



ADVERTISING
BRANDING
MARKETING

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

SKYAD.COM

1200 S Beach Road 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 1200 S Beach Road

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 1200 S Beach Road.

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 Manalapan.

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**

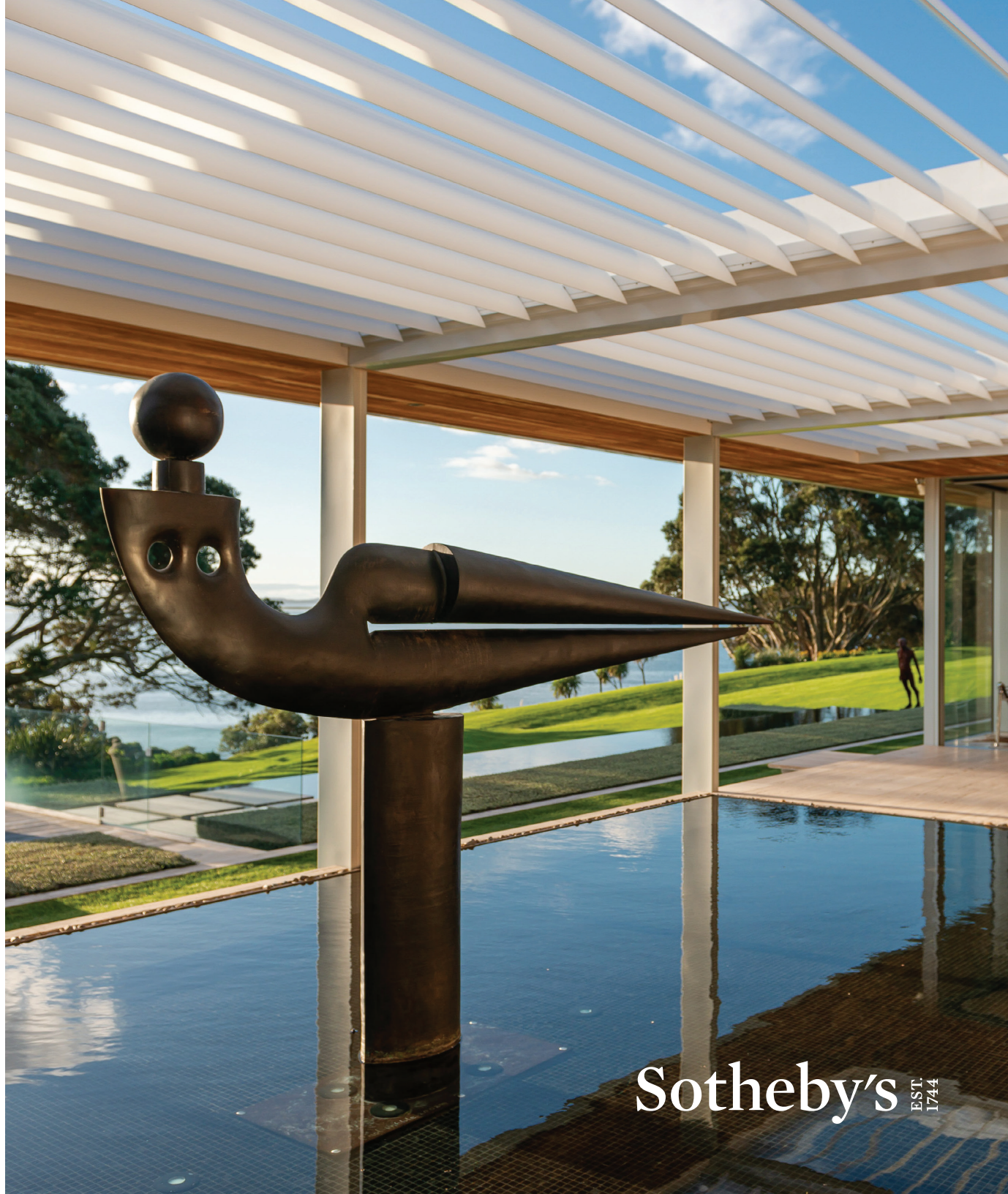
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Sotheby's
Auction House
Offerings



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 REALTY.COM

Open the door to what's next.

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 haraldg@sothebysrealty.com

Bruce Grant
 Licensed Consultant
 (646) 690-7034
 Bruce@SothebysRealty.com

The Rosewood Farm Estate
 Southampton, New York
 10 BEDROOMS | 10.5+ BATHS | POSSIBLE SUBDIVISION | \$19,950,000
 ROSEWOODFARMESTATE.COM

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SOTHEBY'S REALTY.COM

Take a peek at what's next.

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Vanessa Moore
 Licensed Consultant
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Water Mill South on Reserve, Pool & Tennis
 Water Mill, New York
 6 BEDROOMS | 6.5+ BATHS | 4,900 SQ.FT. | \$11,000,000
 542MCOXROAD.COM

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DIGITAL

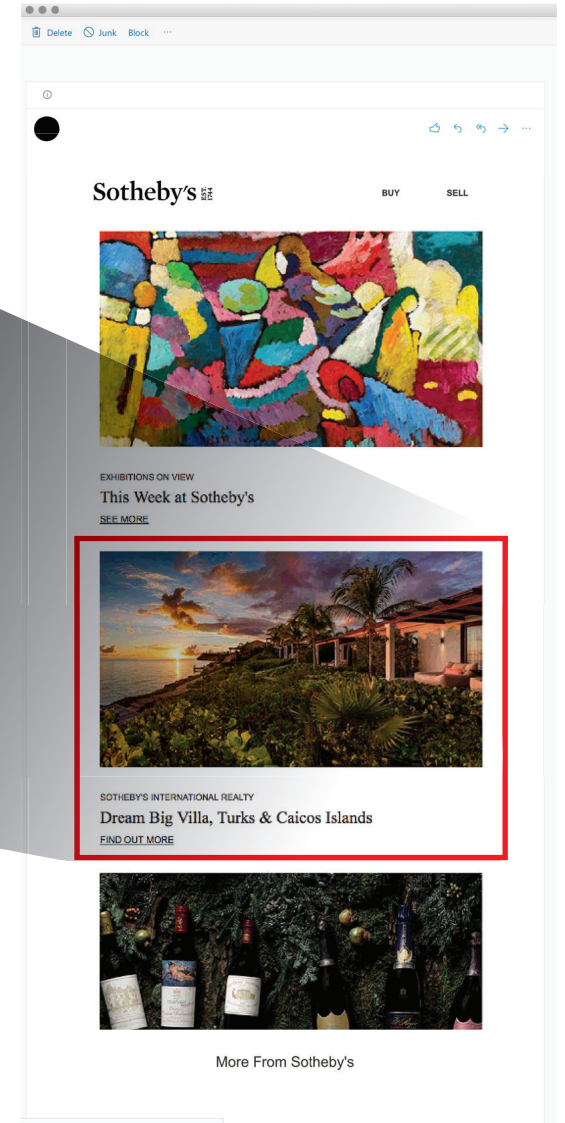
SOTHEBY'S BESPOKE GEO-TARGETED EMAIL

- 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

Florida, New York, Texas, California, Connecticut

PRICE: \$2,500/DEPLOYMENT




DIGITAL

SOTHEBY'S SELECTS
E-NEWSLETTERS

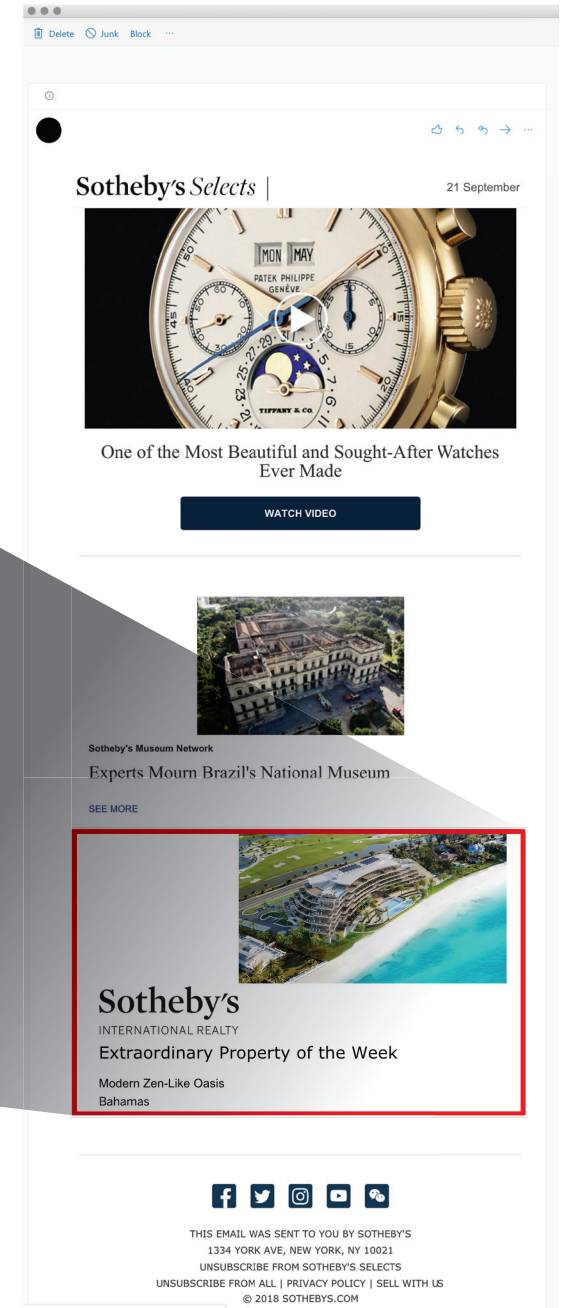
- Every Friday
- 52x Year
- Highlights upcoming auction events
- 488,357+ recipients
- 34% average open rate

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®**

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®**

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: **1200 S Beach Road**
- 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.

The New York Times

INVESTOR'S BUSINESS DAILY™

FOX BUSINESS

THE WALL STREET JOURNAL.

BARRON'S

Forbes



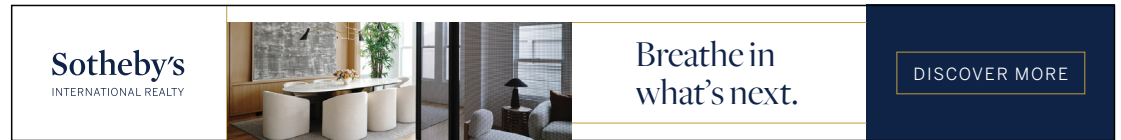
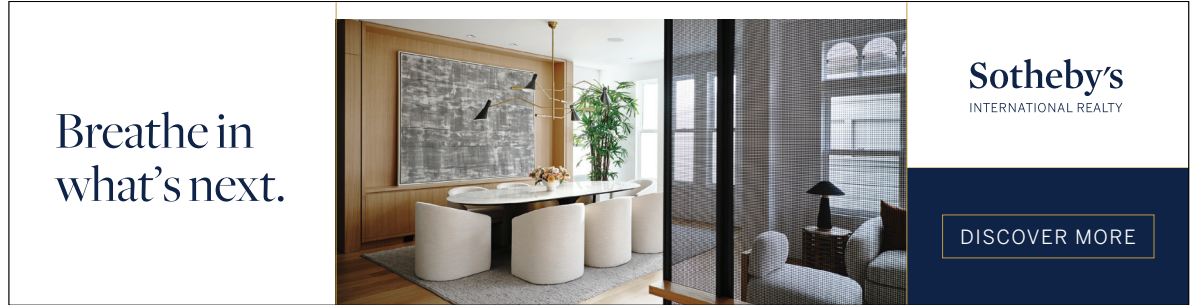
Creative

SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

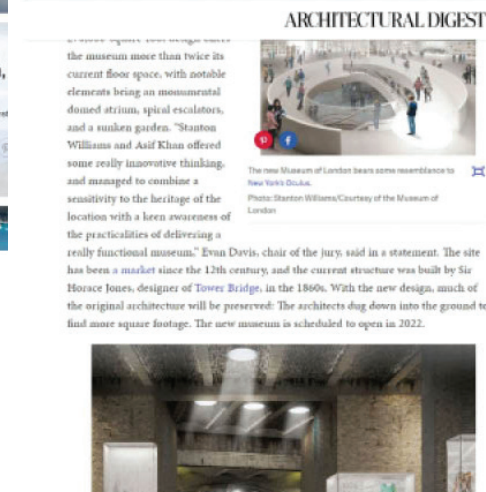
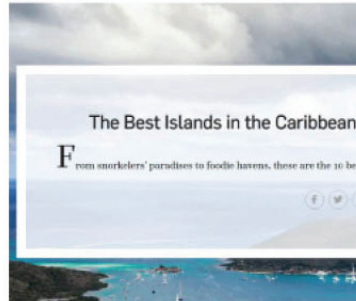
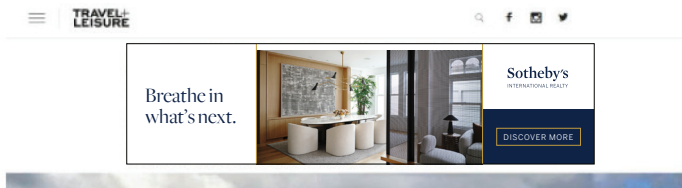
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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

