



ADVERTISING  
BRANDING  
MARKETING

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

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SKYAD.COM

2711 E Willamette Lane, 5260  
South University Boulevard,  
5280 South University Boulevard  
Advertising and  
Marketing Program

LIV | 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 2711 E Willamette Lane, 5260 South University Boulevard, 5280 South University Boulevard

SKY Advertising is excited to present to LIV Sotheby's International Realty® a curated, multi-media marketing selection of offerings to bring ultra-high net worth buyer awareness to the 2711 E Willamette Lane, 5260 South University Boulevard, and 5280 South University Boulevard.

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 Cherry Hills Village, Colorado .

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

Sotheby's  
Auction House  
Offerings



Sotheby's  
EST. 1744

# Sotheby's Auction Magazine

## SOTHEBY'S MAGAZINE

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

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

QUARTER PAGE: \$910

Global



**Sotheby's**  
INTERNATIONAL REALTY

Austin, Texas  
 78755  
 Property # 1230123  
 Agent: [Name]  
 Broker: [Name]  
 Email: [Email]  
 Phone: [Phone]  
 Website: [Website]  
 \$50,000,000.00

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

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Home

**1 Central Park West 46R/50C**  
 With unparalleled breathtaking views, this 50th floor Central Park West residence offers a rare opportunity to own a piece of Manhattan's most iconic landmark. Every room is meticulously finished with the finest materials, including marble, granite, and custom millwork. The residence features a private elevator, a full-service concierge, and access to the building's exclusive amenities, including a gym, spa, and pool.

**New York, New York**  
 10022  
 Property # 123456789  
 Agent: [Name]  
 Broker: [Name]  
 Email: [Email]  
 Phone: [Phone]  
 Website: [Website]  
 \$50,000,000.00

**510 Park Avenue, 15/16**  
 This residence in the sky spans 2,000 sq. ft. of spectacular views overlooking the city. The residence features a private elevator, a full-service concierge, and access to the building's exclusive amenities, including a gym, spa, and pool.

**New York, New York**  
 10022  
 Property # 123456789  
 Agent: [Name]  
 Broker: [Name]  
 Email: [Email]  
 Phone: [Phone]  
 Website: [Website]  
 \$20,000,000.00

**Four Seasons Private Residences**  
 This upcoming 1,100 sq. ft. penthouse residence is located in the heart of Manhattan. The residence features a private elevator, a full-service concierge, and access to the building's exclusive amenities, including a gym, spa, and pool.

**New York, New York**  
 10022  
 Property # 123456789  
 Agent: [Name]  
 Broker: [Name]  
 Email: [Email]  
 Phone: [Phone]  
 Website: [Website]  
 \$15,000,000.00

95

# Digital Offerings



**Sotheby's**  
INTERNATIONAL REALTY

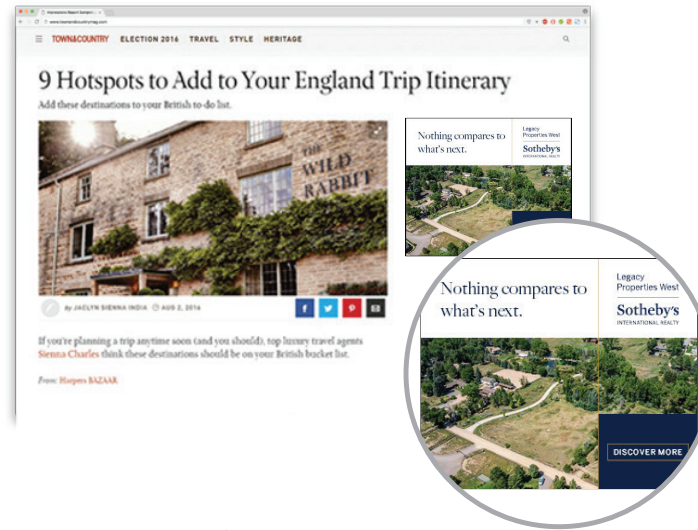
# Impressions Campaign

**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: **2711 E Willamette Lane, 5260 South University Boulevard, 5280 South University Boulevard**
- Flight Dates: **September 2023 - December 2023**
- Impressions: **750,000**
- Clicks through to the website of your choice.

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



Minimum 3 month commitment

# Impressions Program Targeting Sites

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

## GEO TARGETING

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



INVESTOR'S BUSINESS DAILY<sup>®</sup>

THE WALL STREET JOURNAL.

