



ADVERTISING  
BRANDING  
MARKETING

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

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SKYAD.COM

# The Moorings Advertising and Marketing Program

ONE | Sotheby's  
INTERNATIONAL REALTY

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**NEW YORK** 477 Madison Ave, New York, Ny 10022, 212- 677-2500  
**PHILADELPHIA** 1700 Market Street, Philadelphia, PA 19103 , 215- 365-4040

ADVERTISING  
BRANDING  
MARKETING

# National & Global Exposure 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**

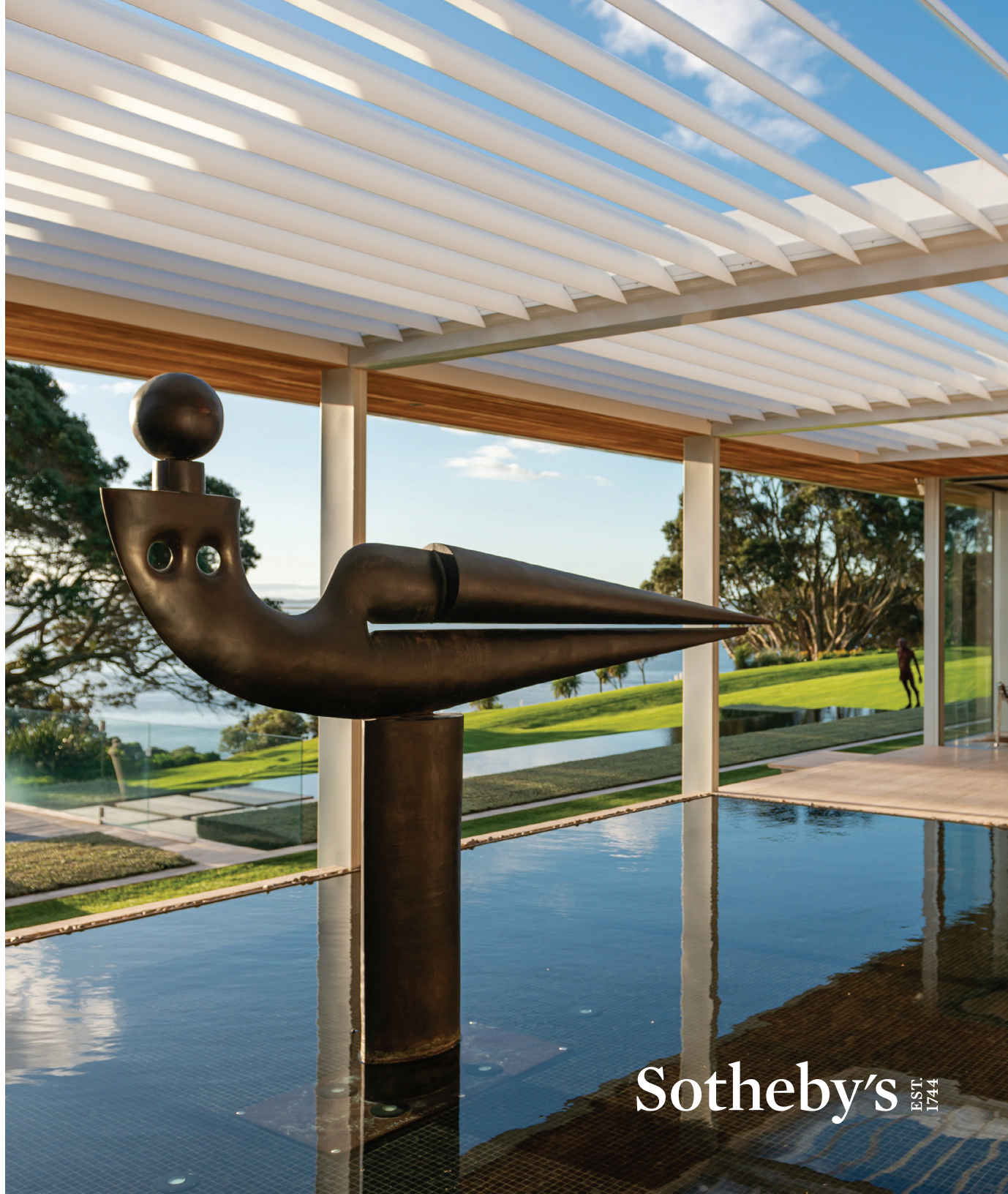
**JANINE JONES**  
*Executive Vice President*  
**212-677-2714**  
[janine@skyad.com](mailto:janine@skyad.com)

**PAULA DAVIDSON**  
*Senior Account Executive*  
**212-677-2671**  
[paula@skyad.com](mailto:paula@skyad.com)

**SARA HELENI**  
*Account Executive*  
**212-674-2402**  
[sara@skyad.com](mailto:sara@skyad.com)

**JIMMY CINTRÓN**  
*Account Executive*  
**212-677-0083**  
[jimmy@skyad.com](mailto: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**

FULL PAGE  
HALF PAGE  
QUARTER PAGE

Global



**Sotheby's**  
INTERNATIONAL REALTY

**Queenstown, New Zealand**  
with Sotheby's Realty

Property ID: 3001726  
Rural Property  
Sotheby's International Realty  
Ben Toney +64 21 694 352  
ben.toney@sothebyrealty.com

**Nothing Compares.**  
Explore our exclusive collection of inspiring homes.

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**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. \$10,000,000

**Beckley Valley, West Virginia**  
A beautiful 100-acre estate with a large brick house, a swimming pool, and a horse barn. The property is surrounded by rolling hills and offers a peaceful setting. \$15,000,000

**Beckley Point Farm**  
A beautiful 100-acre estate with a large brick house, a swimming pool, and a horse barn. The property is surrounded by rolling hills and offers a peaceful setting. \$15,000,000

**Portsmouth, Rhode Island**  
A beautiful 100-acre estate with a large brick house, a swimming pool, and a horse barn. The property is surrounded by rolling hills and offers a peaceful setting. \$15,000,000