BANNER PRODUCTION: \$350



Sample Banners For Impressions Programs As They Appear On Sites

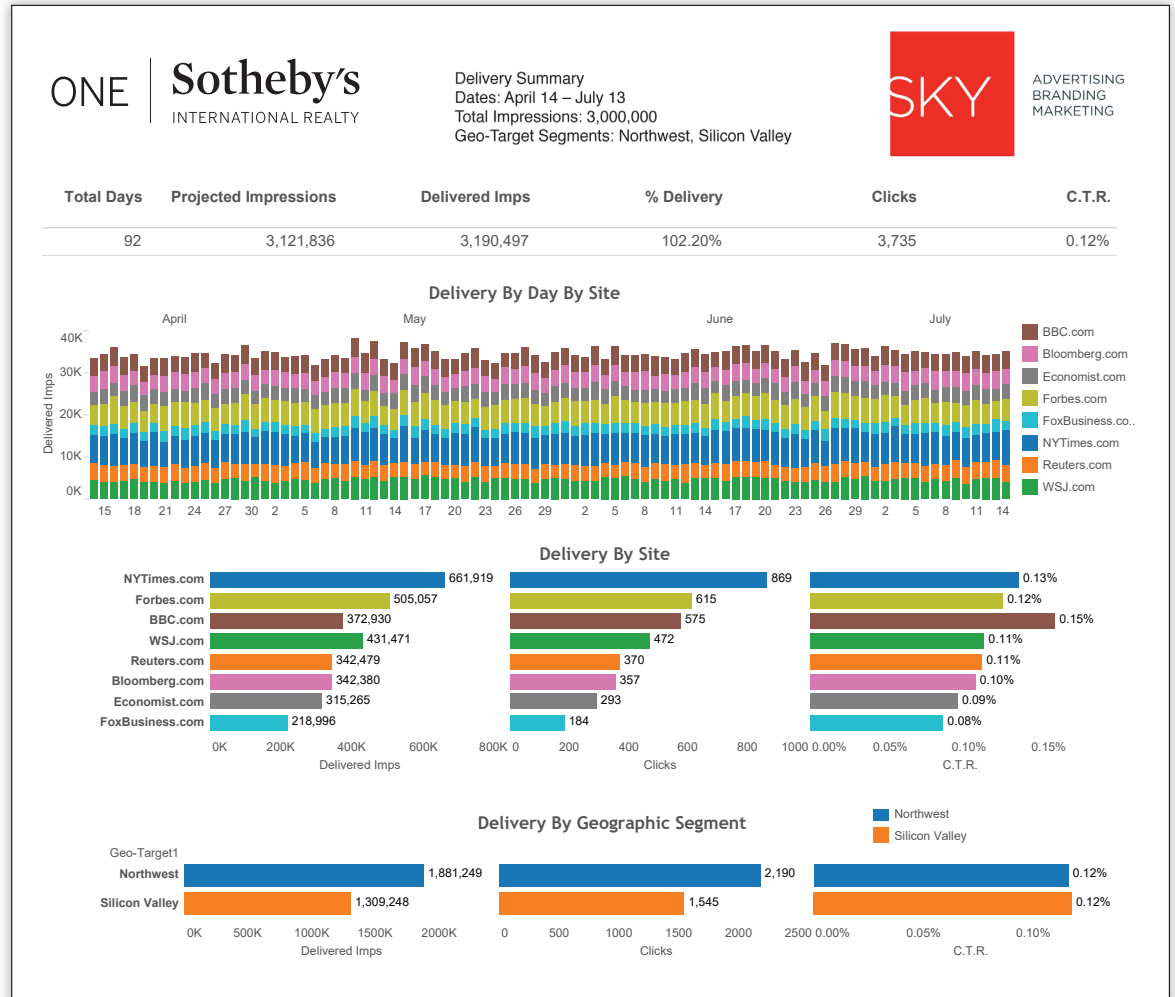


Comprehensive Reporting For Your Customized Campaign

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 Florida (Miami), New York DMA, Boston DMA, California, and Texas.

The programs are scheduled to start on September 1st and run for three months and deliver an estimated 1,500,000 impressions.

This will include:

- A site-specific segment of Global leading news, business and, finance websites.
- A custom intent segment, that will allow us to show banners to adults who are actively searching for South Florida Real Estate and living in Florida (Miami), New York DMA, Boston DMA, California, and Texas.
- An in-market segment, that will allow us to show banners to adults who are actively in-market for Residential Estate and living in Palm Beach County.

SITE SPECIFIC

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

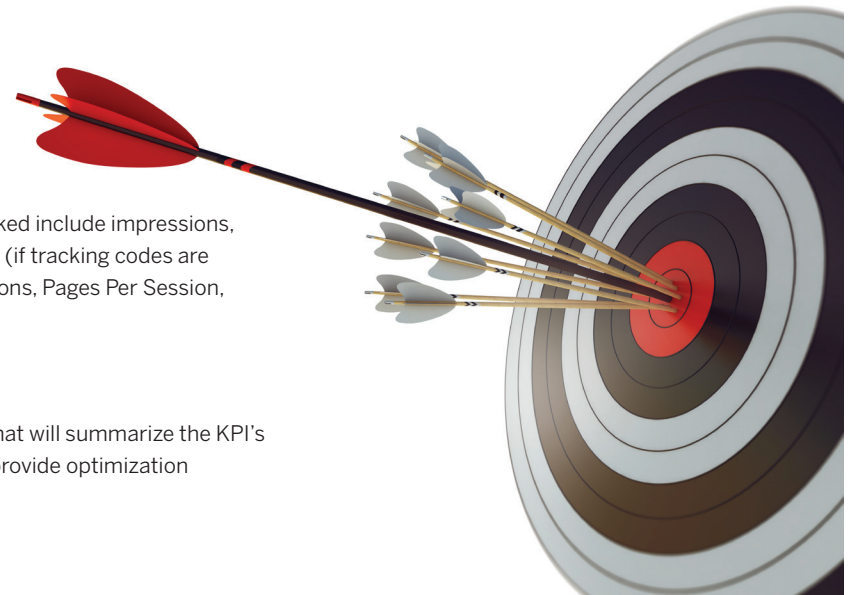
To ensure that the banners are seen in a premium environment, we have created a "whitelist" of sites. Ads will only show to people who have met our targeting criteria (behavior, income, and geo-target) on one of these sites. The site list includes top news, business, finance, sports, politics, and tech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

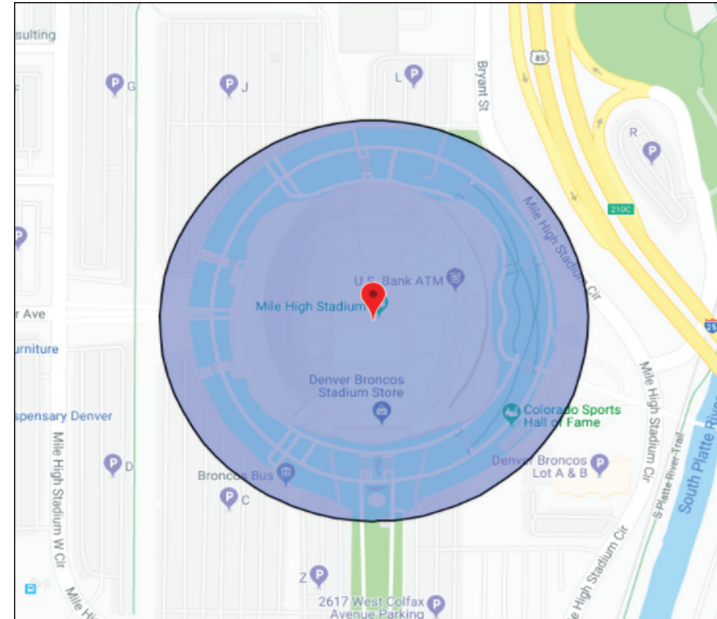
One SIR - 1200 South Beach

Media	Geo-Target	September					October					November				Impressions
		01	08	15	22	29	06	13	20	27	03	10	17	24	01	
NYTimes.com	Florida (Miami), New York DMA,, Boston DMA, California, Texas															725,000
WSJ.com																
Barrons.com																
Investors.com																
Reuters.com																
Forbes.com																
FoxBusiness.com																
CNBC.com																
Custom Intent - South Florida Real Estate	New York DMA,, Boston DMA, California, Texas															425,000
In Market Residential Real Estate	Palm Beach County															350,000
Total Digital																1,500,000

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

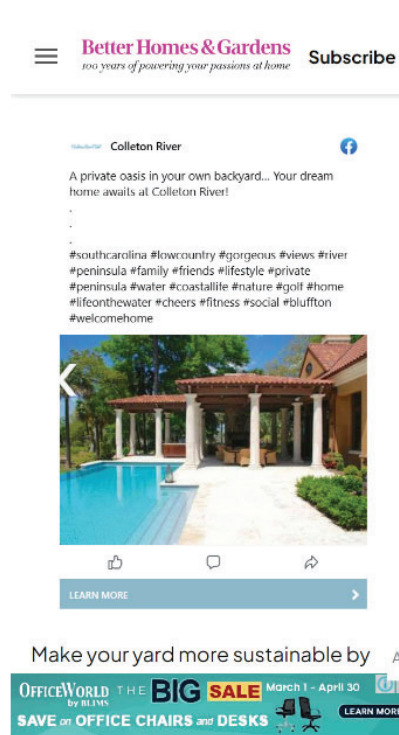
SOCIAL MIRROR ADS

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.

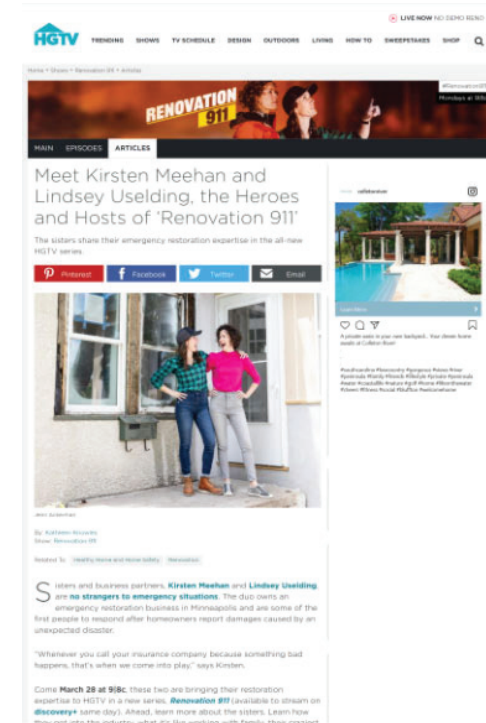
Ads can be display, video, OTT across connected TVs or carousel.



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

Smart Solutions Eblast

Our team of email experts make your message stand out from your competition with compelling subject lines, engaging copy, powerful images and strategic deployment scheduling. Our campaigns are 100% responsive, meaning your message is optimized for all devices and email platforms in order to expand your reach and foster engagement with customers.

TARGETING

Use high-quality data to reach new customers

DELIVERABILITY

Make it to more customer's inboxes every time.

AUDIENCE

Select High Income Zip Codes

Net Worth > \$13 Million



Household Income > \$500K

20,000 Total Emails

CUSTOM EBLAST AND REMINDER EMAIL: \$2,295

Sotheby's
INTERNATIONAL REALTY



Explore the latest luxury properties in the Bay Area
Among these buying opportunities: breathtaking opulence with floor-to-ceiling windows, and a vineyard paradise with panoramic views.
Schedule a private tour today.



The Epitome of Luxury Bay Living
44528 Vista Grande Court, Fremont, CA
\$8,998,000

The home you have been waiting for. Embrace the opulence of this 9,931 square foot enclave as you experience unmatched, breathtaking views of the entire Bay Area with floor-to-ceiling windows. Built with every executive amenity you could possibly need, this custom-built masterpiece spares no details.


[View Property](#)



Tuscan Vineyard Oasis in Mission Hills
44988 Vista Del Sol, Fremont, CA
\$7,998,000

Your very own custom oasis awaits in the highly desirable Mission Hills. Enjoy 8,132 square feet of extensive luxurious living space on 2.7 acres of paradise, including 2 acres of lovely Cabernet vineyards, perfect for any wine connoisseur. Nearly every room in this magnificent home offers outstanding panoramic views of city lights, bay bridges, and the beautiful Mission Hills.

[View Property](#)



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(415) 385-6442
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[View Website](#)

Thank you for being part of our mailing list.
You can use [this link](#) to stop receiving our emails.
Alternatively, mail your request to PO Box 34628, Seattle, WA 98124-1628

Google AdWords

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

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



CAMPAIGN SETUP & OPTIMIZATION

Which can include:

- Set up Keyword List
- Set up Ad groups
- Develop understanding of urgent search terms/ phrases of client and competitors
- Run fresh estimates for potential new keywords
- Write/Edit copy as needed
- Ensure all tracking is in place
- Add segment targeted towards sellers

MONTHLY MANAGEMENT

Includes:

- Campaign review
- Analytics reporting
- Campaign Adjustments

PROGRAM COST:

PROGRAM SETUP: \$750

MONTHLY MANAGEMENT:

\$350/MONTH (6 MONTH MINIMUM)

MEDIA: SPEND BASED ON PROGRAM

Facebook Advertising

We recommend a campaign using Facebook and Instagram as advertising channels.



FACEBOOK

- Geo-targeting to local and feeder markets.
- We will drive the audiences to select landing pages.