FORTUNE

Forbes

FOX BUSINESS



HORSE&HOUND





# Creative

## SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

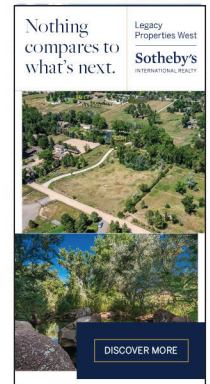
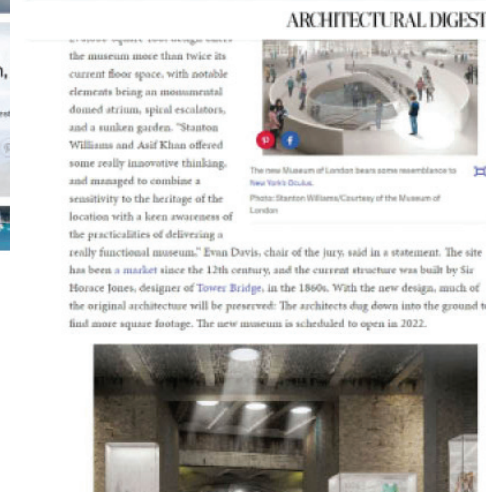
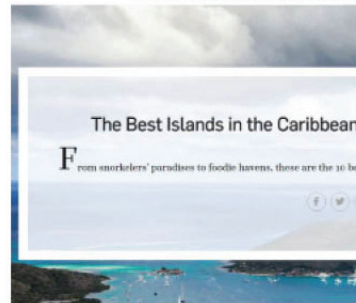
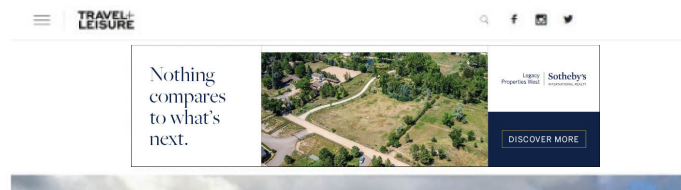
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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