**Atlanta**  
A beautiful 100-acre estate with a large brick house, a swimming pool, and a horse barn. The property is surrounded by rolling hills and offers a peaceful setting. \$15,000,000

**Windsor Hill, Rhode Island**  
A beautiful 100-acre estate with a large brick house, a swimming pool, and a horse barn. The property is surrounded by rolling hills and offers a peaceful setting. \$15,000,000

92



# Digital Offerings



**Sotheby's**  
INTERNATIONAL REALTY



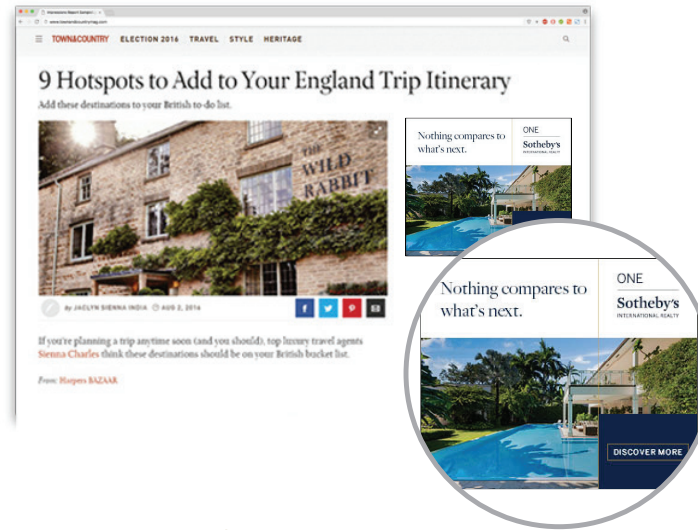
# Impressions Campaign

**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**  
**500K Impressions per month**  
**1 Million Impressions per month**  
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





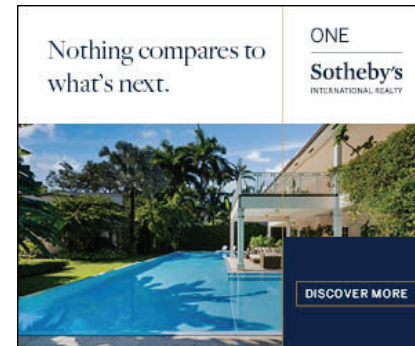
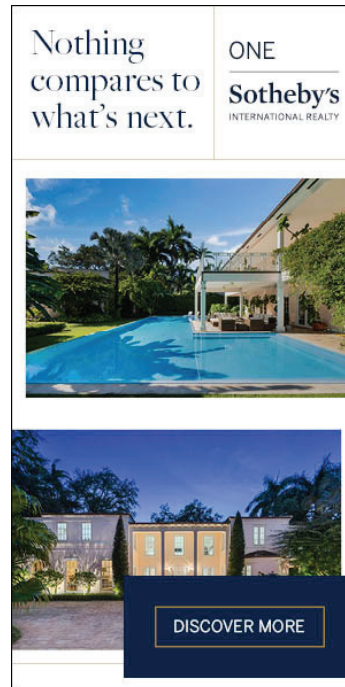
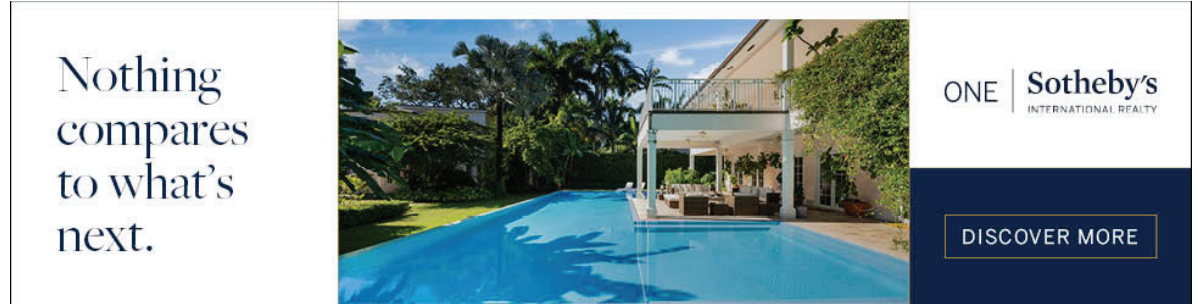
# Creative

## SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

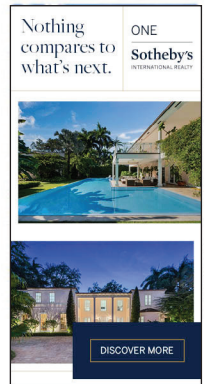
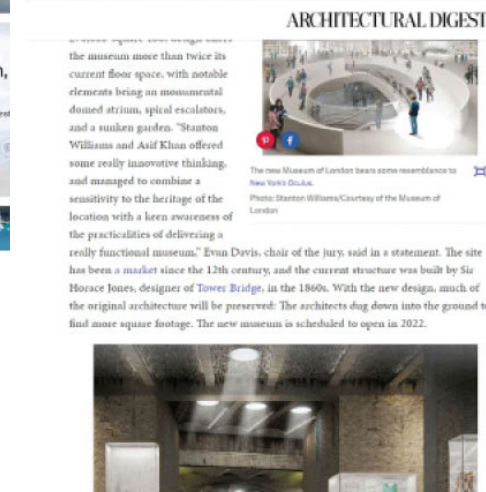
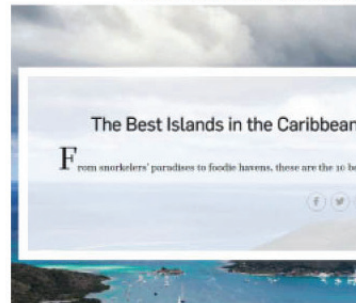
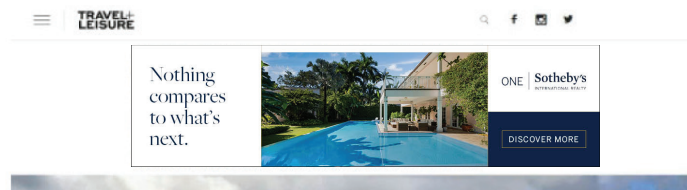
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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

