



ADVERTISING
BRANDING
MARKETING

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

SKYAD.COM

277 Fifth Avenue Advertising and Marketing Program

Sotheby's
INTERNATIONAL REALTY

Table of Contents

03 INTRO

04 SOTHEBY'S AUCTION HOUSE

- 05 Sotheby's Auction Magazine
- 06 Sotheby's Bespoke Geo-Targeted Email
- 07 Sotheby's Selects e-Newsletters
- 08 Sotheby's Preferred e-Newsletters

09 DIGITAL

- 10 Impressions Campaign
- 16 Impressions Scheduling
- 17 Geofencing - Event and Location
- 18 Comprehensive Digital
- 19 Tatler Asia
- 20 Juwai.com
- 23 Dwell.com
- 25 JamesEdition
- 28 Luxury Estate
- 29 PropGo Luxury
- 30 Simply Abu Dhabi
- 31 WSJ.com

37 PRINT

- 38 The Wall Street Journal
- 39 The New York Times
- 40 The New York Times International Edition
- 41 The New York Times Takeover
- 42 Architectural Digest
- 43 The New Yorker
- 44 Financial Times

45 SCHEDULE & PRICING

- 46 Media 2023



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 277 Fifth Avenue

SKY Advertising is excited to present to Sotheby's International Realty® a curated, multi-media marketing selection of offerings to bring ultra-high net worth buyer awareness to the 277 Fifth Avenue project.

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 Manhattan.

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

**LET'S DO
GREAT THINGS TOGETHER**

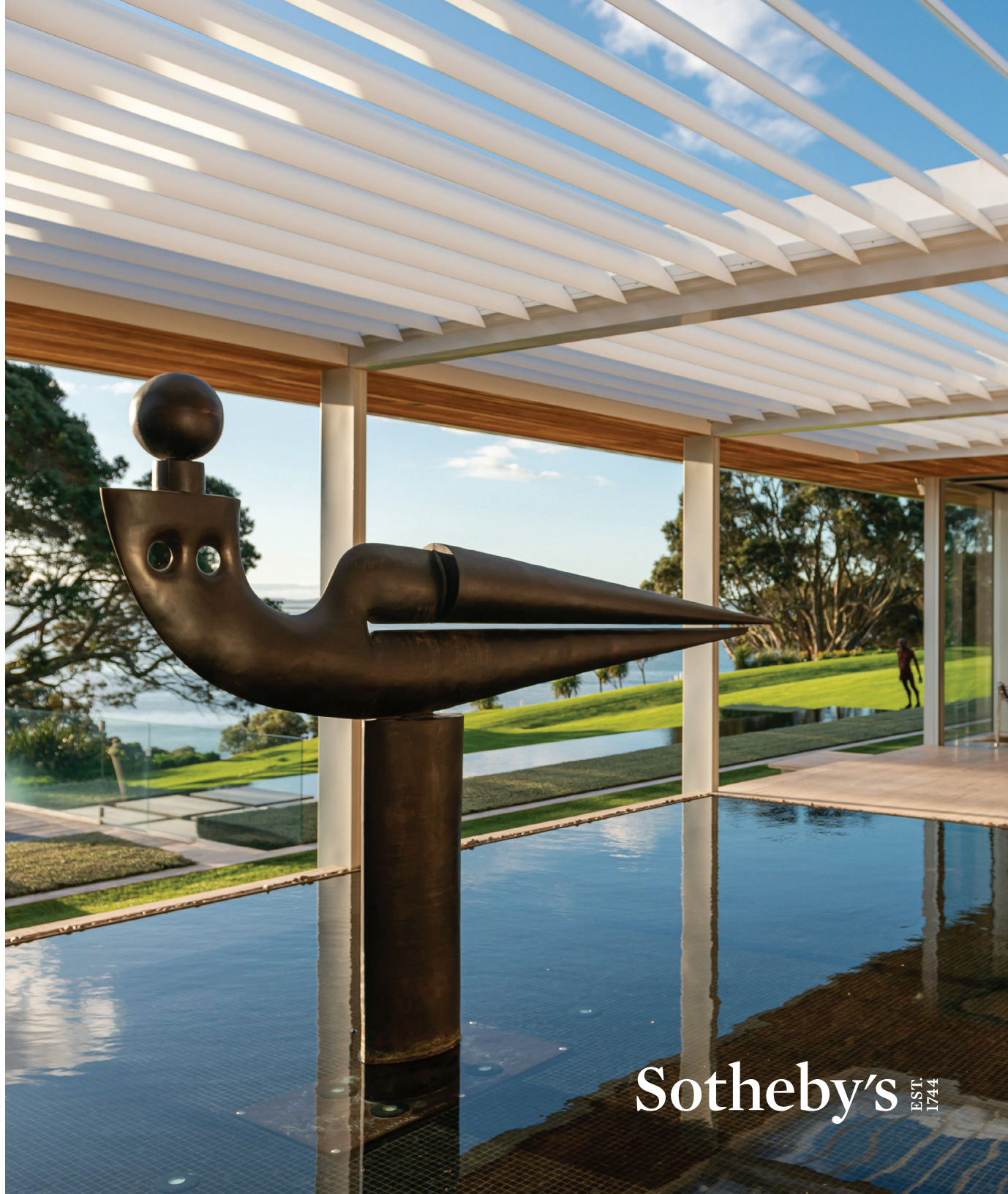
JANINE JONES
Executive Vice President
212-677-2714
janine@skyad.com

PAULA DAVIDSON
Senior Account Executive
212-677-2671
paula@skyad.com

SARA HELENI
Account Executive
212-674-2402
sara@skyad.com

JIMMY CINTRÓN
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**

2 PAGE ADVERTORIAL: \$10,500

FULL PAGE: \$3,640

HALF PAGE: \$1,820

QUARTER PAGE: \$910



Sotheby's
INTERNATIONAL REALTY

Austin, Texas
ashley@sothebysrealty.com
 Property # 1230018
 Agent: Ashley
 International Realty
 Broker: Nancy, 252.966.6622
nancy@sothebysrealty.com
 \$50,000,000.00

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

© 2018 Sotheby's International Realty, Inc. All rights reserved. Sotheby's International Realty, Inc. is an Equal Opportunity Employer. All trademarks are the property of their respective owners. The information herein is for informational purposes only and does not constitute an offer of real estate services. Please contact your local Sotheby's International Realty office for more information.

Home

1 Central Park West 46F/50C
 With unparalleled breathtaking views, 46F/50C at Central Park West is a rare opportunity to own a piece of Manhattan's most iconic real estate. This exclusive penthouse offers an unparalleled living experience with over 4,000 sq. ft. of space, including a private rooftop terrace, a gym, and a private car garage.

New York, New York
 \$2,995,000.00
 Sotheby's International Realty
 East Side Manhattan Brokerage
 Call: Nancy at 212.606.7772
nancy@sothebysrealty.com
 \$50,000,000.00

510 Park Avenue, 15/16
 This residence in the sky spans 2,000 sq. ft. of space with 100 sq. ft. of private rooftop terrace. The apartment is finished with high-end finishes and features a private car garage.

New York, New York
 \$2,995,000.00
 Sotheby's International Realty
 East Side Manhattan Brokerage
 Call: Nancy at 212.606.7772
nancy@sothebysrealty.com
 \$20,000,000.00

Four Seasons Private Residences
 This upcoming 1,100 sq. ft. penthouse is a rare opportunity to own a piece of Manhattan's most iconic real estate. This exclusive penthouse offers an unparalleled living experience with over 4,000 sq. ft. of space, including a private rooftop terrace, a gym, and a private car garage.

New York, New York
 \$2,995,000.00
 Sotheby's International Realty
 East Side Manhattan Brokerage
 Call: Nancy at 212.606.7772
nancy@sothebysrealty.com
 \$10,000,000.00

NY

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

China, India, Canada, UAE

PRICE: \$2,500/DEPLOYMENT




DIGITAL

SOTHEBY'S SELECTS
E-NEWSLETTERS

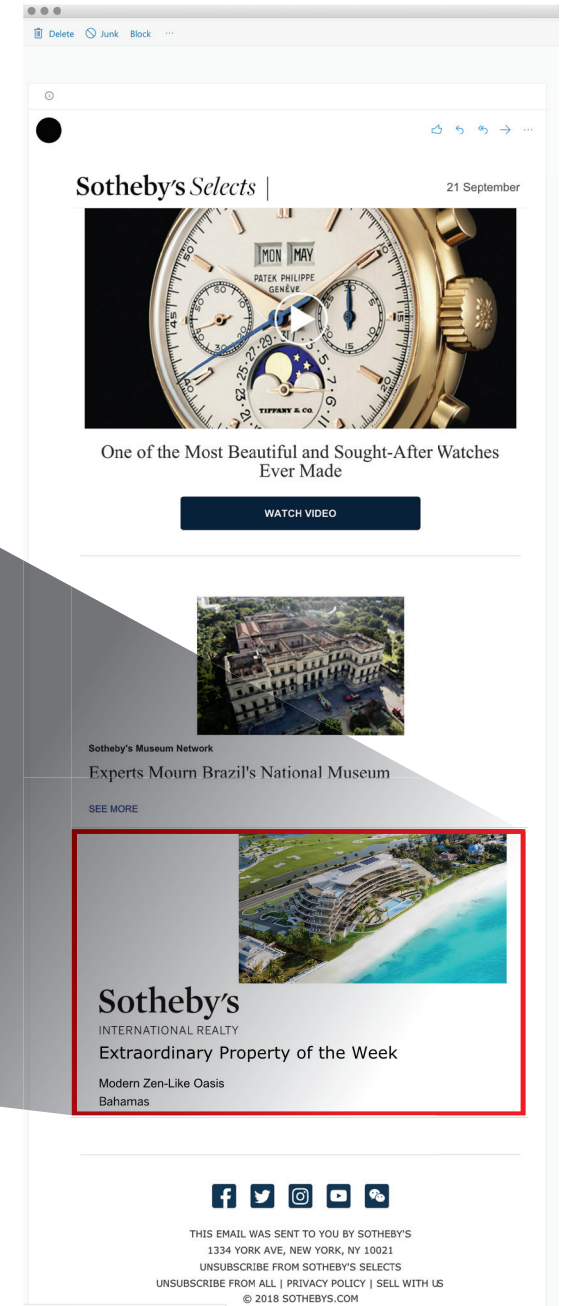
- Every Friday
- 52x Year
- Highlights upcoming auction events
- 488,357+ recipients
- 34% average open rate

PRICE: \$2,350*/DEPLOYMENT


*Limited Availability



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




Sotheby's Selects | 21 September



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

[WATCH VIDEO](#)

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



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

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

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

DIGITAL

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

EXCLUSIVE NEW PROPERTIES FROM SOTHEBY'S INTERNATIONAL REALTY®

Sotheby's INTERNATIONAL REALTY

DISCOVER MORE!