RETARGETING

- We will re-target the audiences who visit the site but do not convert.
- We will revise and optimize campaign based on performance.

PROGRAM COST:
FROM \$1,500/MONTH



Billionaire Magazine

Billionaire is an award-winning luxury publication distributed to a curated list of Ultra High Net Worth (UHNW) readers, globally.

DIGITAL AUDIENCE

- **29% Millionaires**

Readership stats

- Total Print Readership – **32,000**
- Online Monthly Unique Audience – **120,000**
- Online Monthly Page Views – **240,000**
- Social Media Reach – **110,000**
- Newsletter Database – **25,000**

1x Online content piece - will sit on the site indefinitely and pick up organic views

1x Newsletter inclusion (25k subscribers) - drive content piece via newsletter

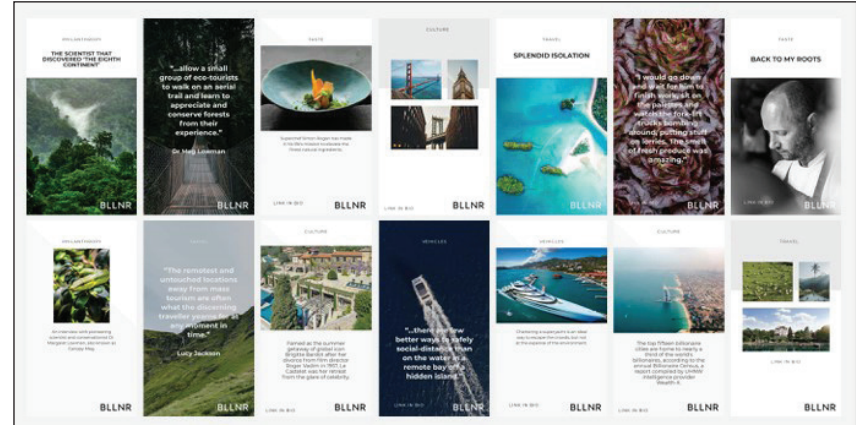
1x hyper-targeted social media campaign (4 weeks) - target UHNWI's on FB/IG via the Billionaire social channels, driving targeted traffic to the content piece online

CUSTOM CONTENT + ENEWSLETTER:

PRICE: \$4,300

CUSTOM CONTENT + SOCIAL CAMPAIGN:

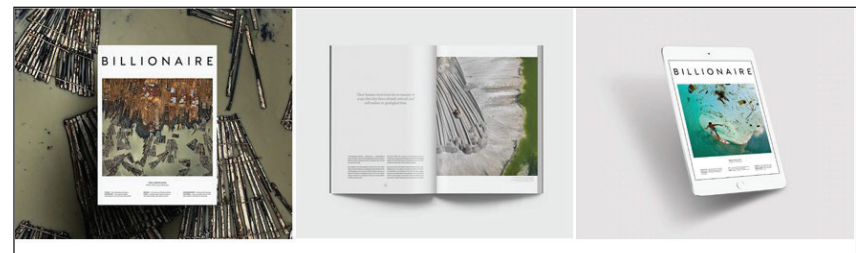
PRICE: \$6,000



PRODUCT (ONLINE) PORTFOLIO

- Online Branded Content
- Social Media Campaigns
- HNWI Hotspots Geo-Targeted Campaigns
- Newsletter Campaigns
- FULL PR Package

Reach our affluent and extensive member database through impactful advertising, content partnerships and directly in their inbox.



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)

650 FIFTH WORKING UNDER YOUR TERMS. LEARN MORE
NEW HIGH-END PRE-BUILT SUITES AVAILABLE
RANGING FROM 2,833 - 6,475 SF. CUSTOMER ACCESSIBLE

CRAINS NEW YORK BUSINESS
Real Estate Daily
Tuesday, November 02, 2021

Vornado's Roth expresses frustration over return-to-office pace on earnings call
The firm remains hopeful about the sector, noting its occupancy rate has grown steadily since the summer
[READ MORE >](#)

Manhattan office market sees best month for leasing since 2020
Leasing volume for the year has already exceeded 2020 levels
[READ MORE >](#)

SPONSORED BY CRAIN'S EDUCATOR'S
WestPark: Where Innovation Thrives
WestPark offers two exceptional Class A, trophy headquarters buildings, ideally situated on a 25-acre campus in Metro New York
[View More](#)

Hotel mogul Sam Chang explains his slew of recent sales
The developer says they are because he's retiring, although he has made that claim before
[READ MORE >](#)

CRAIN'S
CORPORATE SUBSCRIPTIONS
INFORM. INSPIRE. INFLUENCE.
READ THE COLLECTION
[LEARN MORE](#)

Editorial: Back-and-forth approach to SALT cap causes confusion, hurts NY taxpayers
Lawmakers should return to the drawing board rather than set up a seesaw approach
[READ MORE >](#)

Deals of the Day: Nov. 2, 2021
The Henry Luce Foundation moves its headquarters, and a College Point warehouse hits the market
[READ MORE >](#)

Hochul set to scale back Cuomo's ambitious Penn Station plan
The closely-watched project could reshape Midtown Manhattan
[READ MORE >](#)

CRAINS NEW YORK BUSINESS

Deal reached on \$750M New York Blood Center rezoning project

Manhattan office market sees best month for leasing since 2020

WestPark: Where Innovation Thrives

Hotel mogul Sam Chang explains his slew of recent sales

Editorial: Back-and-forth approach to SALT cap causes confusion, hurts NY taxpayers

Deals of the Day: Nov. 2, 2021

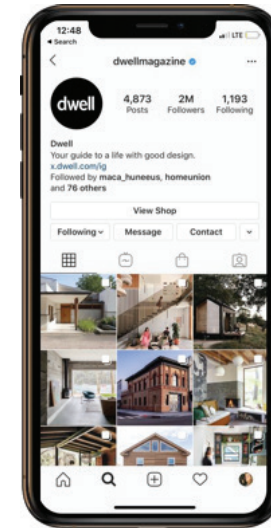
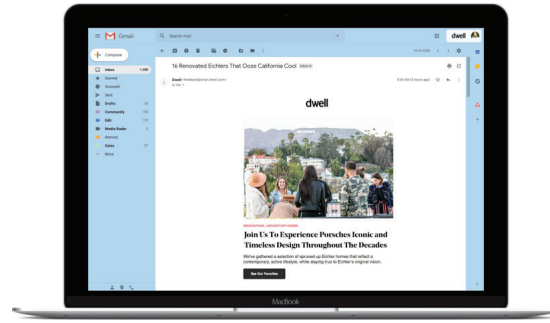
Hochul set to scale back Cuomo's ambitious Penn Station plan

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

Elite Traveler

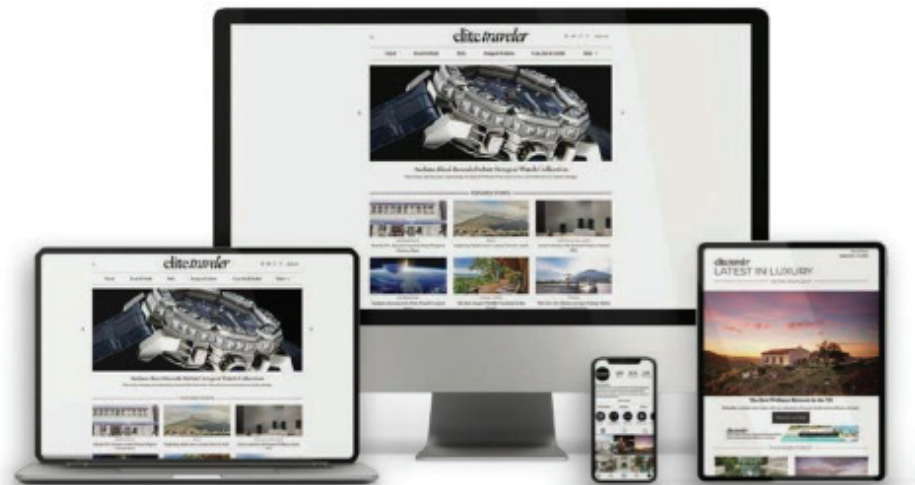
Since its launch in 2001, Elite Traveler has been the market-leading guide and curator of the global luxury lifestyle of UHNW individuals. It is written and designed by an experienced team of editors in New York and London for the elusive global elite who live the private jet lifestyle, delivering expert perspectives, meaningful analysis and advice.

Elite Traveler.com is accessed globally across multiple platforms providing unique opportunities for alignment with luxury content.

- Average HHI **\$7.9m**
- Average Net Worth **\$32m**
- **318,661** Unique Browsers

ONLINE REAL ESTATE SHOWCASE: \$2,500/YEAR

Half price with full page print purchase



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



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' with a grid of featured items: Ferrari 488 GTB (\$71,999), Chevrolet Corvette (\$4,785,907), Shannan Villa Over... (\$45,999), and Ram 2500 (\$45,999). Other featured items include Rio 109 - Luxury pe..., Audi S7 (\$34,999), McLaren 550C (\$199,999), and Ferrari California (\$114,999). There are also sections for 'JAMES SPOTTING' (Two Level Duplex On Palmwood Ponds), 'RICH LIST' (DOUBLE DOWN 214 Codecas 2010/20...), and 'LATEST STORIES' (Luxury garages: Unique cars of tech billionaires, old-school rags-to-riches and Gen-Z doos). A 'Featured Agent' section highlights Nick Swinburne.

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 large image of a modern interior with the text 'THE PENTHOUSES AT GOLDEN PEAK \$23,900,000'. A sidebar on the right contains a search filter and a brief description of JamesEdition's real estate services. The main content area displays a grid of featured luxury properties, including '5 Bedrooms - Pent...', 'Stunning Sherwoo...', 'Enviably Estate By...', 'Modern Apartment...', 'Elegant French Styl...', 'Playa Nix', 'Koninghof', 'Magnificent Seclu...', 'Extraordinary Ocea...', 'Maimok Paradise ...', 'Kiltreagh House', and '7+/- Acres for pote...'. At the bottom, there's 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'.

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.

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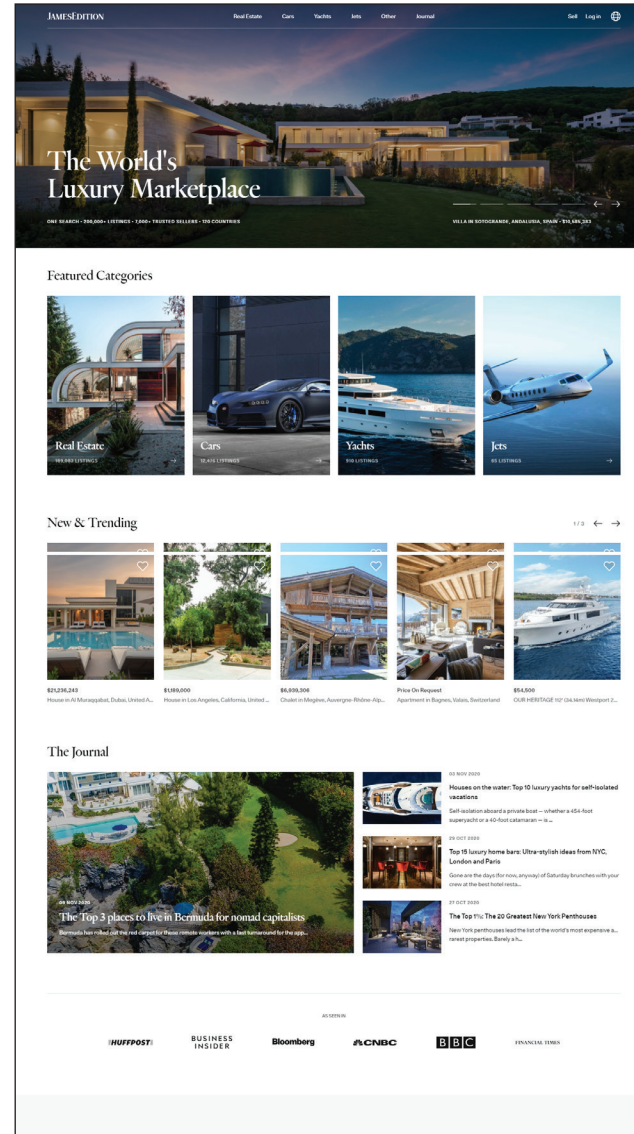
Showcase your office and properties and bring increased visibility to capture the attention of the UHNW in the James Edition rotating Gallery. The Rotating Gallery is a carousel of selected listings that automatically changes every 5 seconds. on the Home Page and the Real Estate Page

HOME PAGE

FEATURED BANNER: \$2,000/MONTH

REAL ESTATE PAGE

FEATURED BANNER: \$1,600/MONTH



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.