## BANNER PRODUCTION



# Sample Banners For Impressions Programs As They Appear On Sites

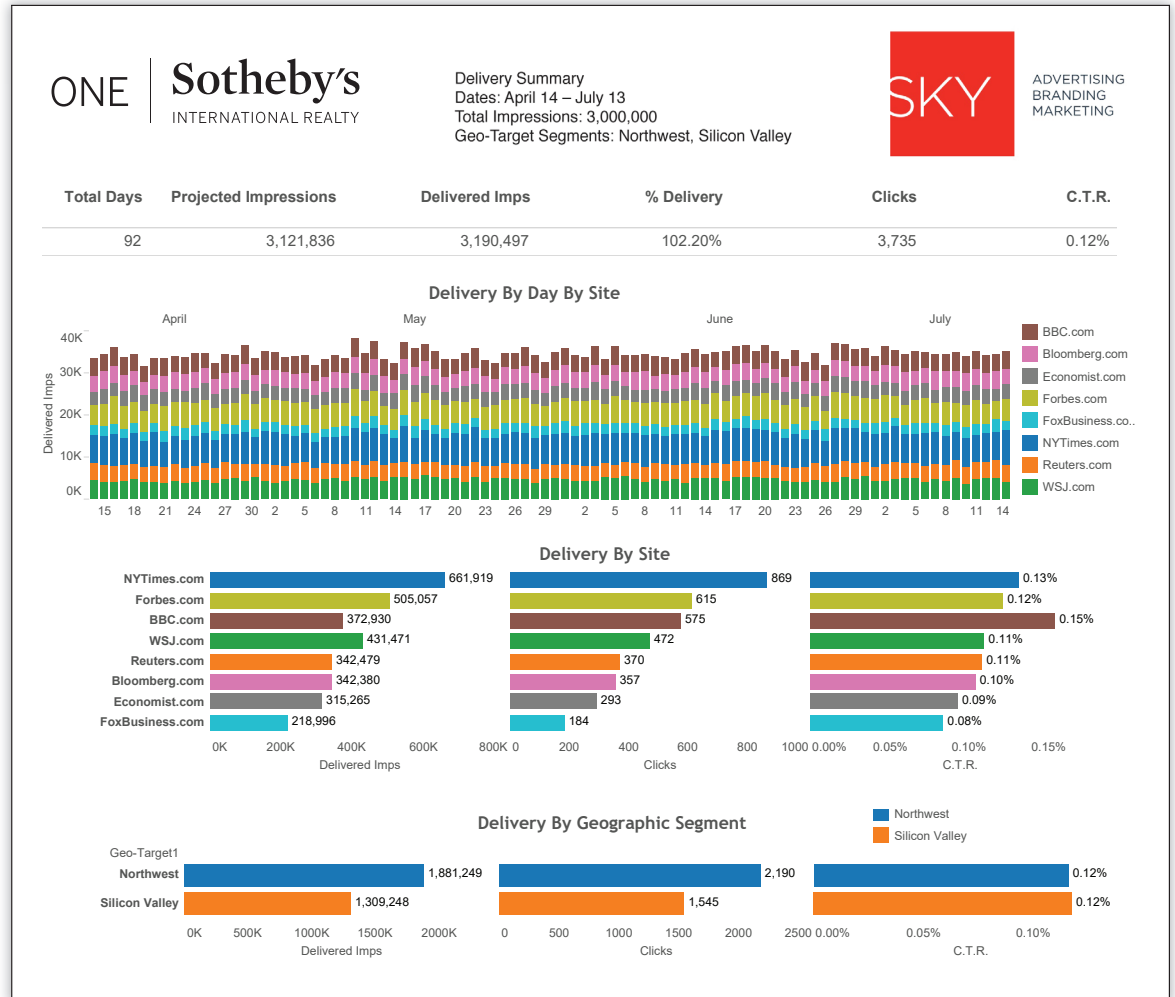


# Comprehensive Reporting For Your Customized Campaign

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.

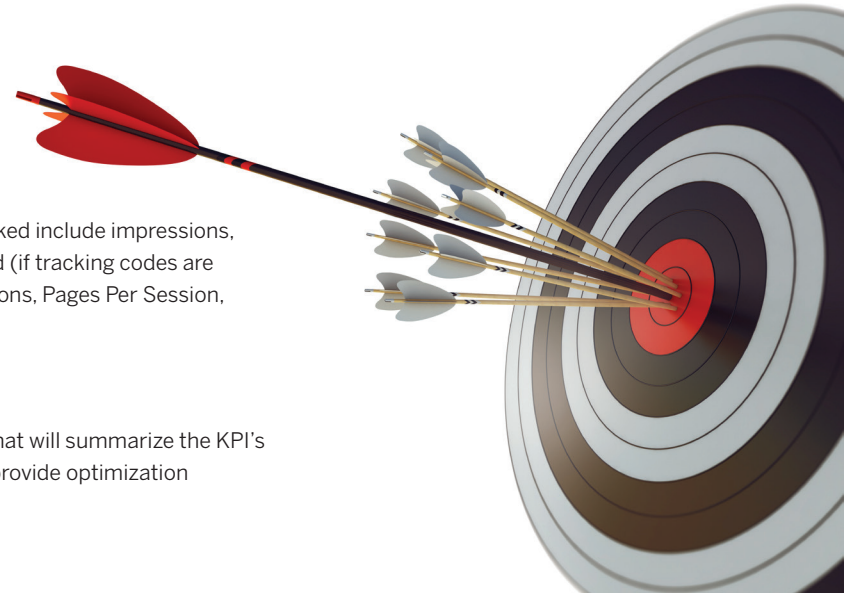
To ensure that the banners are seen in a premium environment, we have created a "whitelist" of sites. Ads will only show to people who have met our targeting criteria (behavior, income, and geo-target) on one of these sites. The site list includes top news, business, finance, sports, politics, and tech 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		21
Forbes.com	New York Metro, San Francisco, Los Angeles, Chicago, Miami																		365,000
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																		160,000
Google - Custom Intent Miami Area Real Estate	New York Metro, San Francisco, Los Angeles, Chicago																		225,000
<b>Total Digital</b>																			<b>750,000</b>

