



ADVERTISING  
BRANDING  
MARKETING

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

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SKYAD.COM

# 2710 Natoma Street Advertising and Marketing Program

ONE | Sotheby's  
INTERNATIONAL REALTY

# Table of Contents

## **03 INTRO**

## **04 SOTHEBY'S AUCTION HOUSE**

- 05 Sotheby's Auction Magazine
- 06 Sotheby's Bespoke Geo-Targeted Email

## **07 DIGITAL**

- 08 Impressions Campaign
- 13 Geofencing - Event and Location
- 14 Comprehensive Digital
- 15 Nob Hill Gazette
- 16 JamesEdition.com
- 19 LA Times
- 20 Luxury Estate
- 21 WSJ.com

## **24 PRINT**

- 25 The Wall Street Journal
- 26 The New York Times
- 28 The New York Times Takeover
- 29 Financial Times
- 30 The Los Angeles Times

## **32 SCHEDULE, PRICING & REACH**

- 33 2023



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

ADVERTISING  
BRANDING  
MARKETING

# National & Global Exposure 2710 Natoma Street

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 2710 Natoma Street.

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 Miami, FL.

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

**LET'S DO  
GREAT THINGS TOGETHER**

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[sara@skyad.com](mailto:sara@skyad.com)

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*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**

QUARTER PAGE: \$910

Global



**Sotheby's**  
INTERNATIONAL REALTY

Austin, Texas  
 212.850.3600  
 Property # 1230123  
 Agent: Sotheby's  
 International Realty  
 Broker: Sotheby's International Realty  
 Email: [sothebysrealty@austin.tx](mailto:sothebysrealty@austin.tx)  
 \$50,000,000.00

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

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Home

**1 Central Park West 46R/50C**  
 With unparalleled breathtaking views, this 50th of Central Park residence is a masterpiece of modern architecture and craftsmanship. Every room is meticulously finished with the finest materials and an exquisite light. Sotheby's International Realty is proud to showcase this gem, located in New York, New York.  
 \$2,400,000.00  
 Sotheby's International Realty  
 East Side Manhattan Brokerage  
 Call: Sotheby's International Realty  
 Email: [sothebysrealty@ny.ny](mailto:sothebysrealty@ny.ny)  
 \$50,000,000.00

**510 Park Avenue, 15/16**  
 This residence in the sky spans 2,000 sq. ft. of spectacular views overlooking New York's Central Park. This is a rare opportunity to own a piece of history in the heart of the city.  
 \$270,000.00

**New York, New York**  
 Sotheby's International Realty  
 East Side Manhattan Brokerage  
 Manhattan Office  
 Call: Sotheby's International Realty  
 Email: [sothebysrealty@ny.ny](mailto:sothebysrealty@ny.ny)  
 \$270,000.00

**Four Seasons Private Residences**  
 This upcoming 1,100 sq. ft. penthouse is a masterpiece of modern architecture and craftsmanship. It is a rare opportunity to own a piece of history in the heart of the city.  
 \$13,000,000.00

**New York, New York**  
 Sotheby's International Realty  
 East Side Manhattan Brokerage  
 Manhattan Office  
 Call: Sotheby's International Realty  
 Email: [sothebysrealty@ny.ny](mailto:sothebysrealty@ny.ny)  
 \$13,000,000.00

86

## DIGITAL

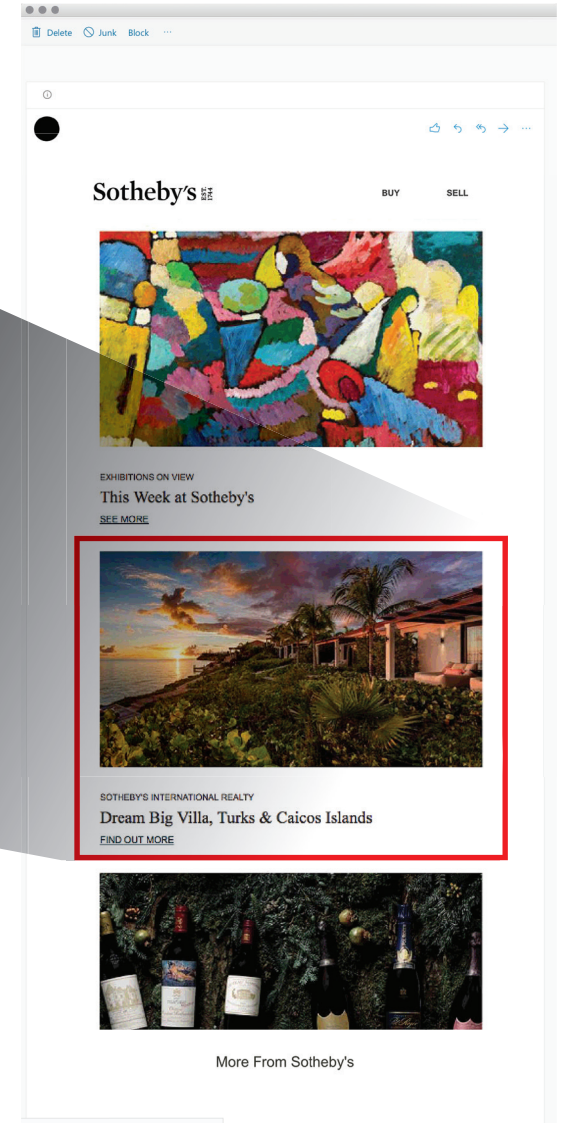
### SOTHEBY'S BESPOKE GEO-TARGETED EMAIL