BANNER PRODUCTION: \$350



# Sample Banners For Impressions Programs As They Appear On Sites

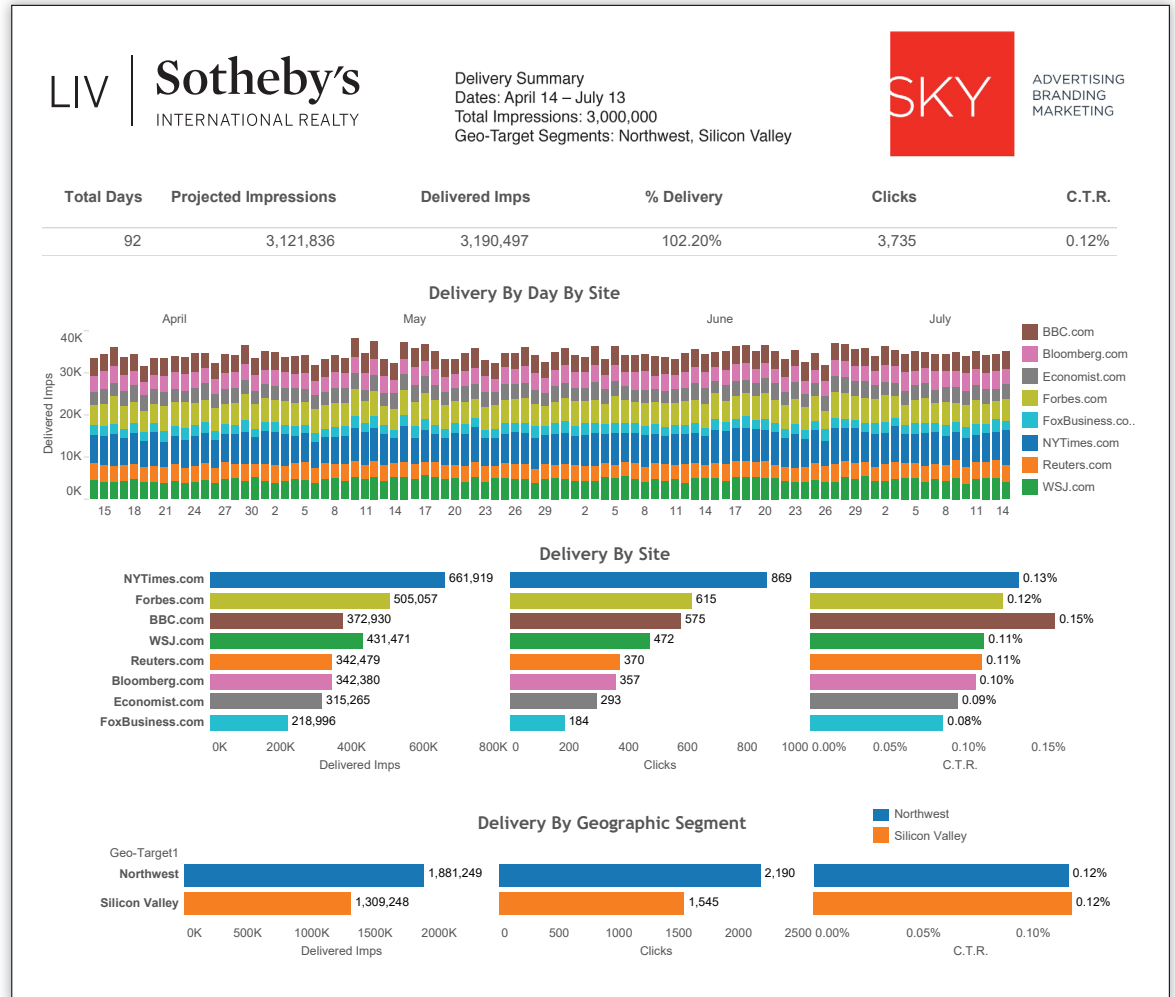


# Comprehensive Reporting For Your Customized Campaign

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

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

## IMPRESSIONS PROGRAM SAMPLE REPORT



# Impressions Scheduling

After researching, we have put together an integrated program that targets a high-net-worth audience across Texas (Dallas, Houston, Austin), Colorado, Southern California.

The program, with a projected start date of September 15th and will run for three months delivering an estimated 750,000 impressions.

This will include:

- A Site-specific segment that allows us to reach a high-net-worth audience (Adults top 10% HHI), living in Texas (Dallas, Houston, Austin), Colorado, Southern California on global business and finance and equestrian websites.
- A custom intent segment that will allow us to show banners to adults actively searching for equestrian properties and living in Texas (Dallas, Houston, Austin), Colorado, Southern California.

## SITE SPECIFIC

This segment consists of premium global business/finance websites such as WSJ.com, Reuters.com, HorseandHound.co.uk and more to extend the overall reach of the program.

## BEHAVIORAL TARGETING

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

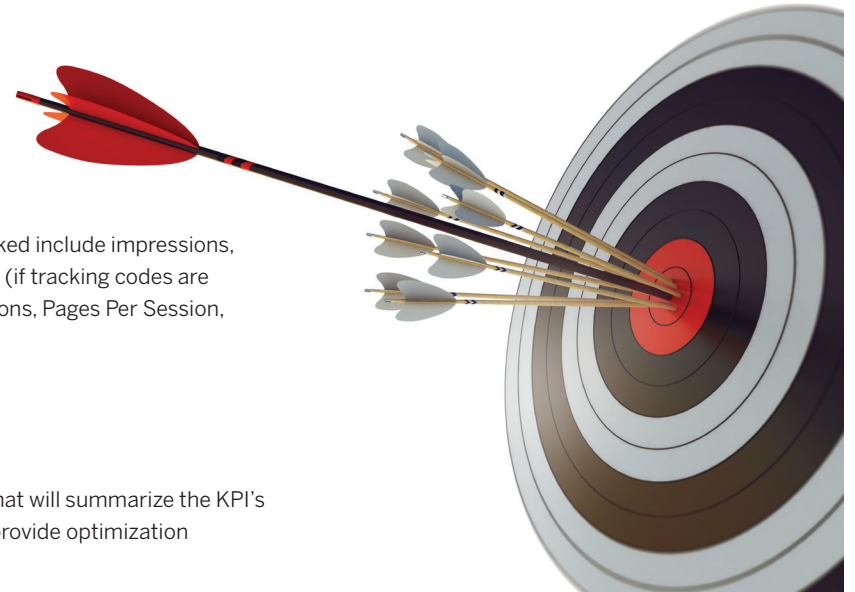
To ensure that the banners are seen in a premium environment, we have created a "whitelist" of sites. Ads will only show to people who have met our targeting criteria (behavior, income, and geo-target) on one of these sites. The site list includes top news, business, finance, sports, politics, and tech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

## MEASUREMENT

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

## REPORTING

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



# Impressions Scheduling

LIV SIR 2711 E Willamette

Media	Geo-Target	September				October					November				December				Impressions
		01	08	15	22	29	06	13	20	27	03	10	17	24	01	08	15	22	
WSJ.com	Texas (Dallas, Houston, Austin), Colorado, and Southern California																		
Barrons.com																			
Invectors.com																			
CNBC.com																			
Fortune.com																			
Reuters.com																			
Forbes.com																			
FoxBusiness.com																			
CNBC.com																			
HorseandHound.co.uk	Texas (Dallas, Houston, Austin), Colorado, and Southern California																		
Bloodhorse.com																			
DressageToday.com																			
Equestrian Properties For Sale	Texas (Dallas, Houston, Austin), Colorado, and Southern California																		
<b>Total Digital</b>																	<b>750,000</b>		
HorseandHound.co.uk Bloodhorse.com DressageToday.com																			