# Comprehensive Digital

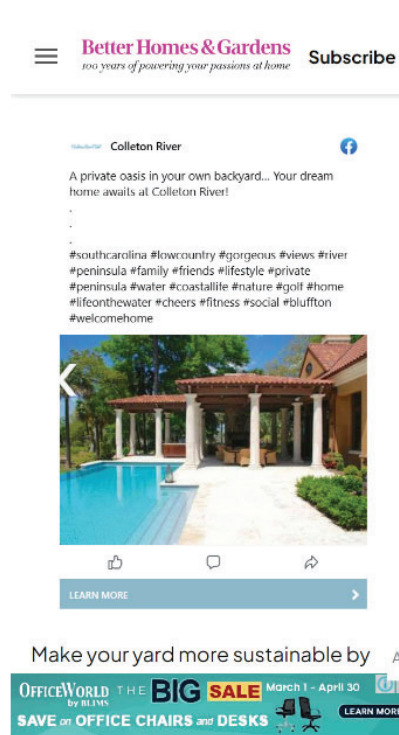
## SOCIAL MIRROR ADS

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.

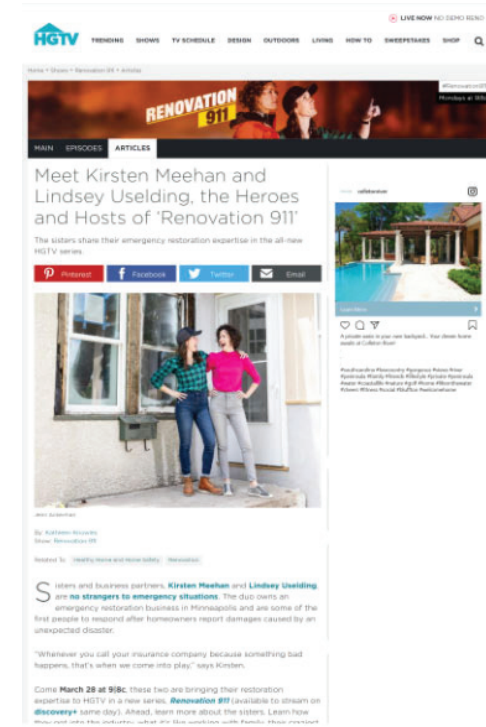
Social Mirror ads can be done with any organic or paid posts from your business account on these 8 social media platforms: Facebook, Instagram, Twitter, LinkedIn, TikTok, Pinterest, Snapchat, or YouTube.

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.



# 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
- CUSTOM EMAIL 100K
- CUSTOM EMAIL 150K



# Crain's New York Business

## REAL ESTATE DAILY ENEWSLETTER

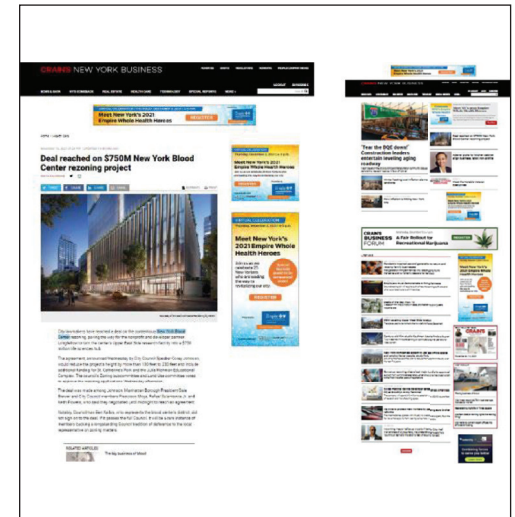
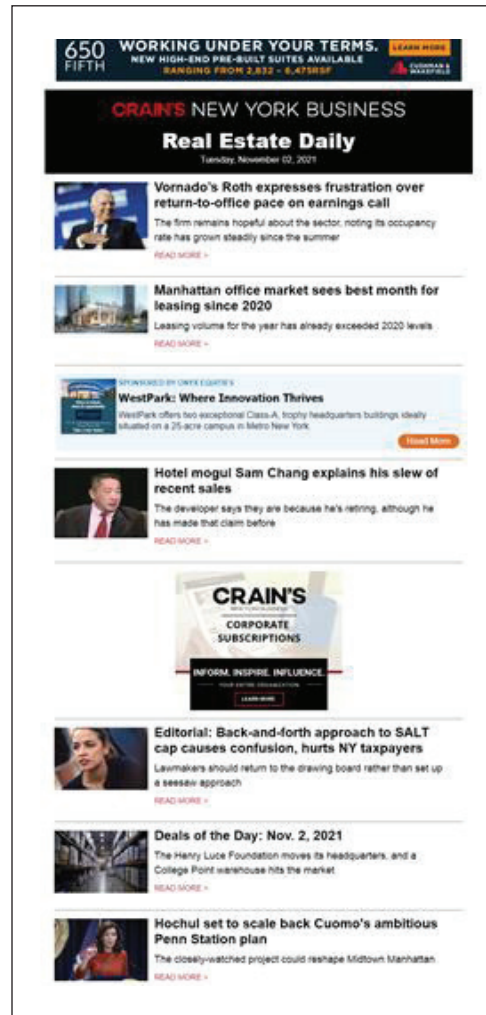
Crain's New York Business is the trusted voice of the New York business community – connecting businesses across the five boroughs by providing analysis and opinion on how to navigate New York's complex business and political landscape.