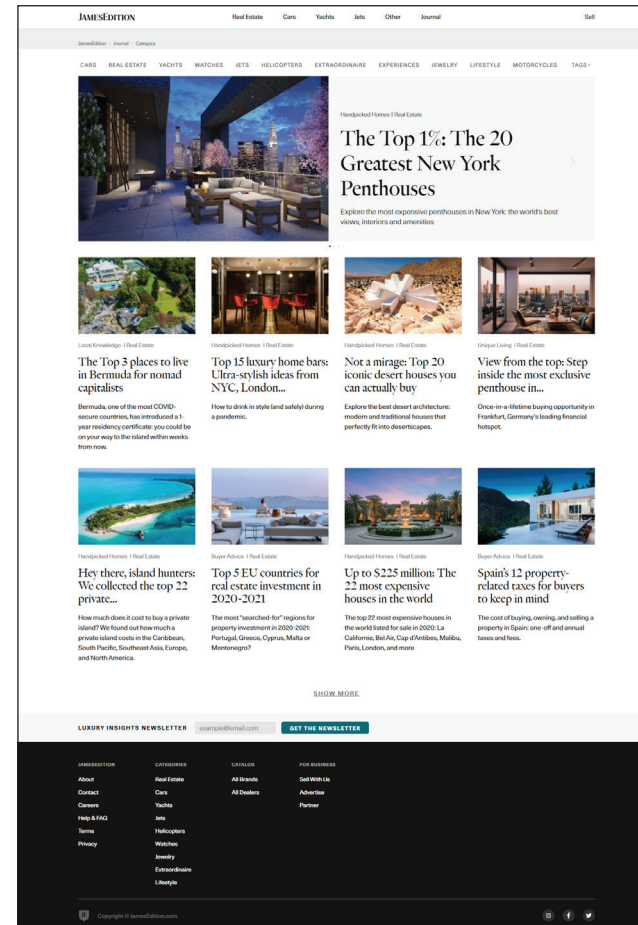
With more than 10 million monthly page views from around the world, JamesEdition.com is the quintessential marketplace for ultra-high net worth individuals. With users evenly spread throughout the Americas, EMEA and Asia, JamesEdition.com is the only truly global site to market luxury.

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

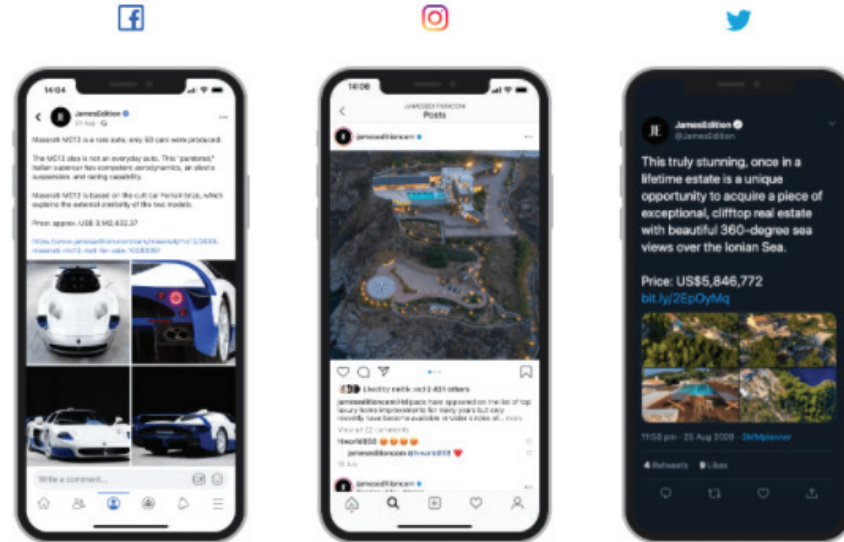
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With more than 10 million monthly page views from around the world, JamesEdition.com is the quintessential marketplace for ultra-high net worth individuals. With users evenly spread throughout the Americas, EMEA and Asia, JamesEdition.com is the only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

JetSet

12 MONTH GLOBAL DIGITAL CAMPAIGN

EMAIL

Jetset Magazine offers access to over 50,000 opted-in subscribers for email marketing purposes. Luxury advertisers can instantly reach the ultra-wealthy through a banner insertion in the Jetset Magazine weekly newsletter that provides timely news about our readers' passions.

Subscriber Profile

- 70% Male
- 30% Female
- Average Age: 41
- Median HHI: 2.4 Million
- Monthly Page Views: 1 Million +
- Qualified Subscribers: 50,000 +
- Customized Tracking Provided

12 month Web Feature

- 1 Million monthly page views
- 170K unique visitors

PRICE \$2,500/YEAR

2 shared email blasts plus 12 month web feature (\$10,000 value)

The screenshot shows a digital article layout. At the top, there's a navigation bar with 'Home', 'Lifestyle', and 'Sports'. The main headline reads 'Diamante Announces New Golf Course with Tiger Woods Design | Construction on a 7,300-Yard Course has Begun'. Below the headline is a large, high-quality photograph of the Diamante resort complex, featuring modern buildings and lush greenery. To the right of the article, there are several social media sharing options, including a prominent 'TRACK RECORD' banner with a car image and a 'JetSet' logo with a 'START YOUR SUBSCRIPTION TODAY!' call to action. Below the main image, there are several paragraphs of text, interspersed with smaller images and social media icons. At the bottom, there's a 'SHARE ON' section with icons for Facebook, Twitter, and Email. Below that, it says 'ABOUT THE AUTHOR' and 'RELATED POSTS' with two smaller article thumbnails.

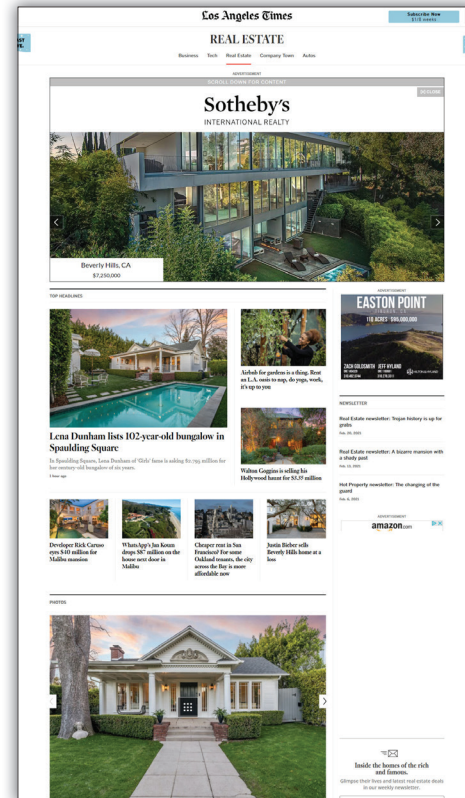
LA Times

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**



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.



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

Ocean Home

Ocean Home magazine showcases the best in luxury coastal design—from Caribbean bungalows to Malibu’s modern masterpieces to Montauk’s shoreline cottages to Palm Beach’s Spanish Revival villas—and, in turn, celebrates the top architects, interior designers, and craftspeople creating these waterfront dream homes from coast to coast and beyond.

EXCLUSIVE EMAIL

Sent weekly on Wednesday and Sundays to Ocean Home’s discerning audience of high net worth coastal home owners and elite industry professionals.

PRICE: \$2,500



SPONSORED CONTENT

Custom article written and created by our editors to showcase your company. Posted on oceanhomemag.com, your article will be tailored to meet your marketing objectives and highlight your unique brand and properties.

- 800-1,000 words + 4-6 images.

PRICE: \$2,500

SOCIAL MEDIA POST

Target our dedicated friends and followers across Ocean Home social platforms. We will post your images and copy on our Facebook, Instagram and Twitter channels and leverage our brand to enhance your exposure and amplify engagement.

- 60,000+ Followers.

INSTAGRAM: \$700

FACEBOOK: \$575

FACEBOOK/INSTAGRAM AD:
\$1,300 PER MONTH

OCEAN HOME MAGAZINE EXCLUSIVE E-MAIL CAMPAIGN

Engage our 20,000+ Email Subscribers with an Exclusive e-mail campaign.

Price: \$2,500 per

Target this same audience on Facebook and Instagram to reinforce your message on their social media channels. Price: \$15 CPM

SALES@OCEANHOMEMAG.COM

OCEAN HOME IS THE LEADING LUXURY COASTAL LIFESTYLE MAGAZINE.

oceanhomemag.com | 300 Brickstone Sq., Suite 904, Andover MA 01910

OCEANHOME EXCLUSIVE

FOUR SEASONS PRIVATE RESIDENCES ANGUILLA

FROM A PENTHOUSE YOU CAN SEE FOREVER

There's a very special promise in a Penthouse: heightened luxury, expansive beauty, an elevated perspective. The Penthouse Residences at Four Seasons Resort and Private Residences Anguilla deliver on all counts.

Come with us as we wander through the remarkable Kelly Weaster-designed interiors and onto grand outdoor spaces that bring life into the open air in elegant comfort—with sweeping views of Maids Bay Beach you won't find anywhere else on the island.

Four Seasons Private Residences Anguilla is truly a place apart - an iconic, award-winning Caribbean resort on an island that's a perfect blend of casual elegance and barefoot chic.

Let us help you arrange your Discovery Experience of the Penthouses at Four Seasons Private Residences Anguilla today.

FOUR SEASONS PRIVATE RESIDENCES ANGUILLA
Deluxe Studios to 3-Bedroom Villas
From \$125,000 to over \$10 Million

RMS
REALTY MANAGEMENT SYSTEMS

RobbReport.Com

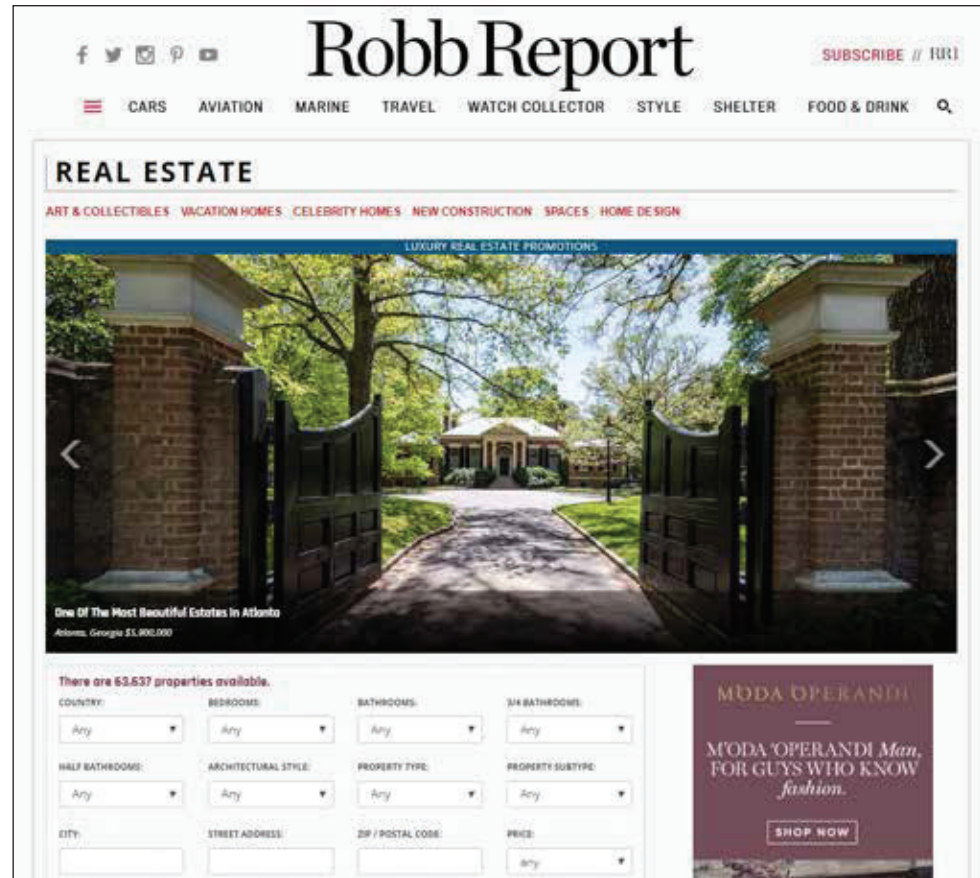
REAL ESTATE MEDIA BAR

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)

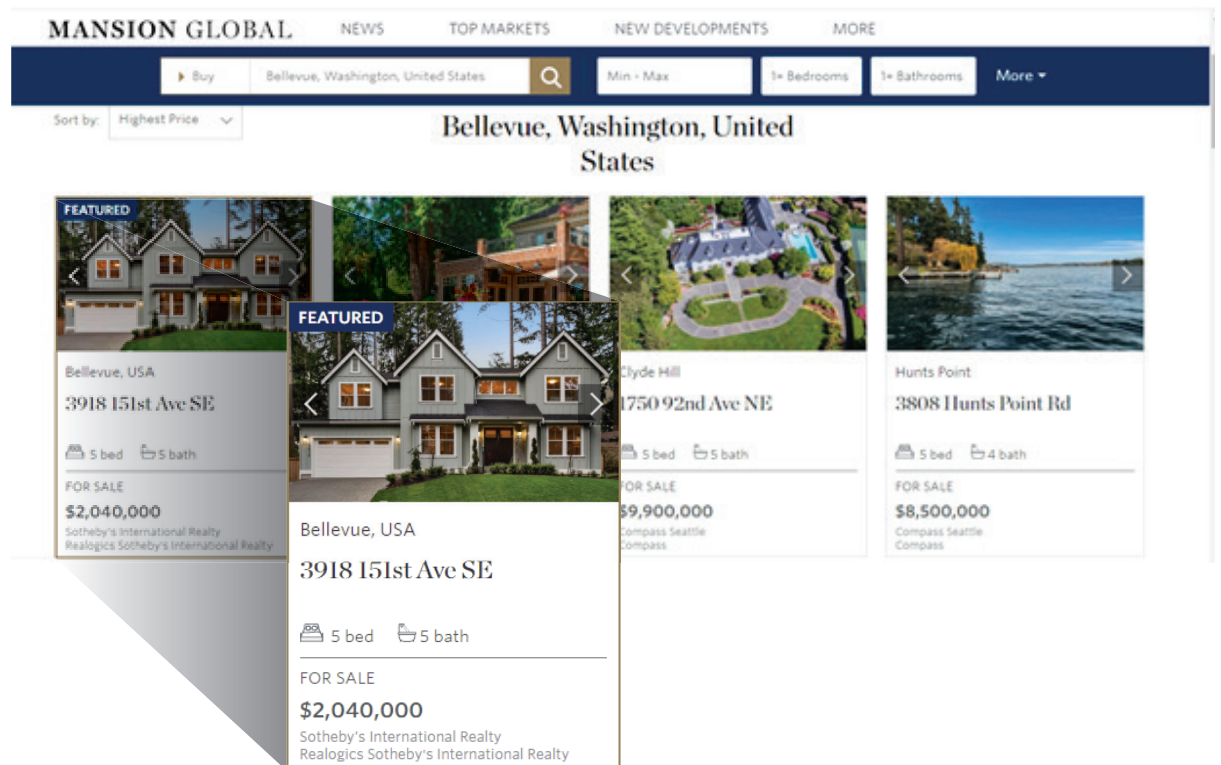
FEATURED PROPERTY UPGRADES

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

Bonus 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)