# Comprehensive Digital

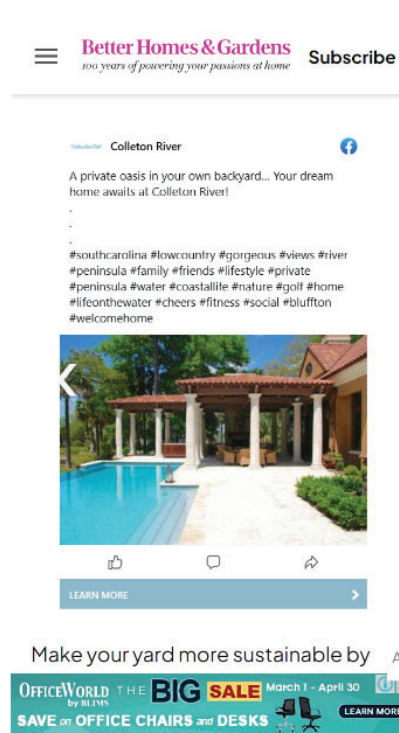
## SOCIAL MIRROR ADS

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

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

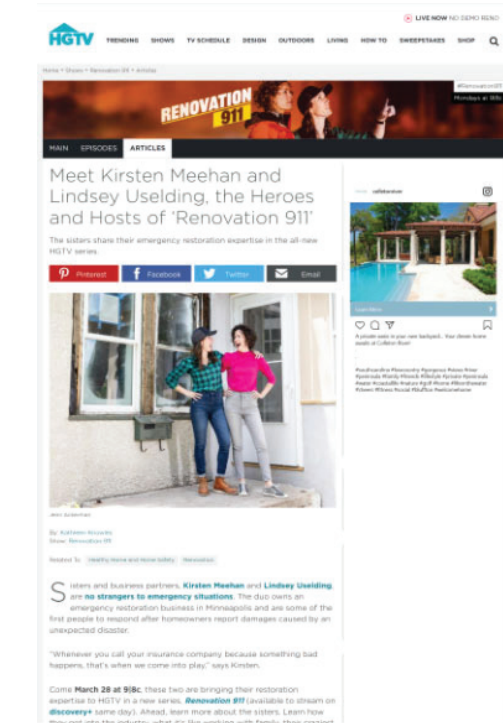
Social Mirror ads can be done with any organic or paid posts from your business account on these 8 social media platforms: Facebook, Instagram, Twitter, LinkedIn, TikTok, Pinterest, Snapchat, or YouTube.

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



## TARGETING ABILITIES:

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



PRICE: STARTING AT \$1,500 PER MONTH

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.

## WEEKLY E-NEWSLETTER

A display banner ad of your property appears in the e-newsletter among editorial content.

- Subscribers: **39,000**

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PRICE: \$850



## 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

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FACEBOOK: \$650  
INSTAGRAM: \$750



**EQ**LIVING®



# 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

CELEBRATING COUNTRY LIFE


TRAVEL | DESIGN | PEOPLE | STYLE | FASHION | DECOR

**EQUESTRIANLIVING**<sup>®</sup>

[EQLiving.com](http://EQLiving.com)

### Delivering the DREAM!


Willow Creek Estancia:  
The ultimate equestrian estate  
*for those who want it all.*



Discover this remarkable equestrian paradise in the Rancho Santa Fe Covenant, a picturesque coastal community in San Diego county that attracts the highly affluent and A-List celebrities because of the unparalleled beauty and year-round temperate weather. Perfectly situated, the airport, beaches, restaurants, show parks and golf clubs are just moments away.



Equipped to accommodate multiple equestrian disciplines, the riding opportunities are endless with sand arenas, green pastures, a Grand Prix field, two stunning state-of-the-art barns, and quiet, private riding trails.



Let your own private world of 77 tranquil acres be the backdrop for a refined lifestyle with the perfect balance of comfort, elegance, and simplicity.

