



ADVERTISING
BRANDING
MARKETING

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

SKYAD.COM

The Moorings Advertising and Marketing Program

ONE | Sotheby's
INTERNATIONAL REALTY

Table of Contents

03 INTRO

04 SOTHEBY'S AUCTION HOUSE

05 Sotheby's Magazine

06 DIGITAL

07 Million Impressions
13 Impressions Scheduling
14 Comprehensive Digital
15 Chicago Tribune
16 Crain's New York Business
17 Nob Hill Gazette
18 LA Times
19 NYTimes.com
20 Robbreport.com
21 WSJ.com

26 PRINT

27 The Wall Street Journal
28 The New York Times
29 The New York Times Takeover
30 Chicago Tribune
31 Financial Times
32 The Los Angeles Times

34 CIRCULATION/DISTRIBUTION/REACH

35 2023

38 SCHEDULE & PRICING

39 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 The Moorings

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

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 Coconut Grove, FL.

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**

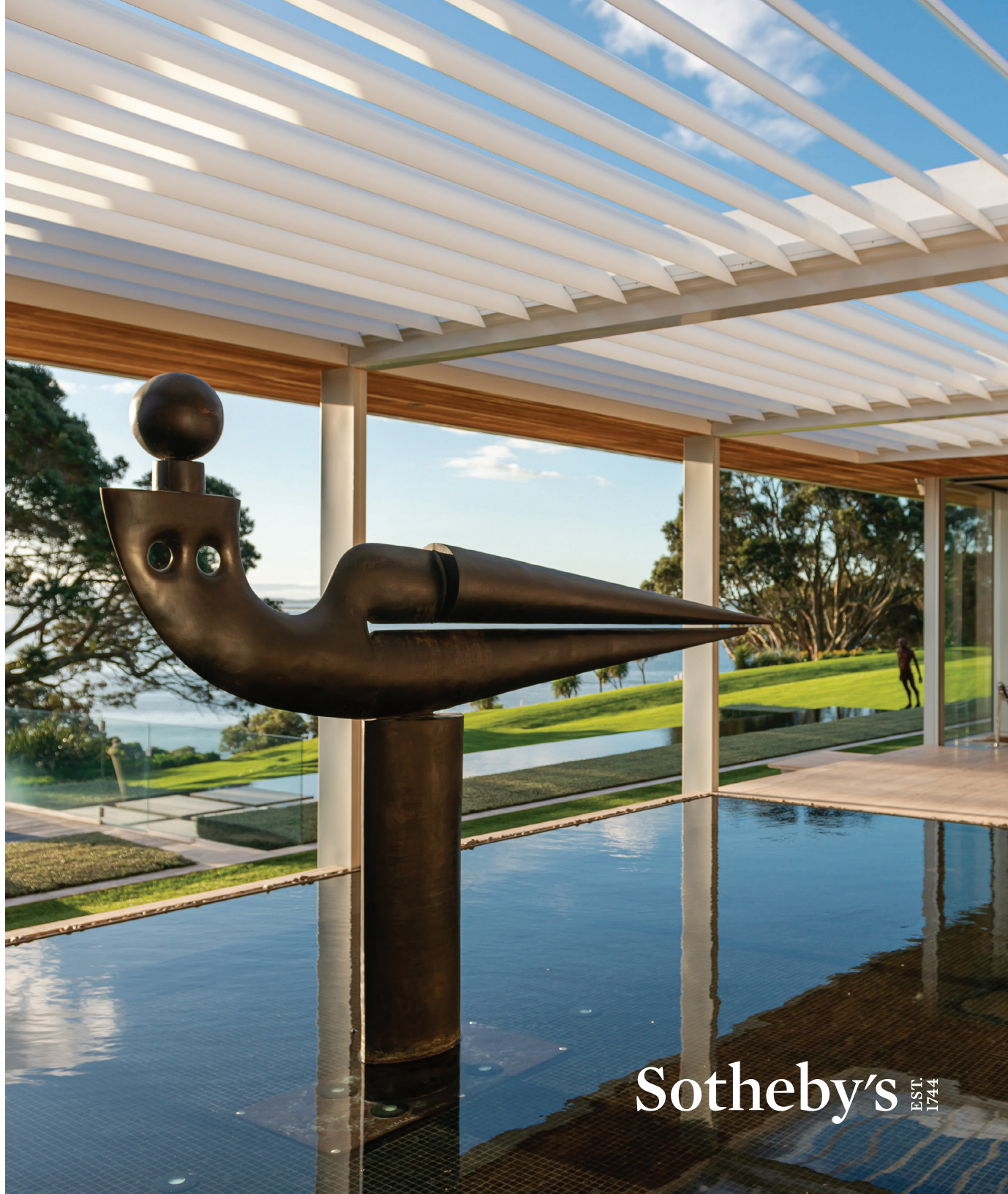
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Sotheby's
Auction House
Offerings



Sotheby's
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**

FULL PAGE \$3,640
 HALF PAGE \$1,820
 QUARTER PAGE \$910

Global



Sotheby's
INTERNATIONAL REALTY

Queenstown, New Zealand
 4000 sq ft luxury home
 Property ID: 3001726
 Price: \$1,200,000
 Sotheby's International Realty
 Ben Toney +64 21 694 582
 ben.toney@sothebyrealty.com
PRICE UPON REQUEST

Nothing Compares.
 Explore our exclusive collection of inspiring homes.

Home

4530 East Montclair Lane
 A custom designed 1700 sq ft single-story home with the original oak and stone floors. The home features a gourmet kitchen with granite and stainless steel appliances, a large living area with a fireplace, and a master bedroom with a walk-in closet. Call for more information.
Sotheby's International Realty
 Ben Toney +1 800 288 0282
 ben.toney@sothebyrealty.com
 \$1,000,000

Sanby Point Farm
 One of the best equestrian properties in the world, this property is a true gem. It is a rare find, offering a unique opportunity to own a piece of history.
Sotheby's International Realty
 10000 Old York Road, New York, NY 10019
 +1 212 850 1000
 kyle.austin@sothebyrealty.com
 \$2,500,000

Perthshire, Rhode Island
 A beautiful 18th-century home with a large estate, featuring a horse barn and a swimming pool. Call for more information.
Sotheby's International Realty
 10000 Old York Road, New York, NY 10019
 +1 212 850 1000
 kyle.austin@sothebyrealty.com
 \$2,500,000

Atlanta
 A large, custom-built home with a swimming pool and a horse barn. Call for more information.
Sotheby's International Realty
 10000 Old York Road, New York, NY 10019
 +1 212 850 1000
 kyle.austin@sothebyrealty.com
 \$11,500,000

Windsor, Rhode Island
 A beautiful 18th-century home with a large estate, featuring a horse barn and a swimming pool. Call for more information.
Sotheby's International Realty
 10000 Old York Road, New York, NY 10019
 +1 212 850 1000
 kyle.austin@sothebyrealty.com
 \$11,500,000

92

Digital Offerings



Sotheby's
INTERNATIONAL REALTY

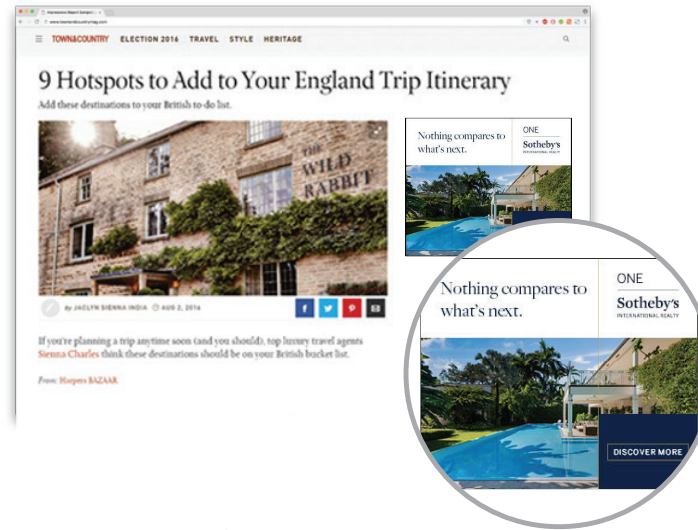
Impressions Campaign

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: **The Moorings**
- Flight Dates: **July 15, 2023 - October 15, 2023**
- Impressions: **750,000**
- 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.

TARGET MARKETS

Miami, New York City, Greenwich, Chicago

INVESTOR'S BUSINESS DAILY®

FOX BUSINESS



THE WALL STREET JOURNAL.

