



ADVERTISING  
BRANDING  
MARKETING

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

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SKYAD.COM

# 22 Tesoro Advertising and Marketing Program

Pacific | **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 22 Tesoro

SKY Advertising is excited to present to Pacific Sotheby's International Realty® a curated, multi-media marketing selection of offerings to bring high net worth buyer awareness to 22 Tesoro.

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 Irvine, CA.

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**

QUARTER PAGE: \$910

Global



**Sotheby's**  
INTERNATIONAL REALTY

Austin, Texas  
 512.453.8800  
 Property # 1230123  
 Agent: Sotheby's  
 International Realty  
 Broker: Sotheby's International Realty  
 Email: sotheby@sothebysrealty.com  
 \$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 palette. Sotheby's International Realty is proud to exclusively represent this gem, located in New York, New York.  
 \$2,400,000.00  
 Sotheby's International Realty  
 East Side Manhattan Brokerage  
 Call: Sotheby's +1 212 850 7772  
 Email: sotheby@sothebysrealty.com  
 \$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 Harbor and the city skyline. The property is being sold with 6,000 sq. ft. of regulated parking in New York, New York.  
 \$270,000.00

**New York, New York**  
 Sotheby's International Realty  
 East Side Manhattan Brokerage  
 Manhattan Office +1 212 850 7883  
 Email: sotheby@sothebysrealty.com  
 \$270,000.00

**Four Seasons Private Residences**  
 This upcoming 1,100 sq. ft. penthouse condominium is located in the heart of Manhattan, offering unparalleled views of the city and the Hudson River. The property is being sold with 6,000 sq. ft. of regulated parking in New York, New York.  
 \$13,000,000.00

**New York, New York**  
 Sotheby's International Realty  
 East Side Manhattan Brokerage  
 Manhattan Office +1 212 850 7772  
 Email: sotheby@sothebysrealty.com  
 \$13,000,000.00

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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

California, UAE, Taiwan

PRICE: \$2,500/DEPLOYMENT



# Digital Offerings



**Sotheby's**  
INTERNATIONAL REALTY

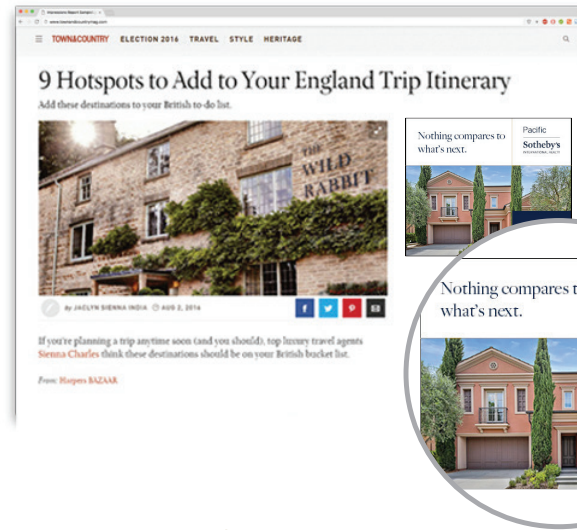
# Impressions Campaign

**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: **22 Tesoro**
- 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.

INVESTOR'S BUSINESS DAILY®

THE ECONOMIC TIMES



THE WALL STREET JOURNAL.

BARRON'S

Forbes

**Bloomberg  
Markets**



**FORTUNE**

THE ORANGE COUNTY  
**REGISTER**

**FOX BUSINESS**



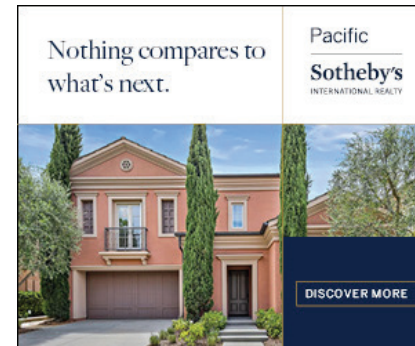
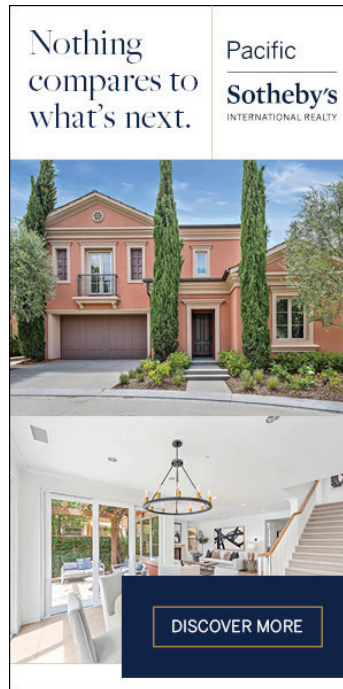
# Creative

## SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

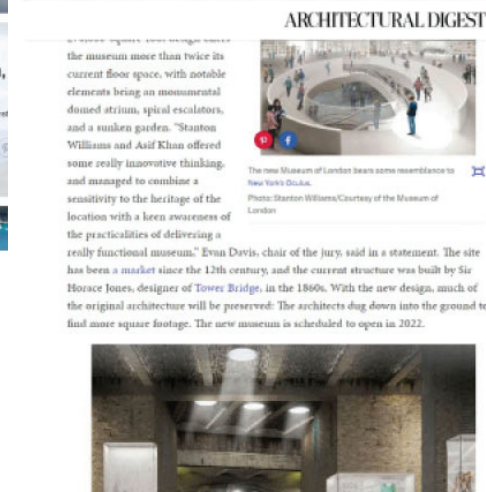
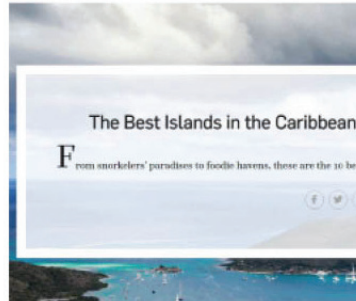
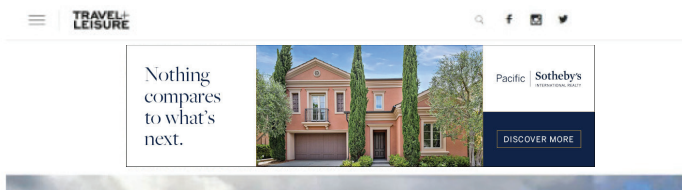
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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