## 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





## DIGITAL

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# 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

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

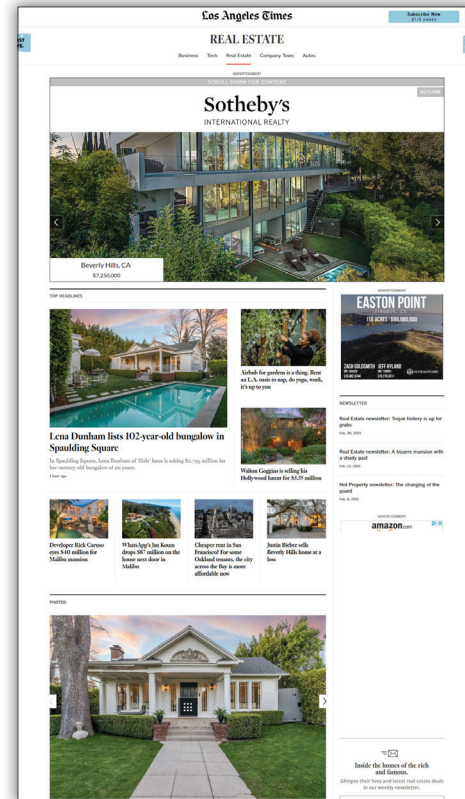
**San Francisco, Peninsula and Silicon Valley**