[Continue the story of Willow Creek Estancia HERE](#)

# 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)



# Land.com

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

## LANDS OF AMERICA

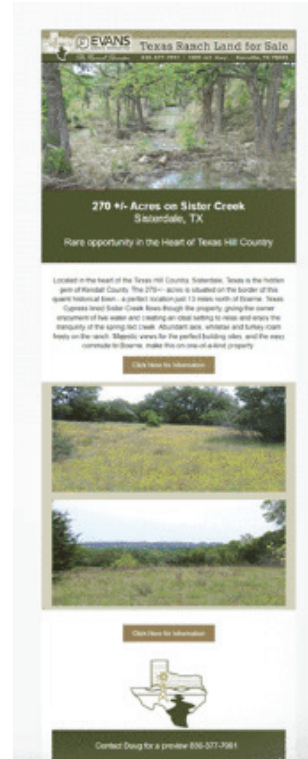
Lands of America is the premier rural real estate site with farms, ranches, country homes, mountain property for sale and more.

## 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

### E-NEWSLETTER

Exclusive email devoted exclusively to your content and delivered to the entire TPH subscriber base.

- Subscribers: **85,000+**

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\$1,000 PER DEPLOYMENT  
\$6,000 FOR 12 DEPLOYMENTS

### 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

### INSTAGRAM POSTS

Get in front of the TPH's **80,200** followers.