BARRON'S

Forbes

Bloomberg
Markets



AD



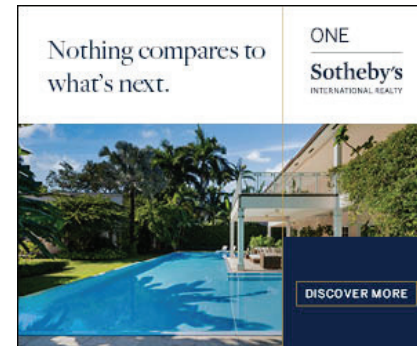
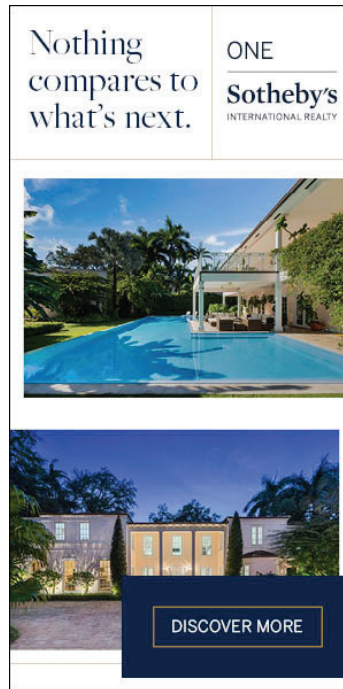
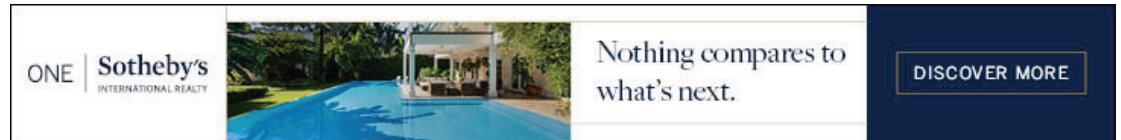
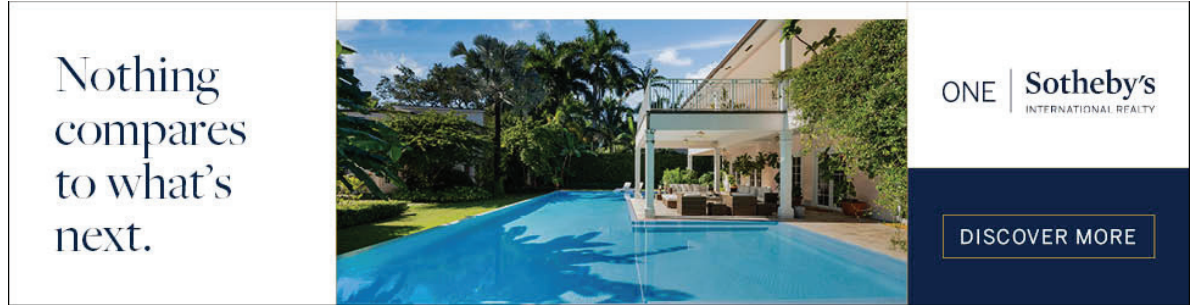
Creative

SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

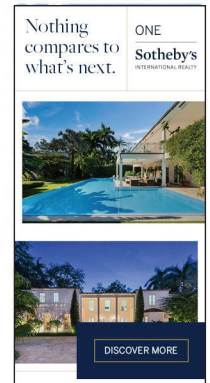
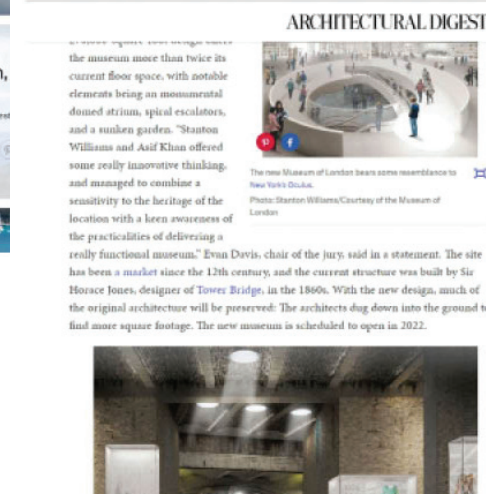
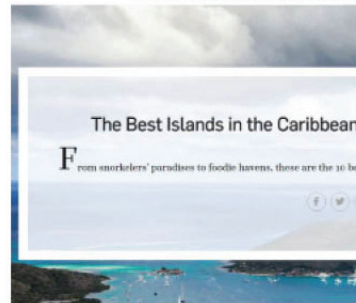
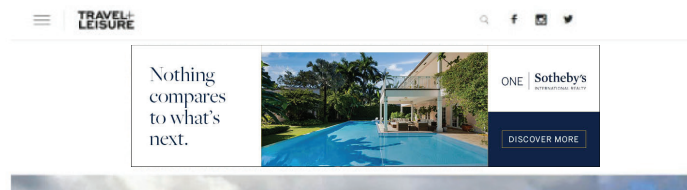
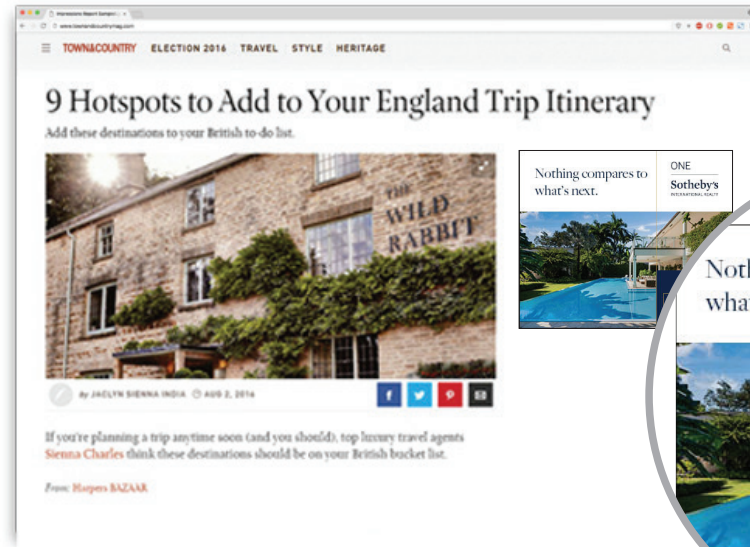
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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