# 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.



# 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%

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

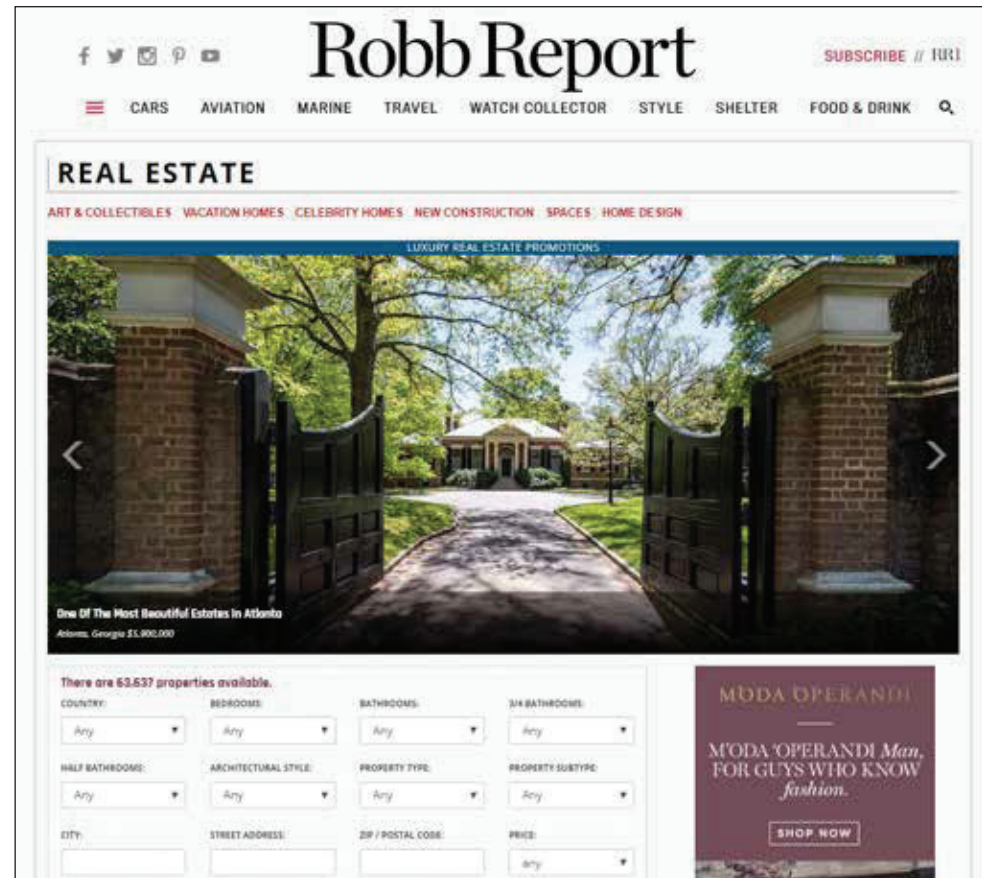
# RobbReport.Com

## 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.





# The Wall Street Journal Online (WSJ.Com)

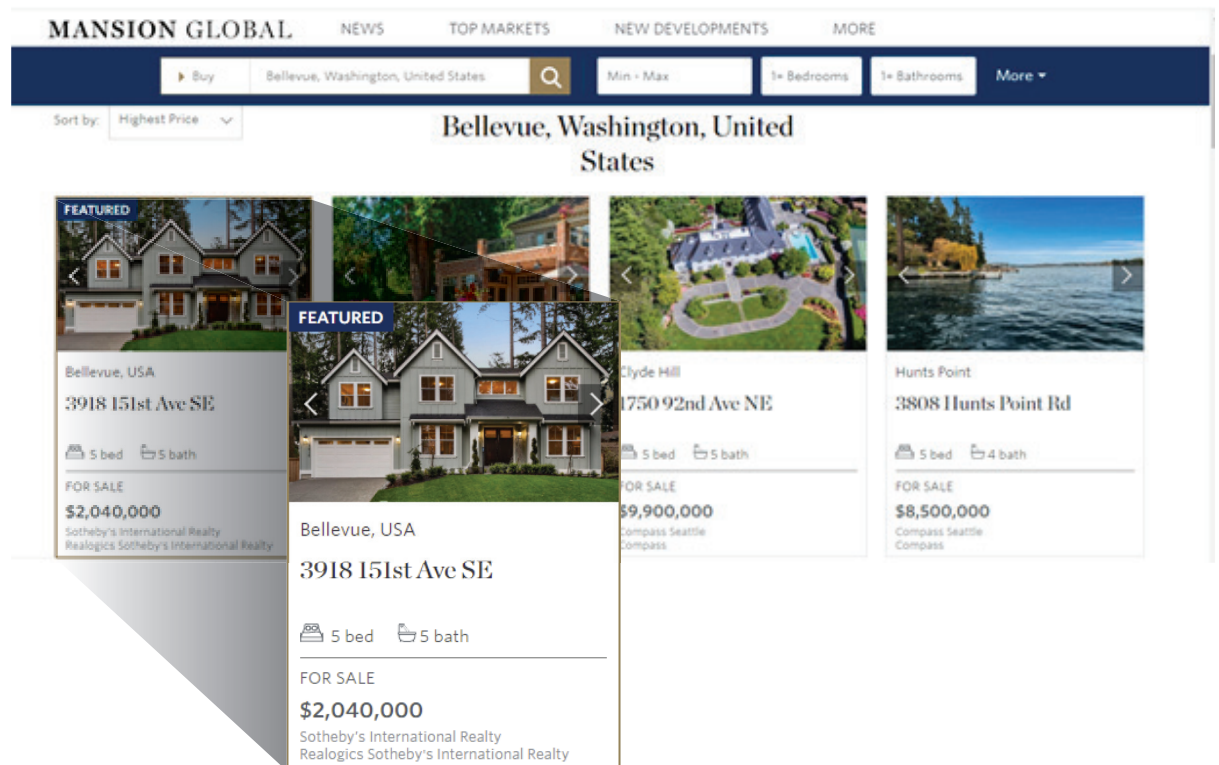
## FEATURED PROPERTY UPGRADES

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
- 25 PROPERTIES
- 100 PROPERTIES

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



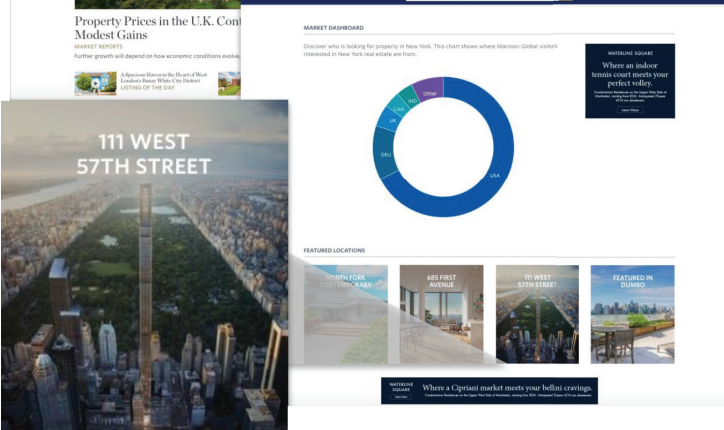
# The Wall Street Journal Online (WSJ.Com)

## 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

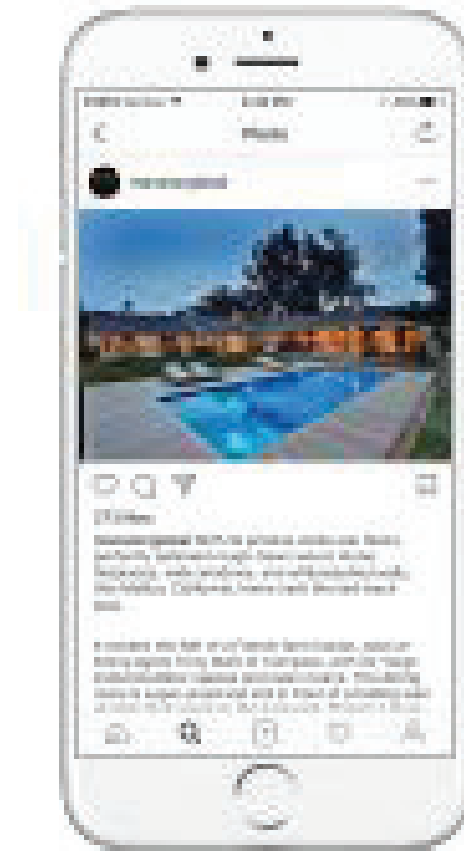


# The Wall Street Journal Online (WSJ.Com)

## @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.

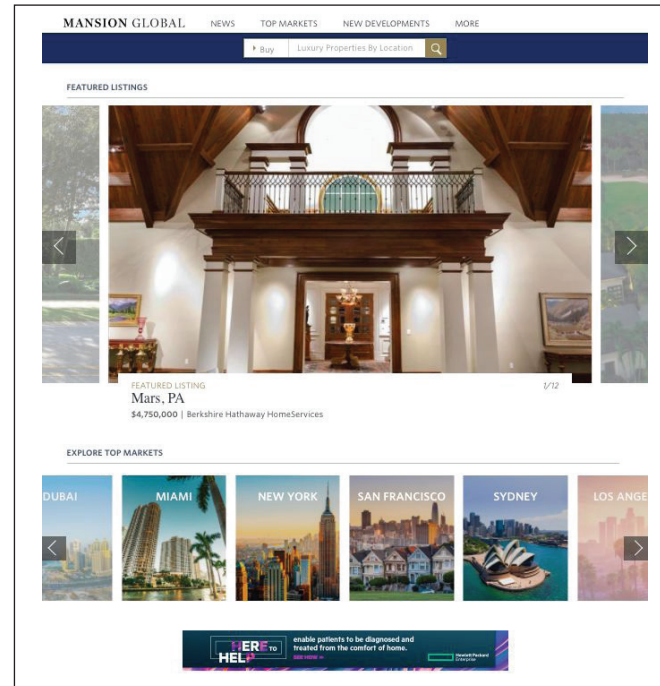
- Followers: **76.2K**



# 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.





# 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**

## PROPERTY SPOT

**EXUMA, THE BAHAMAS**



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

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

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

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

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

**World-Wide**  
Biden method a string of Super Tuesday primary victories and Super Tuesday night clinched California as the first state to pick a presidential elector.