BANNER PRODUCTION: \$350



# Sample Banners For Impressions Programs As They Appear On Sites

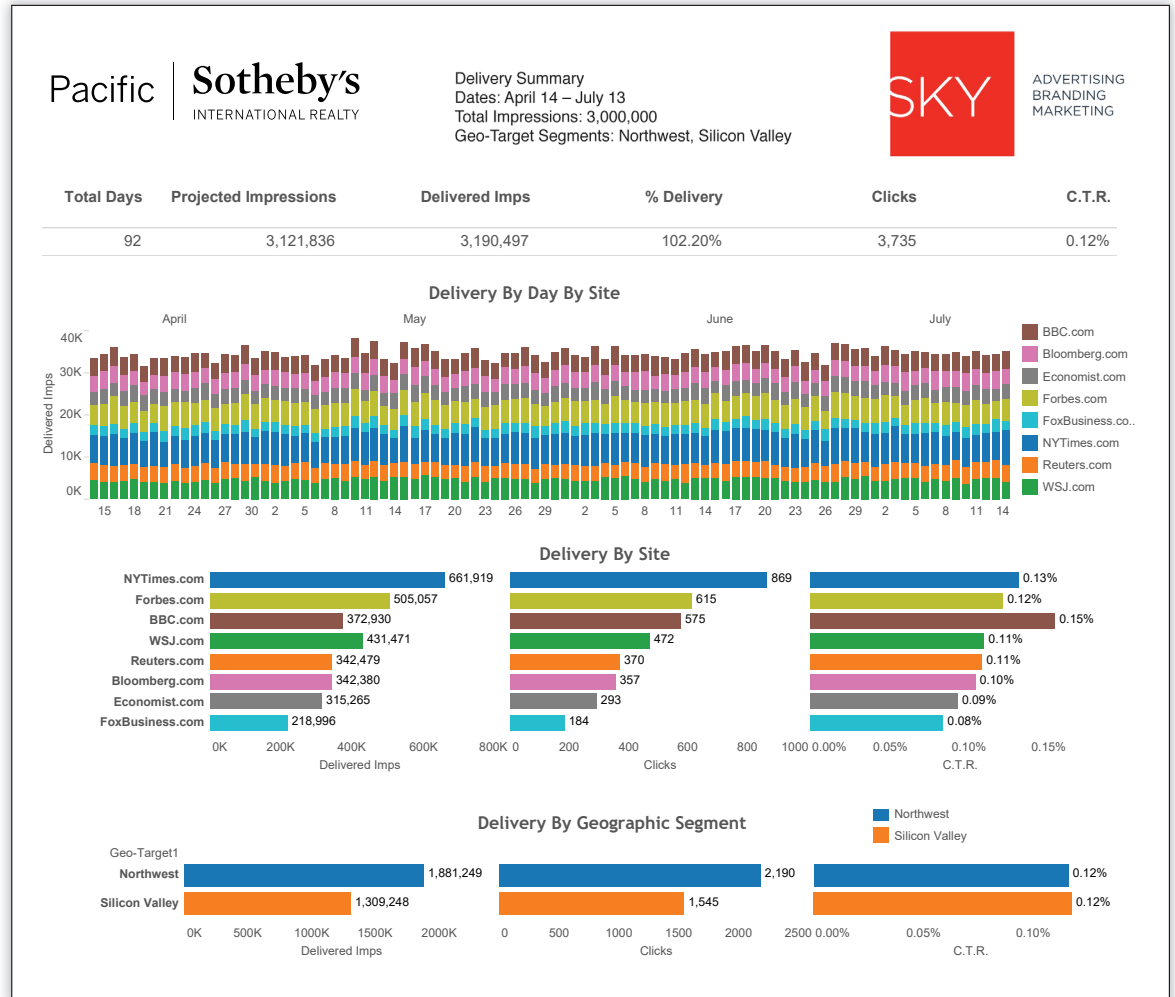


# Comprehensive Reporting For Your Customized Campaign

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 Abu Dhabi, Taiwan, San Francisco, Malibu, Pacific Palisades, and Irvine.

The programs are scheduled to start on October 1st and run for three months and deliver an estimated 750,000 impressions.

This will include:

- A site-specific segment of Global leading business/finance websites.
- A site-specific segment of leading local news websites.
- A behavioral segment, that will allow us to show banners to adults who are actively searching for Irvine area real estate and living in Abu Dhabi, Taiwan, and San Francisco.
- An In-Market segment targeting adults in Irvine, Pacific Palisades and Malibu who are currently in-market for residential real estate.

## SITE SPECIFIC

This segment consists of premium global business, finance websites such as WSJ.com, Barrons.com, Forbes.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.

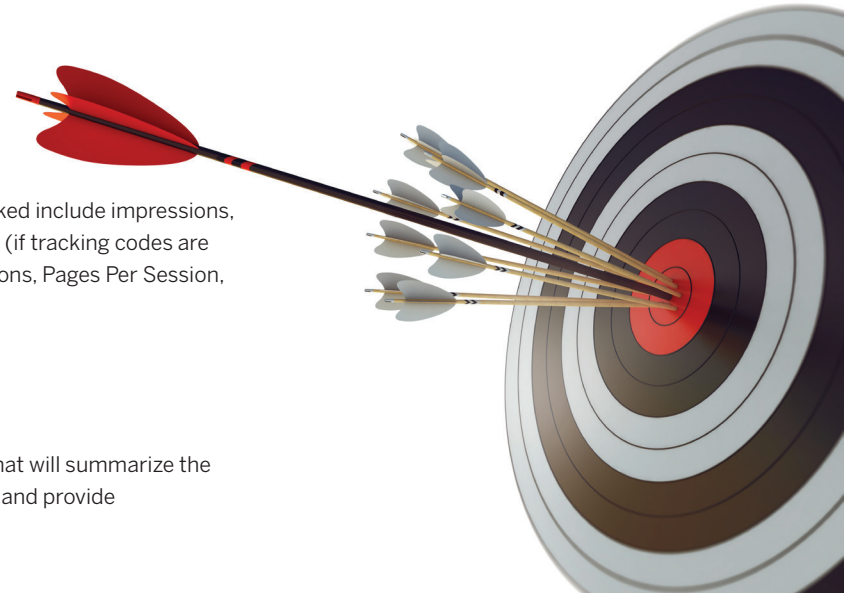
To ensure that the banners are seen in a premium environment, we have created a "whitelist" of sites. Ads will only show to people who have met our targeting criteria (behavior, income, and geo-target) on one of these sites. The site list includes top news, business, finance, sports, politics, and tech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