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PRICE: \$675 PER POST

(THE)  
PLAID HORSE

# The Wall Street Journal Online (WSJ.Com)

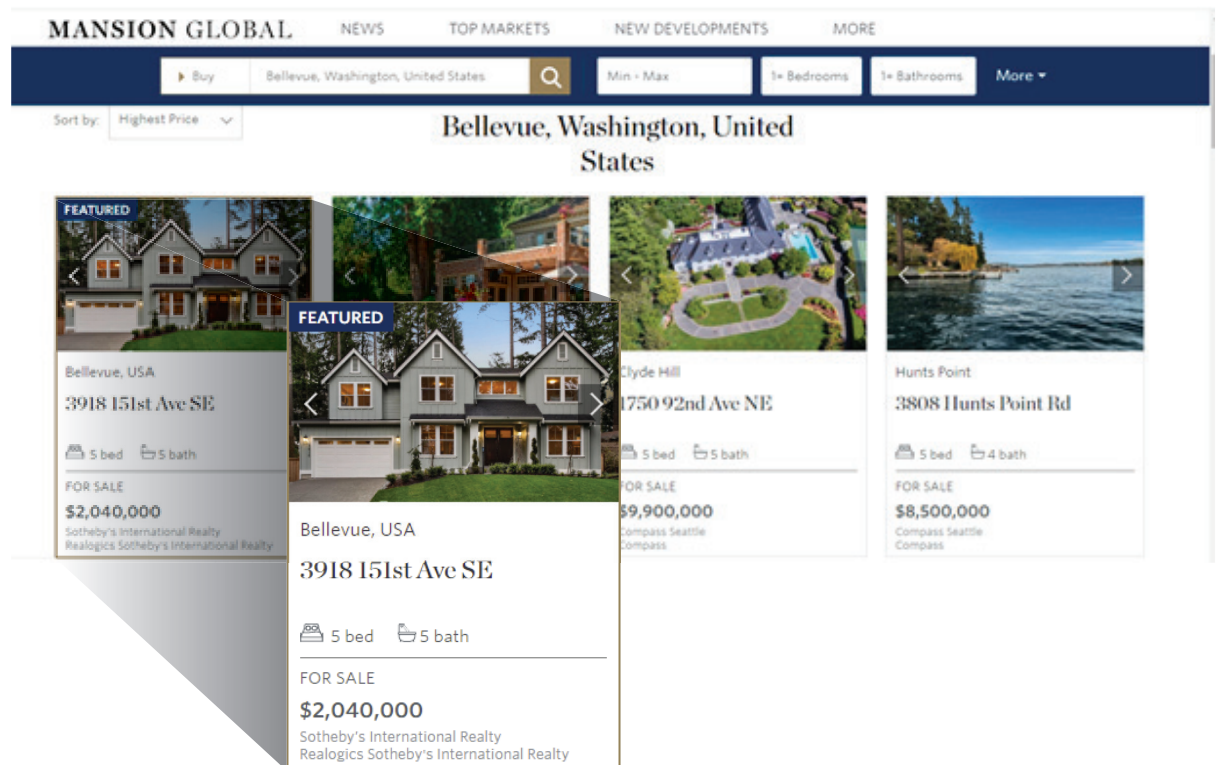
## FEATURED PROPERTY UPGRADES

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**

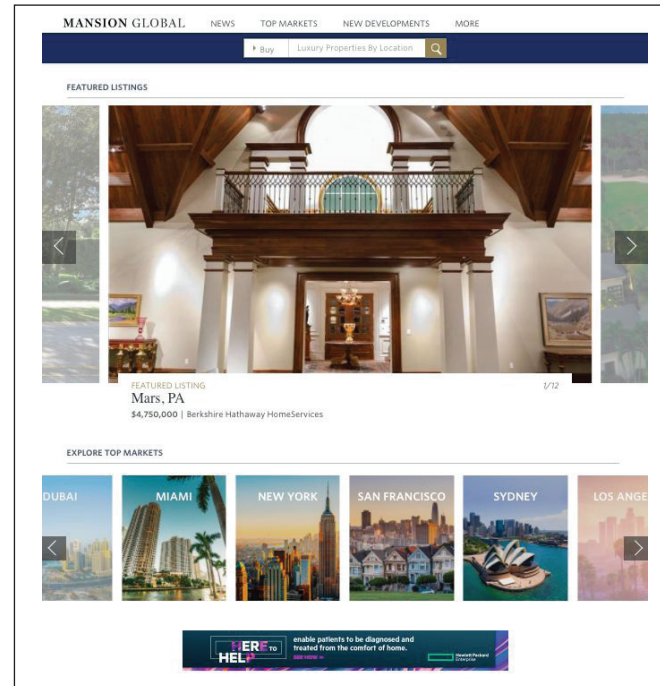


# The Wall Street Journal Online (WSJ.Com)

## THE HOMEPAGE FEATURED LISTING

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

PRICE: \$1,275/MONTH



# Print Offerings



Sotheby's  
INTERNATIONAL REALTY

# The Wall Street Journal

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

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

PRICE: \$650 SINGLE SPOT, COLOR

Includes Bonus 30 Day Digital - Featured Property Upgrade

**EXUMA, THE BAHAMAS**



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

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

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

**Tennessee Twisters Kill at Least 25**  
Tornadoes ripped through the state while many residents fled, according to the National Weather Service.

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

**World-Wide**  
Biden received a string of Super Tuesday primary victories and Super Tuesday delegates in California as he moved from the field to the race for the White House.

**Sotheby's INTERNATIONAL REALTY**

Nothing compares to what's next.

<b>LAUREL, 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 \$1,800,000   sirbahamas.com/id/46932 Bahamas Sotheby's International Realty <b>FRANK AZARMI</b> frank.azarmi@sirbahamas.com +1 949.388.0240	<b>SCOTTSDALE, ARIZONA</b> 10778 East Hornbeck Drive \$1,800,000   sirbahamas.com/id/46933 Bahamas Sotheby's International Realty <b>FRANK AZARMI</b> frank.azarmi@sirbahamas.com +1 949.388.0240	<b>SCOTTSDALE, ARIZONA</b> 62627 North 4th Street Road \$1,800,000   sirbahamas.com/id/46934 Bahamas Sotheby's International Realty <b>FRANK AZARMI</b> frank.azarmi@sirbahamas.com +1 949.388.0240	<b>ATHLETON, CALIFORNIA</b> 1531 Vinyon Road \$1,800,000   sirbahamas.com/id/46935 Bahamas Sotheby's International Realty <b>MICHAEL DREYFUS</b> michael.dreyfus@sirbahamas.com +1 415.852.5874
<b>PALM ALTO, CALIFORNIA</b> 12770 waverly.com \$1,800,000   sirbahamas.com/id/46936 Bahamas Sotheby's International Realty <b>MICHAEL DREYFUS</b> michael.dreyfus@sirbahamas.com +1 415.852.5874	<b>POMONA, CALIFORNIA</b> 3011 hammond.com \$1,800,000   sirbahamas.com/id/46937 Bahamas Sotheby's International Realty <b>MICHAEL DREYFUS</b> michael.dreyfus@sirbahamas.com +1 415.852.5874	<b>ROSE, CALIFORNIA</b> 2711 gowhill.com \$1,800,000   sirbahamas.com/id/46938 Bahamas Sotheby's International Realty <b>MICHAEL DREYFUS</b> michael.dreyfus@sirbahamas.com +1 415.852.5874	<b>SAN DIEGO, CALIFORNIA</b> 2770 A Street Street \$1,800,000   sirbahamas.com/id/46939 Bahamas Sotheby's International Realty <b>ROSE WICZY</b> rose.wicz@sirbahamas.com +1 904.325.2128	<b>SAN FRANCISCO, CALIFORNIA</b> 10411 18th Ave \$1,800,000   sirbahamas.com/id/46940 Bahamas Sotheby's International Realty <b>WENDY STOROCK</b> wendy.storock@sirbahamas.com +1 415.852.5874
<b>GREENSBORO, CONNECTICUT</b> 1110 newmarket.com \$1,800,000   sirbahamas.com/id/46941 Bahamas Sotheby's International Realty <b>MATT BERNARD</b> matt.bernard@sirbahamas.com +1 203.538.3743	<b>HARTFORD, CONNECTICUT</b> 2200 newmarket.com \$1,800,000   sirbahamas.com/id/46942 Bahamas Sotheby's International Realty <b>KRISTY BLAKE</b> kristy.blake@sirbahamas.com +1 203.538.3743	<b>MAYLAND, FLORIDA</b> 100 newmarket.com \$1,800,000   sirbahamas.com/id/46943 Bahamas Sotheby's International Realty <b>RUSSELL POST</b> russell.post@sirbahamas.com +1 561.922.4633	<b>MIAMI BEACH, FLORIDA</b> 17100 Collins Road, E. Unit 8 \$1,800,000   sirbahamas.com/id/46944 Bahamas Sotheby's International Realty <b>SUSAN BRYAN</b> susan.bryan@sirbahamas.com +1 305.432.7700	<b>MIAMI BEACH, FLORIDA</b> 17100 Collins Road, E. Unit 8 \$1,800,000   sirbahamas.com/id/46945 Bahamas Sotheby's International Realty <b>CINCY O'DARE</b> cincy.odare@sirbahamas.com +1 772.733.1809
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<b>NEW YORK, NEW YORK</b> 110 newmarket.com \$1,800,000   sirbahamas.com/id/46951 Bahamas Sotheby's International Realty <b>MARTHA PIER</b> martha.pier@sirbahamas.com +1 212.265.7023	<b>NEW YORK, NEW YORK</b> 110 newmarket.com \$1,800,000   sirbahamas.com/id/46952 Bahamas Sotheby's International Realty <b>BECKY'S GILL</b> becky.gill@sirbahamas.com +1 212.265.7023	<b>NEW YORK, NEW YORK</b> 110 newmarket.com \$1,800,000   sirbahamas.com/id/46953 Bahamas Sotheby's International Realty <b>BECKY'S GILL</b> becky.gill@sirbahamas.com +1 212.265.7023	<b>NEW YORK, NEW YORK</b> 110 newmarket.com \$1,800,000   sirbahamas.com/id/46954 Bahamas Sotheby's International Realty <b>BECKY'S GILL</b> becky.gill@sirbahamas.com +1 212.265.7023	<b>ROSELAND, NEW YORK</b> 110 newmarket.com \$1,800,000   sirbahamas.com/id/46955 Bahamas Sotheby's International Realty <b>BECKY'S GILL</b> becky.gill@sirbahamas.com +1 212.265.7023
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72 Post Road  
9 BR | 6 BA | 15.54 ACRES  
\$4,800,000