**Sotheby's INTERNATIONAL REALTY** Nothing compares to what's next.

<b>LAKE, THE BAHAMAS</b> Leaf Cay \$19,995,000 USD   sirbahamas.com/id/46931 Bahamas Sotheby's International Realty <b>GEORGE DAMIANOS</b> george.damianos@sirbahamas.com +1 242.424.9699	<b>PARADISE VALLEY, ARIZONA</b> 4129 East Sandy Mountain Road \$1,200,000 USD   sirbahamas.com/id/46932 Bahamas Sotheby's International Realty <b>FRANK AZARZI</b> frank.azarzi@sirbahamas.com +1 480.388.0240	<b>SCOTTSDALE, ARIZONA</b> 10778 East Hornbeck Drive \$1,800,000 USD   sirbahamas.com/id/46933 Bahamas Sotheby's International Realty <b>FRANK AZARZI</b> frank.azarzi@sirbahamas.com +1 480.388.0240	<b>SCOTTSDALE, ARIZONA</b> 6907 North 43rd Street \$1,800,000 USD   sirbahamas.com/id/46934 Bahamas Sotheby's International Realty <b>FRANK AZARZI</b> frank.azarzi@sirbahamas.com +1 480.388.0240	<b>ATHLETON, CALIFORNIA</b> 151 Vinyas Road \$1,000,000 USD   sirbahamas.com/id/46935 Bahamas Sotheby's International Realty <b>MICHAEL DREYFUS</b> michael.dreyfus@sirbahamas.com +1 415.851.2874
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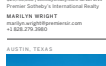






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VOL. CLXXVIII — No. 38,137 — MONDAY, NOVEMBER 5, 2024

**Web's Far Right Can Hear Itself As Trump Talks**

*Chorus of 'Seems Like a Handful of Trump'*

By KEVIN WOOD and JILL MURPHY

On Wednesday, as news outlets reported on the far-right website's coverage of the president's speech, the site's readers were already hearing from the president's supporters. The website's readership, which includes many of the most vocal and organized members of the far-right movement, was already celebrating the president's speech. The website's readership, which includes many of the most vocal and organized members of the far-right movement, was already celebrating the president's speech.

**Edge in Polls Might Not Tip House Seats**

*Outcomes Hang on a Handful of Trump*

By NATE GREEN

Democrats expect to gain control of the House in the 2024 election. But the odds are still in the Democrats' favor. The odds are still in the Democrats' favor. The odds are still in the Democrats' favor.

**It's Not Heaven, It's Brooklyn**

The 2024 election in this year's New York City Marathon enjoyed blue skies, record-high attendance and a fast course. Pages F2-F3.

**Spending Millions in a Bid to Avoid Sanctions**

By BENJAMIN SVETKEY

The U.S. Treasury is looking for ways to avoid imposing sanctions on the Russian government. The U.S. Treasury is looking for ways to avoid imposing sanctions on the Russian government.

**Partisan Rhetoric Of New Query On the Census**

By MICHAEL WIND

The Census Bureau is looking for ways to avoid imposing sanctions on the Russian government. The Census Bureau is looking for ways to avoid imposing sanctions on the Russian government.

**Called to Serve, Utah Mayor Allons Answered**

By JEFF TREMPER

The Utah governor is looking for ways to avoid imposing sanctions on the Russian government. The Utah governor is looking for ways to avoid imposing sanctions on the Russian government.

**Offering Little Pool, Pesticid Accuses Georgia Rival of 'Hack'**

By RICHARD HENNET

The Georgia governor is looking for ways to avoid imposing sanctions on the Russian government. The Georgia governor is looking for ways to avoid imposing sanctions on the Russian government.



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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 sweeping pool deck and a classic infinity pool. Like a luxury spa, directly visible to the ocean for water sports.

SIRBAHAMAS.COM/ID/X295,67



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5305 Carlsbad Boulevard, Carlsbad, CA 92008



**Eric Santorino**  
Elite Agent  
858.334.3557  
eric@ericsantorino.com  
DRE#01565001

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



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# Chicago Tribune Takeover

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

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

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

FULL PAGE



Sotheby's INTERNATIONAL REALTY

Move beyond your expectations.

Nothing compares.  
SOTHEBYSREALTY.COM

Represented by: [www.sothebysrealty.com](http://www.sothebysrealty.com)

Justin Winter | Sotheby's INTERNATIONAL REALTY

The Exceptional Lake Keowee - SC

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

Real Estate Specialists for Lifestyle Communities Located on Lake Keowee - The Crown at Lake Keowee, The Reserve at Lake Keowee, Keowee Pines & More

JUSTIN WINTER  
Broker in Charge  
Cell: (864) 576-1337  
jwinter@sothebysrealty.com

15340 N HIGHWAY 12 #24 | SALEM, SC 29676 | WWW.JUSTINWINTER.COM | LAKE OFFICE: (864) 481-4444

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6858 Casitas Pass Road  
7901 (214) 653-9500  
thepanciniestate.com

PERFECT GO  
Senior Global Real Estate Advisor  
303.362.3357  
perfgo@sothebysrealty.com

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Bahamas | Sotheby's INTERNATIONAL REALTY

Sundara Ocean Club Estates

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

Sundara  
Paradise Island, The Bahamas  
8488 (242) 322-2200  
SRBahamas.com/S/PAGE3

THE ANSELL GROUP  
Estate Agents  
1 (242) 322-2200  
sarah@ansellgroup.com

BAHAMAS SOtheby's INTERNATIONAL REALTY | WINDSOR BUSINESS PARK, NASSAU, THE BAHAMAS | (1 242) 322-2200 | SRBAHAMAS.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