MANSSION 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	\$792,028	3,110	\$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 AllChives

The Wall Street Journal Online (WSJ.Com)

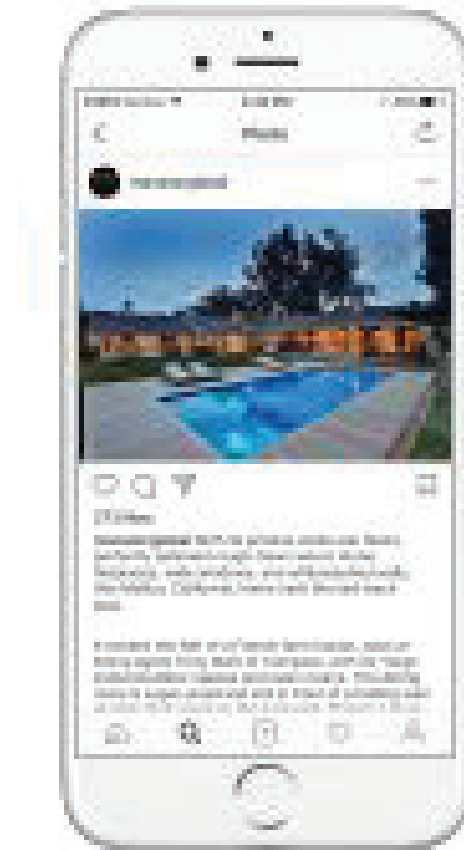
@MANSIONGLOBAL INSTAGRAM

EXCLUSIVE EMAIL

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

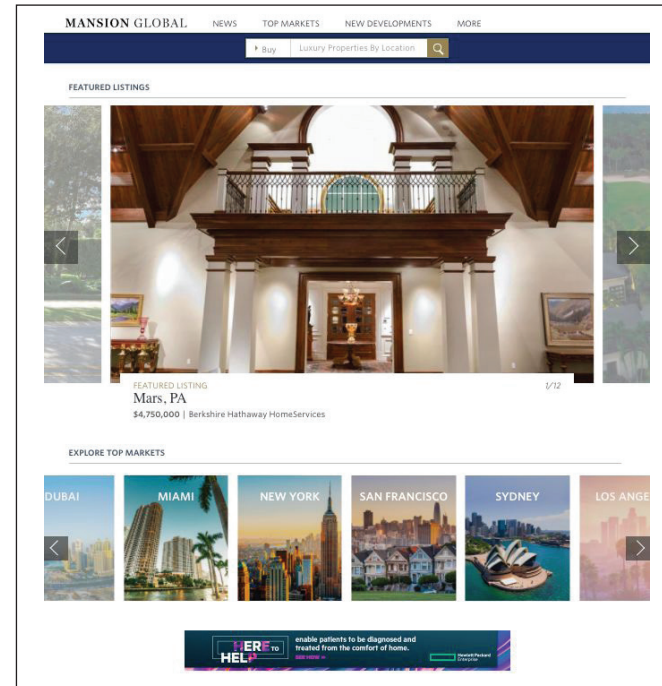


The Wall Street Journal Online (WSJ.Com)

THE HOMEPAGE FEATURED LISTING

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

PRICE: \$1,275/MONTH



Boat International e-Newsletter

For more than 30 years, Boat International has been the world's most authoritative, trusted and comprehensive magazine for the superyacht community, inspiring the lifestyles of the international wealthy elite. The magazines and books are timeless and collectable.

The readers constitute some of the wealthiest and inaccessible individuals in the world. Overall the average net worth of our audience (across events and print) is \$35.9 million, with a combined wealth of \$1.662 trillion. The subscribers (Boat International and Boat International US Edition) account for more than 10 per cent of the total global billionaire population. The network of the audience extends to more than 6,000 UHNWIs, with a combined wealth of \$3.74 trillion.

- Circulation US: **25,600**
- Average Net Worth: **\$35.9 million**

PRICE: \$750 NEWSLETTER



The screenshot shows the 'BOAT BRIEFING' section of the Boat International website. At the top, there's a navigation bar with the 'BOAT' logo and a link for 'No Images? Click here'. Below the navigation bar is a large image of a yacht's steering wheel with the text 'BOAT BRIEFING' overlaid. Underneath, there's a section titled 'DISCOVER THE POWER OF FLEET XPRESS FOR SUPERYACHTS' with an 'Inmarsat' logo. The main content area is divided into two sections: 'LATEST BROKERAGE NEWS' and 'LATEST YACHT NEWS'. Each section contains a grid of article cards. Each card features a small image of a yacht, a headline, and a 'READ MORE' button. The 'LATEST BROKERAGE NEWS' section includes articles about Benetti Harmony III, Benetti Rutila E, Codecasa Regina d'Italia II, and Trinity La Dea II. The 'LATEST YACHT NEWS' section includes articles about a new 60 metre Amels motor yacht and Lürssen's 130 metre+ Project Lightning.

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 Digital - Featured Property Upgrade

2X7, NORTHEAST REGION: \$1,510

BUY 4 GET 1 FREE

2X7, FLORIDA REGION: \$875

BUY 4 GET 1 FREE

EXUMA, THE BAHAMAS

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

THE WALL STREET JOURNAL.
WEDNESDAY, MARCH 4, 2020 • VOL. CCLXXXV 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. They smashed homes and businesses and left four thousands of residents without power.

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

World-Wide
Biden received a string of Super Tuesday primary victories and Super Tuesday results included a string of Super Tuesday victories, while Sen. Bernie Sanders won delegates in California, his first major victory since the start of his presidential campaign.

Sotheby's INTERNATIONAL REALTY

Nothing compares to what's next.

LAUREL, 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	PARADISE VALLEY, ARIZONA 4129 East Sandy Mountain Road \$1,800,000 sirbahamas.com/id/46931 Bahamas Sotheby's International Realty FRANK AZARMI frank.azarmi@sirbahamas.com +1 480.368.0260	SCOTTSDALE, ARIZONA 10778 East Hornbeck Drive \$1,800,000 sirbahamas.com/id/46931 Bahamas Sotheby's International Realty FRANK AZARMI frank.azarmi@sirbahamas.com +1 480.368.0260	SCOTTSDALE, ARIZONA 6907 North 43rd Street \$1,800,000 sirbahamas.com/id/46931 Bahamas Sotheby's International Realty FRANK AZARMI frank.azarmi@sirbahamas.com +1 480.368.0260	ATHLETON, CALIFORNIA 151 Vinyard Road \$1,800,000 sirbahamas.com/id/46931 Bahamas Sotheby's International Realty MICHAEL DREYFUS michael.dreyfus@sirbahamas.com +1 415.851.2874
PALM ALTO, CALIFORNIA 12770 westerly.com Sotheby's International Realty MICHAEL DREYFUS michael.dreyfus@sirbahamas.com +1 415.851.2874	POMONA, CALIFORNIA 3011 hammond.com Sotheby's International Realty MICHAEL DREYFUS & ANDREW HAYES michael.dreyfus@sirbahamas.com +1 415.851.2874	ROSE, CALIFORNIA 2711 goldenhill.com Sotheby's International Realty MICHAEL DREYFUS & ANDREW HAYES michael.dreyfus@sirbahamas.com +1 415.851.2874	SAN DIEGO, CALIFORNIA 2770 A Street Street \$1,800,000 sirbahamas.com/id/46931 Bahamas Sotheby's International Realty ANDREW HAYES andrew.hayes@sirbahamas.com +1 619.521.2128	SAN FRANCISCO, CALIFORNIA Nob Hill \$1,800,000 sirbahamas.com/id/46931 Bahamas Sotheby's International Realty WENDY STOROCK wendy.storock@sirbahamas.com +1 415.391.0294
GREENSBORO, CONNECTICUT 1111 mainstreet.com \$1,800,000 Sotheby's International Realty MATT BERNARD matt.bernard@sirbahamas.com +1 484.373.2883	HARTFORD, CONNECTICUT 222 mainstreet.com \$1,800,000 Sotheby's International Realty KRISTY BLAKE kristy.blake@sirbahamas.com +1 203.538.3743	MAYLAND, FLORIDA 11111 mainstreet.com \$1,800,000 Sotheby's International Realty RUSSELL POST & MOLLY TAYLOR russell.post@sirbahamas.com +1 561.534.4633	MIAMI BEACH, FLORIDA 11111 mainstreet.com \$1,800,000 Sotheby's International Realty SUSAN BRYAN & KARYN THEISE susan.bryan@sirbahamas.com +1 771.731.5809	MIAMI BEACH, FLORIDA 11111 mainstreet.com \$1,800,000 Sotheby's International Realty CINCY O'DARE & MACKIE BEGAN cincy.odare@sirbahamas.com +1 771.731.5809
ALPINE, MASSACHUSETTS 11111 mainstreet.com \$1,800,000 Sotheby's International Realty MARTHA PIER martha.pier@sirbahamas.com +1 483.881.2050	BOSTON, MASSACHUSETTS 11111 mainstreet.com \$1,800,000 Sotheby's International Realty LOGAN KUSHAN & JEFF SIMONIAN logan.kushan@sirbahamas.com +1 617.841.2050	LENOX, MASSACHUSETTS 11111 mainstreet.com \$1,800,000 Sotheby's International Realty GEORGE GAIN george.gain@sirbahamas.com +1 417.841.2050	SPRINGFIELD, MASSACHUSETTS 11111 mainstreet.com \$1,800,000 Sotheby's International Realty JUDSON HENDERSON judson.henderson@sirbahamas.com +1 418.931.2050	PRINCETON, NEW JERSEY 11111 mainstreet.com \$1,800,000 Sotheby's International Realty JUDSON HENDERSON judson.henderson@sirbahamas.com +1 418.931.2050
NEW YORK, NEW YORK 11111 mainstreet.com \$1,800,000 Sotheby's International Realty MARTHA PIER martha.pier@sirbahamas.com +1 483.881.2050	NEW YORK, NEW YORK 11111 mainstreet.com \$1,800,000 Sotheby's International Realty BECKY'S COLE becky.cole@sirbahamas.com +1 212.625.1027	NEW YORK, NEW YORK 11111 mainstreet.com \$1,800,000 Sotheby's International Realty THE BACHMANN & GILD GROUP thebachmannandgildgroup.com +1 646.461.4000	NEW YORK, NEW YORK 11111 mainstreet.com \$1,800,000 Sotheby's International Realty THE TAYLOR GROUP thetaylorgroup.com +1 212.625.1027	ROSELAND, NEW YORK 11111 mainstreet.com \$1,800,000 Sotheby's International Realty STEPHEN WILSON stephen.wilson@sirbahamas.com +1 914.261.0260
CHARLOTTE, NORTH CAROLINA 11111 mainstreet.com \$1,800,000 Sotheby's International Realty MARILYN WILSON marilyn.wilson@sirbahamas.com +1 704.376.2880	PROVIDENCE, RHODE ISLAND 11111 mainstreet.com \$1,800,000 Sotheby's International Realty THE BACHMANN & GILD GROUP thebachmannandgildgroup.com +1 646.461.4000	CHARLOTTE, SOUTH CAROLINA 11111 mainstreet.com \$1,800,000 Sotheby's International Realty THE TAYLOR GROUP thetaylorgroup.com +1 212.625.1027	LET OF PALMS, SOUTH CAROLINA 11111 mainstreet.com \$1,800,000 Sotheby's International Realty THE TAYLOR GROUP thetaylorgroup.com +1 212.625.1027	ARVIN, TEXAS 11111 mainstreet.com \$1,800,000 Sotheby's International Realty KIMARA WILSON kimara.wilson@sirbahamas.com +1 817.423.0260
HOUSTON, TEXAS 11111 mainstreet.com \$1,800,000 Sotheby's International Realty KIMARA WILSON kimara.wilson@sirbahamas.com +1 817.423.0260	HOUSTON, TEXAS 11111 mainstreet.com \$1,800,000 Sotheby's International Realty VICTORIA MINTON victoria.minton@sirbahamas.com +1 281.762.8837	MINNEAPOLIS, TEXAS 11111 mainstreet.com \$1,800,000 Sotheby's International Realty GRAY ADKINS gray.adkins@sirbahamas.com +1 713.762.8837	SANAS, UTAH 11111 mainstreet.com \$1,800,000 Sotheby's International Realty CHRIS SIMONS chris.simons@sirbahamas.com +1 435.513.0260	KANAS, UTAH 11111 mainstreet.com \$1,800,000 Sotheby's International Realty CHRIS SIMONS chris.simons@sirbahamas.com +1 435.513.0260

The New York Times

IN THE FRIDAY MAIN NEWS SECTION

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Chearing the Spread of Once-Fringe Views
 By KEVIN WOODS and JILL MONTGOMERY

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Outcomes Hang on a Handful of Swing States
 By NATE CIVERT

It's Not Heaven, It's Brooklyn.
 The 40,000 residents in this year's New York City Marathon enjoyed blue skies, overcast conditions and a fast course. Pages F7-22.