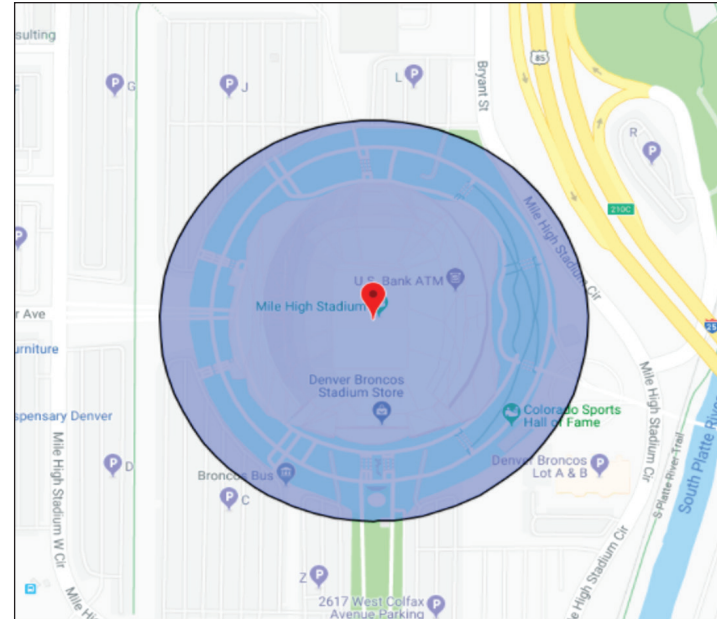
**Pacific SIR 22 Tesoro**

Media	Geo-Target	October				November				December				Impressions
		01	08	15	22	29	05	12	19	26	03	10	17	
WSJ.com	Abu Dhabi, Taiwan, San Francisco, Malibu, Pacific Palisades, Irvine													300,000
Bloomberg.com														
Barrons.com														
Investors.com														
CNBC.com														
Fortune.com														
Reuters.com														
Forbes.com														
FoxBusiness.com														
CNBC.com														
OCRegister.com	Abu Dhabi, Taiwan, San Francisco, Malibu, Pacific Palisades, Irvine												125,000	
In-Market	Irvine, Pacific Palisades, Irvine												175,000	
Custom Intent - Irvine Area Real Estate	Abu Dhabi, Taiwan, San Francisco												150,000	
<b>Total Digital</b>													<b>750,000</b>	

# 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

# Comprehensive Digital

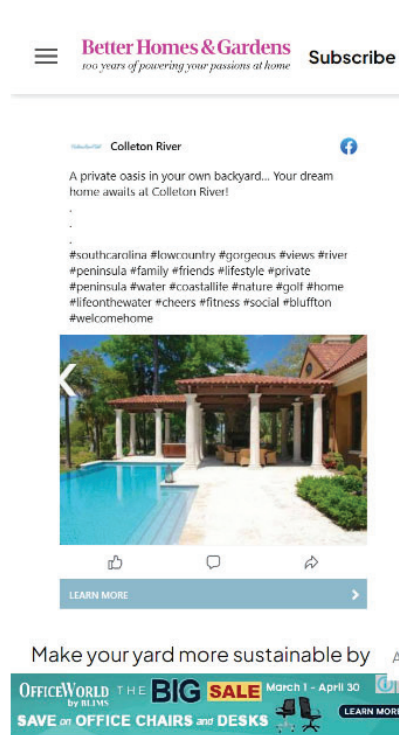
## SOCIAL MIRROR ADS

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.