Located on 15.54 acres directly adjacent to the 230-acre Old Westbury Gardens, this prime estate comprises five lots, with potential for future subdivision. It features a variety of buildings, including a four bedroom artist's studio, a country house, an barn, a three bedroom cottage, a two story garage with large workshop and more. The property is a true gem waiting to be discovered.




**DANIELE GALE** / AGENT / OEBRA RUSSELL



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**Sandbanks Exuma, The Bahamas**




**Jacqueline Lightburn**  
Elite Agent  
+1 242 269 2225  
260 Sandbanks Lightburn  
JL@Sandbanks.com

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

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 to the ocean for water sports.

SIRBAHAMAS.COM/ID/V29V.67



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5305 Carlsbad Boulevard, Carlsbad, CA 92008



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

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

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



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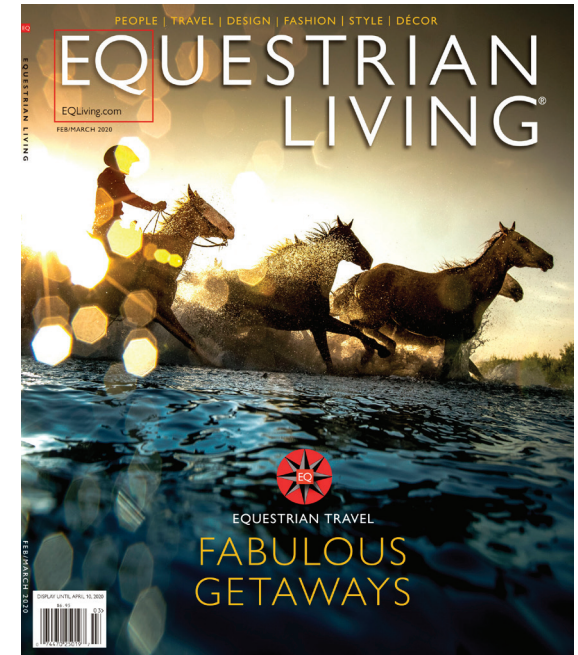
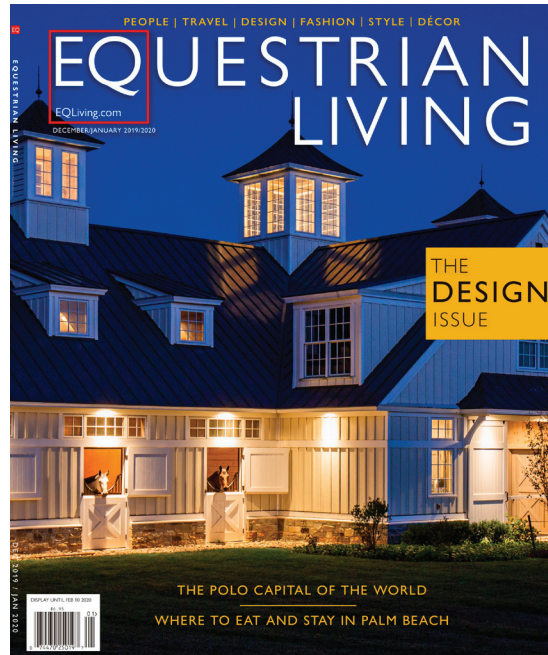
# Equestrian Living