- 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

New York, California

PRICE: \$2,500/DEPLOYMENT



# Digital Offerings



**Sotheby's**  
INTERNATIONAL REALTY

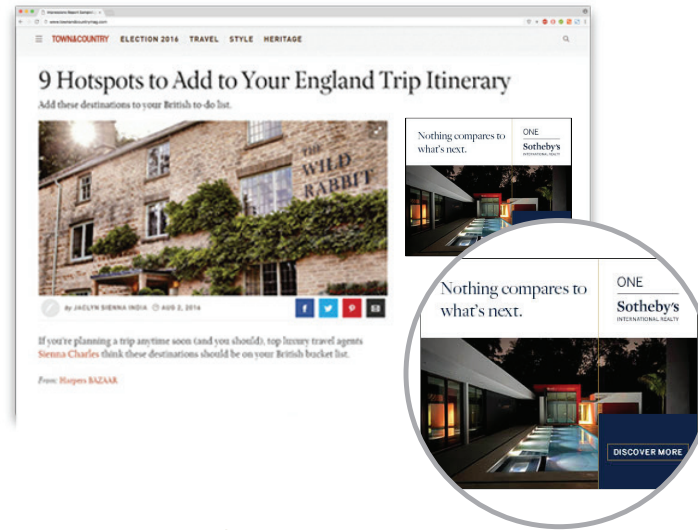
# Impressions Campaign

**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: **2710 Natoma Street**
- Flight Dates: **October 2023 - December 2023**
- Impressions: **750,000**
- Clicks through to the website of your choice.

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



Minimum 3 month commitment



# Impressions Program Targeting Sites

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

## GEO TARGETING

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

The New York Times

THE ECONOMIC TIMES

Telegraph.co.uk

THE WALL STREET JOURNAL.

The Economist

Forbes

Bloomberg Markets

REUTERS



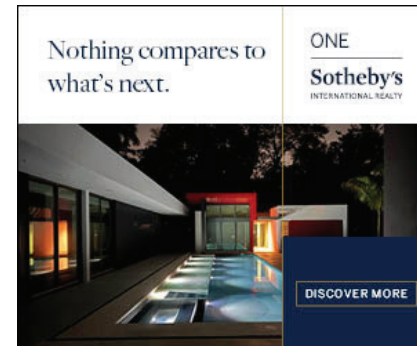
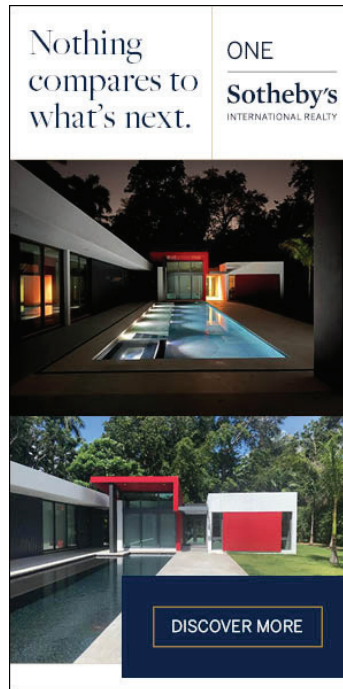
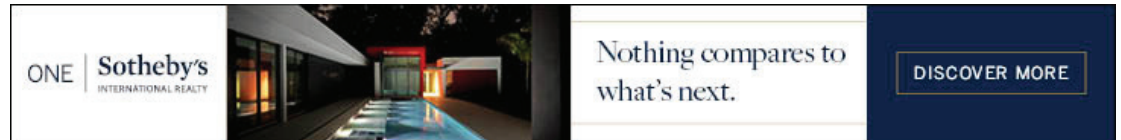
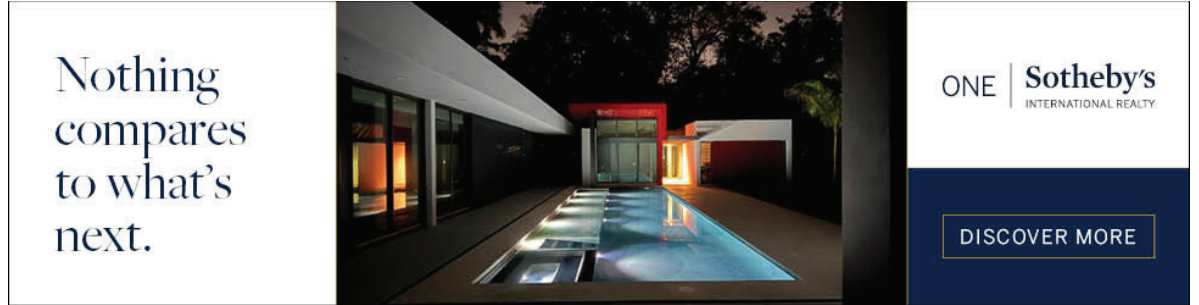
# Creative

## SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

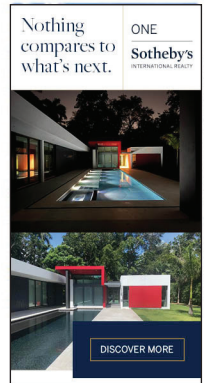
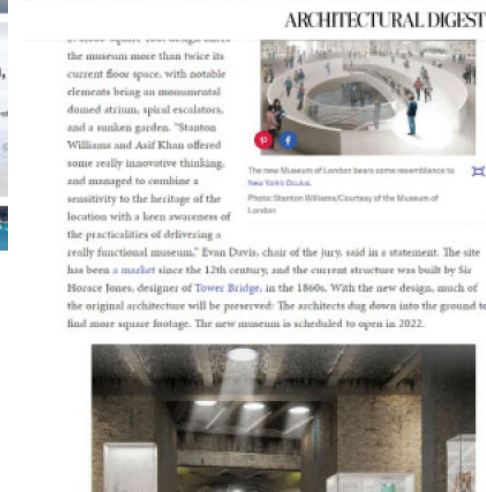
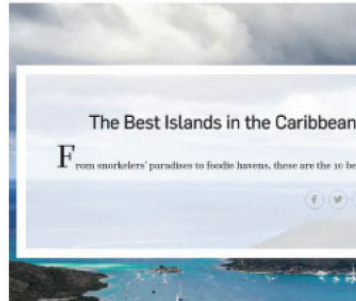
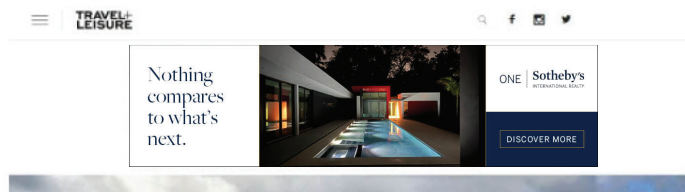
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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