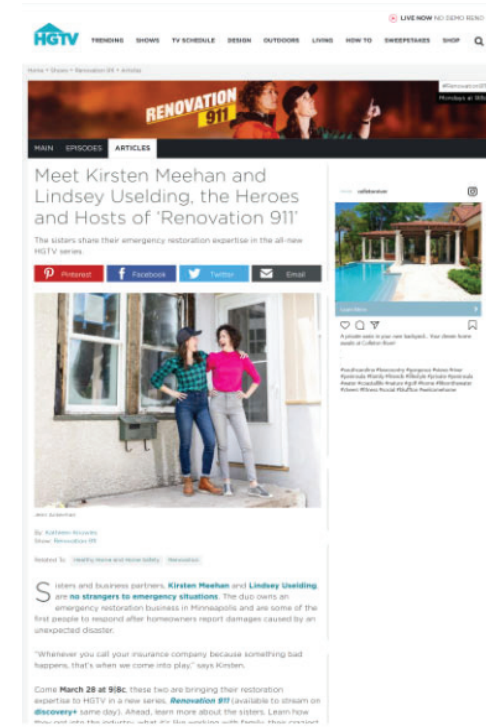
Social Mirror ads can be done with any organic or paid posts from your business account on these 8 social media platforms: Facebook, Instagram, Twitter, LinkedIn, TikTok, Pinterest, Snapchat, or YouTube.

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.



PRICE: STARTING FROM \$1,500 PER MONTH



# Campaign Planner

Client: Pacific SIR

## Digital Campaign Planner



Date Created: 9/12/2023

### GEOGRAPHIC TARGET:

San Francisco  
Malibu  
Palisades  
Irvine

Campaign Duration: 10/01/2023 - 01/01/2024	Oct-23	Nov-23	Dec-23	Total
<b>SOCIAL MIRROR ADS</b>				
Platforms: Facebook; Instagram				
Retargeting				
Behavioral Targeting: High Net Worth; Business Professionals;				
Executive Title - IT / Technical; Doctors; Home Buyers; Looking to Buy a Home				
AI Targeting				
Keyword Targeting				
<b>Total Potential Impressions</b>	100,000	100,000	100,000	300,000
<b>Cost Per Thousand</b>	\$15.00	\$15.00	\$15.00	\$15.00
<b>Investment Projection</b>	\$1,500.00	\$1,500.00	\$1,500.00	\$4,500.00
<b>TOTAL CAMPAIGN IMPRESSIONS:</b>	100,000	100,000	100,000	300,000
<b>TOTAL CAMPAIGN INVESTMENT:</b>	\$1,500.00	\$1,500.00	\$1,500.00	\$4,500.00

Social Mirror Ads Available Monthly Impressions Estimate:	1,028,227
Percentage of Targeted Social Mirror Ads inventory purchased with this campaign:	9.73%

The above is an estimate based on historical inventory of impressions we bid on (i.e. premium sites, no pop-ups, etc) – not ALL available impression inventory. This Digital Campaign Planner reflects a projection of how the impressions will be allocated in your geographic area. During the live campaign we may reallocate impressions in order to deliver the best ROI while staying within your budget.

# Campaign Planner

Client: Pacific SIR

## Digital Campaign Planner



Date Created: 9/12/2023

### GEOGRAPHIC TARGET:

Abu Dhabi  
Dubai  
Taiwan

Campaign Duration: 10/01/2023 - 01/01/2024	Oct-23	Nov-23	Dec-23	Total
<b>SOCIAL MIRROR ADS</b>				
Platforms: Facebook; Instagram				
Retargeting				
Behavioral Targeting: High Net Worth; Business Professionals;				
Executive Title - IT / Technical; Doctors; Home Buyers; Looking to Buy a Home				
AI Targeting				
Keyword Targeting				
<b>Total Potential Impressions</b>	100,000	100,000	100,000	300,000
<b>Cost Per Thousand</b>	\$15.00	\$15.00	\$15.00	\$15.00
<b>Investment Projection</b>	\$1,500.00	\$1,500.00	\$1,500.00	\$4,500.00
<b>TOTAL CAMPAIGN IMPRESSIONS:</b>	100,000	100,000	100,000	300,000
<b>TOTAL CAMPAIGN INVESTMENT:</b>	\$1,500.00	\$1,500.00	\$1,500.00	\$4,500.00