BANNER PRODUCTION: \$350



Sample Banners For Impressions Programs As They Appear On Sites

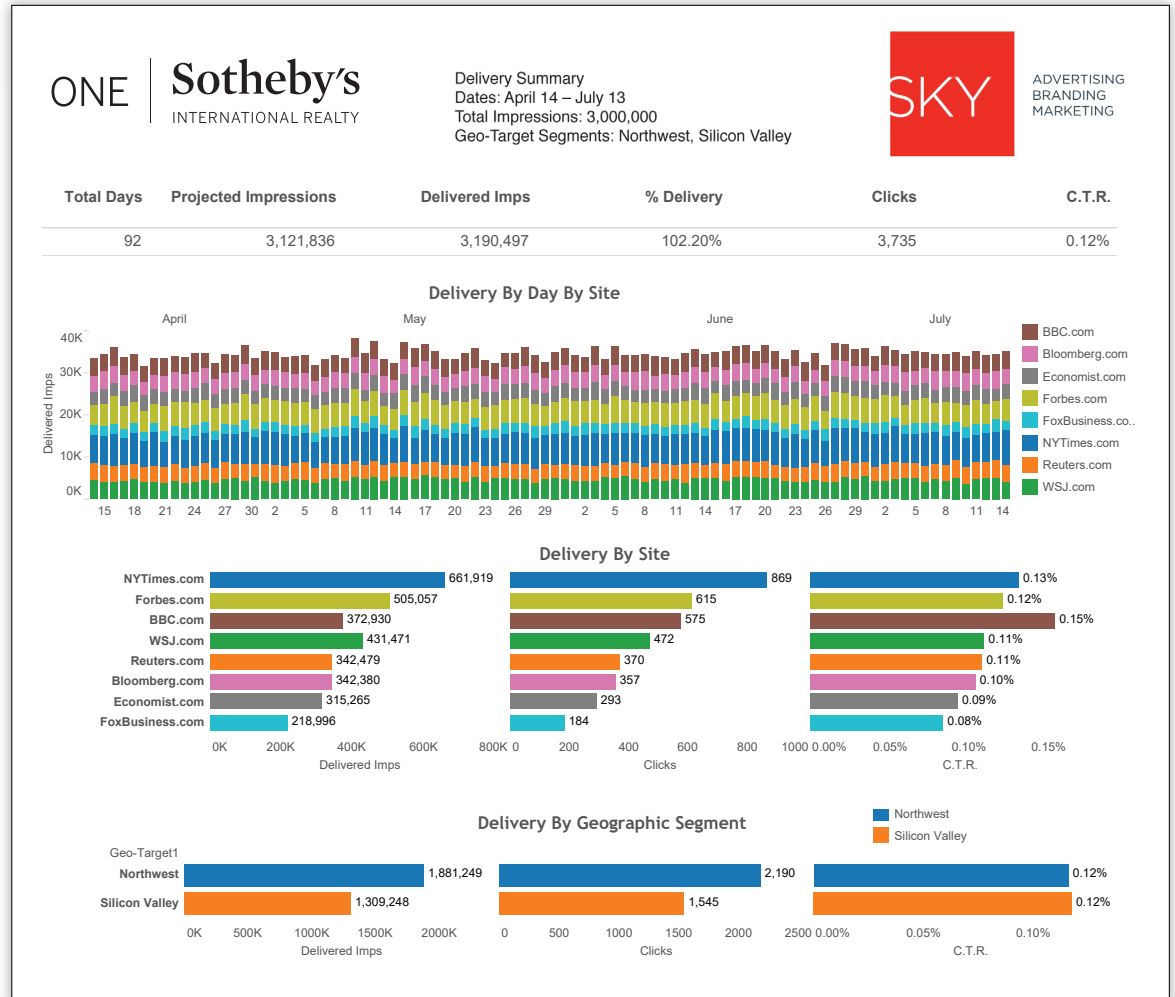


Comprehensive Reporting For Your Customized Campaign

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 New York Metro, San Francisco, Los Angeles, Chicago and Miami

The program, with a projected start date of July 15th will run for three months and deliver 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 New York Metro, San Francisco, Los Angeles, Chicago, and Miami in a premium editorial environment on top business/finance and design websites.
- A behavioral targeted banner segment, that will allow us to show banners to Adults in the top 10% HHI who are In-Market for Residential Real Estate and living in Miami.
- A custom intent targeted banner segment, that will allow us to show banners to Adults in the top 10% HHI who are actively searching for Miami area real estate and living in New York Metro, San Francisco, Los Angeles, Chicago, and Miami.

SITE SPECIFIC

This segment consists of premium global business/finance websites such as WSJ.com, FoxBusiness.com, ArchitecturalDigest.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.

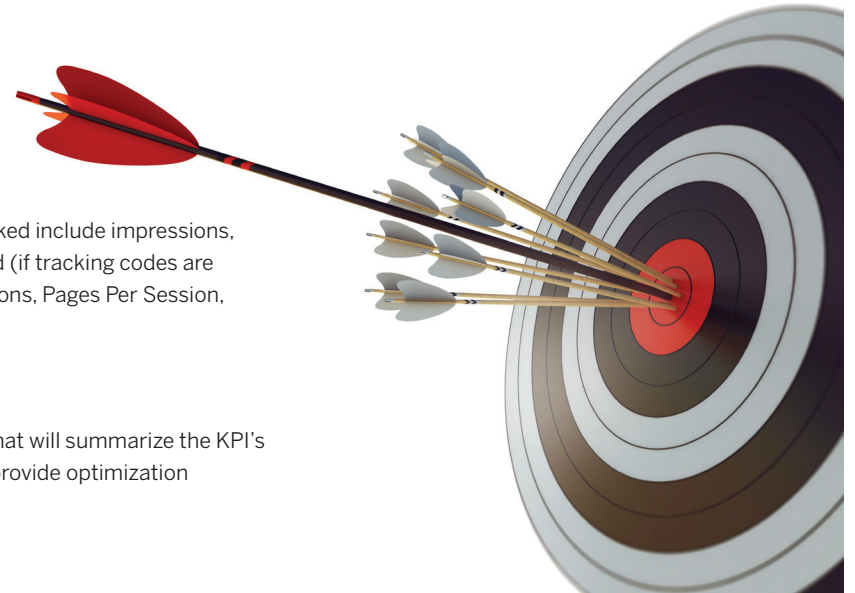
To ensure that the banners are seen in a premium environment, we have created a "whitelist" of sites. Ads will only show to people who have met our targeting criteria (behavior, income, and geo-target) on one of these sites. The site list includes top news, business, finance, sports, politics, and tech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

One SIR The Moorings 3580 S Mooring Way

Media	Geo-Target	July					August				September				October			Impressions
		01	08	15	22	29	05	12	19	26	02	09	16	23	30	07	14	
Forbes.com	New York Metro, San Francisco, Los Angeles, Chicago, Miami																	
Barrons.com																		
Investors.com																		
FoxBusiness.com																		
Bloomberg.com																		
CNBC.com																		
WSJ.com																		
Reuters.com																		
ArchitecturalDigest.com																		
Google - In Market Residential Real Estate	Miami-Ft. Lauderdale DMA																	
Google - Custom Intent Miami Area Real Estate	New York Metro, San Francisco, Los Angeles, Chicago																	
Total Digital																		

Comprehensive Digital

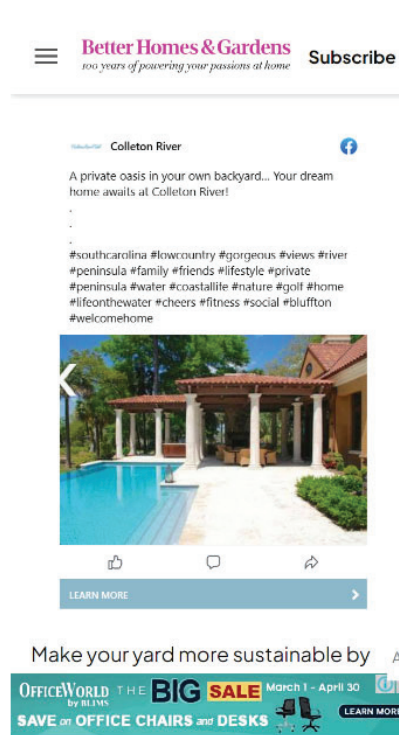
SOCIAL MIRROR ADS

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.

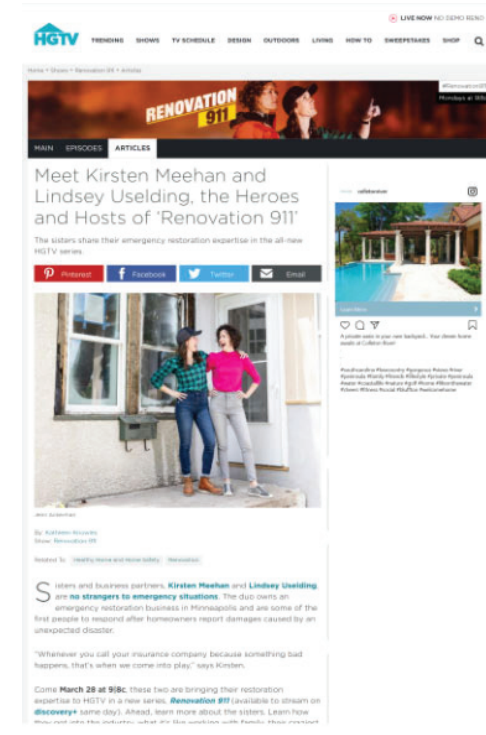
Social Mirror ads can be done with any organic or paid posts from your business account on these 8 social media platforms: Facebook, Instagram, Twitter, LinkedIn, TikTok, Pinterest, Snapchat, or YouTube.

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

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

CUSTOM EMAIL 50K: \$1,200

CUSTOM EMAIL 100K: \$1,950

CUSTOM EMAIL 150K: \$2,375



Crain's New York Business

REAL ESTATE DAILY ENEWSLETTER

Crain's New York Business is the trusted voice of the New York business community – connecting businesses across the five boroughs by providing analysis and opinion on how to navigate New York's complex business and political landscape.