BANNER PRODUCTION: \$350



# Sample Banners For Impressions Programs As They Appear On Sites

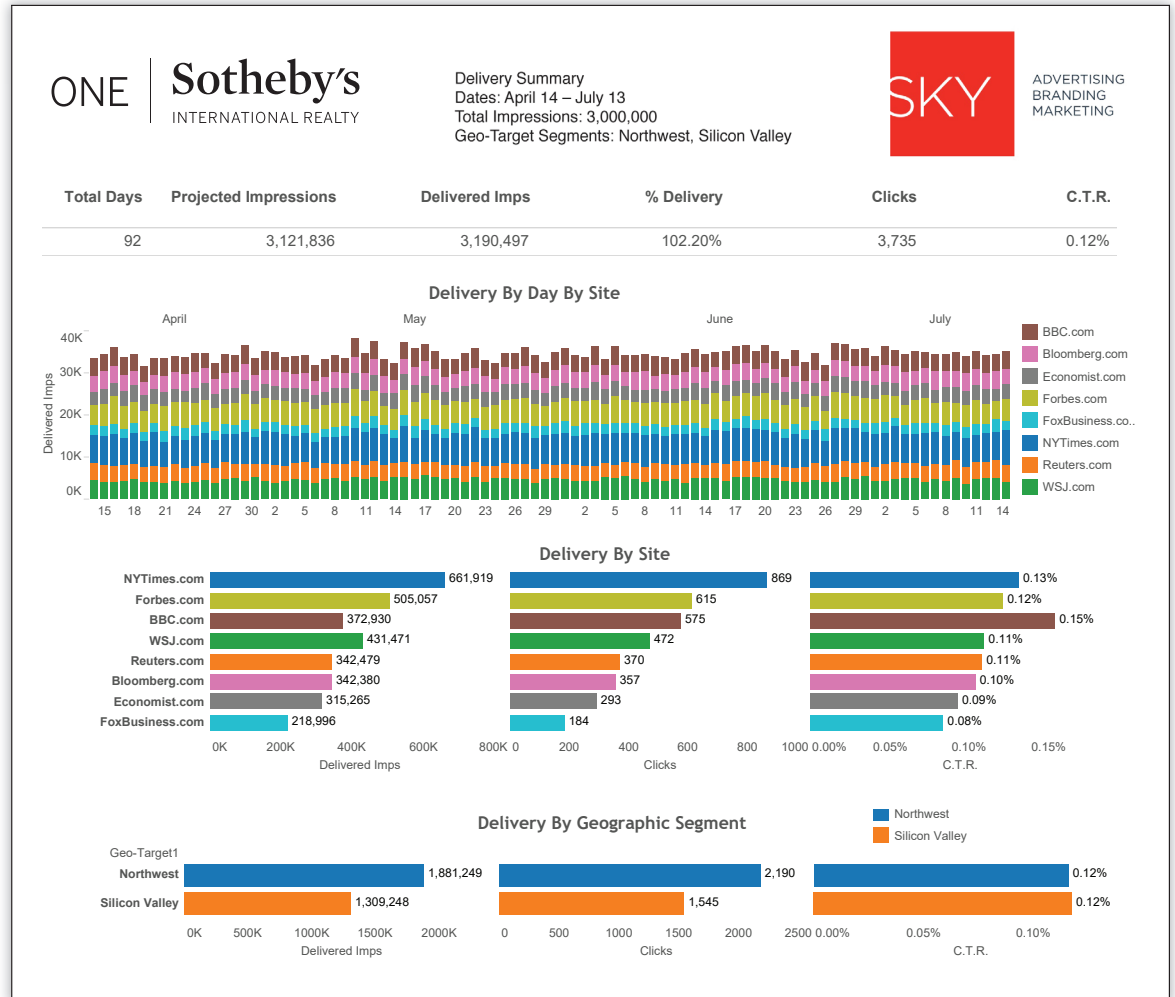


# Comprehensive Reporting For Your Customized Campaign

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

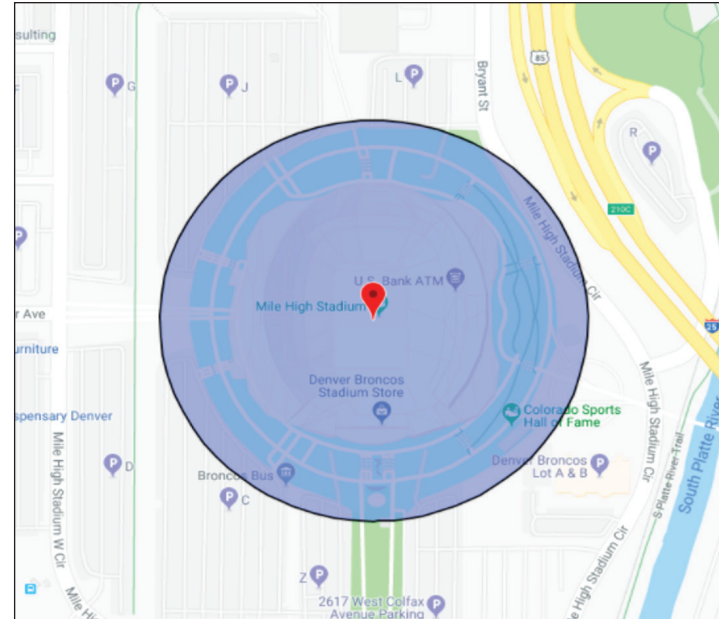


# Digital Event Targeting

## 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.

EVENT: ART BASEL  
DECEMBER 8-10, 2023



## GEOFENCE SELECT LOCATIONS OR EVENTS AND THEN RETARGET THE AUDIENCE AFTER

### TARGET SPECIFIC EVENTS AND LOCATIONS

- From \$1,500

# Comprehensive Digital

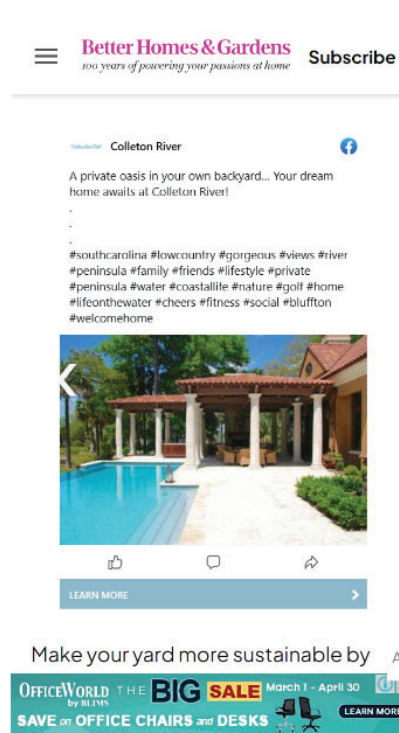
## SOCIAL MIRROR ADS

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

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

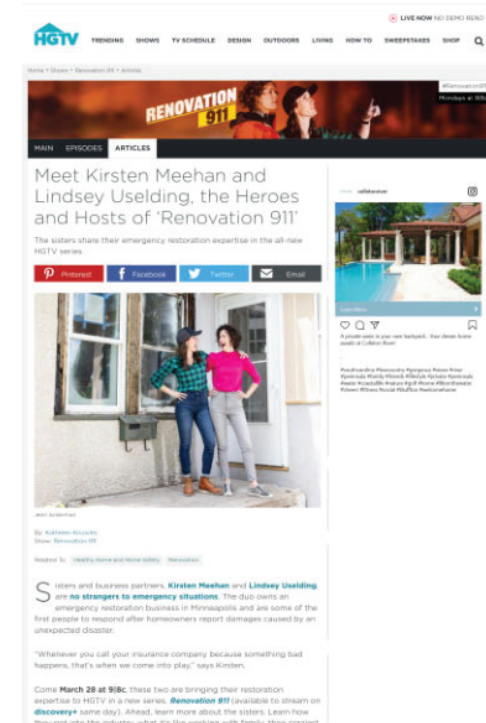
Social Mirror ads can be done with any organic or paid posts from your business account on these 8 social media platforms: Facebook, Instagram, Twitter, LinkedIn, TikTok, Pinterest, Snapchat, or YouTube.

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