Circulation/  
Distribution/  
Reach



Sotheby's  
INTERNATIONAL REALTY

# Circulation/ Distribution/ Reach 2023

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



# Circulation/ Distribution/ Reach 2023

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

# Circulation/ Distribution/ Reach 2023

Plan 3 Media	Circulation
<b>Sotheby's Auction House: Print</b>	
Quarter Page	20,000
<b>Digital</b>	
<b>Million Impressions*</b>	
Digital Banner Program	750,000
Targeting - New York, California, Florida, Illinois, Connecticut	
<b>Comprehensive Digital</b>	
Social Mirror	200,000
<b>Nob Hill Gazette</b>	
OTM On the Market eNewsletter	13,000
<b>LA Times</b>	
Lighthouse Fixed Position - Hot Property Page	425,000
<b>Robbreport.com</b>	
Real Estate media bar	6,000
<b>WSJ.com</b>	
Property upgrades	
Mansion Global Homepage Featured Listing Module	164,000
<b>Chicago Tribune</b>	
Custom Email 50k	50,000
<b>Print</b>	
<b>The Wall Street Journal</b>	
Property Spot w/Digital Featured Property Upgrade	1,933,272
<b>The New York Times</b>	
Property Spot - Weekday/Saturday	423,111
The New York Times Takeover	504,000
<b>Chicago Tribune</b>	
Takeover	150,000
<b>Financial Times</b>	
Property Spot	420,914
<b>The Los Angeles Times</b>	
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 Media		August	September	October	November	December	Media Total
<b>Sotheby's Auction House: Print</b>							
Sotheby's Magazine	Half Page				\$ 1,820.00		\$ 1,820.00
<b>Digital</b>							
<b>Million Impressions*</b>							
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						
<b>Comprehensive Digital</b>							
Comprehensive Digital	Social Mirror	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00			\$ 4,500.00
<b>Nob Hill Gazette</b>							
Nob Hill Gazette San Francisco, Penir OTM On the Market eNewsletter		\$ 500.00	\$ 500.00	\$ 500.00			\$ 1,500.00
<b>LA Times</b>							
Lighthouse Fixed Position - Hot Property	Lighthouse Fixed Position - Hot Property Page		Bonus				\$ -
<b>NYTimes.com</b>							
NYTimes.com Property Module	NYTimes.com Property Module	\$ 3,000.00					\$ 3,000.00
<b>Robbreport.com</b>							
Robbreport.com	Real Estate media bar		\$ 1,250.00				\$ 1,250.00
<b>WSJ.com</b>							
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
<b>Crain's New York Business</b>							
Crain's New York Business	Daily E-Newsletter M-F		\$ 3,150.00				\$ 3,150.00
<b>Chicago Tribune</b>							
Chicago Tribune	Custom Email 100k		\$ 1,950.00				\$ 1,950.00
<b>Print</b>							
<b>The Wall Street Journal</b>							
The Wall Street Journal - National	Property Spot w/Digital Featured Pr	\$ 650.00	\$ 650.00	\$ 650.00			\$ 1,950.00
<b>The New York Times</b>							
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
<b>Chicago Tribune</b>							
Chicago Tribune	Takeover			\$ 685.00			\$ 685.00
<b>Financial Times</b>							
Financial Times	Triple Property Spot		\$ 2,190.00				\$ 2,190.00
Financial Times	Property Spot			\$ 730.00			\$ 730.00
<b>The Los Angeles Times</b>							
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
<b>Sotheby's Auction House: Print</b>							
Sotheby's Magazine	Quarter Page				\$ 910.00		\$ 910.00
<b>Digital</b>							
<b>Million Impressions*</b>							
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						
<b>Comprehensive Digital</b>							
Comprehensive Digital	Social Mirror	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00			\$ 4,500.00
<b>Nob Hill Gazette</b>							
Nob Hill Gazette San Francisco, Penin	OTM On the Market eNewsletter	\$ 500.00	\$ 500.00	\$ 500.00			\$ 1,500.00
<b>LA Times</b>							
Lighthouse Fixed Position - Hot Prope	Lighthouse Fixed Position - Hot Property Page		Bonus				\$ -
<b>Robbreport.com</b>							
Robbreport.com	Real Estate media bar		\$ 1,250.00				\$ 1,250.00
<b>WSJ.com</b>							
Property upgrades	Property upgrades	Bonus	Bonus	Bonus			\$ -
Mansion Global Homepage Featured	Mansion Global Homepage Feature	\$ 1,275.00					\$ 1,275.00
Mansion Global Instagram	Mansion Global Instagram		\$ 1,775.00				\$ 1,775.00
<b>Crain's New York Business</b>							
Crain's New York Business	Daily E-Newsletter M-F		\$ 3,150.00				\$ 3,150.00
<b>Chicago Tribune</b>							
Chicago Tribune	Custom Email 50k		\$ 1,200.00				\$ 1,200.00
<b>Print</b>							
<b>The Wall Street Journal</b>							
The Wall Street Journal - National	Property Spot w/Digital Featured Pr	\$ 650.00	\$ 650.00	\$ 650.00			\$ 1,950.00
<b>The New York Times</b>							
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
<b>Chicago Tribune</b>							
Chicago Tribune	Takeover			\$ 685.00			\$ 685.00
<b>Financial Times</b>							
Financial Times	Property Spot		\$ 730.00	\$ 730.00			\$ 1,460.00
<b>The Los Angeles Times</b>							
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
<b>TOTAL</b>							\$ 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
<b>Sotheby's Auction House: Print</b>							
Sotheby's Magazine	Quarter Page				\$ 910.00		\$ 910.00
<b>Digital</b>							
<b>Million Impressions*</b>							
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						
<b>Comprehensive Digital</b>							
Comprehensive Digital	Social Mirror	\$ 1,500.00	\$ 1,500.00				\$ 3,000.00
<b>Nob Hill Gazette</b>							
Nob Hill Gazette San Francisco, Penin OTM On the Market eNewsletter		\$ 500.00	\$ 500.00				\$ 1,000.00
<b>LA Times</b>							
Lighthouse Fixed Position - Hot Prope	Lighthouse Fixed Position - Hot Property Page		Bonus				\$ -
<b>Robbreport.com</b>							
Robbreport.com	Real Estate media bar		\$ 1,250.00				\$ 1,250.00
<b>WSJ.com</b>							
Property upgrades	Property upgrades	Bonus	Bonus	Bonus			\$ -
Mansion Global Homepage Featured	Mansion Global Homepage Feature:	\$ 1,275.00					\$ 1,275.00
<b>Chicago Tribune</b>							
Chicago Tribune	Custom Email 50k		\$ 1,200.00				\$ 1,200.00
<b>Print</b>							
<b>The Wall Street Journal</b>							
The Wall Street Journal - National	Property Spot w/Digital Featured Pr	\$ 650.00	\$ 650.00	\$ 650.00			\$ 1,950.00
<b>The New York Times</b>							
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
<b>Chicago Tribune</b>							
Chicago Tribune	Takeover			\$ 685.00			\$ 685.00
<b>Financial Times</b>							
Financial Times	Property Spot		\$ 730.00	\$ 730.00			\$ 1,460.00
<b>The Los Angeles Times</b>							
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