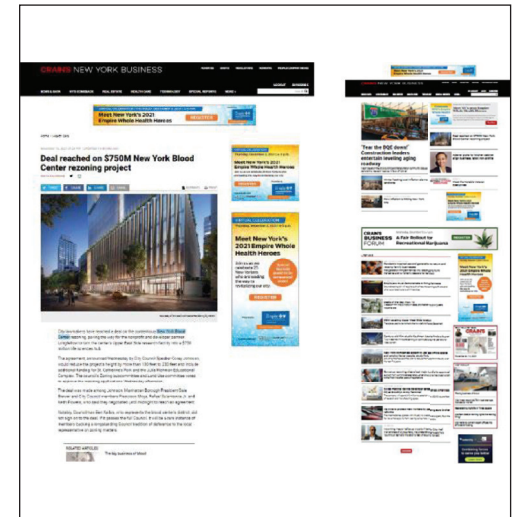
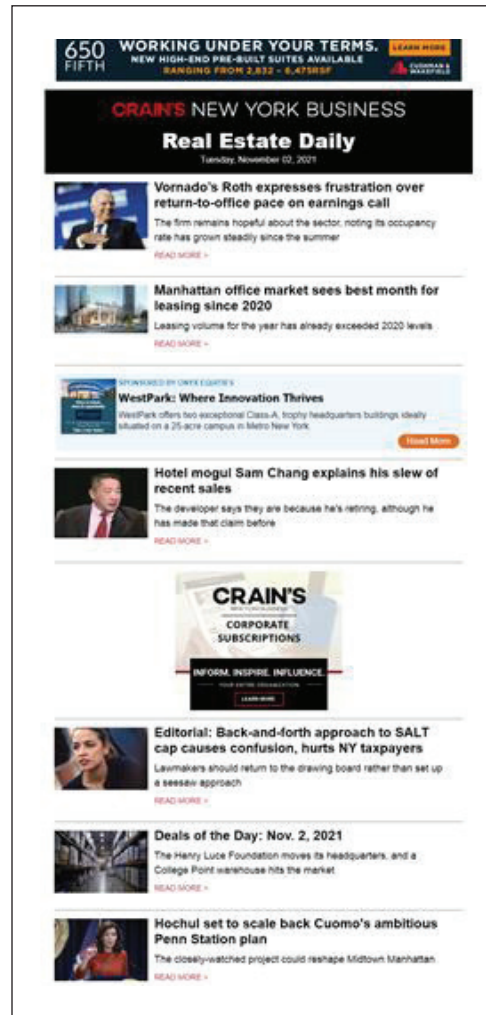
CRAINS HAS AN INFLUENTIAL AUDIENCE OF DECISIONMAKERS

- **78%** are Top Management Professionals
- **60%** are C-Suite Level Executives
- **41%** serve on a Corporate or Non-Profit Board
- **87%** influence Capital Expenditures, Leasing, or Purchasing

REAL ESTATE DAILY E-NEWSLETTER

- Subscribers: **15,000**
- Average Open Rate: **42%**
- **33% SOV + 25K ROS** display impressions
- Featured Placement Property Listing

PRICE: \$3,150/WEEK (MON- FRI, 5 SENDS)



DIGITAL

Nob Hill Gazette

Nob Hill Gazette reaches the most affluent homes on the Peninsula & Silicon Valley reaching 7 of the top zip codes in the US.

- \$20,025,000 Average Net Worth
- \$2,170,000 Average Income
- 57% Percentage of Female Readers
- 41 Years Average Age

E-NEWSLETTER

ON THE MARKET

An exclusive promotional e-newsletter showcasing top residential listings with click-through to the property's own websites.

PRICE: \$500 PER LISTING

San Francisco, Peninsula and Silicon Valley



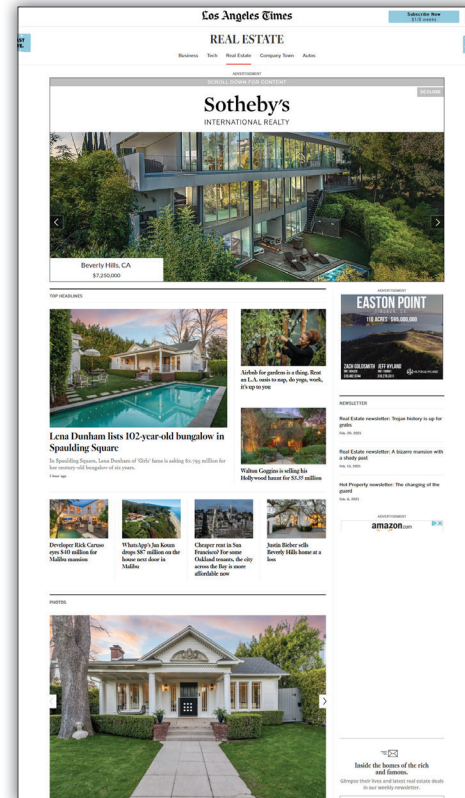
LA Times

LIGHTHOUSE FIXED POSITION HOT PROPERTY PAGE 100% SOV

Promote your property with a large banner placement on the top of the LATimes.com Real Estate, Home Page, Real Estate Content pages and ROS.

PRICE: \$325 MONTH

**Maximum 30 featured properties
Included with the Hot Property Print Placement**



NYTimes.com

FEATURED PROPERTY MODULE


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

- Average CTR is between 0.36-0.55%

PRICE: \$3,000/WEEK

FEATURED PROPERTIES

ADVERTISEMENT



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

Una Residences
info@unaresidences.com

RobbReport.Com

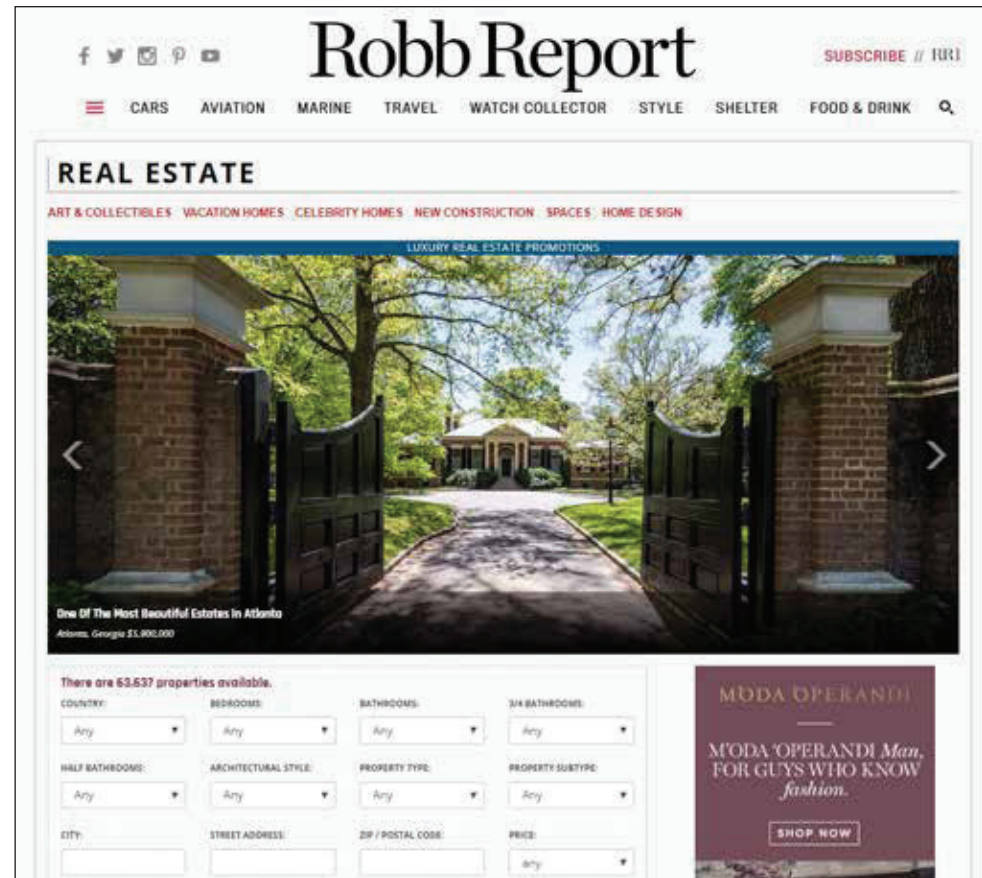
REAL ESTATE MEDIA BAR

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

Limited Space available: only 10 properties per month are permitted

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

PRICE: \$1,250



The Wall Street Journal Online (WSJ.Com)