## TARGETING ABILITIES:

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



PRICE: STARTING AT \$1,500 PER MONTH

## DIGITAL

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# 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.

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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' items, including a Ferrari 488 GTB, Chevrolet Corvette, Shannan Villa, and Ram 2500. There are also sections for 'JAMES SPOTTING' (showing a duplex), 'RICH LIST' (showing a yacht), and 'LATEST STORIES' (showing a red sports car). The bottom of the page has a 'VIEW ALL STORES' link.

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



# jamesedition.com

## ROTATING GALLERY

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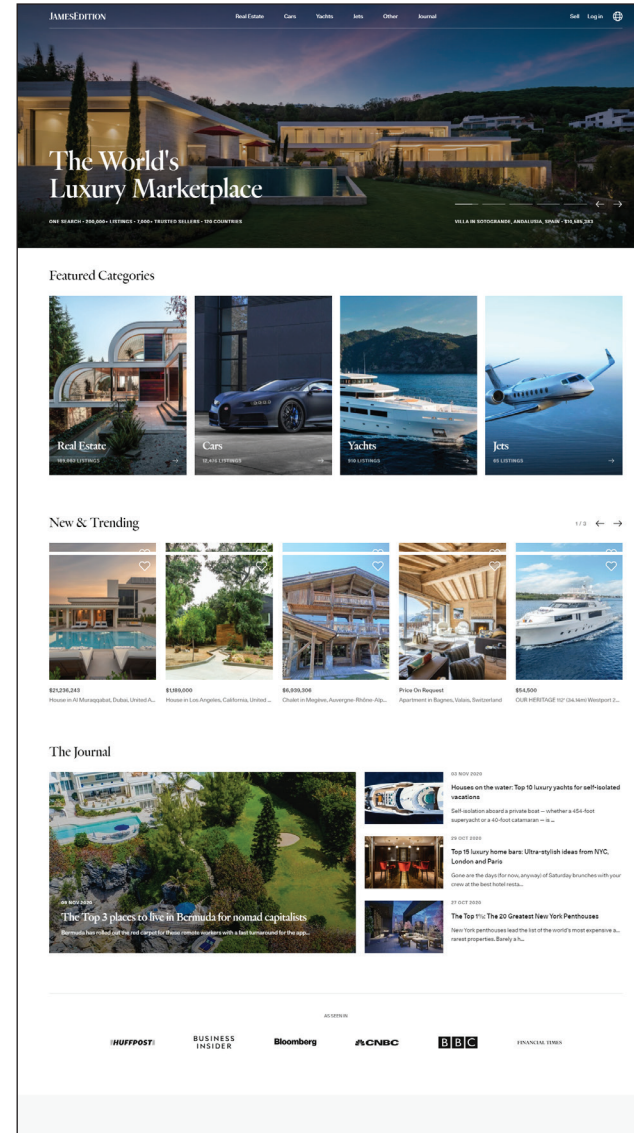
Showcase your office and properties and bring increased visibility to capture the attention of the UHNW in the James Edition rotating Gallery. The Rotating Gallery is a carousel of selected listings that automatically changes every 5 seconds. on the Home Page and the Real Estate Page