Spending Millions in a Bid to Avoid Sanctions
 By BENJAMIN SVETKEY
 The U.S. is looking for ways to pressure Russia and other nations to stop supporting the Assad regime in Syria. Pages B1 and B2.

Partisan Rhetoric Of New Query On the Census
 By MICHAEL WIND

Called to Serve, Utah Mayor Always Answered
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Through innovative journalism and captivating photography, video, and graphics, we aim to educate, delight, and inspire readers in their quest for the ultimate home or investment. This section is distributed in the New York Tri-State area each Sunday.

- Circulation: **403,748**
- Sunday: **972,774**
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- Median Age: **50**


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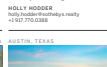
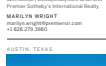














The Hudson Valley is starting to resemble that stretch of Long Island.

By JILL SACKIN
For some time, the Hudson Valley was expected to be a new hotbed for the real estate market. And it is. The region's reputation as a second home destination is growing, and it's not just for the wealthy. People who are being reeled in by the area's scenic beauty and proximity to the city are also making it a hot spot. In the Capital District, for example, the real estate market is booming. In the Hudson Valley, the market is also hot. In the Capital District, the market is also hot. In the Hudson Valley, the market is also hot.

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

SIREBAHAMAS.COM/ID/V29V.67



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Eric Santorino
Elite Agent
858.334.3557
eric@ericcarlsbad.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.



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Billionaire Magazine

Billionaire is a sophisticated, extremely high-end luxury publication curated for a controlled and selected subscriber list of UHNWIs globally. The core values of the publication consist of Philanthropy, Sustainability, The Finest Artists and Craftspeople, Investments, as well as exploring unique travel experiences and high-end luxury products globally for our readers. Billionaire provides indepth articles on meaningful projects, initiatives, and peer-to-peer conversations on UHNW-relevant issues.

- Circulation: **14,791**
 - **10,791** mailed to individuals that have a minimum net worth of **\$39 million**
 - **238** Royal Families receive the Magazine globally
 - **4,000** Copies are distributed exclusively to top fine Art Galleries, private Banks, Yacht Clubs, Polo clubs, private Jet Terminals all over the world
- Average Household Net Worth: **\$106,000,000**

FULL PAGE COLOR: \$8,125

Global



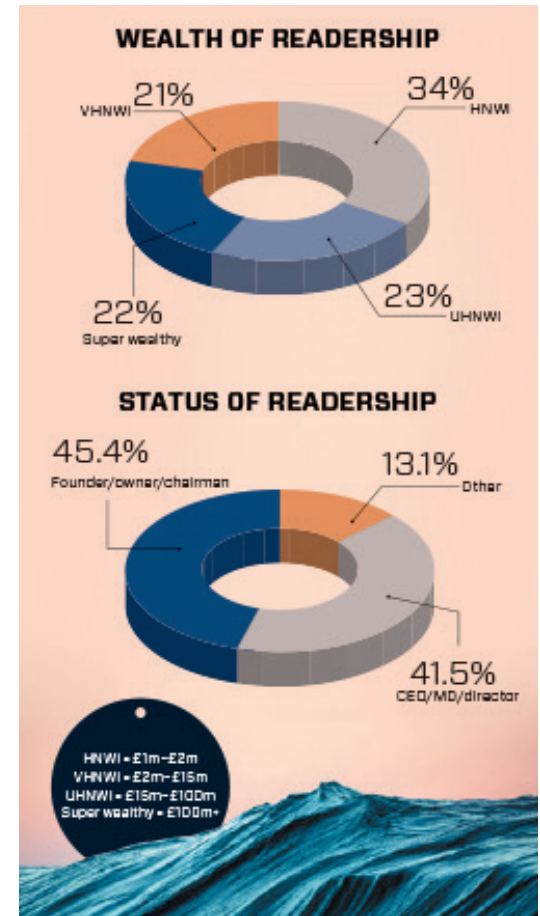
Boat International

For more than 30 years, Boat International has been the world's most authoritative, trusted and comprehensive magazine for the superyacht community, inspiring the lifestyles of the international wealthy elite. The magazines and books are timeless and collectable.

The readers constitute some of the wealthiest and inaccessible individuals in the world. Overall the average net worth of our audience (across events and print) is \$35.9 million, with a combined wealth of \$1.662 trillion. The subscribers (Boat International and Boat International US Edition) account for more than 10 per cent of the total global billionaire population. The network of the audience extends to more than 6,000 UHNWIs, with a combined wealth of \$3.74 trillion.

- Circulation US: **25,600**
- Average Net Worth: **\$35.9 million**

PRICE: \$4,250 FULL PAGE



Boston Globe

The Boston Globe, New England's largest news organization provides news, analysis and information about community events, sports and entertainment. The Globe provides in-depth coverage of the daily news around the world and throughout the nation and is a trusted source for the most up to date information. magazine features a front of book Home & Property department, a reader's go-to source for luxury home design inspiration and real estate news. Additionally, the back of each issue includes a Distinctive Properties department showcasing a collection of property listings and top agent information.

BOSTON GLOBE SUNDAY ADDRESS SECTION

With the friendliness of a wise neighbor, Address offers expert tips on buying, selling, design, home repair, and gardening, and the latest on the housing and rental markets. Plus, check out the recent sales to give you that edge at the bargaining table. Also look for the special expanded Spring and Fall House Hunt sections.

- Sunday Readership: **750,910**
- Average HHI: **\$113,000**
- Male/Female Ratio: **47% / 53%**
- **37%** of Sunday Globe readers have a net worth of **\$1,000,000**

PRICE: \$360 PER SPOT

Boston Sunday Globe

OCTOBER 31, 2021

Making history, dreaming of more

JENEE OSTERHELDT

Sometimes, a leap of faith can feel like the safest choice when you think you're taking a risk. The courage to focus first helps to treat your vision, to believe in yourself when you are doubted. It doesn't mean that you should let themselves be so easily swayed by a world that is full of fear and uncertainty and suddenly willing to embrace the unknown.

A BEAUTIFUL job who lead to the **RESISTANCE** enough required to make the masses of opportunity that we see in the world. But all of the people who have been willing to step back and see the future.

This story never believed that it was a Black man in the city of Boston, let alone had the position himself. The world's smallest in. And then, they think was called in Massachusetts and the man was named on to the City Council president every morning except for the rest.

OSTERHELDT, Page A12

AS THE DAY OF DECISION DAWNS, A CITY POISED FOR CHANGE

By Milton J. Valencia, Meghan E. Frost, Douglas Fisher, Henry Goldhamer, John DePinto, Elizabeth E. H. and Andrew E. ... of the city staff.

More people are voting in neighborhoods such as **JAMAICA PLAIN** and **ROSLINDALE**, and they're voting their preferences.

SOFTY BOSTON, CONSERVATIVE, AND WELL **ADVOCATE** have to watch of the city's most conservative voters, and particularly when you call every day professional conduct, to be more socially engaged.

Black and white competition will highlight the role of **TERRY WOODS OF COLLEGE**, since it's important to promote women in the construction, specifically the Black women.

old and new creative — with a historic **REMODELING** that has been done. City Council Member **Wu** represents the new political progressive movement, an emerging constituency that has grown to cover the last decade. And while the field is more in the middle, it's also the field where the political climate change, open to five and accessible public trust. And of course, the affordable housing crisis with environmental proposals such as rent control.

And **Chancellor Antonio Daniels** (Dem), the other major health, concludes the **BOSTON**, Page A15

Vermont surge testing reach of virus strategies

Waning power of vaccines may account for rising numbers of infections

By Ken Lauer

Throughout the pandemic, Vermont has been a beacon for the country, with its highest-to-date rate COVID-19 vaccination rate, and one of the lowest infection rates. Now, its several days last weekend, the state reported a rise in new cases.

In the past August, Vermont has been grappling with a declining rate, often reporting 200 new cases per day. The suspended state has registered a sharp decline — as low as Vermont's positive cases daily — one has finally to respond. The surge has helped to ease some of the economic pressure on the state, but still, there is the case per capita in the US.

Infectious disease experts suggest that Vermont, in a way, may be a victim of its own success. Having it meant vulnerable to infections were especially common to areas that didn't have an immunization equity path.

LAWRENCE, Page A1

IN HARM

Demonstrators around the country by vehicle ramming, but there's been And new laws could make easier

BY JESS KROGGER | GLOBE STAFF

THELA, Okla., — On May 31, 2020, six days after the murder of George Floyd, a Black man, a group of protesters in the town of Okla. held a demonstration. They gathered on the street and held signs in support for Black lives. In the end, they were broken up by police officers. The protesters were arrested and taken to the county to be held in custody.

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Boo-tiful

Sunday: 7am-11am, 12-4pm, 6-9pm, 10-11pm

Monday: 7am-11am, 12-4pm, 6-9pm, 10-11pm

Complete report: **A12**

All by the author: **James McManus, BostonGlobe.com**

YOL: 340, 300, 313

Illustration: **John DePinto**

Illustration: **John DePinto**

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Boo-tiful

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Elite Traveler

Since its launch in 2001, Elite Traveler has been the market-leading guide and curator of the global luxury lifestyle of ultra-high-net-worth individuals. It is written and designed by our experienced team of editors for the elusive global elite who live the private jet lifestyle, delivering expert perspectives, meaningful analysis and advice. Each issue provides detailed information covering the spectrum of the luxury lifestyle, including travel, fashion, jewelry, watches, spirits, autos, jets, yachts and real estate.

As an audited publication with worldwide distribution aboard private jets, first-class lounges and in FBOs across over 100 countries, Elite Traveler provides advertisers unique access to the wealthiest consumers in the ultimate luxury market.

ELITE TRAVELER AUDIENCE

- Total Readership: **557,000**
- Average Age: **45**
- Male/Female Ratio: **69% / 31%**
- Average HHI: **\$7.9M**
- Average Net Worth: **\$32M**

LUXURY HOMES FEATURE: \$4,500



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**

\$2,190 TRIPLE SPOT, COLOR
\$730 PROPERTY SPOT, COLOR

Global

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South Korea's real estate market is booming. [Read more](#)

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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**

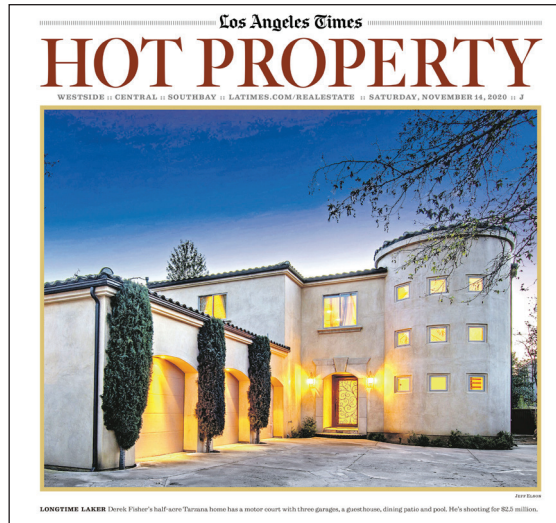
FULL PAGE: \$610

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.

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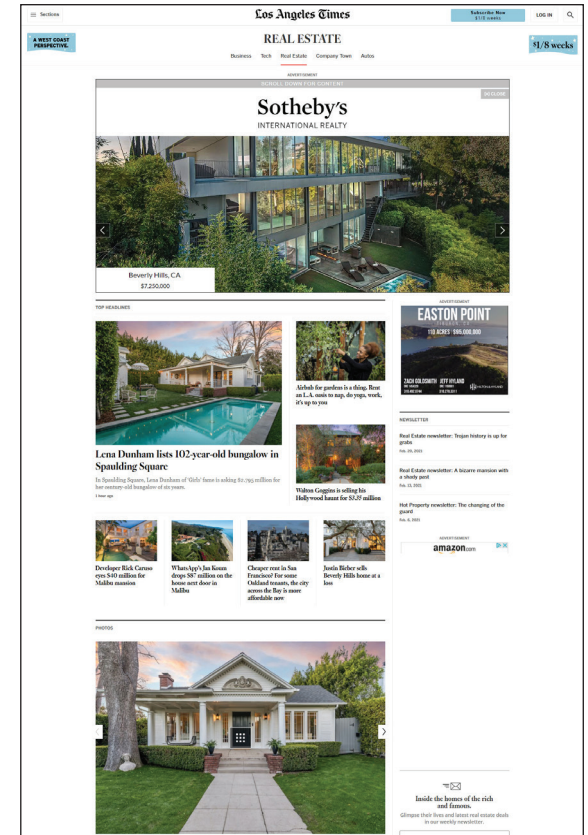
LA TIMES DIGITAL LIGHTHOUSE

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.