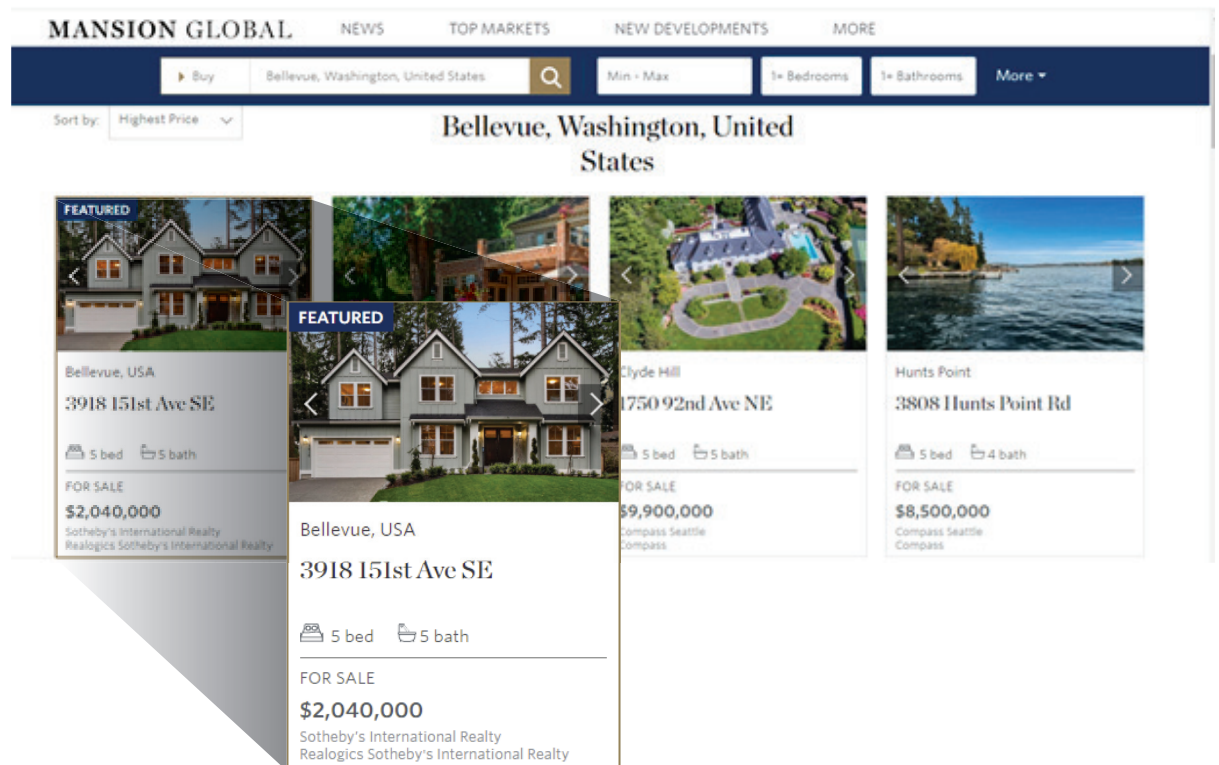
FEATURED PROPERTY UPGRADES

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)

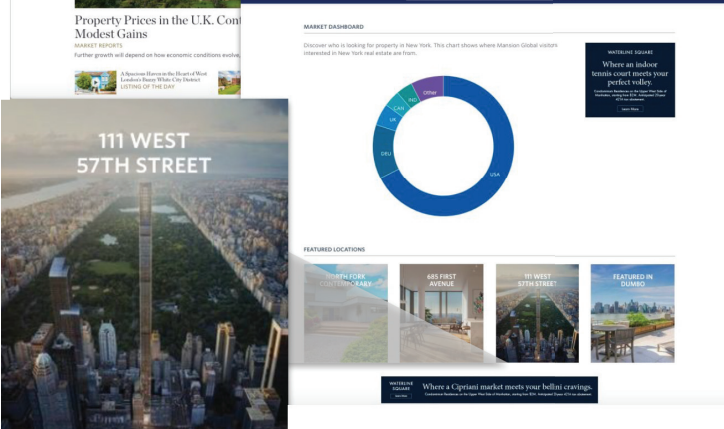
MANSION GLOBAL TOP MARKETS PAGE TILES

Showcase premier listings alongside regionally relevant editorial.

AVAILABLE MARKETS:

- New York
- London & UK
- Los Angeles
- Dubai
- Miami
- Sydney
- San Francisco

PRICE: \$575/MONTH



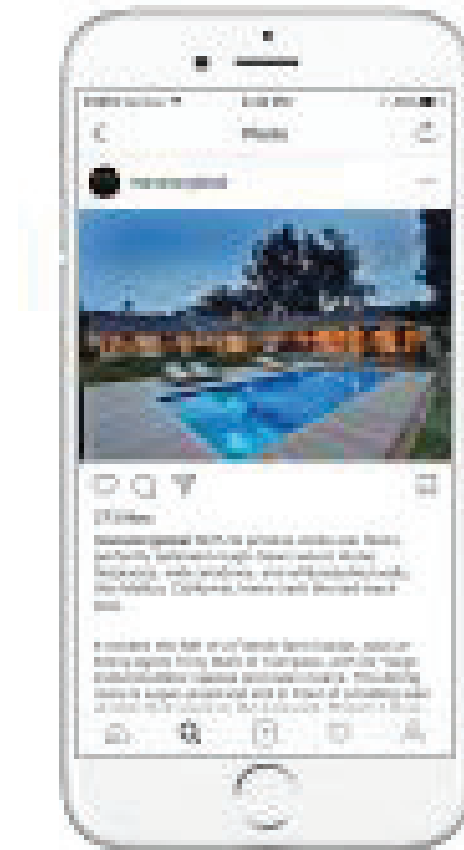
The Wall Street Journal Online (WSJ.Com)

@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

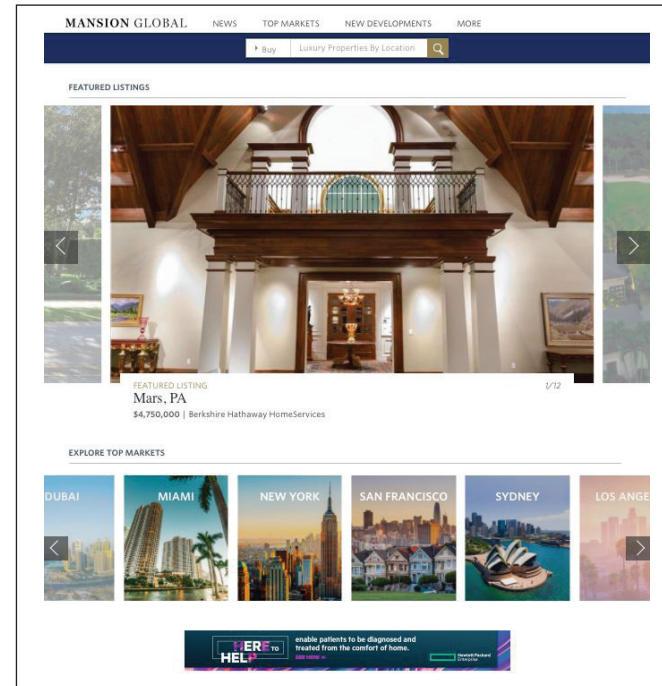


The Wall Street Journal Online (WSJ.Com)

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

By Ben El-Mechaieq

WASHINGTON—The Federal Reserve unveiled an emergency half-percentage-point rate cut and another 50 basis point cut on Wednesday, reflecting its growing concern about the economic impact of the coronavirus outbreak. The Fed raised the federal funds rate to 1.5% from 2.0% on Wednesday, the first time it has lowered rates since 2007.

The Fed's move to cut rates to 1.5% is the first time it has lowered rates since 2007. The Fed's move to cut rates to 1.5% is the first time it has lowered rates since 2007.

Tennessee Twisters Kill at Least 25

At least 25 people were killed and more than 100 injured during a twister that struck a rural area of the state on Tuesday night.

By Alan Cramer-Franco

TENNESSEE—A deadly twister struck a rural area of the state on Tuesday night, killing at least 25 people and injuring more than 100 others.

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

Joe Biden took the stage in Los Angeles after wins in a string of Super Tuesday primary contests.

By Alan Cramer-Franco

Joe Biden took the stage in Los Angeles after wins in a string of Super Tuesday primary contests. He picked up victories in Nevada, New Mexico, and California.

Sotheby's INTERNATIONAL REALTY

Nothing compares to what's next.

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Chearing the Spread of Once-Fringe Views
By KEVIN WOODS and JILL WINTON
On Wednesday, members after the far right of the Republican Party gathered in a room in Washington, D.C., to hear a speech by Donald Trump. The speech was a rare moment of unity for a group of people who have long been at odds with each other. It was a moment when they all agreed on one thing: that they were all part of the same movement.

Edge in Polls Might Not Tip House Seats
Outcomes Hang on a Handful of Seats
By NATE GREEN
Democrats expect to gain control of the House in the November election, but it's not clear how many seats they will actually win. The outcome will depend on a handful of key races that are still being fought.

It's Not Heaven, It's Brooklyn
The \$10,000 houses in this part of New York City are making headlines, but they're not the only ones. There are many other interesting properties in the area.

Spending Millions in a Bid to Avoid Sanctions
By BENJAMIN SVETKEY
The U.S. is looking for ways to avoid sanctions on Russia. One way is to spend millions of dollars on lobbying efforts in Washington.

Partisan Rhetoric Of New Query On The Census
By MICHAEL WIND
The Census Bureau is asking for more information about the 2020 census. This has led to a lot of partisan rhetoric and speculation about the results.

Called to Serve, Utah Mayor Always Answered
By JEFF TREMPER
Utah Mayor James Beall has been called to serve in the military. He has always answered the call, and he is no exception this time.