Elegant Condo Tower
New York, New York

Sotheby's Preferred 5 September 2018

Your Members' Lounge in Hong Kong

The Preferred Members' Lounge returns to the Hong Kong Convention Centre this autumn, open daily from 28 September to 3 October.

LEARN MORE

EXCLUSIVE NEW PROPERTIES FROM SOTHEBY'S INTERNATIONAL REALTY®

Sotheby's INTERNATIONAL REALTY

DISCOVER MORE!

Elegant Condo Tower
New York, New York

Travel to Hong Kong in Style

Take advantage of special offers and services while you are in Hong Kong for our sales, including exclusive hotel rates and private club access.

LEARN MORE

Limited Offer

A Jewelled Garden of Eden

Digital Offerings



Sotheby's
INTERNATIONAL REALTY

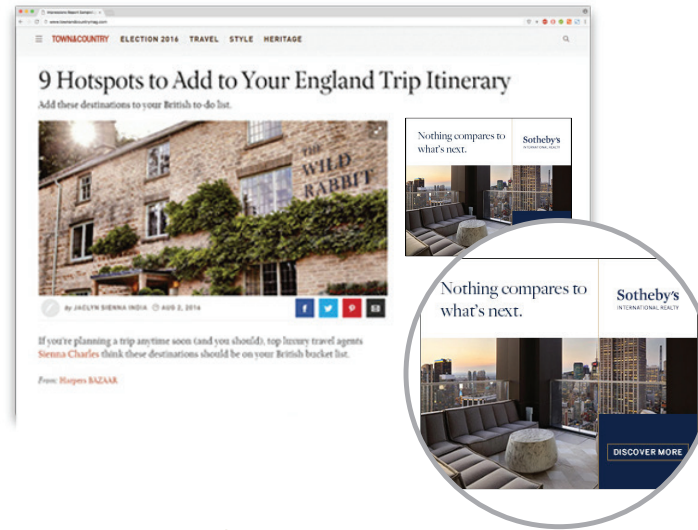
Impressions Campaign

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: **277 Fifth Avenue**
- Flight Dates: **September 2023 - November 2023**
- Impressions: **1,500,000**
- Clicks through to the website of your choice.

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



Minimum 3 month commitment

Impressions Program Targeting Sites

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

GEO TARGETING

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

INVESTOR'S BUSINESS DAILY*

THE WALL STREET JOURNAL.

THE ECONOMIC TIMES

The New York Times

FORTUNE

NATIONAL POST

BARRON'S



South China Morning Post



REUTERS

hket
香港經濟日報

FINANCIAL POST



Forbes

The National us

GULF NEWS

THE GLOBE AND MAIL*



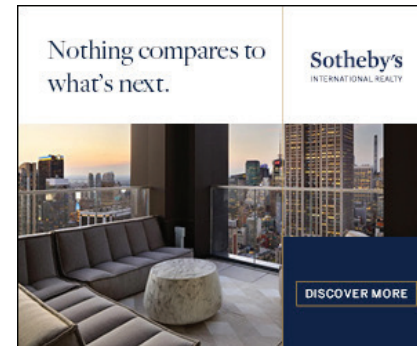
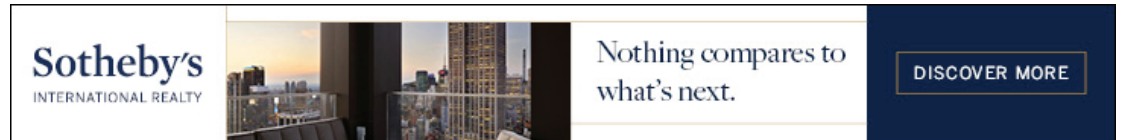
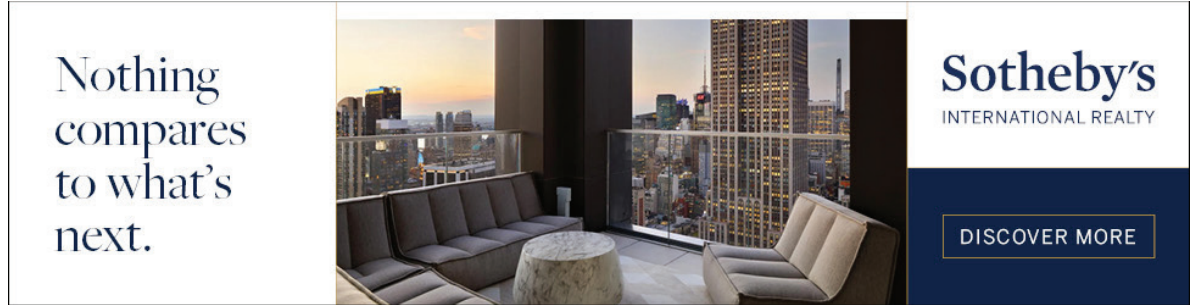
Creative

SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

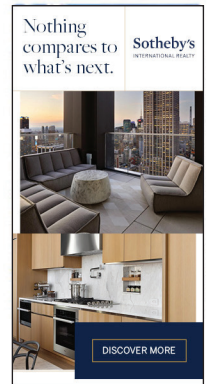
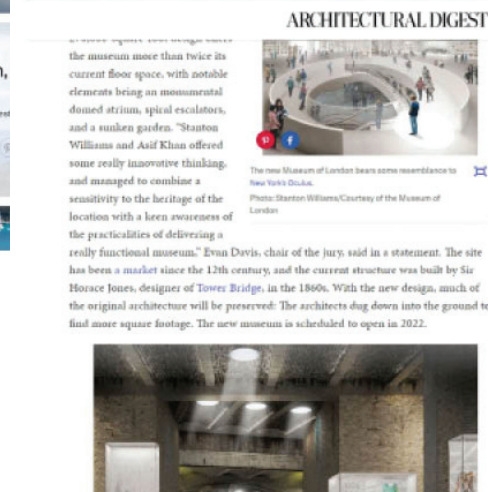
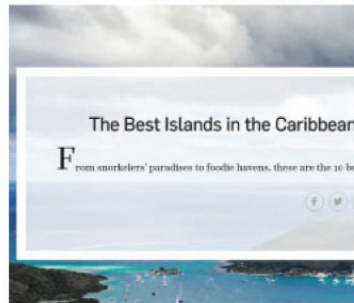
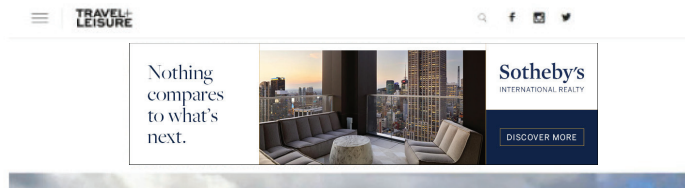
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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