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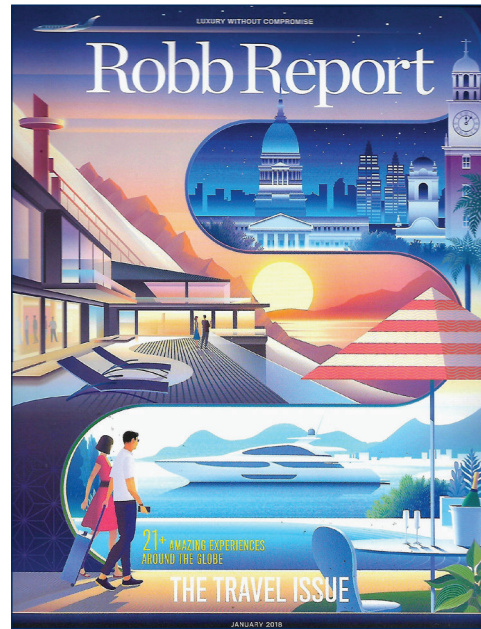
Robb Report

Robb Report is luxury without compromise, attracting a discerning audience with a shared appreciation and desire for quality, artisanship, heritage, fine design, and exclusivity. With its fingers on the pulse of the latest superlative products and experiences that today's modern consumers seek, Robb Report is synonymous around the world with affluence, luxury, and the best of the best.

- Audience: **324,000**
- Average Age: B
- Male / Female Ratio: **79/21**
- Average HHI: **\$484,000**
- Average HNW: **\$2,800,000**

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Florida, New York, Texas, California, Connecticut	25,000
Sotheby's Selects Enewsletter	488,357
Sotheby's Preferred Enewsletter	7,500
Digital	
Million Impressions*	
Digital Banner Program	1,500,000
Targeting - FL (Miami), NY, NJ, CT, MA, CA, TX	
Google Adwords	
Digital PPC program	
Facebook Advertising	
Digital Banner program	180,000
Comprehensive Digital	
Socall Mirror	300,000
Geofencing - Event and Location	
Target specific events and locations	60,000
Smart Solutions Eblast	
Custom Email	40,000
Dwell.com	
Custom Article with promo on Homepage, 1X in the e-Newsletter,	110,000
Elite Traveler	
Online Real Estate Showcase	100,000
Nob Hill Gazette	
OTM On the Market eNewsletter	19,500
JamesEdition	
Rotating Gallery Home Page	750,000
Featured Article and e-Newsletter promotion	294,000
Social Media	296,000
JetSet Magazine	
Annual Global Campaign	2,140,000
LA Times	
Lighthouse Fixed Position - Hot Property Page	425,000
NYTimes.com	
NYTimes.com Property Module	111,206
Robbreport.com	
Real Estate media bar	12,000
WSJ.com	
Mansion Global Homepage	328,000
Daily Monday-Friday	17,000
Property upgrades	
Mansion Global Instagram	152,400
Billionaire	
Custom Content + Enewsletter	50,000
Yachting E-newsletter	
Boat International	102,400
Ocean Home	
Custom E-Mail	22,000
Facebook Post	21,600
Instagram Post	21,800
Facebook/Instagram Ad	43,400
Sponsored Content	38,199
Luxury Estate	
Showcase Listing + Elite Listing Packages	
Crain's New York Business	
Daily E-Newsletter M-F	15,000
Print	
The Wall Street Journal	
The Wall Street Journal - Northeast Region	444,000
The Wall Street Journal - Florida Region	444,000
Property Spot w/Digital Featured Property Upgrade	2,577,696
The New York Times	
Property Spot - Weekday/Saturday	1,269,333
Property Spot - Sunday	381,268
Full page w/ Digital promotion	336,000
Billionaire Magazine	
Full Page	14,791
Boat International	
US National issue	25,600
Boston Globe	
Property Spot House Hunt Section	2,252,730
Elite Traveler	
Luxury Homes Feature	557,000
Financial Times	
Triple Property Spot	420,914
Property Spot	420,914
The Los Angeles Times	
Hot Property - listing + digital lighthouse	662,340
Takeover	441,560
Robb Report	
Triple Property Spot	648,000
Other	
GRAND TOTAL	18,586,508

Circulation/ Distribution/ Reach 2023

Plan 1	Circulation
Media	
Sotheby's Auction House: Print	
Half Page	20,000
Sotheby's Auction House: Digital	
Email	
Florida, New York, Texas, California, Connecticut	25,000
Sotheby's Selects Enewsletter	488,357
Sotheby's Preferred Enewsletter	7,500
Digital	
Million Impressions*	
Digital Banner Program	1,500,000
Targeting - FL (Miami), NY, NJ, CT, MA, CA, TX	
Google Adwords	
Digital PPC program	
Facebook Advertising	
Digital Banner program	120,000
Comprehensive Digital	
Socall Mirror	300,000
Dwell.com	
Custom Article with promo on Homepage with promotion in eNex	110,000
Elite Traveler	
Online Real Estate Showcase	100,000
Nob Hill Gazette	
OTM On the Market eNewsletter	19,500
JamesEdition	
Rotating Gallery Real Estate Page	750,000
Featured Article and e-Newsletter promotion	294,000
Social Media	296,000
JetSet Magazine	
Annual Global Campaign	2,140,000
LA Times	
Lighthouse Fixed Position - Hot Property Page	425,000
NYTimes.com	
NYTimes.com Property Module	55,603
Robbreport.com	
Real Estate media bar	12,000
WSJ.com	
Mansion Global Homepage	328,000
Daily Monday-Friday	17,000
Property upgrades	
Mansion Global Instagram	76,200
Yachting E-newsletter	
Boat International	51,200
Ocean Home	
Custom E-Mail	22,000
Facebook Post	21,600
Instagram Post	21,800
Facebook/Instagram Ad	43,400
Luxury Estate	
Showcase Listing + Elite Listing Packages	
Crain's New York Business	
Daily E-Newsletter M-F	15,000
Print	
The Wall Street Journal	
The Wall Street Journal - Northeast Region	444,000
The Wall Street Journal - Florida Region	444,000
Property Spot w/Digital Featured Property Upgrade	2,577,696
The New York Times	
Property Spot - Weekday/Saturday	1,269,333
Property Spot - Sunday	381,268
Full page w/ Digital promotion	336,000
Boston Globe	
Property Spot House Hunt Section	2,252,730
Elite Traveler	
Luxury Homes Feature	557,000
Financial Times	
Triple Property Spot	420,914
Property Spot	420,914
The Los Angeles Times	
Hot Property - listing + digital lighthouse	662,340
Takeover	441,560
Robb Report	
Triple Property Spot	324,000
Property Spot	324,000
Other	
GRAND TOTAL	18,114,915

Circulation/ Distribution/ Reach 2023

Plan 3	Circulation
Media	
Sotheby's Auction House: Print	
Half Page	20,000
Sotheby's Auction House: Digital	
Email	
Florida, New York, Texas, California, Connecticut	25,000
Sotheby's Selects Enewsletter	488,357
Sotheby's Preferred Enewsletter	7,500
Digital	
Million Impressions*	
Digital Banner Program	750,000
Targeting - FL (Miami), NY, NJ, CT, MA, CA, TX	
Google Adwords	
Digital PPC program	
Facebook Advertising	
Digital Banner program	60,000
Comprehensive Digital	
Socall Mirror	200,000
Dwell.com	
Custom Article with promo on Homepage with promotion in eNe	110,000
Elite Traveler	
Online Real Estate Showcase	100,000
Nob Hill Gazette	
OTM On the Market eNewsletter	19,500
JamesEdition	
Rotating Gallery Real Estate Page	750,000
e-Newsletter	294,000
Social Media	296,000
LA Times	
Lighthouse Fixed Position - Hot Property Page	425,000
Robbreport.com	
Real Estate media bar	6,000
WSJ.com	
Mansion Global Homepage	164,000
Property upgrades	
Mansion Global Homepage Featured Listing Module	164,000
Mansion Global Instagram	76,200
Yachting E-newsletter	
Boat International	51,200
Ocean Home	
Custom E-Mail	22,000
Facebook/Instagram Ad	43,400
Luxury Estate	
Showcase Listing + Elite Listing Packages	
Crain's New York Business	
Daily E-Newsletter M-F	15,000
Print	
The Wall Street Journal	
The Wall Street Journal - Northeast Region	296,000
The Wall Street Journal - Florida Region	296,000
Property Spot w/Digital Featured Property Upgrade	2,577,696
The New York Times	
Property Spot - Weekday/Saturday	1,269,333
Property Spot - Sunday	381,268
Full page w/ Digital promotion	336,000
Boston Globe	
Property Spot House Hunt Section	2,252,730
Financial Times	
Triple Property Spot	210,457
Property Spot	631,371
The Los Angeles Times	
Hot Property - listing + digital lighthouse	662,340
Takeover	441,560
Robb Report	
Property Spot	648,000
Other	
GRAND TOTAL	14,089,912

Schedule and Pricing



Sotheby's
INTERNATIONAL REALTY

Proposed Media Schedule & Pricing 2023

Plan 1	Ad Description	September	October	November	December	Media Total
Media						
Sotheby's Auction House: Print						
Sotheby's Magazine	Full Page				\$ 3,640.00	\$ 3,640.00
Sotheby's Auction House: Digital						
Sotheby's Bespoke Geo-Targeted Em: Email						
Sotheby's Bespoke Geo-Targeted Em: Florida, New York, Texas, California,		\$ 2,500.00				\$ 2,500.00
Sotheby's Selects Enewsletter	Sotheby's Selects Enewsletter				\$ 2,350.00	\$ 2,350.00
Sotheby's Preferred Enewsletter	Sotheby's Preferred Enewsletter		\$ 3,000.00			\$ 3,000.00
Digital						
Million Impressions*						
Million Impressions	Digital Banner Program	\$ 1,625.00	\$ 1,625.00	\$ 1,625.00		\$ 4,875.00
Million Impressions	Targeting - FL (Miami), NY, NJ, CT, MA, CA, TX					\$ 3,900.00
Google Adwords						
Google Adwords	Digital PPC program	\$ 2,050.00	\$ 1,300.00	\$ 1,300.00	\$ 1,300.00	\$ 5,950.00
Facebook Advertising						
Facebook Advertising	Digital Banner program	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00		\$ 4,500.00
Comprehensive Digital						
Comprehensive Digital	Socall Mirror	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00		\$ 4,500.00
Geofencing - Event and Location						
Geofencing - Event and Location	Target specific events and locations				\$ 1,500.00	\$ 1,500.00
Smart Solutions Eblast						
Smart Solutions Eblast	Custom Email			\$ 2,295.00		\$ 2,295.00
Dwell.com						
Real Estate Package 2	Custom Article with promo on Homepage, 1X in the		\$ 3,750.00			\$ 3,750.00
Elite Traveler						
Online Real Estate Showcase	Online Real Estate Showcase			\$ 2,500		\$ 2,500.00
Nob Hill Gazette						
Nob Hill Gazette San Francisco, Penin OTM On the Market eNewsletter		\$ 500.00	\$ 500.00	\$ 500.00		\$ 1,500.00
JamesEdition						
Rotating Gallery Home Page	Featured Banner		\$ 2,000.00			\$ 2,000.00
Featured Article and e-Newsletter pre-e-Newsletter				\$ 5,500.00		\$ 5,500.00
Social Media	Listing Feature	\$ 1,000.00			\$ 1,000.00	\$ 2,000.00
JetSet Magazine						
JetSet Magazine	Annual Global Campaign			\$ 2,500		\$ 2,500.00
LA Times						
Lighthouse Fixed Position - Hot Prope	Lighthouse Fixed Position - Hot Proj	Bonus	Bonus	\$ 325.00	Bonus	\$ 325.00
NYTimes.com						
NYTimes.com Property Module	NYTimes.com Property Module		\$ 3,000.00	\$ 3,000.00		\$ 6,000.00
Robbreport.com						
Robbreport.com	Real Estate media bar	\$ 1,250.00		\$ 1,250.00		\$ 2,500.00
WSJ.com						
Mansion Global Homepage	Mansion Global Homepage		\$ 2,150.00		\$ 2,150.00	\$ 4,300.00
Mansion Global e-Newsletter	Daily Monday-Friday			\$ 3,680.00		\$ 3,680.00
Property upgrades	Property upgrades	Bonus	Bonus	Bonus	Bonus	\$ -
Mansion Global Instagram	Mansion Global Instagram	\$ 1,775.00	\$ 1,775.00			\$ 3,550.00
Billionaire						
Custom Content + Enewsletter	Custom Content + Enewsletter			\$ 4,300.00		\$ 4,300.00
Yachting Enewsletter						
Boat International	Boat International	\$ 750.00	\$ 750.00	\$ 750.00	\$ 750.00	\$ 3,000.00
Ocean Home						
Custom E-Mail	Custom E-Mail		\$ 2,500.00			\$ 2,500.00
Facebook Post	Facebook Post	\$ 575.00				\$ 575.00
Instagram Post	Instagram Post	\$ 700.00				\$ 700.00
Facebook/Instagram Ad	Facebook/Instagram Ad			\$ 1,300.00		\$ 1,300.00
Sponsored Content	Sponsored Content				\$ 2,500.00	\$ 2,500.00
Luxury Estate						
Luxury Estate	Showcase Listing + Elite Listing Packages			\$ 3,250		\$ 3,250.00
Crain's New York Business						
Crain's New York Business	Daily E-Newsletter M-F		\$ 3,150.00			\$ 3,150.00
Print						
The Wall Street Journal						
The Wall Street Journal - Northeast R 2 x 7		\$ 1,510.00	\$ 3,020.00	\$ 1,510.00	Bonus	\$ 6,040.00
The Wall Street Journal - Florida Regi 2 x 7		\$ 875.00	\$ 875.00	\$ 1,750.00	Bonus	\$ 3,500.00
The Wall Street Journal - National	Property Spot w/Digital Featured Pr	\$ 650.00	\$ 650.00	\$ 650.00	\$ 650.00	\$ 2,600.00
The New York Times						
The New York Times	Property Spot - Weekday/Saturday	\$ 710.00	\$ 710.00	\$ 710.00		\$ 2,130.00
The New York Times	Property Spot - Sunday				\$ 710.00	\$ 710.00
The New York Times Takeover	Full page w/ Digital promotion	\$ 690.00		\$ 690.00		\$ 1,380.00
Billionaire Magazine						
Billionaire Magazine	Full Page	\$ 8,125.00				\$ 8,125.00
Boat International						
US National issue	Full Page		\$ 4,250.00			\$ 4,250.00
Boston Globe						
Boston Globe	Property Spot House Hunt Section	\$ 360.00	\$ 360.00	\$ 360.00		\$ 1,080.00
Elite Traveler						
Elite Traveler	Luxury Homes Feature				\$ 4,500.00	\$ 4,500.00
Financial Times						
Financial Times	Triple Property Spot		\$ 2,190.00		\$ 2,190.00	\$ 4,380.00
Financial Times	Property Spot	\$ 730.00		\$ 730.00		\$ 1,460.00
The Los Angeles Times						
The Los Angeles Times	Hot Property - listing + digital lighth	\$ 390.00	\$ 390.00		\$ 390.00	\$ 1,170.00
The Los Angeles Times	Takeover	\$ 610.00		\$ 610.00		\$ 1,220.00
Robb Report						
Robb Report	Triple Property Spot		\$ 2,490.00		\$ 2,490.00	\$ 4,980.00
Other						
TOTAL						\$ 144,015.00