Offering Little Pool, Russian Accuses Georgia Rival of 'Hack'
By RICHARD HENNET
A Russian rival of a Georgian politician has accused him of being a "hack" for offering a small pool of money.

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953.602.8387
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
888.675.6148 (US) 675.6148
SRBahamas.com/S/PAGE3

THE ANSELL GROUP
Estate Agents
+1 242 322 2200
sundara@ansellgroup.com

BAHAMAS SO THEBY'S INTERNATIONAL REALTY | WINDSOR BUSINESS PARK, NASSAU, THE BAHAMAS | +1 242 322 2200 | SRBAHAMAS.COM

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: \$2.190,000
PROPERTY SPOT: \$730,000

Global

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 Will!
Willowdale, Ontario
MATT BERNARD
+1 905.882.2883

Sign of the Times
South Kensington, London
KISSY BLAKE
+1 203.275.2742

Study in style
Hampton, Virginia
MATT BERNARD
+1 905.882.2883

The home of prime property: propertyfindings.com

US Edition

FTWeekend

Food and drink festive special

Tips from top global chefs

Lunch with the FT

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

Schulz reversal raises Merkel's survival hopes

SPD chief ready to join coalition talks

Rare bout of German unseas recedes

Uber and the cost of the Katana Problem

Adventures on two wheels

Sarah Jessica Parker



102500.com
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




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Sotheby's INTERNATIONAL REALTY

Nothing compares to what's next.

<p>LEAF CAY, THE BAHAMAS</p>  <p>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</p>	<p>BRIDGE VALLEY, ARIZONA</p>  <p>4129 East Sandy Mountain Road \$1,000,000 www.sirbahamas.com/id/46932 Bahamas Sotheby's International Realty FRANK AZAMI frank.azami@sirbahamas.com +1 408.288.2280</p>	<p>SCOTTSDALE, ARIZONA</p>  <p>9979 East Bismarck Drive \$4,000,000 www.sirbahamas.com/id/46933 Bahamas Sotheby's International Realty FRANK AZAMI frank.azami@sirbahamas.com +1 408.288.2280</p>	<p>SCOTTSDALE, ARIZONA</p>  <p>12801 North Church Road \$2,800,000 www.sirbahamas.com/id/46934 Bahamas Sotheby's International Realty FRANK AZAMI frank.azami@sirbahamas.com +1 408.288.2280</p>	<p>ATHLETON, CALIFORNIA</p>  <p>451 Cypress Road \$6,700,000 www.sirbahamas.com/id/46935 Bahamas Sotheby's International Realty MICHAEL DEYFUS michael.deyfus@sirbahamas.com +1 408.288.2280</p>
<p>PALO ALTO, CALIFORNIA</p>  <p>1527H Aveleya.com \$4,000,000 Golden Gate Sotheby's International Realty MICHAEL DEYFUS michael.deyfus@sirbahamas.com +1 408.482.4776</p>	<p>PUEBLO, CALIFORNIA</p>  <p>3913 Hampton Road.com \$4,000,000 Golden Gate Sotheby's International Realty MICHAEL DEYFUS michael.deyfus@sirbahamas.com +1 408.482.4776</p>	<p>ROSE, CALIFORNIA</p>  <p>2715 Poplar.com \$4,000,000 Golden Gate Sotheby's International Realty MICHAEL DEYFUS michael.deyfus@sirbahamas.com +1 408.482.4776</p>	<p>SAN DIEGO, CALIFORNIA</p>  <p>2701 N Ocean Street \$1,000,000 www.sirbahamas.com/id/46936 Pacific Sotheby's International Realty REN KOCYU ren.kocyu@sirbahamas.com +1 760.213.1218</p>	<p>SAN FRANCISCO, CALIFORNIA</p>  <p>North Hill Lane.com \$2,000,000 San Francisco Sotheby's International Realty WENDY STOKER wendy.stoker@sirbahamas.com +1 415.762.8075</p>
<p>BIRMINGHAM, CONNECTICUT</p>  <p>10000 North.com \$1,000,000 Golden Gate Sotheby's International Realty MATT BERNARD matt.bernard@sirbahamas.com +1 905.882.2883</p>	<p>WESTON, CONNECTICUT</p>  <p>10000 North Ridge.com \$1,000,000 Golden Gate Sotheby's International Realty KISSY BLAKE kissy.blake@sirbahamas.com +1 203.275.2742</p>	<p>WILMINGTON, CONNECTICUT</p>  <p>11100000 Island Drive.com \$1,000,000 Golden Gate Sotheby's International Realty RUSSELL POST MOLLY TAYLOR russell.post@sirbahamas.com +1 508.524.4633</p>	<p>WYLAND, CONNECTICUT</p>  <p>10000 North Ridge.com \$1,000,000 Golden Gate Sotheby's International Realty SUSAN BYRAN KARYN THULE susan.byran@sirbahamas.com +1 303.522.7700</p>	<p>WEST PALM BEACH, FLORIDA</p>  <p>10000 North Ridge.com \$1,000,000 Golden Gate Sotheby's International Realty CODY D'ABBE MAZIE REGAN cody.dabbe@sirbahamas.com +1 561.721.1889</p>
<p>ALFORD, MASSACHUSETTS</p>  <p>102500.com \$4,000,000 MARTHA PIER +1 413.827.4599</p>	<p>BOSTON, MASSACHUSETTS</p>  <p>800.900.0000 LOIS KUNIN JEFF SIMONIAN +1 417.947.1105</p>	<p>LEDA, MASSACHUSETTS</p>  <p>800.900.0000 LOIS KUNIN JEFF SIMONIAN +1 417.947.1105</p>	<p>ROSELLE TOWNSHIP, NEW JERSEY</p>  <p>51 West Nelly Road \$1,700,000 www.sirbahamas.com/id/46937 China Sotheby's International Realty JORDAN HENDERSON jordan.henderson@sirbahamas.com +1 909.901.2050</p>	<p>PATERSON, NEW JERSEY</p>  <p>10000 North Ridge.com \$1,000,000 Golden Gate Sotheby's International Realty JORDAN HENDERSON jordan.henderson@sirbahamas.com +1 909.901.2050</p>
<p>NEW YORK, NEW YORK</p>  <p>740 Park Ave Premier Penthouse.com \$10,000,000 East Gate Manhattan Brokerage HEIDI FYE SMITH SERENA BROADBENT heidi.fye.smith@sirbahamas.com +1 212.693.8523</p>	<p>NEW YORK, NEW YORK</p>  <p>1120 Park Ave.com \$10,000,000 East Gate Manhattan Brokerage HEIDI FYE SMITH SERENA BROADBENT heidi.fye.smith@sirbahamas.com +1 212.693.8523</p>	<p>NEW YORK, NEW YORK</p>  <p>400 Park Ave 24th Floor.com \$10,000,000 Dorchester Manhattan Brokerage MARIE FLY ALAN BLOOM NIKKI FIELD marie.fly@sirbahamas.com +1 212.693.8523</p>	<p>NEW YORK, NEW YORK</p>  <p>1170 Madison Ave.com \$10,000,000 Dorchester Manhattan Brokerage MARIE FLY ALAN BLOOM NIKKI FIELD marie.fly@sirbahamas.com +1 212.693.8523</p>	<p>SCOTTSDALE, NEW YORK</p>  <p>10000 North Ridge.com \$1,000,000 San Francisco Sotheby's International Realty WENDY STOKER wendy.stoker@sirbahamas.com +1 415.762.8075</p>
<p>UNWILLE, NORTH CAROLINA</p>  <p>1007 Farming Chalks Drive \$10,000,000 www.sirbahamas.com/id/46938 Bahamas Sotheby's International Realty MARILYN WISGAY marilyn.wisgay@sirbahamas.com +1 813.791.2880</p>	<p>PROVIDENCE, RHODE ISLAND</p>  <p>111 Congdon Street \$1,000,000 www.sirbahamas.com/id/46939 Bahamas Sotheby's International Realty THE MCKENNEY GOLD GROUP the.mckenney.gold.group@sirbahamas.com +1 857.274.4200</p>	<p>CHARLESTON, SOUTH CAROLINA</p>  <p>700 S.com \$1,000,000 Bahamas Sotheby's International Realty MARILYN WISGAY marilyn.wisgay@sirbahamas.com +1 813.791.2880</p>	<p>ISLE OF PALMS, SOUTH CAROLINA</p>  <p>11000000 Island.com \$1,000,000 Bahamas Sotheby's International Realty THE EMPTON GROUP the.empton.group@sirbahamas.com +1 843.452.6000</p>	<p>AUSTIN, TEXAS</p>  <p>800 Madison.com \$1,000,000 Bahamas Sotheby's International Realty ANITA BROADBENT anita.broadbent@sirbahamas.com +1 512.452.3025</p>
<p>AUSTIN, TEXAS</p>  <p>10000 North Ridge.com \$1,000,000 Bahamas Sotheby's International Realty KUMARA WILCOXON kumara.wilcoxon@sirbahamas.com +1 512.452.3025</p>	<p>HOUSTON, TEXAS</p>  <p>800.900.0000 LOIS KUNIN JEFF SIMONIAN +1 417.947.1105</p>	<p>WIMBERLEY, TEXAS</p>  <p>10000 North Ridge.com \$1,000,000 Bahamas Sotheby's International Realty GARY ADAMS gary.adams@sirbahamas.com +1 512.782.8887</p>	<p>KANAS, UTAH</p>  <p>10000 North Ridge.com \$1,000,000 Bahamas Sotheby's International Realty CHRIS SIMONS chris.simons@sirbahamas.com +1 408.532.0246</p>	<p>KANAS, UTAH</p>  <p>10000 North Ridge.com \$1,000,000 Bahamas Sotheby's International Realty CHRIS SIMONS chris.simons@sirbahamas.com +1 408.532.0246</p>