BANNER PRODUCTION: \$350



Sample Banners For Impressions Programs As They Appear On Sites

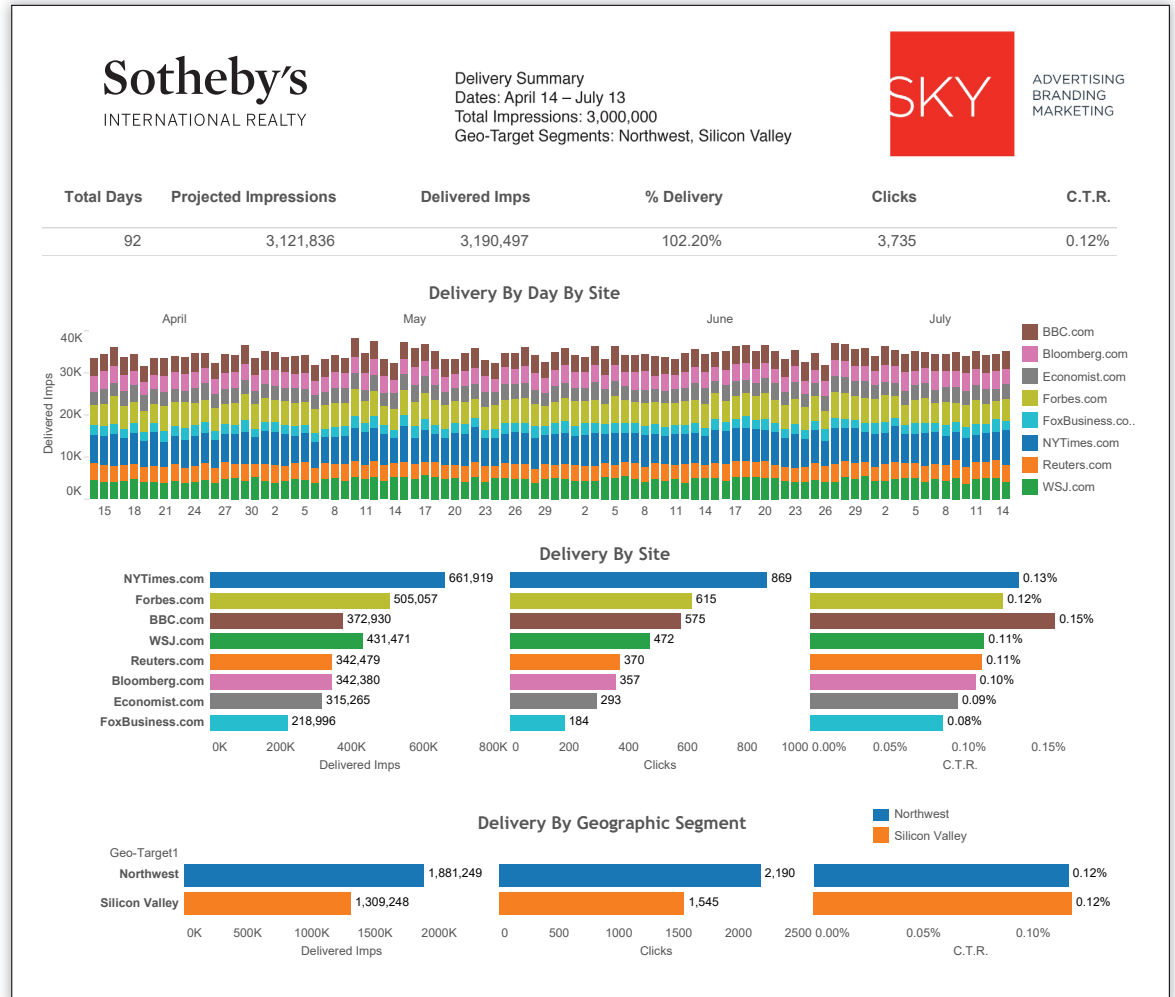


Comprehensive Reporting For Your Customized Campaign

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 China, India, Canada, United Arab Emirates.

The program, with a projected start date of September 1st 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 China, India, Canada, United Arab Emirates on top news and business/finance websites.
- A custom intent segment that will allow us to show banners to adults searching New York City residential real estate and living in China, India, Canada, United Arab Emirates.

SITE SPECIFIC

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

BEHAVIORAL TARGETING

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

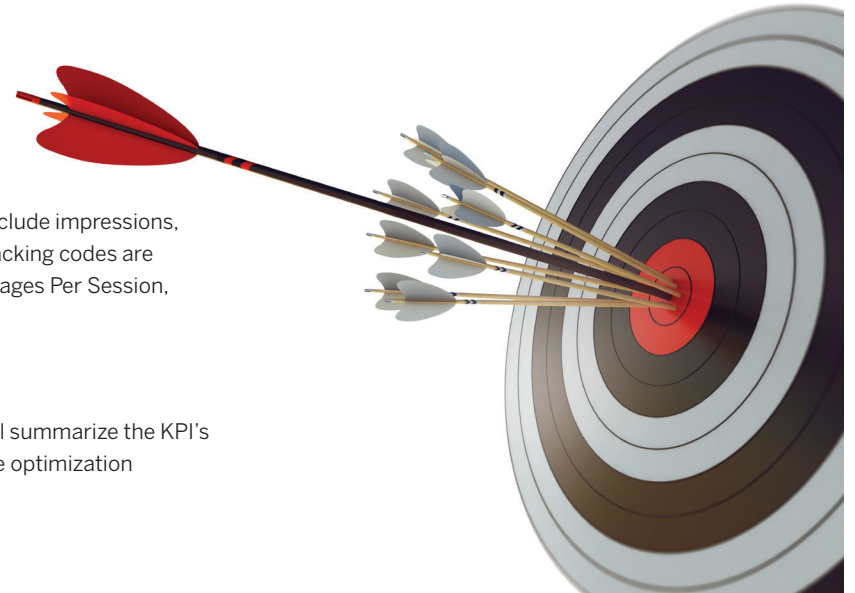
To ensure that the banners are seen in a premium environment, we have created a “whitelist” of sites. Ads will only show to people who have met our targeting criteria (behavior, income, and geo-target) on one of these sites. The site list includes top news, business, finance, sports, politics, and tech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

MEASUREMENT

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

REPORTING

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



Impressions Scheduling

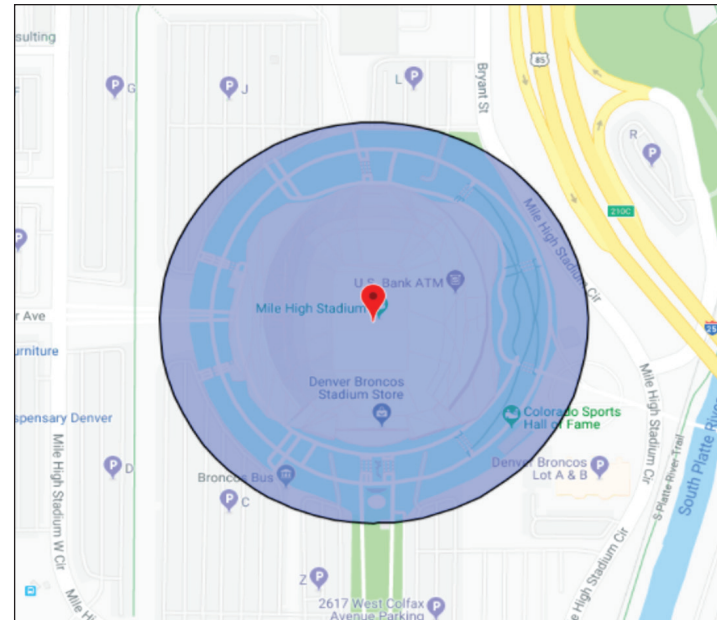
NYC SIR - 277 5th Avenue

Media	Geo-Target	September				October				November				Impressions	
		01	08	15	22	29	06	13	20	27	03	10	17		24
WSJ.com	China, India, Canada, United Arab Emirates														300,000
Barrons.com															
Investors.com															
CNBC.com															
Fortune.com															
Reuters.com															
Forbes.com															
EconomicTimes.indiatimes.com															
FinancialPost.com															
SCMP.com															
NationalPost.com															
NYTimes.com	China, India, Canada, United Arab Emirates														275,000
HKET.com															
EconomicTimes.indiatimes.com															
NationalNews.com															
GulfNews.com															
theGlobeandMail.com															
Custom Intent - New York City Real Estate	China, India, Canada, United Arab Emirates														175,000
Total Digital															750,000

Digital Event Targeting

GEOFENCE REACHES YOUR AUDIENCE ON THE MOVE

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



GEOFENCE SELECT LOCATIONS OR EVENTS AND THEN RETARGET THE AUDIENCE AFTER

TARGET SPECIFIC EVENTS AND LOCATIONS

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

Comprehensive Digital

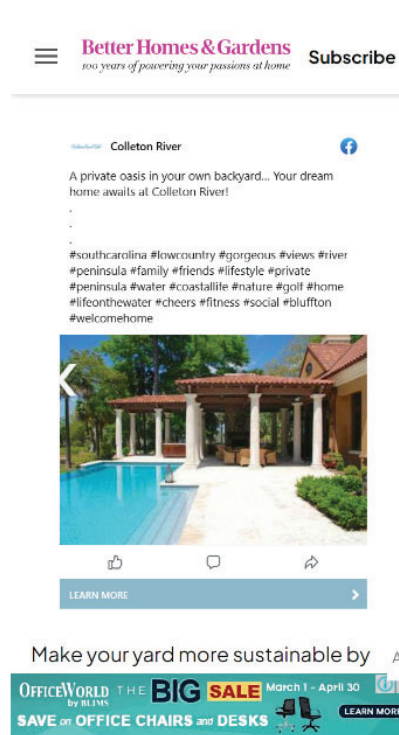
SOCIAL MIRROR ADS

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

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

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

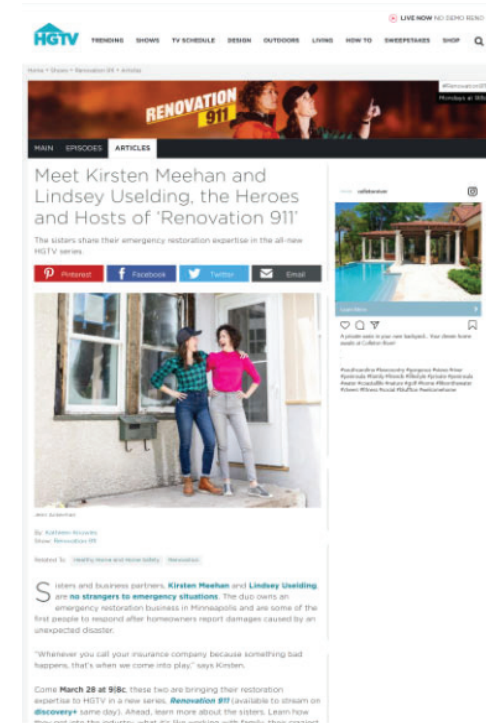
Ads can be display, video, OTT across connected TVs or carousel.