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**

FULL PAGE: \$2,000

HALF PAGE: \$1,250



# 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

Global

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# Los Angeles Times Takeover

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- **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

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MALIBU CALIFORNIA

Photos by: [unreadable]

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Spectacular Old Westbury  
+ 602,882,070  
E. 625,662,545

72 Post Road  
9 BR | 6 BA | 10,54 ACRES  
\$4,400,000

Headquartered in an owner directly adjacent to the 220-acre Old Westbury Gardens, this premier estate comprises two lots, with potential for future subdivision. It features a variety of buildings, including a four-bedroom 1920's Italianate country house, 100-year-old three-bedroom cottage, a two-story garage with large workshop and more. The property is a true gem waiting to be discovered.

DANIEL GALE.COM | AGENT: DEBRA RUSSELL

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ROSEWOODFARMESTATE.COM

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

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

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# Schedule, Pricing & Reach



Sotheby's  
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# Proposed Schedule, Pricing & Reach 2023

Media	Ad Description	September	October	November	Media Total	Reach
<b>Sotheby's Auction House: Print</b>						
Sotheby's Magazine	Quarter Page			\$ 910.00	\$ 910.00	20,000
<b>Digital</b>						
<b>Million Impressions*</b>						
Million Impressions	Digital Banner Program	\$ 1,195.00	\$ 1,195.00	\$ 1,195.00	\$ 3,585.00	750,000
Million Impressions	Targeting - Equestrian Sites and Enthusiasts					
<b>Comprehensive Digital</b>						
Social Mirror	Behavioral Custom program	\$ 1,500.00	\$ 1,500.00		\$ 3,000.00	200,000
<b>EQ Living Enewsletter</b>						
EQ Living Enewsletter	EQliving - weekly			\$ 850.00	\$ 850.00	39,000
EQ Living Sponsored E-Blast	Exclusive Sponsored E-Blasts		\$ 1,175.00		\$ 1,175.00	33,000
EQ Living Real Estate Online	Featured Property		\$1,100		\$ 1,100.00	
EQ Living Facebook	Social Post	\$ 650.00			\$ 650.00	
EQ Living Instagram	Social Post	\$ 750.00			\$ 750.00	
<b>The Plaid Horse</b>						
E-Newsletter	E-Newsletter	\$ 1,000.00			\$ 1,000.00	85,000
Blog Post + Email	Blog Post + Email		\$ 1,575.00		\$ 1,575.00	85,000
Instagram Posts	Instagram Posts	\$ 675.00			\$ 675.00	80,200
<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	\$125/one listing \$330/3 listings \$12		\$330		\$ 330.00	
<b>WSJ.com</b>						
Property upgrades	Property upgrades		Bonus	Bonus	\$ -	
Mansion Global Homepage Featured	Mansion Global Homepage Featurec	\$ 1,275.00			\$ 1,275.00	164,000
<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	\$ 1,300.00	1,288,848
<b>The New York Times</b>						
The New York Times Takeover	Full page w/ Digital promotion		\$ 690.00	\$ 690.00	\$ 690.00	168,000
<b>Equestrian Living</b>						
Equestrian Living	Full Page or Half Page		\$ 1,250.00	\$ 1,250.00	\$ 1,250.00	35,000
<b>Financial Times</b>						
Financial Times	Property Spot		\$ 730.00		\$ 730.00	210,457
<b>The Los Angeles Times</b>						
The Los Angeles Times	Takeover		\$ 610.00	\$ 610.00	\$ 610.00	220,780
TOTAL					\$ 23,705.00	3,384,285

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