SOTHEBYSREALTY.COM

Los Angeles Times Takeover

The Los Angeles Times takeover is an exclusive, full-color Sotheby's International Realty outsert that is placed on top of the Los Angeles times on select Saturdays to coincide with the weekly Hot Properties section.

- LA Times Saturday readers are over **3x** more likely to own a home valued at \$2 million+ than the average adult in the market.
 - **2.1MM** of readers are affluent with a Median HHI of **\$186K** and **19%** more likely to look for a new home in the next 12 months.
 - **74%** are business decision makers more likely to be CEOs, Presidents or VPs.
 - **32%** of readers are more likely to own a second home or real estate property.
-
- Full Page color ad using Sotheby's International Realty Design Vault template
 - Western Los Angeles coverage
 - Saturday Print Circulation: **56,000**
 - Saturday e-edition subscribers: **164,780**

FULL PAGE: \$610

Sotheby's INTERNATIONAL REALTY

Your next move can be next level.

Nothing compares.
SOTHEBYSREALTY.COM

MALIBU CALIFORNIA

Photos provided by James Lanza | STYLING: JANE WELDON

72 Post Road, Old Westbury, NY

Extra Bonus!
Real Estate Compensation
Split Over 90 Payments
+ \$2,500,000
+ \$250,000 Cash

72 Post Road
9 BR | 6 BA | 10.54 ACRES
\$4,900,000

Headquartered in an owner directly adjacent to the 222-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 single-family estate, a country house, 10 barns, 13 three-car garages, a tennis court, a large garage with large workshop and more. The property is a true gem waiting to be discovered.

DANIEL GALE | AGENT | DOBRA RUSSELL

Sotheby's INTERNATIONAL REALTY

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Open the door to what's next.

Harald Grant
Executive Broker
914.224.1234
harald@sothebysrealty.com | harald@si.com

The Rosewood Farm Estate
Southampton, New York

10 BEDROOMS | 10.5+ BATHS | POSSIBLE SUBDIVISION | \$19,900,000
ROSEWOODFARMESTATE.COM

Sotheby's INTERNATIONAL REALTY

SOTHEBYSREALTY.COM

Take a peek at what's next.

Rosie V. Moore
Executive Broker
914.224.1234
rosie@sothebysrealty.com | rosie@si.com

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

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

Vanessa Moore
Executive Broker
914.224.1234
vanessa@sothebysrealty.com | vanessa@si.com

Sotheby's INTERNATIONAL REALTY

Los Angeles Times Hot Property And Digital Lighthouse

LOS ANGELES TIMES HOT PROPERTY

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

- LA Times Saturday readers are over **3x** more likely to own a home valued at **\$2 million+** than the average adult in the market.
- **2.1MM** of readers are affluent with a Median HHI of **\$186K** and **19%** more likely to look for a new home in the next 12 months.
- **74%** are business decision makers more likely to be CEOs, Presidents or VPs.
- **32%** of readers are more likely to own a second home or real estate property.
- Saturday Print Circulation: **56,000**
- e-Edition subscribers: **164,780**



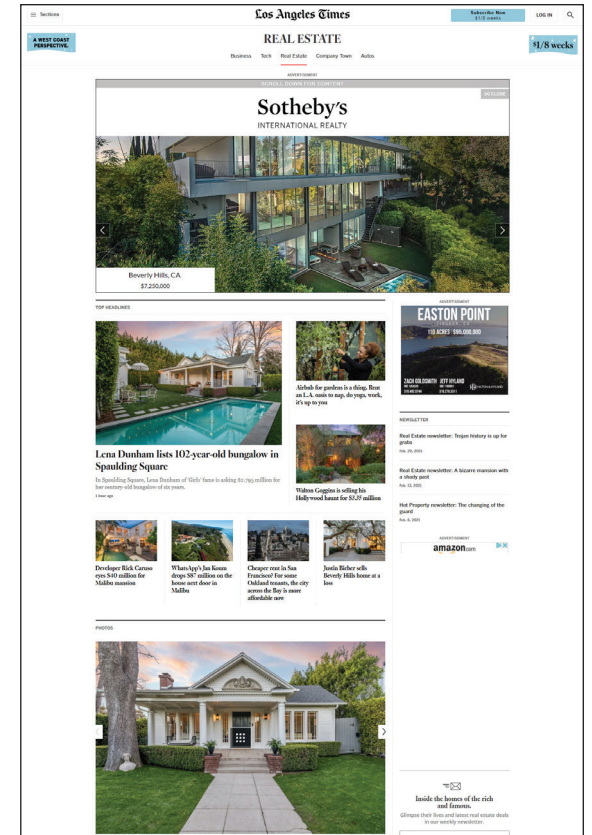
LA TIMES DIGITAL LIGHTHOUSE

The Sotheby's International Realty LA Times Digital Lighthouse showcases 27-30 properties monthly and owns 100% SOV at the top of the LA Times Real Estate section.

- Avg Monthly Impressions: **1.7 Million**

PRICE: \$390/SPOT

Full color with 30 day Lighthouse Placement



Circulation/
Distribution/
Reach



Sotheby's
INTERNATIONAL REALTY

Circulation/ Distribution/ Reach 2023

Plan 1 - All	
Media	Circulation
Sotheby's Auction House: Print	
Half Page	20,000
Digital	
Million Impressions*	
Digital Banner Program	750,000
Targeting - New York, California, Florida, Illinois, Connecticut	
Comprehensive Digital	
Social Mirror	300,000
Nob Hill Gazette	
OTM On the Market eNewsletter	19,500
LA Times	
Lighthouse Fixed Position - Hot Property Page	425,000
NYTimes.com	
NYTimes.com Property Module	55,603
Robbreport.com	
Real Estate media bar	6,000
WSJ.com	
Top Markets page tiles - Miami	164,000
Mansion Global Homepage	164,000
Property upgrades	
Mansion Global Instagram	76,200
Crain's New York Business	
Daily E-Newsletter M-F	15,000
Chicago Tribune	
Custom Email 100k	100,000
Print	
The Wall Street Journal	
Property Spot w/Digital Featured Property Upgrade	1,933,272
The New York Times	
Property Spot - Weekday/Saturday	846,222
The New York Times Takeover	504,000
Chicago Tribune	
Takeover	150,000
Financial Times	
Triple Property Spot	210,457
Property Spot	210,457
The Los Angeles Times	
Hot Property - listing + digital lighthouse	220,780
Takeover	441,560
GRAND TOTAL	6,612,051

Circulation/ Distribution/ Reach 2023

Plan 2 Media	Circulation
Sotheby's Auction House: Print	
Quarter Page	20,000
Digital	
Million Impressions*	
Digital Banner Program	750,000
Targeting - New York, California, Florida, Illinois, Connecticut	
Comprehensive Digital	
Social Mirror	300,000
Nob Hill Gazette	
OTM On the Market eNewsletter	19,500
LA Times	
Lighthouse Fixed Position - Hot Property Page	425,000
Robbreport.com	
Real Estate media bar	6,000
WSJ.com	
Property upgrades	
Mansion Global Homepage Featured Listing Module	164,000
Mansion Global Instagram	76,200
Crain's New York Business	
Daily E-Newsletter M-F	15,000
Chicago Tribune	
Custom Email 50k	50,000
Print	
The Wall Street Journal	
Property Spot w/Digital Featured Property Upgrade	1,933,272
The New York Times	
Property Spot - Weekday/Saturday	846,222
The New York Times Takeover	504,000
Chicago Tribune	
Takeover	150,000
Financial Times	
Property Spot	420,914
The Los Angeles Times	
Hot Property - listing + digital lighthouse	220,780
Takeover	441,560
GRAND TOTAL	6,342,448