TARGETING ABILITIES:

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

PRICE: STARTING AT \$1,500 PER MONTH



DIGITAL

Asia Tatler

The all-encompassing luxury-lifestyle platform and digital brand extension of the prestigious Asia Tatler magazines produces exclusive online content and provides daily updates on the latest events, important lifestyle trends, high-end fashion and fine dining in each market. Multi-media packages are presented in an exclusive curated space for luxury brands and accessible via mobile, tablet or desktop, and include:

- Targeted display advertising
- Email marketing
- Advertorials
- Social Media

E-NEWSLETTER

PRICE: FROM \$2,950

INSTAGRAM STORY

PRICE: FROM \$2,575/POST

ASIA TATLER

Juwai Developer Solutions

PROPERTY LISTING PAGE

Enhancement Products

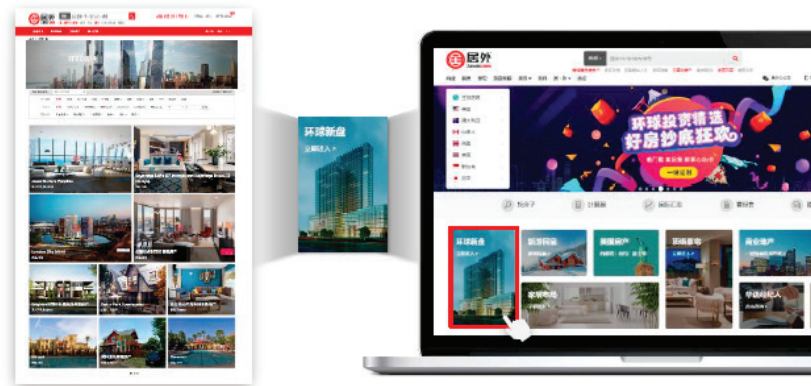
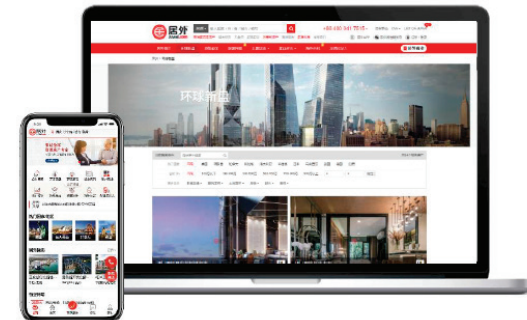
- Top Developer
- Top Property
- King Slider
- Juwai Recommends
- Super Leaderboard
- Hot Property
- Strip Banner Ad

Value-Added Products

- Monthly Social Media Promotion
- Chinese Advertorial
- Prosperous Home Report (Feng Shui)

Juwai Online Event Solution

PRICE: \$7,500- \$10,000 PER 6 MONTH CAMPAIGN



juwai.com

Juwai.com is where Chinese find international property. Juwai, which means “home overseas”, is visited by Chinese buyers each day from over 403 cities throughout China, as well as major Chinese communities in Taiwan, Hong Kong, Malaysia and Singapore. The site is the largest and most authoritative source for global property in Chinese, with over 2.5 million property listings spanning 89 countries.

HOT PROPERTY UPGRADE

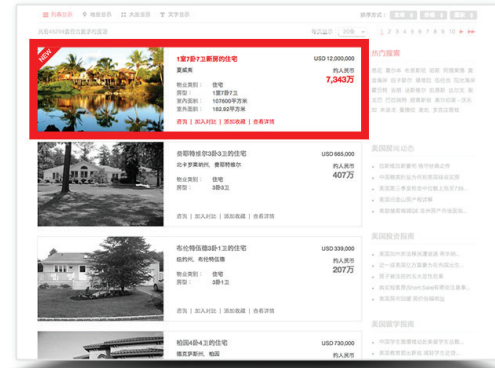
With this hot placement, your listing can attract up to 90.8X more traffic. Be seen before Chinese buyers even begin their property search! Located on the right side of the homepage.

PRICE: \$425

FEATURED PLACEMENT PROPERTY LISTING

- Juwai Luxe Channel
- Connects you to UHNW (Ultra High Net Worth) Chinese consumers.

PRICE: \$425



DISPLAY BANNER ADS LUXE CHANNEL

BANNER: \$750/MONTH

SUPER LEADERBOARD

LEADERBOARD: \$300/MONTH

juwai.com

CREATIVE EDITORIAL & SOCIAL MEDIA POSTING

Professionally crafted content written in close conjunction with your marketing team.

Appears on the Juwai Home Page, and relevant country pages

Boosted on Juwai Social Media Accounts including Wechat and Weibo

PRICE: \$2,355 PER ARTICLE

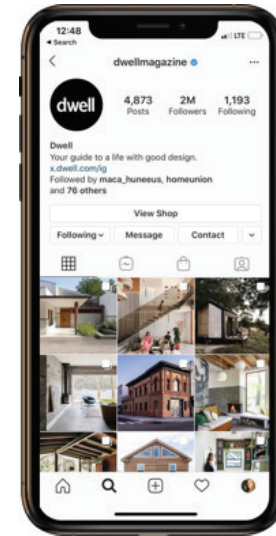
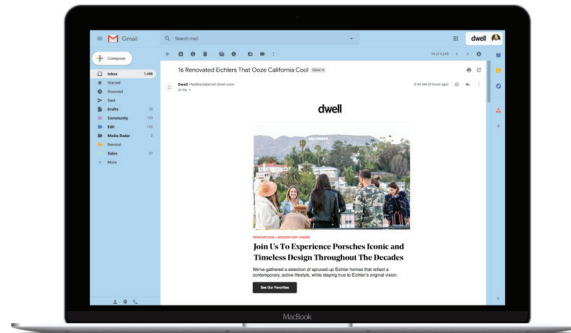


Dwell Real Estate

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

CUSTOM REAL ESTATE ARTICLE.

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.

PRICE: \$3,125

PACKAGE 2

CUSTOM REAL ESTATE ARTICLE.

This article permanently live will live in the Dwell.com Real Estate Channel.

- Promotion on Dwell.com Homepage through a promo tile.
- Promotion in the Dwell Email Newsletter.
- Promotion on the Dwell Facebook.

PRICE: \$3,750

jamesedition.com

E-NEWSLETTER

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

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

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

LISTING FEATURE: \$1,500

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

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

jamesedition.com

ROTATING GALLERY

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

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

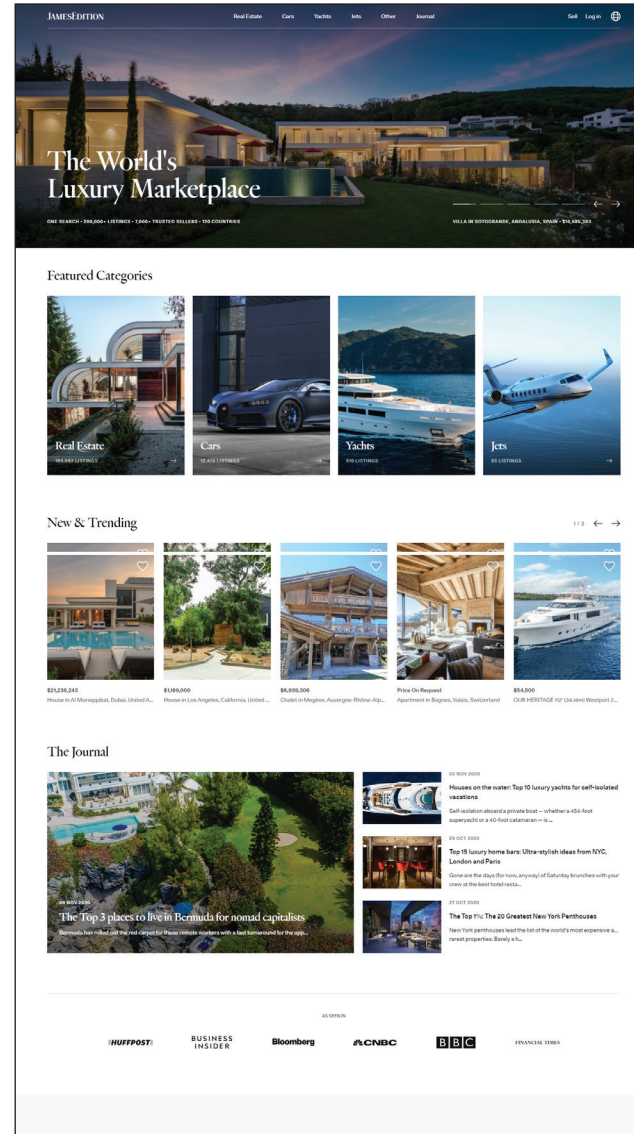
Showcase your office and properties and bring increased visibility to capture the attention of the UHNW in the James Edition rotating Gallery. The Rotating Gallery is a carousel of selected listings that automatically changes every 5 seconds. on the Home Page and the Real Estate Page

HOME PAGE

FEATURED BANNER: \$2,000

REAL ESTATE PAGE

FEATURED BANNER: \$1,600



jamesedition.com

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.