### HOME PAGE

FEATURED BANNER: \$2,000

### REAL ESTATE PAGE

FEATURED BANNER: \$1,600



# jamesedition.com

## SOCIAL MEDIA POST

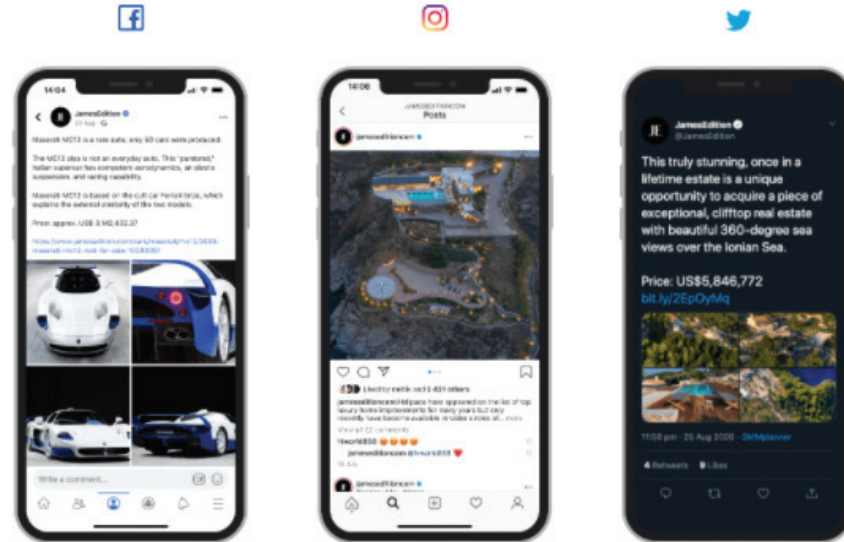
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Showcase your office and properties and bring increased visibility to capture the attention of the UHNW with a Social Post

- 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

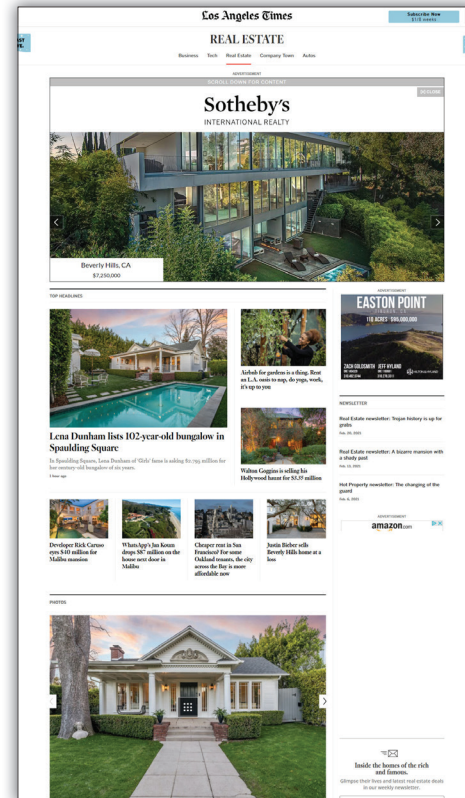
# LA Times

## 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.



# The Wall Street Journal Online (WSJ.Com)

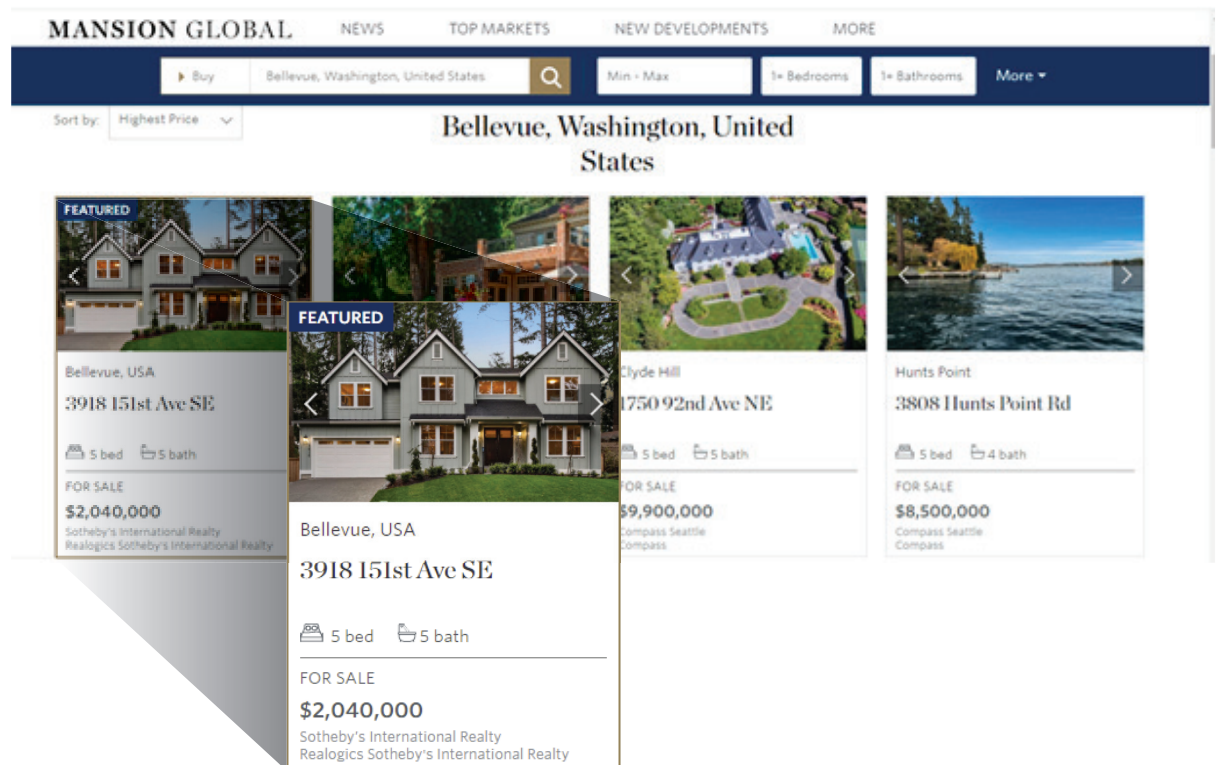
## FEATURED PROPERTY UPGRADES

WSJ.com and Mansion Global Featured Property Upgrades place your listings at the top of the search results pages in the town where the property is located. The property you wish to feature comes directly from your brand's WSJ.com feed and click-throughs go to the website of your choice.

Multiple properties can be featured and will be rotated equally. Each property appears for one month. The window to redeem Property Upgrades is valid for one year after purchase.

