Houses</b>								
Circa Old Houses	Social Media Post	\$ 270.00			\$ 270.00		\$ 540.00	1,070,000
<b>EQ Living Enewsletter</b>								
EQ Living Sponsored E-Blast	Exclusive Sponsored E-Blasts	\$ 1,175.00		\$ 1,175.00			\$ 2,350.00	66,000
EQ Living Real Estate Online	Featured Property		\$1,100			\$1,100	\$ 2,200.00	
EQ Living Facebook	Socail Post				\$ 650.00		\$ 650.00	
EQ Living Instagram	Social Post			\$ 750.00			\$ 750.00	
<b>The Plaid Horse</b>								
Blog Post + Email	Blog Post + Email		\$ 1,575.00				\$ 1,575.00	85,000
<b>JamesEdition</b>								
e-Newsletter	e-Newsletter			\$ 1,500.00			\$ 1,500.00	294,000
Social Media	Listing Feature		\$ 500.00				\$ 500.00	148,000
<b>Land.com</b>								
Platinum Featured Propety	Featured on all 3 Land.com sites	\$ 750.00		\$ 750.00			\$ 1,500.00	
Dedicated Emails - targeted*	Dedicated Emails - targeted*		\$ 1,500.00		\$ 1,500.00		\$ 3,000.00	10,000
Signature Listings	\$125/one listing \$330/3 listings \$1200/12 listings			\$660			\$ 660.00	
<b>Land Report</b>								
Portfolio Listing	Featured Listing		\$ 3,000.00				\$ 3,000.00	
Social Media Posts	Banners		\$ 1,125.00				\$ 1,125.00	60,000
Enewsletter Promotion	Online Directory Listing		\$ 2,500.00				\$ 2,500.00	25,000
<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 Homepage Featured Listing Module	Mansion Global Homepage Featured Listing Module	\$ 1,275.00					\$ 1,275.00	164,000
<b>Chicago Tribune</b>								
Chicago Tribune	Custom Email 100k		\$ 1,950.00				\$ 1,950.00	100,000
Chicago Tribune	Paid Social 2 Platforms			\$ 2,025.00			\$ 2,025.00	
<b>Print</b>								
<b>The Wall Street Journal</b>								
The Wall Street Journal - Midwest Region - North Central	2 x 7	\$ 2,265.00	\$ 2,265.00	\$ 2,265.00	\$ 2,265.00	Bonus	\$ 9,060.00	740,000
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		\$ 1,420.00	846,222
The New York Times Takeover	Full page w/ Digital promotion		\$ 690.00				\$ 690.00	168,000
<b>Chicago Tribune</b>								
Chicago Tribune	Takeover		\$ 685.00			\$ 685.00	\$ 1,370.00	300,000
<b>Equestrian Living</b>								
Equestrian Living	Full Page or Half Page	\$ 2,000.00		\$ 1,250.00			\$ 3,250.00	70,000
<b>Financial Times</b>								
Financial Times	Property Spot		\$ 730.00				\$ 730.00	210,457
<b>TOTAL</b>							\$ 69,545.00	7,633,951

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