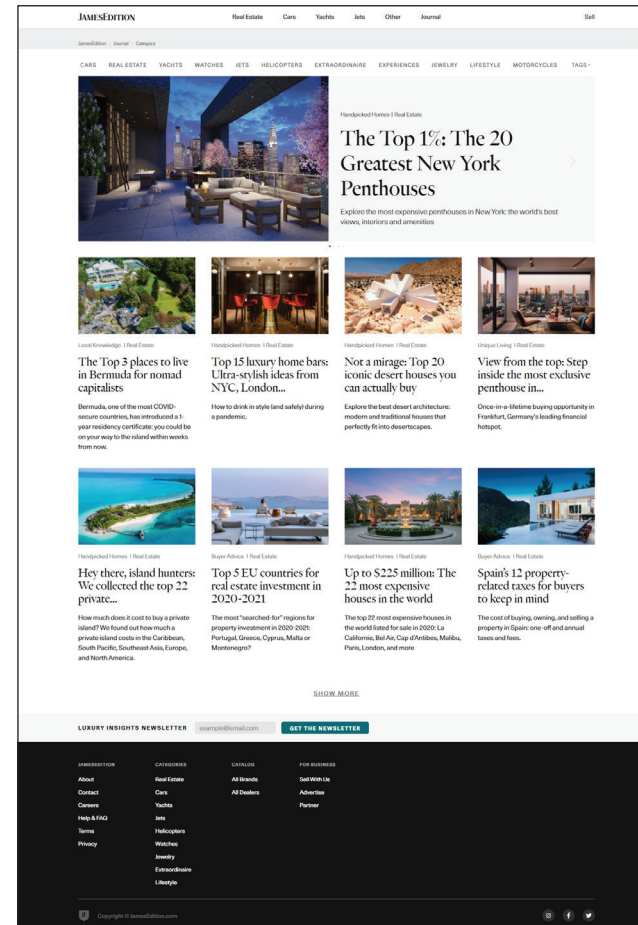
With more than 10 million monthly page views from around the world, JamesEdition.com is the quintessential marketplace for ultra-high net worth individuals. With users evenly spread throughout the Americas, EMEA and Asia, JamesEdition.com is the only truly global site to market luxury.

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

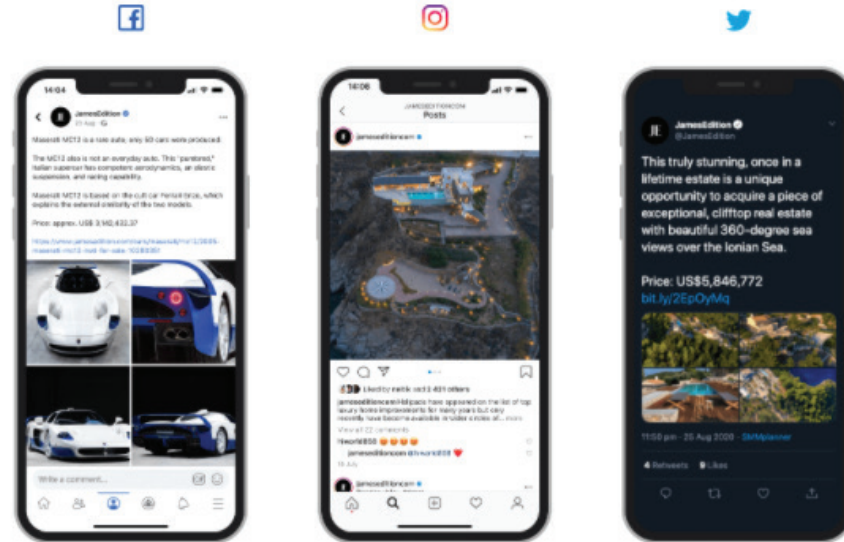
Founded in 2008, JamesEdition.com features the largest collection of luxury goods worldwide.

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

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.



PropGOLuxury.com

PropGOLuxury.com is the leading global luxury real estate site serving affluent English and Chinese audiences that allows users to search for luxury homes based on price and location. It offers the most effective way to reach luxury property buyers, including China's large and rapidly growing international property buyer demographic. The banner display ad for your listing receives 125,000 impressions on the homepage or the search results page.

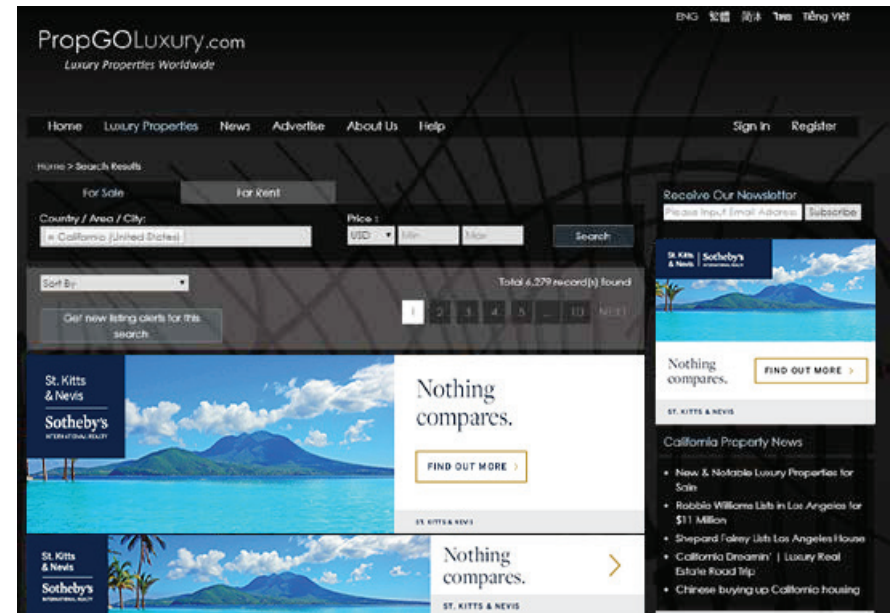
FEATURED LISTING & REGIONAL SHOWCASE: \$750

FEATURED DEVELOPER PACKAGE

CHINA: \$12,970

SINGAPORE: \$8,900

HONG KONG: \$11,650



Simply Abu Dhabi

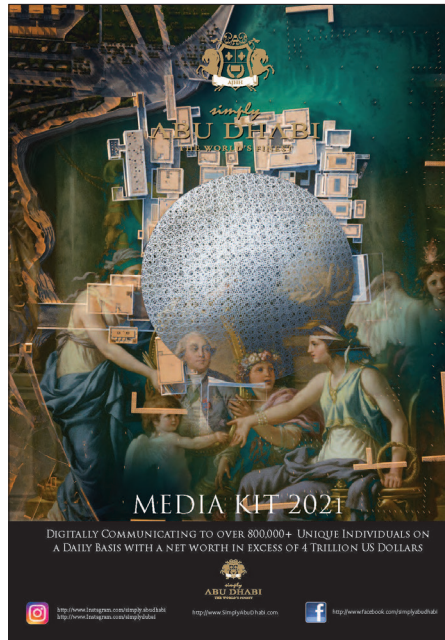
Simply Abu Dhabi is an English language luxury lifestyle publication that is only available by invitation to the highest echelon of society.

INSTAGRAM POST

Simply Abu Dhabi differs from the norm and can only be described as a heavy weight coffee table book, primarily targeting the elite and affluent globally

- A hyper link to our online edition of Simply Abu Dhabi is circulated quarterly, via an electronic communication, to over 500,000 active and subscribed email addresses globally.
- Conservative estimates would easily value our 7,800 'By Invitation Only' readers of the Simply Abu Dhabi printed publication, with a combined net worth in excess of \$4 TRILLION US dollars.
- Instagram: We proudly boast over 156,000 organically created instagram followers for @SimplyAbuDhabi complimented by the following: 95,000 followers on @AmazingAbuDhabi 101,000 followers on @SimplyDubai

PRICE: \$1,375 PER POST



The Wall Street Journal Online (WSJ.Com)

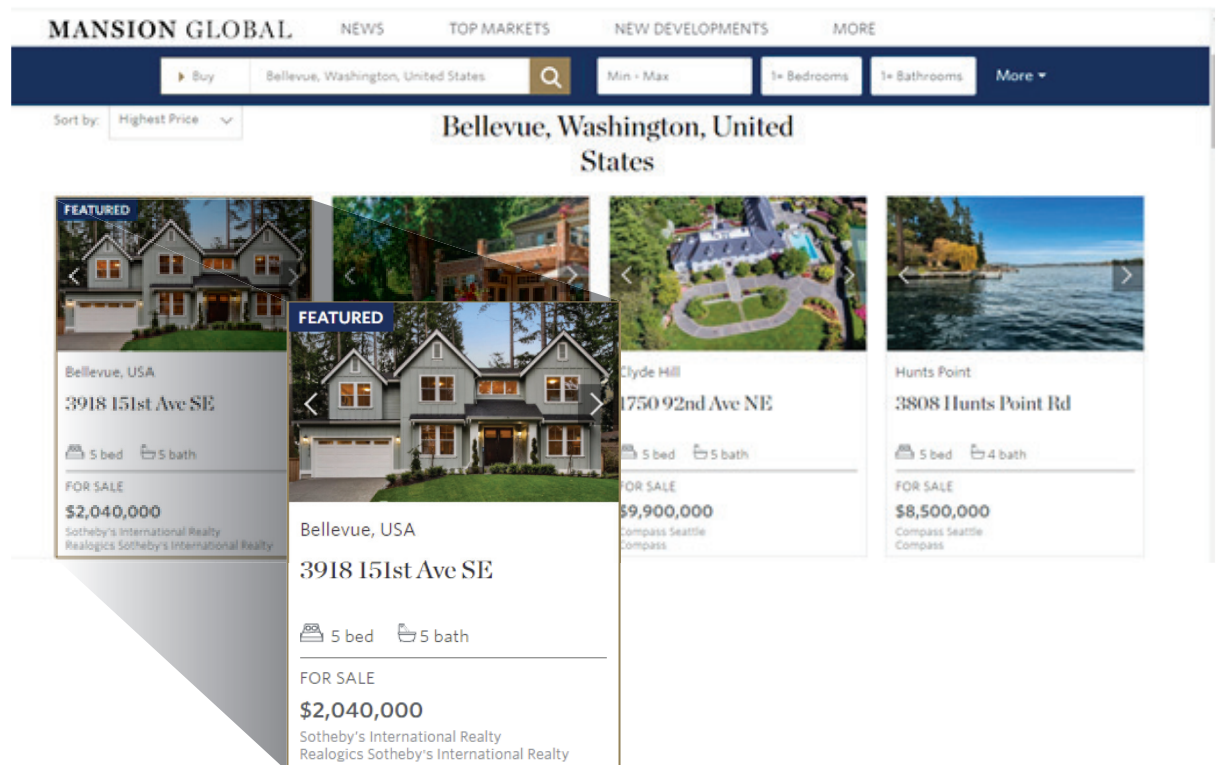
FEATURED PROPERTY UPGRADES

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)