- 10 PROPERTIES: \$1,200
- 25 PROPERTIES: \$2,070
- 100 PROPERTIES: \$5,500

**Included with print placement**



# The Wall Street Journal Online (WSJ.Com)

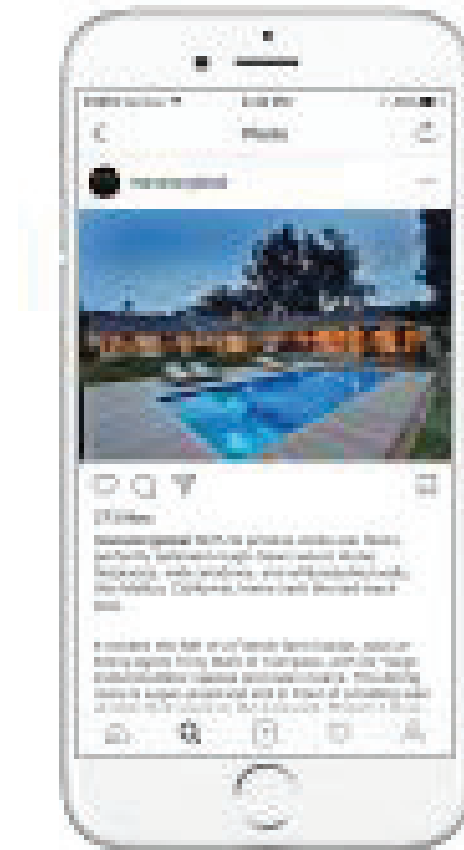
## @MANSIONGLOBAL INSTAGRAM

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**

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PRICE: \$1,775

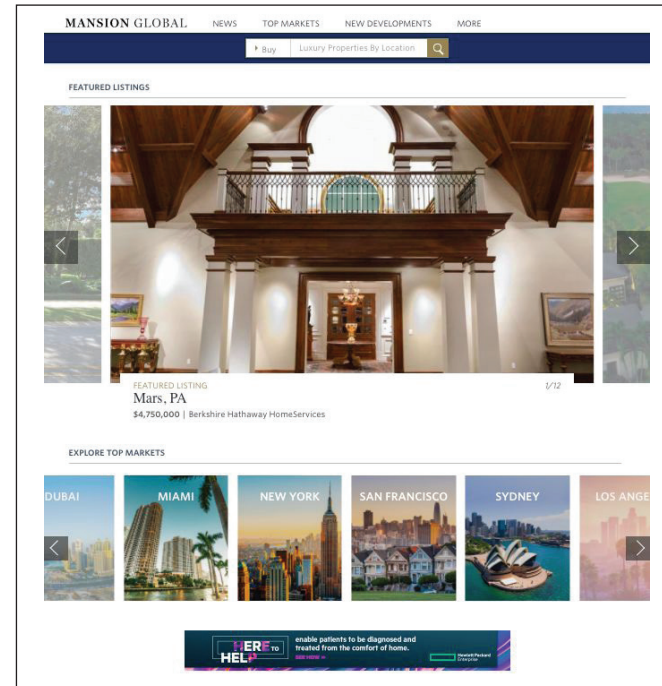


# The Wall Street Journal Online (WSJ.Com)

## THE HOMEPAGE FEATURED LISTING

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

PRICE: \$1,275/MONTH



# Print Offerings



Sotheby's  
INTERNATIONAL REALTY



# The Wall Street Journal

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

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

PRICE: \$650 SINGLE SPOT, COLOR

Includes Bonus 30 Day Digital - Featured Property Upgrade

**EXUMA, THE BAHAMAS**



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

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

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

**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 outlined a string of Super Tuesday primary tactics and Super Tuesday candidates broke away from the field for the first time since the 2016 election.

**Sotheby's INTERNATIONAL REALTY**

Nothing compares to what's next.

<b>LEAF CAY, THE BAHAMAS</b> Leaf Cay \$19,995,000 USD   sirbahamas.com/id/46931 Bahamas Sotheby's International Realty <b>GEORGE DAMIANOS</b> george.damianos@sirbahamas.com +1 242.424.9699	<b>PARADISE VALLEY, ARIZONA</b> 4129 East Sandy Mountain Road \$1,800,000   sirbahamas.com/id/46932 Bahamas Sotheby's International Realty <b>FRANK AZARMI</b> frank.azarmi@sirbahamas.com +1 480.368.0240	<b>SCOTTSDALE, ARIZONA</b> 10778 East Hornbeck Drive \$1,800,000   sirbahamas.com/id/46933 Bahamas Sotheby's International Realty <b>FRANK AZARMI</b> frank.azarmi@sirbahamas.com +1 480.368.0240	<b>SCOTTSDALE, ARIZONA</b> 6907 North 43rd Street \$1,800,000   sirbahamas.com/id/46934 Bahamas Sotheby's International Realty <b>FRANK AZARMI</b> frank.azarmi@sirbahamas.com +1 480.368.0240	<b>ATHLETON, CALIFORNIA</b> 151 Vinyon Road \$1,800,000   sirbahamas.com/id/46935 Bahamas Sotheby's International Realty <b>MICHAEL DREYFUS</b> michael.dreyfus@sirbahamas.com +1 415.851.2814
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# The New York Times

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SECOND HOMES

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**Jacqueline Lightburn**  
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**Eric Santorino**  
Sales Associate  
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# 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**

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The cover features a winter scene with snow-covered trees and a church spire. Headlines include "No rest for the W&I" (Worldwide & International), "Sign of the Thames" (South Bank redevelopment), and "Study in style" (Homebuyers). The magazine is published by FT Weekend.

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Nothing compares to what's next.