Circulation/ Distribution/ Reach 2023

Plan 3 Media	Circulation
Sotheby's Auction House: Print	
Quarter Page	20,000
Digital	
Million Impressions*	
Digital Banner Program	750,000
Targeting - New York, California, Florida, Illinois, Connecticut	
Comprehensive Digital	
Social Mirror	200,000
Nob Hill Gazette	
OTM On the Market eNewsletter	13,000
LA Times	
Lighthouse Fixed Position - Hot Property Page	425,000
Robbreport.com	
Real Estate media bar	6,000
WSJ.com	
Property upgrades	
Mansion Global Homepage Featured Listing Module	164,000
Chicago Tribune	
Custom Email 50k	50,000
Print	
The Wall Street Journal	
Property Spot w/Digital Featured Property Upgrade	1,933,272
The New York Times	
Property Spot - Weekday/Saturday	423,111
The New York Times Takeover	504,000
Chicago Tribune	
Takeover	150,000
Financial Times	
Property Spot	420,914
The Los Angeles Times	
Hot Property - listing + digital lighthouse	220,780
Takeover	441,560
GRAND TOTAL	5,721,637

Schedule and Pricing



Sotheby's
INTERNATIONAL REALTY

Proposed Media Schedule & Pricing 2023

Plan 1 - All		August	September	October	November	December	Media Total
Media							
Sotheby's Auction House: Print							
Sotheby's Magazine	Half Page				\$ 1,820.00		\$ 1,820.00
Digital							
Million Impressions*							
Million Impressions	Digital Banner Program	\$ 1,195.00	\$ 1,195.00	\$ 1,195.00			\$ 3,585.00
Million Impressions	Targeting - New York, California, Florida, Illinois, Connecticut						
Comprehensive Digital							
Comprehensive Digital	Social Mirror	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00			\$ 4,500.00
Nob Hill Gazette							
Nob Hill Gazette San Francisco, Penir OTM On the Market eNewsletter		\$ 500.00	\$ 500.00	\$ 500.00			\$ 1,500.00
LA Times							
Lighthouse Fixed Position - Hot Property	Lighthouse Fixed Position - Hot Property Page		Bonus				\$ -
NYTimes.com							
NYTimes.com Property Module	NYTimes.com Property Module	\$ 3,000.00					\$ 3,000.00
Robbreport.com							
Robbreport.com	Real Estate media bar		\$ 1,250.00				\$ 1,250.00
WSJ.com							
Mansion Global Top Markets page til	Top Markets page tiles - Miami	\$ 575.00					\$ 575.00
Mansion Global Homepage	Mansion Global Homepage	\$ 2,150.00					\$ 2,150.00
Property upgrades	Property upgrades	Bonus	Bonus	Bonus			\$ -
Mansion Global Instagram	Mansion Global Instagram		\$ 1,775.00				\$ 1,775.00
Crain's New York Business							
Crain's New York Business	Daily E-Newsletter M-F		\$ 3,150.00				\$ 3,150.00
Chicago Tribune							
Chicago Tribune	Custom Email 100k		\$ 1,950.00				\$ 1,950.00
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
The New York Times							
The New York Times	Property Spot - Weekday/Saturday		\$ 710.00	\$ 710.00			\$ 1,420.00
The New York Times Takeover	Full page w/ Digital promotion	\$ 690.00	\$ 690.00		\$ 690.00		\$ 2,070.00
Chicago Tribune							
Chicago Tribune	Takeover			\$ 685.00			\$ 685.00
Financial Times							
Financial Times	Triple Property Spot		\$ 2,190.00				\$ 2,190.00
Financial Times	Property Spot			\$ 730.00			\$ 730.00
The Los Angeles Times							
The Los Angeles Times	Hot Property - listing + digital lighthouse		\$ 390.00				\$ 390.00
The Los Angeles Times	Takeover	\$ 610.00		\$ 610.00			\$ 1,220.00
TOTAL							\$ 35,910.00

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

Proposed Media Schedule & Pricing 2023

Plan 2 Media	Ad Description	August	September	October	November	December	Media Total
Sotheby's Auction House: Print							
Sotheby's Magazine	Quarter Page				\$ 910.00		\$ 910.00
Digital							
Million Impressions*							
Million Impressions	Digital Banner Program	\$ 1,195.00	\$ 1,195.00	\$ 1,195.00			\$ 3,585.00
Million Impressions	Targeting - New York, California, Florida, Illinois, Connecticut						
Comprehensive Digital							
Comprehensive Digital	Social Mirror	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00			\$ 4,500.00
Nob Hill Gazette							
Nob Hill Gazette San Francisco, Penin	OTM On the Market eNewsletter	\$ 500.00	\$ 500.00	\$ 500.00			\$ 1,500.00
LA Times							
Lighthouse Fixed Position - Hot Prope	Lighthouse Fixed Position - Hot Property Page		Bonus				\$ -
Robbreport.com							
Robbreport.com	Real Estate media bar		\$ 1,250.00				\$ 1,250.00
WSJ.com							
Property upgrades	Property upgrades	Bonus	Bonus	Bonus			\$ -
Mansion Global Homepage Featured	Mansion Global Homepage Featurex	\$ 1,275.00					\$ 1,275.00
Mansion Global Instagram	Mansion Global Instagram		\$ 1,775.00				\$ 1,775.00
Crain's New York Business							
Crain's New York Business	Daily E-Newsletter M-F		\$ 3,150.00				\$ 3,150.00
Chicago Tribune							
Chicago Tribune	Custom Email 50k		\$ 1,200.00				\$ 1,200.00
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
The New York Times							
The New York Times	Property Spot - Weekday/Saturday		\$ 710.00	\$ 710.00			\$ 1,420.00
The New York Times Takeover	Full page w/ Digital promotion	\$ 690.00	\$ 690.00		\$ 690.00		\$ 2,070.00
Chicago Tribune							
Chicago Tribune	Takeover			\$ 685.00			\$ 685.00
Financial Times							
Financial Times	Property Spot		\$ 730.00	\$ 730.00			\$ 1,460.00
The Los Angeles Times							
The Los Angeles Times	Hot Property - listing + digital lighthouse		\$ 390.00				\$ 390.00
The Los Angeles Times	Takeover	\$ 610.00		\$ 610.00			\$ 1,220.00
TOTAL							\$ 28,340.00

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

Proposed Media Schedule & Pricing 2023

Plan 3 Media	Ad Description	August	September	October	November	December	Media Total
Sotheby's Auction House: Print							
Sotheby's Magazine	Quarter Page				\$ 910.00		\$ 910.00
Digital							
Million Impressions*							
Million Impressions	Digital Banner Program	\$ 1,195.00	\$ 1,195.00	\$ 1,195.00			\$ 3,585.00
Million Impressions	Targeting - New York, California, Florida, Illinois, Connecticut						
Comprehensive Digital							
Comprehensive Digital	Social Mirror	\$ 1,500.00	\$ 1,500.00				\$ 3,000.00
Nob Hill Gazette							
Nob Hill Gazette San Francisco, Penin OTM On the Market eNewsletter		\$ 500.00	\$ 500.00				\$ 1,000.00
LA Times							
Lighthouse Fixed Position - Hot Prope	Lighthouse Fixed Position - Hot Property Page		Bonus				\$ -
Robbreport.com							
Robbreport.com	Real Estate media bar		\$ 1,250.00				\$ 1,250.00
WSJ.com							
Property upgrades	Property upgrades	Bonus	Bonus	Bonus			\$ -
Mansion Global Homepage Featured	Mansion Global Homepage Feature	\$ 1,275.00					\$ 1,275.00
Chicago Tribune							
Chicago Tribune	Custom Email 50k		\$ 1,200.00				\$ 1,200.00
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
The New York Times							
The New York Times	Property Spot - Weekday/Saturday			\$ 710.00			\$ 710.00
The New York Times Takeover	Full page w/ Digital promotion	\$ 690.00	\$ 690.00		\$ 690.00		\$ 2,070.00
Chicago Tribune							
Chicago Tribune	Takeover			\$ 685.00			\$ 685.00
Financial Times							
Financial Times	Property Spot		\$ 730.00	\$ 730.00			\$ 1,460.00
The Los Angeles Times							
The Los Angeles Times	Hot Property - listing + digital lighthouse		\$ 390.00				\$ 390.00
The Los Angeles Times	Takeover	\$ 610.00		\$ 610.00			\$ 1,220.00
TOTAL							\$ 20,705.00

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