MANSION GLOBAL NEW DEVELOPMENTS PROFILE PAGE

Showcase impressive new construction projects to an audience of engaged high-net-worth buyers.

INCLUDES

- Fixed, always-on position within section
- Full screen image slideshow
- Prominent lead generation form
- Property highlights
- Neighborhood profile
- Available units (300x600 banner recommended)
- Video (optional)
- Amenities carousel (3-9 amenities with 1 image for each)
- Localized map
- Searchable within listings database

PROFILE PAGE: \$1,250 3 MONTHS

Buy Luxury properties by location

San Francisco
706 Mission
FOUR SEASONS PRIVATE RESIDENCES AT 706 MISSION | [WEBSITE](#) [VIEW MEDIA](#)

SHARE [SAVE](#)

DESCRIPTION

With local landmarks like Yerba Buena Gardens and the city's art, culture and museum district just steps from your front door, this exclusively residential experience is expressed through redefined Four Seasons anticipatory service and

[Read More](#)

AMENITIES [View Gallery](#) **NEIGHBORHOOD**

- Intimate bar and lounge
- Grand outdoor terrace
- Bespoke fitness and wellness
- Fully equipped game room

[Show More](#)

YERBA BUENA GARDENS, MUSEUMS & CULTURAL DISTRICT

100,000+ ★★★★★ reviews [SHOP NOW](#)

The Wall Street Journal Online (WSJ.Com)

MANSION GLOBAL DAILY (M-F) ENEWSLETTER

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

PRICE: \$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. 3900 2012 St Catherine Street, Vancouver, BC	\$10,000,000
2. 68 Blake Park, Toronto, ON	\$10,000,000
3. 2220 North Avenue, Vancouver, BC	\$9,000,000
4. 3480 - 101 Lombard Street Toronto, ON	\$41,500,000
5. 5600 Park Crescent, Vancouver, BC	\$7,900,000
6. 5 Fernhill Court, Boca Raton, FL	\$73,300,000
6. 4882 201 Street, Surrey, BC	\$18,900,000
7. 41 St. Patrick, Brentwood, QC	\$12,000,000
8. 7522 7522 Ave Royale, Chateau-Richer, QC	\$24,000,000
9. 8018 McLean, Toronto, ON	\$12,900,000
10. 489 Spadina Road, Toronto, ON	\$20,000,000

Region	Average Home Price	Number of Luxury Listings (over \$2M)	Most Expensive Listing
British Columbia	\$720,028	3,120	\$28,000,000
Vancouver	\$1,487,048	870	\$38,000,000
Surrey	\$867,400	122	\$28,000,000
Whisper	\$1,053,300	26	\$25,900,000
Ontario	\$578,072	1,061	\$35,000,000
Toronto	\$869,817	332	\$39,000,000
Quebec	\$294,291	185	\$26,000,000
Westmount	\$1,376,900	32	\$26,000,000
Chateau-Richer	\$193,333	1	\$26,000,000

TRENDING TODAY

Architectural Digest @ArchDigest Following

We found the most iconic building in every state in America: archdg.co/8hz6SKy



3:26 AM - 25 May 2018

#AloneTogether ad

Staying home saves lives.

For more info visit coronavirus.gov

Powered by LiveIntent AllChives

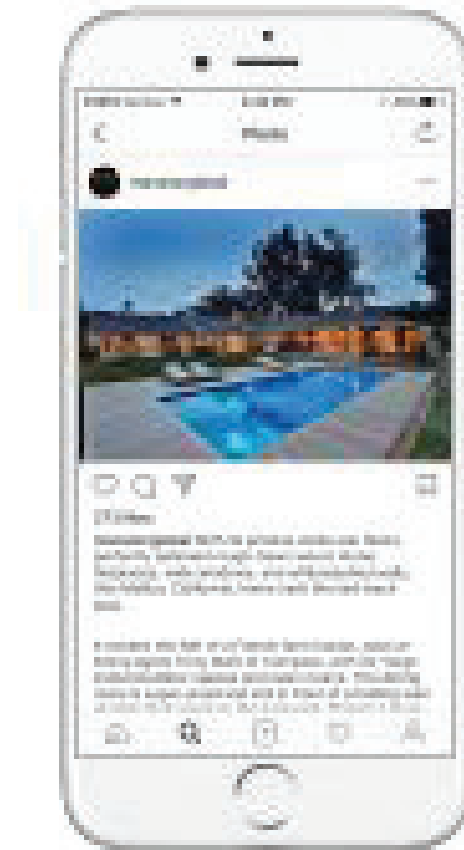
The Wall Street Journal Online (WSJ.Com)

@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**

PRICE: \$1,775



The Wall Street Journal Online (WSJ.Com)

MANSION GLOBAL WECHAT

WeChat is the largest standalone messaging app in Asia with more than 1 billion users. Over 80% of active accounts are registered in China.

The Sponsored Listing Post Opportunity allows brands to post a listing and reach a highly valued, Chinese audience. Each listing post features a stunning image and powerful copy, driving users back to the listing page on the Mansion Global mirror site on WeChat.

- Sponsored Listing Post Opportunity
- **\$2,500** per post, guaranteeing **2,000 Views** (2x required)
- **\$6,000/week** (5x posts), guaranteeing **10,000 Views**
- Average CTR from Post to Listing: **10%**
- **2-Posts** Per Month Minimum

PRICE: \$2,353 PER POST
2 MONTH MINIMUM



+10%
Average CTR

Print Offerings



Sotheby's
INTERNATIONAL REALTY

The New York Times International Edition

The New York Times International Edition is a sophisticated and comprehensive daily report for opinion leaders and decision makers around the world. The mission of the New York Times International Edition is to enhance the global community by creating, collecting and distributing high-quality news and entertainment. Its readers have levels of income and investment that can hardly be described as average; much like the newspaper they enjoy reading, these levels reflect their highly mobile and affluent status. New York Times International Edition readers are people whose tastes tend toward the deluxe, leading active and upscale lifestyles.


- Circulation: **214,775**
- Geographic distribution: **Europe, Asia, Pacific, Middle East, N. Africa, Americas**
- Readership: **421,373**
- Male / Female ratio: **76% / 24%**
- Average household income: **\$367,700**
- Median age: **55**

DOUBLE PROPERTY SPOT: \$1,140
PROPERTY SPOT: \$570




Sotheby's
INTERNATIONAL REALTY

Nothing compares to what's next.




LYFORD CAY, THE BAHAMAS
Canal House
Price Upon Request
SIRbahamas.com/id/DL4XDR
Bahamas Sotheby's International Realty
NICK DAMIANOS
nick.damianos@sirbahamas.com
+1 242.376.1841

GREENWICH, CONNECTICUT



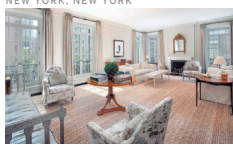
CopperBeechFarmCT.com
\$150,000,000
Greenwich Brokerage
LESLIE MCELWREATH | JOSEPH BARBIERI
leslie.mcelwreath@sothebys.realty +1 917.539.3654

CENTRE ISLAND, NEW YORK




357 Centre Island Road
\$9,750,000 | DanielGale.com/listing/dgid584848
Daniel Gale Sotheby's International Realty
KATIE CUDEBACK
katiecudack@danielgale.com +1 516.238.9919

NEW YORK, NEW YORK



840ParkAve.com
\$11,500,000
East Side Manhattan Brokerage
JEANNE H. BUCKNAM | NIKKI FIELD
jeanne.bucknam@sothebys.realty +1 212.606.7717

SHELTER ISLAND, NEW YORK



29 Winthrop Road
\$9,499,000 | DanielGale.com/listing/dgid786671
Daniel Gale Sotheby's International Realty
DEBORAH PIRRO
deborahpirro@danielgale.com +1 516.637.5786

© 2013 Sotheby's International Realty. All Rights Reserved. Sotheby's International Realty® is a registered trademark and used with permission. Each Sotheby's International Realty office is independently owned and operated, except those operated by Sotheby's International Realty, Inc. All offerings are subject to terms, conditions, changes including price or withdrawal without notice. Equal Housing Opportunity. SOTHEBYSREALTY.COM

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**

PRICE: \$690 FULL PAGE, COLOR

Includes Digital promotion and Digital Flipbook




Sotheby's
INTERNATIONAL REALTY

GREENWICH CONNECTICUT

Represented by: **Janet Maloney** MRE, SLS

Move beyond your expectations.