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<b>FRANK AZAMI</b> <a href="mailto:frank.azami@sirbahamas.com">frank.azami@sirbahamas.com</a> +1 408.382.2890	<b>FRANK AZAMI</b> <a href="mailto:frank.azami@sirbahamas.com">frank.azami@sirbahamas.com</a> +1 408.382.2890	<b>FRANK AZAMI</b> <a href="mailto:frank.azami@sirbahamas.com">frank.azami@sirbahamas.com</a> +1 408.382.2890	<b>FRANK AZAMI</b> <a href="mailto:frank.azami@sirbahamas.com">frank.azami@sirbahamas.com</a> +1 408.382.2890	<b>MICHAEL DEYFUS</b> <a href="mailto:michael.deyfus@sirbahamas.com">michael.deyfus@sirbahamas.com</a> +1 408.382.2890

**PALO ALTO, CALIFORNIA**

1527W aveley.com  
\$4,500,000  
Golden Gate Sotheby's International Realty  
**MICHAEL DEYFUS**  
[michael.deyfus@sirbahamas.com](mailto:michael.deyfus@sirbahamas.com)  
+1 408.382.2890

**REDWATER, CALIFORNIA**

3073 Harvestwood.com  
\$4,000,000  
Golden Gate Sotheby's International Realty  
**MICHAEL DEYFUS**  
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**ROSE, CALIFORNIA**

275 jasperhill.com  
\$2,700,000  
Golden Gate Sotheby's International Realty  
**FRANK AZAMI**  
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+1 408.382.2890

**SAN DIEGO, CALIFORNIA**

2716 N Ocean Street  
\$2,400,000  
Pacific Sotheby's International Realty  
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**SAN FRANCISCO, CALIFORNIA**

1048 Hillcrest.com  
\$2,000,000  
San Francisco Sotheby's International Realty  
**WENDY STOKER**  
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**BIRMINGHAM, CONNECTICUT**

1000 Park Drive.com  
\$1,200,000  
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+1 203.373.2883

**WESTON, CONNECTICUT**

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\$1,200,000  
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**ATLANTA, GEORGIA**

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\$1,200,000  
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**ALFORD, MASSACHUSETTS**

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\$1,200,000  
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**BOSTON, MASSACHUSETTS**

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**LENOX, MASSACHUSETTS**

1000 Park Drive.com  
\$1,200,000  
George Cain  
[george.cain@sirbahamas.com](mailto:george.cain@sirbahamas.com)  
+1 978.363.8855

**ROSELAND TOWNSHIP, NEW JERSEY**

1000 Park Drive.com  
\$1,200,000  
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[jordan.henderson@sirbahamas.com](mailto:jordan.henderson@sirbahamas.com)  
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**PARSONS, NEW JERSEY**

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**PROVIDENCE, RHODE ISLAND**

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**CHARLESTON, SOUTH CAROLINA**

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**SEASIDE, SOUTH CAROLINA**

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**AUSTIN, TEXAS**

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**HOUSTON, TEXAS**

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\$1,200,000  
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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

Sotheby's INTERNATIONAL REALTY

Your next move can be next level.

Nothing compares.  
SOTHEBYREALTY.COM

MALIBU CALIFORNIA

Photos provided by James Lanza | STYLING: JANE WELDON

72 Post Road, Old Westbury, NY

Extra Rare!  
Real Estate Colossus.  
Spectacular Old Westbury.  
\$4,900,000  
632.882.0710  
E.021822.0451

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

Headed by a 2.5-acre directly adjacent to the 220-acre Old Westbury Gardens, this premier estate comprises two lots, with potential for future subdivision. It features a variety of buildings, including a four-bedroom 1920's Italianate country house, 100-year-old three-bedroom cottage, a two-story garage with large workshop and more. The property is a true gem waiting to be discovered.

DANIEL GALE.COM | AGENT: DEBRA RUSSELL

Sotheby's INTERNATIONAL REALTY

SOTHEBYREALTY.COM

Open the door to what's next.

The Rosewood Farm Estate  
Southampton, New York

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

Sotheby's INTERNATIONAL REALTY

Harald Grant  
Executive Broker  
609.221.1234  
harald@sothebyrealty.com  
haraldgrant@sothebyrealty.com

Bruce Grant  
Executive Broker  
609.221.1234  
bruce@sothebyrealty.com  
brucegrant@sothebyrealty.com

SOTHEBYREALTY.COM

Take a peek at what's next.

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

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

Sotheby's INTERNATIONAL REALTY

Rosie V. Moore  
Executive Broker  
800.221.1234  
rosie@sothebyrealty.com  
rosiemoore@sothebyrealty.com

Vanessa Moore  
Executive Broker  
800.221.1234  
vanessa@sothebyrealty.com  
vanessamoore@sothebyrealty.com