*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 1	Ad Description	September	October	November	December	Media Total
Sotheby's Auction House: Print						
Sotheby's Magazine	Half Page				\$ 1,620.00	\$ 1,620.00
Sotheby's Auction House: Digital						
Sotheby's Bespoke Geo-Targeted Em Email						
Sotheby's Bespoke Geo-Targeted Em Florida, New York, Texas, California,		\$ 2,500.00				\$ 2,500.00
Sotheby's Selects Enewsletter	Sotheby's Selects Enewsletter				\$ 2,350.00	\$ 2,350.00
Sotheby's Preferred Enewsletter	Sotheby's Preferred Enewsletter		\$ 3,000.00			\$ 3,000.00
Digital						
Million Impressions*						
Million Impressions	Digital Banner Program	\$ 1,625.00	\$ 1,625.00	\$ 1,625.00		\$ 4,875.00
Million Impressions	Targeting - FL (Miami), NY, NJ, CT, MA, CA, TX					
Google Adwords						
Google Adwords	Digital PPC program	\$ 2,050.00	\$ 1,300.00	\$ 1,300.00	\$ 1,300.00	\$ 5,950.00
Facebook Advertising						
Facebook Advertising	Digital Banner program		\$ 1,500.00	\$ 1,500.00		\$ 3,000.00
Comprehensive Digital						
Comprehensive Digital	Socail Mirror	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00		\$ 4,500.00
Dwell.com						
Real Estate Package 1	Custom Article with promo on Homepage with pror		\$ 3,125.00			\$ 3,125.00
Elite Traveler						
Online Real Estate Showcase	Online Real Estate Showcase			\$2,500		\$ 2,500.00
Nob Hill Gazette						
Nob Hill Gazette San Francisco, Penin	OTM On the Market eNewsletter	\$ 500.00	\$ 500.00	\$ 500.00		\$ 1,500.00
JamesEdition						
Rotating Gallery Real Estate Page	Featured Banner		\$ 1,600.00			\$ 1,600.00
Featured Article and e-Newsletter pr	e-Newsletter			\$ 3,300.00		\$ 3,300.00
Social Media	Listing Feature	\$ 1,000.00			\$ 1,000.00	\$ 2,000.00
JetSet Magazine						
JetSet Magazine	Annual Global Campaign			\$2,500		\$ 2,500.00
LA Times						
Lighthouse Fixed Position - Hot Prop	Lighthouse Fixed Position - Hot Proj	Bonus	Bonus	\$ 325.00	Bonus	\$ 325.00
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		\$ 2,500.00
WSJ.com						
Mansion Global Homepage	Mansion Global Homepage		\$ 2,150.00		\$ 2,150.00	\$ 4,300.00
Mansion Global e-Newsletter	Daily Monday-Friday			\$ 3,680.00		\$ 3,680.00
Property upgrades	Property upgrades	Bonus	Bonus	Bonus	Bonus	\$
Mansion Global Instagram	Mansion Global Instagram			\$ 1,775.00		\$ 1,775.00
Yachting E-newsletter						
Boat International	Boat International	\$ 750.00		\$ 750.00		\$ 1,500.00
Ocean Home						
Custom E-Mail	Custom E-Mail		\$ 2,500.00			\$ 2,500.00
Facebook Post	Facebook Post	\$ 575.00				\$ 575.00
Instagram Post	Instagram Post	\$ 700.00				\$ 700.00
Facebook/Instagram Ad	Facebook/Instagram Ad			\$ 1,300.00		\$ 1,300.00
Luxury Estate						
Luxury Estate	Showcase Listing + Elite Listing Packages			\$3,250		\$ 3,250.00
Crain's New York Business						
Crain's New York Business	Daily E-Newsletter M-F		\$ 3,150.00			\$ 3,150.00
Print						
The Wall Street Journal						
The Wall Street Journal - Northeast R 2 x 7		\$ 1,510.00	\$ 3,020.00	\$ 1,510.00	Bonus	\$ 6,040.00
The Wall Street Journal - Florida Regi 2 x 7		\$ 875.00	\$ 875.00	\$ 1,750.00	Bonus	\$ 3,500.00
The Wall Street Journal - National	Property Spot w/Digital Featured P	\$ 650.00	\$ 650.00	\$ 650.00	\$ 650.00	\$ 2,600.00
The New York Times						
The New York Times	Property Spot - Weekday/Saturday	\$ 710.00	\$ 710.00	\$ 710.00		\$ 2,130.00
The New York Times	Property Spot - Sunday				\$ 710.00	\$ 710.00
The New York Times Takeover	Full page w/ Digital promotion	\$ 690.00		\$ 690.00		\$ 1,380.00
Boston Globe						
Boston Globe	Property Spot House Hunt Section	\$ 360.00	\$ 360.00	\$ 360.00		\$ 1,080.00
Elite Traveler						
Elite Traveler	Luxury Homes Feature				\$ 4,500.00	\$ 4,500.00
Financial Times						
Financial Times	Triple Property Spot		\$ 2,190.00		\$ 2,190.00	\$ 4,380.00
Financial Times	Property Spot	\$ 730.00		\$ 730.00		\$ 1,460.00
The Los Angeles Times						
The Los Angeles Times	Hot Property - listing + digital lighth	\$ 390.00	\$ 390.00		\$ 390.00	\$ 1,170.00
The Los Angeles Times	Takeover	\$ 610.00		\$ 610.00		\$ 1,220.00
Robb Report						
Robb Report	Triple Property Spot				\$ 2,490.00	\$ 2,490.00
Robb Report	Property Spot		\$ 830.00			\$ 830.00
Other						
TOTAL						
						\$ 106,365.00

*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	Ad Description	September	October	November	December	Media Total
Media						
Sotheby's Auction House: Print						
Sotheby's Magazine	Half Page				\$ 1,620.00	\$ 1,620.00
Sotheby's Auction House: Digital						
Sotheby's Bespoke Geo-Targeted Em: Email						
Sotheby's Bespoke Geo-Targeted Em: Florida, New York, Texas, California,		\$ 2,500.00				\$ 2,500.00
Sotheby's Selects Enewsletter	Sotheby's Selects Enewsletter				\$ 2,350.00	\$ 2,350.00
Sotheby's Preferred Enewsletter	Sotheby's Preferred Enewsletter		\$ 3,000.00			\$ 3,000.00
Digital						
Million Impressions*						
Million Impressions	Digital Banner Program	\$ 1,195.00	\$ 1,195.00	\$ 1,195.00		\$ 3,585.00
Million Impressions	Targeting - FL (Miami), NY, NJ, CT, MA, CA, TX					
Google Adwords						
Google Adwords	Digital PPC program	\$ 1,850.00	\$ 1,100.00	\$ 1,100.00	\$ 1,100.00	\$ 5,150.00
Facebook Advertising						
Facebook Advertising	Digital Banner program			\$ 1,500.00		\$ 1,500.00
Comprehensive Digital						
Comprehensive Digital	Socail Mirror		\$ 1,500.00	\$ 1,500.00		\$ 3,000.00
Dwell.com						
Real Estate Package 1	Custom Article with promo on Homepage with pror		\$ 3,125.00			\$ 3,125.00
Elite Traveler						
Online Real Estate Showcase	Online Real Estate Showcase			\$2,500		\$ 2,500.00
Nob Hill Gazette						
Nob Hill Gazette San Francisco, Penin	OTM On the Market eNewsletter	\$ 500.00	\$ 500.00	\$ 500.00		\$ 1,500.00
JamesEdition						
Rotating Gallery Real Estate Page	Featured Banner		\$ 1,600.00			\$ 1,600.00
e-Newsletter	e-Newsletter			\$ 1,500.00		\$ 1,500.00
Social Media	Listing Feature	\$ 500.00			\$ 500.00	\$ 1,000.00
LA Times						
Lighthouse Fixed Position - Hot Prop	Lighthouse Fixed Position - Hot Prop	Bonus	Bonus	\$ 325.00	Bonus	\$ 325.00
Robbreport.com						
Robbreport.com	Real Estate media bar			\$ 1,250.00		\$ 1,250.00
WSJ.com						
Mansion Global Homepage	Mansion Global Homepage				\$ 2,150.00	\$ 2,150.00
Property upgrades	Property upgrades	Bonus	Bonus	Bonus	Bonus	\$ -
Mansion Global Homepage Featured	Mansion Global Homepage Featured Listing Module		\$ 1,275.00			\$ 1,275.00
Mansion Global Instagram	Mansion Global Instagram			\$ 1,775.00		\$ 1,775.00
Yachting E-newsletter						
Boat International	Boat International	\$ 750.00		\$ 750.00		\$ 1,500.00
Ocean Home						
Custom E-Mail	Custom E-Mail		\$ 2,500.00			\$ 2,500.00
Facebook/Instagram Ad	Facebook/Instagram Ad			\$ 1,300.00		\$ 1,300.00
Luxury Estate						
Luxury Estate	Showcase Listing + Elite Listing Packages			\$3,250		\$ 3,250.00
Crain's New York Business						
Crain's New York Business	Daily E-Newsletter M-F		\$ 3,150.00			\$ 3,150.00
Print						
The Wall Street Journal						
The Wall Street Journal - Northeast R2 x 7			\$ 1,510.00	\$ 1,510.00		\$ 3,020.00
The Wall Street Journal - Florida Regi 2 x 7				\$ 875.00	\$ 875.00	\$ 1,750.00
The Wall Street Journal - National	Property Spot w/Digital Featured Pr	\$ 650.00	\$ 650.00	\$ 650.00	\$ 650.00	\$ 2,600.00
The New York Times						
The New York Times	Property Spot - Weekday/Saturday	\$ 710.00	\$ 710.00	\$ 710.00		\$ 2,130.00
The New York Times	Property Spot - Sunday				\$ 710.00	\$ 710.00
The New York Times Takeover	Full page w/ Digital promotion	\$ 690.00		\$ 690.00		\$ 1,380.00
Boston Globe						
Boston Globe	Property Spot House Hunt Section	\$ 360.00	\$ 360.00	\$ 360.00		\$ 1,080.00
Financial Times						
Financial Times	Triple Property Spot				\$ 2,190.00	\$ 2,190.00
Financial Times	Property Spot	\$ 730.00	\$ 730.00	\$ 730.00		\$ 2,190.00
The Los Angeles Times						
The Los Angeles Times	Hot Property - listing + digital lighth	\$ 390.00	\$ 390.00		\$ 390.00	\$ 1,170.00
The Los Angeles Times	Takeover	\$ 610.00		\$ 610.00		\$ 1,220.00
Robb Report						
Robb Report	Property Spot		\$ 830.00		\$ 830.00	\$ 1,660.00
Other						
TOTAL						
						\$ 73,505.00

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