Social Mirror Ads Available Monthly Impressions Estimate:	284,592
Percentage of Targeted Social Mirror Ads inventory purchased with this campaign:	35.14%

The above is an estimate based on historical inventory of impressions we bid on (i.e. premium sites, no pop-ups, etc) – not ALL available impression inventory. This Digital Campaign Planner reflects a projection of how the impressions will be allocated in your geographic area. During the live campaign we may reallocate impressions in order to deliver the best ROI while staying within your budget.

# LinkedIn.com

LinkedIn has over 600 million members, and 40% of them visit the professional social network each day. It's an opportunity to reach your target audience when they're most engaged.

Marketers can engage with a community of professionals, including influencers, decision-makers, and executives, driving actions that are relevant to your business.

You can target an audience based on location, company, industry, age, gender, education, job experience, job title, and more.

## Campaign Projections

Audience Size: **2,400**

Locations: **United States**

Job Seniorities : **CXO, Director, Owner, Partner, VP**

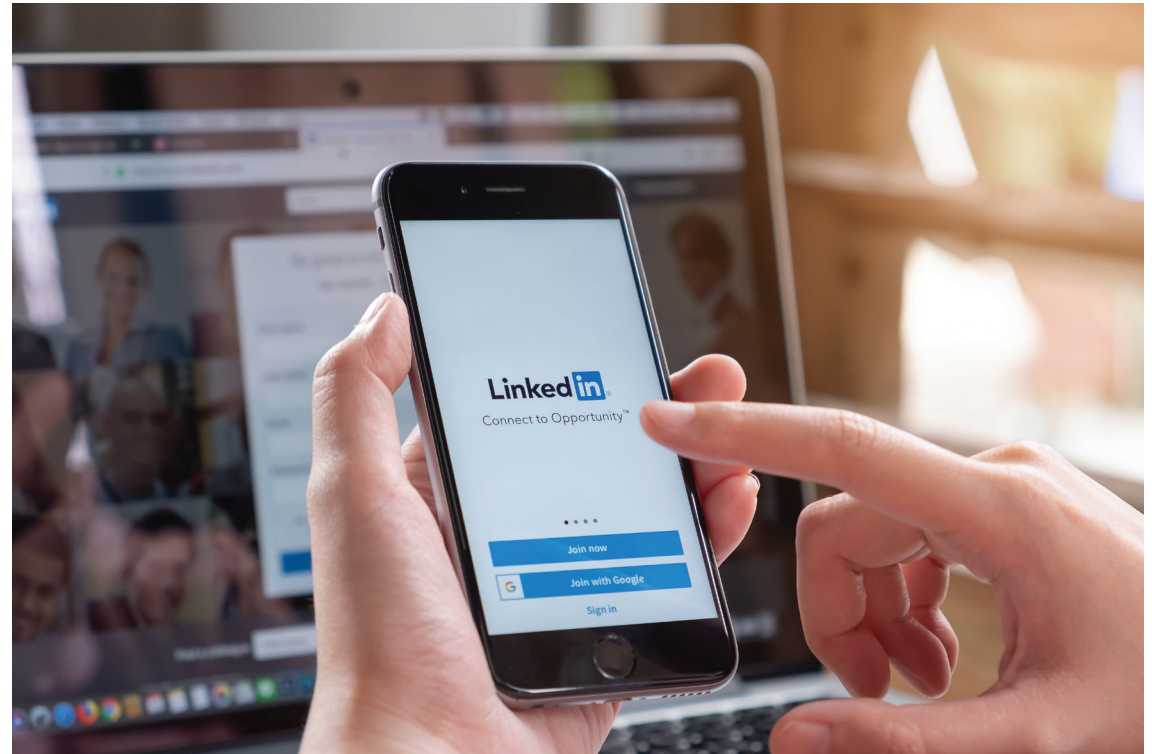
Company (Current Jobs): **Lennar, FivePoint Holdings, LLC, Irvine Company**