# Los Angeles Times Hot Property And Digital Lighthouse

## LOS ANGELES TIMES HOT PROPERTY

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

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



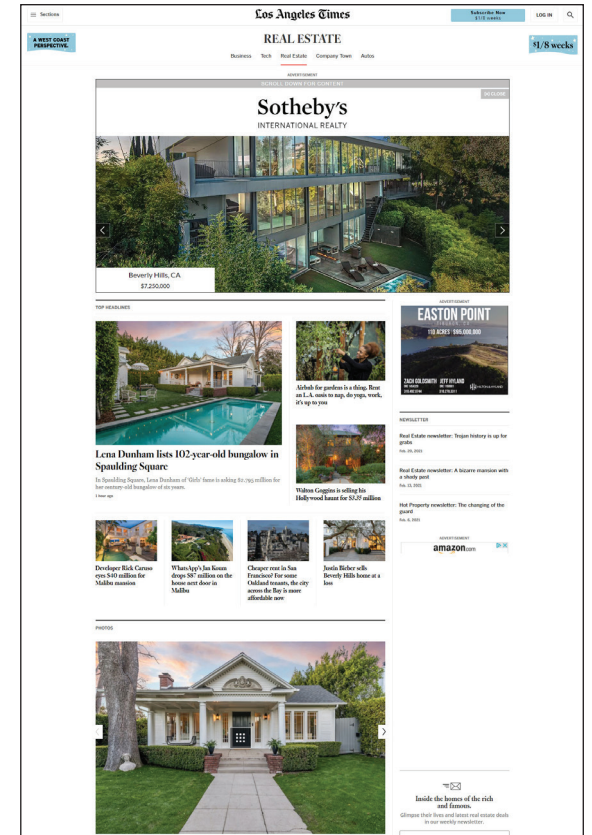
## LA TIMES DIGITAL LIGHTHOUSE

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

- Avg Monthly Impressions: **1.7 Million**

PRICE: \$390/SPOT

Full color with 30 day Lighthouse Placement



# Schedule, Pricing & Reach



Sotheby's  
INTERNATIONAL REALTY



# Proposed Schedule, Pricing & Reach 2023

Plan 1	Ad Description	October	November	December	Media Total	Circulation
<b>Media</b>						
<b>Sotheby's Auction House: Print</b>						
Sotheby's Magazine	Quarter Page			\$ 910.00	\$ 910.00	20,000
<b>Sotheby's Auction House: Digital</b>						
Sotheby's Bespoke Geo-Targeted Emails	Email					
Sotheby's Bespoke Geo-Targeted Emails	New York, California	\$ 2,500.00			\$ 2,500.00	25,000
<b>Digital</b>						
<b>Million Impressions*</b>						
Million Impressions	Digital Banner Program	\$ 1,195.00	\$ 1,195.00	\$ 1,195.00	\$ 3,585.00	750,000
Million Impressions	Targeting - New York & California					
<b>Comprehensive Digital</b>						
Social Mirror	Behavioral Custom program	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 4,500.00	300,000
<b>Geofencing - Event and Location</b>						
Geofencing - Event and Location	Target specific events and locations			\$ 1,500.00	\$ 1,500.00	60,000
<b>Nob Hill Gazette</b>						
Nob Hill Gazette San Francisco, Peninsula and Silicon	OTM On the Market eNew	\$ 500.00	\$ 500.00		\$ 1,000.00	13,000
<b>JamesEdition</b>						
Rotating Gallery Real Estate Page	Featured Banner	\$ 1,600.00			\$ 1,600.00	750,000
e-Newsletter	e-Newsletter		\$ 1,500.00		\$ 1,500.00	294,000
Social Media	Listing Feature			\$ 500.00	\$ 500.00	148,000
<b>LA Times</b>						
Lighthouse Fixed Position - Hot Property Page	Lighthouse Fixed Position - Bonus		\$ 325.00		\$ 325.00	425,000
<b>WSJ.com</b>						
Property upgrades	Property upgrades	Bonus	Bonus		\$ -	
Mansion Global Homepage Featured Listing Module	Mansion Global Homepage	\$ 1,275.00			\$ 1,275.00	164,000
Mansion Global Instagram	Mansion Global Instagram		\$ 1,775.00		\$ 1,775.00	76,200
<b>Luxury Estate</b>						
Luxury Estate	Showcase Listing + Elite Listing	\$ 1,100.00			\$ 1,100.00	
<b>Print</b>						
<b>The Wall Street Journal</b>						
The Wall Street Journal - National	Property Spot w/Digital Feature	\$ 650.00	\$ 650.00		\$ 1,300.00	1,288,848
<b>The New York Times</b>						
The New York Times	Property Spot - Weekday!	\$ 710.00			\$ 710.00	423,111
The New York Times	Property Spot - Sunday			\$ 710.00	\$ 710.00	381,268
The New York Times Takeover	Full page w/ Digital promotion		\$ 690.00		\$ 690.00	168,000
<b>Financial Times</b>						
Financial Times	Property Spot	\$ 730.00			\$ 730.00	193,337
<b>The Los Angeles Times</b>						
The Los Angeles Times	Hot Property - listing + digital	\$ 390.00			\$ 390.00	220,780
The Los Angeles Times	Takeover		\$ 610.00		\$ 610.00	220,780
TOTAL					\$ 27,210.00	5,921,324

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

# Proposed Schedule, Pricing & Reach 2023

Plan 2							
Media	Ad Description	October	November	December	Media Total		Circulation
<b>Sotheby's Auction House: Digital</b>							
Sotheby's Bespoke Geo-Targeted Emails	Email						
Sotheby's Bespoke Geo-Targeted Emails	New York, California	\$ 2,500.00			\$ 2,500.00		25,000
<b>Digital</b>							
<b>Million Impressions*</b>							
Million Impressions	Digital Banner Program	\$ 1,195.00	\$ 1,195.00	\$ 1,195.00	\$ 3,585.00		750,000
Million Impressions	Targeting - New York & California						
<b>Comprehensive Digital</b>							
Social Mirror	Behavioral Custom program	\$ 1,500.00	\$ 1,500.00		\$ 3,000.00		200,000
<b>Geofencing - Event and Location</b>							
Geofencing - Event and Location	Target specific events and locations			\$ 1,500.00	\$ 1,500.00		60,000
<b>Nob Hill Gazette</b>							
Nob Hill Gazette San Francisco, Peninsula and Silicon	OTM On the Market eNew	\$ 500.00	\$ 500.00		\$ 1,000.00		13,000
<b>JamesEdition</b>							
Social Media	Listing Feature			\$ 500.00	\$ 500.00		148,000
<b>LA Times</b>							
Lighthouse Fixed Position - Hot Property Page	Lighthouse Fixed Position - Bonus		\$ 325.00		\$ 325.00		425,000
<b>WSJ.com</b>							
Property upgrades	Property upgrades	Bonus	Bonus		\$ -		
Mansion Global Homepage Featured Listing Module	Mansion Global Homepage	\$ 1,275.00			\$ 1,275.00		164,000
<b>Print</b>							
<b>The Wall Street Journal</b>							
The Wall Street Journal - National	Property Spot w/Digital Fe	\$ 650.00	\$ 650.00		\$ 1,300.00		1,288,848
<b>The New York Times</b>							
The New York Times	Property Spot - Weekday!	\$ 710.00			\$ 710.00		423,111
The New York Times	Property Spot - Sunday			\$ 710.00	\$ 710.00		381,268
The New York Times Takeover	Full page w/ Digital promotion		\$ 690.00		\$ 690.00		168,000
<b>Financial Times</b>							
Financial Times	Property Spot	\$ 730.00			\$ 730.00		193,337
<b>The Los Angeles Times</b>							
The Los Angeles Times	Hot Property - listing + dig	\$ 390.00			\$ 390.00		220,780
The Los Angeles Times	Takeover		\$ 610.00		\$ 610.00		220,780
TOTAL					\$ 18,825.00		4,681,124

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