Nothing compares.
SOthebysREALTY.COM

72 Post Road, Old Westbury, NY



Fichea Russell
Real Estate Salesperson
Gold Circle Of Excellence
6 516.562.2710
c. 516.562.5400

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



© 2017 Sotheby's International Realty, an Equal Housing Opportunity and Equal Housing Lender. Sotheby's International Realty is a registered trademark and service mark of Sotheby's International Realty, Inc. All rights reserved. Sotheby's International Realty does not discriminate on the basis of race, gender, religion, national origin, or ethnicity. Sotheby's International Realty is an Equal Housing Opportunity and Equal Housing Lender. Sotheby's International Realty is a registered trademark and service mark of Sotheby's International Realty, Inc. All rights reserved. Sotheby's International Realty does not discriminate on the basis of race, gender, religion, national origin, or ethnicity.



Sandbanks Exuma, The Bahamas




Jacqueline Lightburn
Elite Agent
+1 242 269 2235
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. (aka a beach) area directly visible to the ocean/water sports.

SIREXUMAS.COM/ID/X295.67



© 2017 Sotheby's International Realty, an Equal Housing Opportunity and Equal Housing Lender. Sotheby's International Realty is a registered trademark and service mark of Sotheby's International Realty, Inc. All rights reserved. Sotheby's International Realty does not discriminate on the basis of race, gender, religion, national origin, or ethnicity. Sotheby's International Realty is an Equal Housing Opportunity and Equal Housing Lender. Sotheby's International Realty is a registered trademark and service mark of Sotheby's International Realty, Inc. All rights reserved. Sotheby's International Realty does not discriminate on the basis of race, gender, religion, national origin, or ethnicity.

5305 Carlsbad Boulevard, Carlsbad, CA 92008



Eric Santorino
Elite Agent
858.334.3577
eric@ericcarlsbad.com
DRE#02156001

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

Stunning single story 15,000 sq ft 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.



SOthebysREALTY.COM/ID/THE44



© 2017 Sotheby's International Realty, an Equal Housing Opportunity and Equal Housing Lender. Sotheby's International Realty is a registered trademark and service mark of Sotheby's International Realty, Inc. All rights reserved. Sotheby's International Realty does not discriminate on the basis of race, gender, religion, national origin, or ethnicity. Sotheby's International Realty is an Equal Housing Opportunity and Equal Housing Lender. Sotheby's International Realty is a registered trademark and service mark of Sotheby's International Realty, Inc. All rights reserved. Sotheby's International Realty does not discriminate on the basis of race, gender, religion, national origin, or ethnicity.

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:

- 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%**

FULL PAGE, COLOR
CANADA EAST: \$2,190



TTR
Sotheby's

300 International Drive #2501

BALTIMORE, MARYLAND

Live amongst the clouds with the best undisturbed view in Baltimore. Highlighting the epitome of luxury condo living within the Four Seasons Private Residences Baltimore. Residence #2501 features 2,000+ square feet of living with high-end finishes and a seamless open floorplan. Centrally located to America's most prestigious golf courses, Caves Valley, Congressional, Baltimore Country Club and more.

Offered at \$2,990,000

TRAVELSTEAD!
Alex Lerner
410-460-3152
alexner@ttr.com

Lydia Travelshead
410-869-2113
travelshead@ttr.com

© 2019 Sotheby's International Realty. All Rights Reserved. Architectural Digest, TV Hitmaker, Shonda Rhimes, Living Pretty, Private Getaway, Star Power, Coast to Coast, Seth Meyers, Ellen DeGeneres, Tory Burch, Derek Blasberg are trademarks of their respective owners. All other trademarks are the property of their respective owners. All rights reserved. All other trademarks are the property of their respective owners. All other trademarks are the property of their respective owners.

velvære

Live at Velvære. Experience a state of well-being where nature and surroundings are intrinsically linked to living whole. This A/C rare community will feature direct access to the ocean and a new, award-winning destination through an ocean deck, extensive art collection, discovery-focused outdoor spaces, an integrative wellness center and family adventure center all woven around 115 private cabana, restaurants and beach houses in Park City, Utah. Available now, starting from \$4,650,000.

VELVAEREPAKITY.COM

MACLEBY
Summit | Sotheby's


Keri Holland + Liza Story | info@velvareparkcity.com | 435.602.6570

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**

TRIPLE PROPERTY SPOT: \$2,190



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

PROPERTY | INTERIORS | ARCHITECTURE | GARDENS

House & Home FTWeekend

Never too late! Will You be the Director of the new London price falls?
Sign of the Times South East London price falls
Study in style Harrogate is no chore

The home of prime property: property.ft.com Follow us on Twitter @FTProperty



FTWeekend Edition

Food and drink festive special

Lunch with the FT
 Ft chief Bernie Ecclestone: 'I break the rules'

Schulz reversal raises Merkel's survival hopes
 SPD chief ready to join coalition talks
 Rare bout of German umcise recedes

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

Uber and the cost of the Katana Problem

SPD chief ready to join coalition talks
 Rare bout of German umcise recedes

Uber and the cost of the Katana Problem

SPD chief ready to join coalition talks
 Rare bout of German umcise recedes

Uber and the cost of the Katana Problem

SPD chief ready to join coalition talks
 Rare bout of German umcise recedes

Sotheby's INTERNATIONAL REALTY

Nothing compares to what's next.

FLORIDA, 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	SCOTTSDALE, ARIZONA 10000 North 30th Road \$4,900,000 sothebysrealty.com/id/47076 Scottsdale Sotheby's International Realty FRANK AZAR frank.azar@sotheby.com +1 480.485.4040	ATHLON, CALIFORNIA 10150 Via Vista \$4,700,000 sothebysrealty.com/id/47087 Scottsdale Sotheby's International Realty MICHAEL DREYFUS michael.dreyfus@sotheby.com +1 480.485.4040
PALO ALTO, CALIFORNIA 1425 Woodside \$14,000,000 Michael Dreyfus michael.dreyfus@sotheby.com +1 480.485.4040	HEMLOCK, CALIFORNIA 1001 Eastwood Lane \$6,500,000 Michael Dreyfus Ann Newton michael.dreyfus@sotheby.com +1 480.485.4040	ROSS, CALIFORNIA 2750 Greenhill Lane \$7,500,000 Landon H. Saxe R. Salcido landon.saxe@sotheby.com +1 480.485.4040
SEASIDE, CONNECTICUT 1100 Seaside \$1,500,000 Matt Kenady matt.kenady@sotheby.com +1 203.271.2888	NEWTON, CONNECTICUT 100 Newton Ridge \$1,500,000 Matt Kenady matt.kenady@sotheby.com +1 203.271.2888	KEY LARGO, FLORIDA 11 Harbor Island Drive \$1,500,000 Russell Perry Realty Tax russell.perry@sotheby.com +1 305.584.4123
KEY LARGO, FLORIDA 7 Fingertan Cay Blvd, Unit B \$1,500,000 Russell Perry Realty Tax russell.perry@sotheby.com +1 305.584.4123	VERO BEACH, FLORIDA 10000 Vero Beach \$1,500,000 Wendy Storck wendy.storck@sotheby.com +1 772.771.8888	
WILMINGTON, MASSACHUSETTS 1000 Washington \$1,500,000 Martha Piper martha.piper@sotheby.com +1 617.427.4500	BOSTON, MASSACHUSETTS 100 Beacon Street, Unit 8 \$1,500,000 Lori Kuman Jeff Simion lori.kuman@sotheby.com +1 617.427.4500	WILMINGTON, MASSACHUSETTS 1000 Washington \$1,500,000 George Cain george.cain@sotheby.com +1 617.427.4500
NEW YORK, NEW YORK 1000 Washington \$1,500,000 Martha Piper martha.piper@sotheby.com +1 617.427.4500	NEW YORK, NEW YORK 1000 Washington \$1,500,000 Lori Kuman Jeff Simion lori.kuman@sotheby.com +1 617.427.4500	NEW YORK, NEW YORK 1000 Washington \$1,500,000 George Cain george.cain@sotheby.com +1 617.427.4500
NEW YORK, NEW YORK 1000 Washington \$1,500,000 Martha Piper martha.piper@sotheby.com +1 617.427.4500	NEW YORK, NEW YORK 1000 Washington \$1,500,000 Lori Kuman Jeff Simion lori.kuman@sotheby.com +1 617.427.4500	NEW YORK, NEW YORK 1000 Washington \$1,500,000 George Cain george.cain@sotheby.com +1 617.427.4500
CHARLESTON, SOUTH CAROLINA 1000 Washington \$1,500,000 Martha Piper martha.piper@sotheby.com +1 617.427.4500	PROVIDENCE, RHODE ISLAND 1000 Washington \$1,500,000 Lori Kuman Jeff Simion lori.kuman@sotheby.com +1 617.427.4500	CHARLESTON, SOUTH CAROLINA 1000 Washington \$1,500,000 George Cain george.cain@sotheby.com +1 617.427.4500
SEASIDE, CONNECTICUT 1000 Washington \$1,500,000 Martha Piper martha.piper@sotheby.com +1 617.427.4500	NEW YORK, NEW YORK 1000 Washington \$1,500,000 Lori Kuman Jeff Simion lori.kuman@sotheby.com +1 617.427.4500	NEW YORK, NEW YORK 1000 Washington \$1,500,000 George Cain george.cain@sotheby.com +1 617.427.4500
NEW YORK, NEW YORK 1000 Washington \$1,500,000 Martha Piper martha.piper@sotheby.com +1 617.427.4500	NEW YORK, NEW YORK 1000 Washington \$1,500,000 Lori Kuman Jeff Simion lori.kuman@sotheby.com +1 617.427.4500	NEW YORK, NEW YORK 1000 Washington \$1,500,000 George Cain george.cain@sotheby.com +1 617.427.4500
NEW YORK, NEW YORK 1000 Washington \$1,500,000 Martha Piper martha.piper@sotheby.com +1 617.427.4500	NEW YORK, NEW YORK 1000 Washington \$1,500,000 Lori Kuman Jeff Simion lori.kuman@sotheby.com +1 617.427.4500	NEW YORK, NEW YORK 1000 Washington \$1,500,000 George Cain george.cain@sotheby.com +1 617.427.4500

SOthebysREALTY.COM

Schedule, Pricing & Reach



Sotheby's
INTERNATIONAL REALTY

Proposed Schedule, Pricing & Reach 2023

Plan 1	Media	Ad Description	September	October	November	December	Media Total	Reach
Sotheby's Auction House: Print								
	Sotheby's Magazine	Advertorial - 2 page				\$ 10,500.00	\$ 10,500.00	20,000
	Sotheby's Magazine	Full Page				\$ 3,640.00	\$ 3,640.00	20,000
Sotheby's Auction House: Digital								
	Sotheby's Bespoke Geo-Targeted Em	Email						
	Sotheby's Bespoke Geo-Targeted Em	China, India, Canada, UAE	\$ 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
Digital								
Million Impressions*								
	Million Impressions	Digital Banner Program	\$ 1,625.00	\$ 1,625.00	\$ 1,625.00		\$ 4,875.00	1,500,000
	Million Impressions	Targeting - China, India, Canada, UAE						
Comprehensive Digital								
	Social Mirror	Behavioral Custom program	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00		\$ 4,500.00	300,000
Geofencing - Event and Location								
	Geofencing - Event and Location	Target specific events and locations	\$ 1,500.00				\$ 1,500.00	60,000
Juwai.com								
	Developer Marketing Solution	Multi Channel campaign			\$8,000		\$ 8,000.00	15,400,000
	Hot property upgrade	Hot property upgrade	\$ 425.00				\$ 425.00	2,300,000
	Luxe Channel Property Listing	Luxe Channel Property Listing - 6 m			\$425		\$ 425.00	2,300,000
	Display Banner Ads - Luxe Channel	Banners	\$ 750.00				\$ 750.00	2,300,000
	Super Leaderboard	Leaderboard			\$ 300.00		\$ 300.00	2,300,000
	Creative Editorial & Social Media Pos	Article and posts		\$ 2,355.00			\$ 2,355.00	2,300,000
Dwell.com								
	Real Estate Package 1	Custom Article with promo on Hom	\$ 3,125.00				\$ 3,125.00	110,000
JamesEdition								
	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 pr	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
PropGo Luxury								
	PropGo Luxury	Featured Listing & Regional Showca	\$ 750.00	\$ 750.00	\$ 750.00		\$ 2,250.00	300,000
	Propgoluxury.com	Featured Developer Package			\$12,970		\$ 12,970.00	125,000
Simply Abu Dhabi								
	Instagram Post	Instagram Post	\$ 1,375.00	\$ 1,375.00	\$ 1,375.00	\$ 1,375.00	\$ 5,500.00	102,400
Tatler Asia								
	e-Newsletter	e-Newsletter	\$ 2,950.00				\$ 2,950.00	25,600
	Instagram Story	Instagram Story		\$ 2,575.00			\$ 2,575.00	50,000
WSJ.com								
	Mansion Global Homepage	Mansion Global Homepage	\$ 2,150.00				\$ 2,150.00	164,000
	Mansion Global New Development P	Profile page - 3 months		\$1,250			\$ 1,250.00	
	Mansion Global e-Newletter	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
	Mansion Global We Chat	2 month minimum	\$ 2,353.00	\$ 2,353.00			\$ 4,706.00	152,400
Luxury Estate								
	Luxury Estate	Showcase Listing + Elite Listing Pack		\$3,250			\$ 3,250.00	
Print								
The Wall Street Journal								
	The Wall Street Journal - National	Property Spot w/Digital Featured Pr	\$ 650.00	\$ 650.00	\$ 650.00		\$ 1,950.00	1,933,272
The New York Times								
	The New York Times	Property Spot - Weekday/Saturday		\$ 710.00			\$ 710.00	423,111
	The New York Times Takeover	Full page w/ Digital promotion	\$ 690.00		\$ 690.00		\$ 1,380.00	336,000
The New York Times International Edition								
	The New York Times International Ed	Double Property Spot	\$ 1,140.00	\$ 1,140.00	\$ 1,140.00		\$ 3,420.00	312,903
Conde Nast Magazines Regional Pages								
	Architectural Digest - Canada East	Full Page			\$ 2,190.00		\$ 2,190.00	11,000
	The New Yorker - Canada East	Full Page			\$ 3,720.00		\$ 3,720.00	26,000
Financial Times								
	Financial Times	Triple Property Spot	\$ 2,190.00	\$ 2,190.00	\$ 2,190.00		\$ 6,570.00	631,371
TOTAL							\$ 122,341.00	36,207,114

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

Proposed Schedule, Pricing & Reach 2023

Plan 2	Media	Ad Description	September	October	November	December	Media Total	Reach
Sotheby's Auction House: Print								
	Sotheby's Magazine	Full Page				\$ 3,640.00	\$ 3,640.00	20,000
Sotheby's Auction House: Digital								
	Sotheby's Bespoke Geo-Targeted Em	Email						
	Sotheby's Bespoke Geo-Targeted Em	China, India, Canada, UAE	\$ 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
Digital								
Million Impressions*								
	Million Impressions	Digital Banner Program	\$ 1,625.00	\$ 1,625.00	\$ 1,625.00		\$ 4,875.00	1,500,000
	Million Impressions	Targeting - China, India, Canada, UAE						
Comprehensive Digital								
	Social Mirror	Behavioral Custom program	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00		\$ 4,500.00	300,000
Geofencing - Event and Location								
	Geofencing - Event and Location	Target specific events and locations	\$ 1,500.00				\$ 1,500.00	60,000
Juwai.com								
	Hot property upgrade	Hot property upgrade	\$ 425.00				\$ 425.00	2,300,000
	Luxe Channel Property Listing	Luxe Channel Property Listing - 6 m		\$425			\$ 425.00	2,300,000
	Display Banner Ads - Luxe Channel	Banners	\$ 750.00				\$ 750.00	2,300,000
	Super Leaderboard	Leaderboard			\$ 300.00		\$ 300.00	2,300,000
	Creative Editorial & Social Media Pos	Article and posts		\$ 2,355.00			\$ 2,355.00	2,300,000
Dwell.com								
	Real Estate Package 1	Custom Article with promo on Hom	\$ 3,125.00				\$ 3,125.00	110,000
JamesEdition								
	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 pr	e-Newsletter		\$ 3,300.00			\$ 3,300.00	294,000
	Social Media	Listing Feature	\$ 1,000.00		\$ 1,000.00		\$ 2,000.00	296,000
PropGo Luxury								
	PropGo Luxury	Featured Listing & Regional Showca	\$ 750.00	\$ 750.00	\$ 750.00		\$ 2,250.00	300,000
Simply Abu Dhabi								
	Instagram Post	Instagram Post	\$ 1,375.00		\$ 1,375.00		\$ 2,750.00	51,200
Tatler Asia								
	e-Newsletter	e-Newsletter	\$ 2,950.00				\$ 2,950.00	25,600
	Instagram Story	Instagram Story		\$ 2,575.00			\$ 2,575.00	50,000
WSJ.com								
	Mansion Global Homepage	Mansion Global Homepage	\$ 2,150.00				\$ 2,150.00	164,000
	Mansion Global New Development P	Profile page - 3 months		\$1,250			\$ 1,250.00	
	Mansion Global e-Newletter	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
	Mansion Global We Chat	2 month minimum	\$ 2,353.00	\$ 2,353.00			\$ 4,706.00	152,400
Luxury Estate								
	Luxury Estate	Showcase Listing + Elite Listing Pack		\$3,250			\$ 3,250.00	
Print								
The Wall Street Journal								
	The Wall Street Journal - National	Property Spot w/Digital Featured Pr	\$ 650.00	\$ 650.00	\$ 650.00		\$ 1,950.00	1,933,272
The New York Times								
	The New York Times	Property Spot - Weekday/Saturday		\$ 710.00			\$ 710.00	423,111
	The New York Times Takeover	Full page w/ Digital promotion	\$ 690.00		\$ 690.00		\$ 1,380.00	336,000
The New York Times International Edition								
	The New York Times International Ed	Double Property Spot	\$ 1,140.00	\$ 1,140.00	\$ 1,140.00		\$ 3,420.00	312,903
Conde Nast Magazines Regional Pages								
	Architectural Digest - Canada East	Full Page			\$ 2,190.00		\$ 2,190.00	11,000
	The New Yorker - Canada East	Full Page			\$ 3,720.00		\$ 3,720.00	26,000
Financial Times								
	Financial Times	Triple Property Spot	\$ 2,190.00	\$ 2,190.00	\$ 2,190.00		\$ 6,570.00	631,371
TOTAL							\$ 85,921.00	20,610,914

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