30-day impressions: **42,000 - 170,000**

CTR: **1.0% - 1.6%**

30-day clicks: **650 - 2,600**

30-DAY COST: **\$1,500.00 - \$5,600**



## 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**  
44523 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**  
44989 Vista Del Sol, Fremont, CA  
\$7,998,000

Your very own custom oasis awaits in the highly desirable Mission Hills. Enjoy 6,132 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](#)



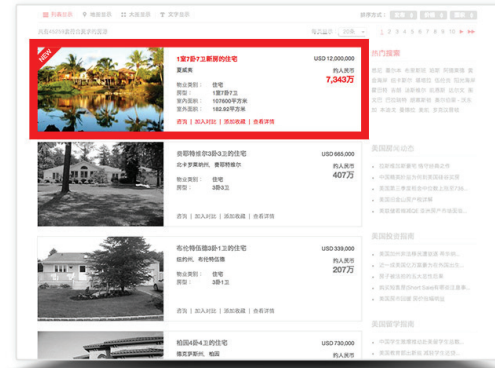
Joseph Sabeh Jr.  
DRE# CalBRE# 01296925  
Realtor  
Venture Sotheby's International Realty  
43613 Mission Boulevard  
Fremont, CA 94539  
(415) 355-6442  
jsabeh@gmail.com

[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 34528, Seattle, WA 98124-1628

# juwai.com

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



## HOT PROPERTY UPGRADE

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

PRICING SPECIAL: \$425 FOR 30 DAYS.

Usually \$725

Global

## FEATURED PLACEMENT PROPERTY LISTING

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

PRICE: \$425 FOR 6 MONTHS

For properties \$2M+

Global

## 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

---

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' 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 'Find luxury real estate' page on JamesEdition.com. It features a search bar with 'Type location' and a 'Search' button. Below the search bar, there's a grid of featured luxury properties, each with a thumbnail image and a brief description. The properties include '5 Bedrooms - Pent...', 'Stunning Sherwood...', 'Envious Estate by...', 'Modern Apartment...', 'Elegant French Style...', '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'. The footer contains 'Site Links', 'Tools', 'About JamesEdition', and 'Top Brands'.

# jamesedition.com

## SOCIAL MEDIA POST

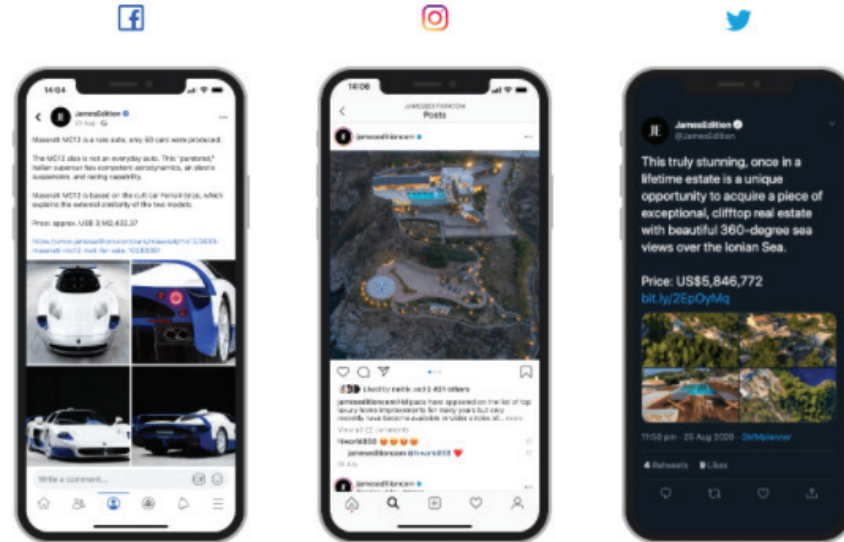
Founded in 2008, JamesEdition.com features the largest collection of luxury goods worldwide.

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

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

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

- Instagram **74.8K**
- Facebook **31.3K**



## PHOTO

- 1 featured listing
- 1-5 photos
- Short caption
- Listing info box
- 1 tag on pictures & caption
- Link in bio

PHOTO: \$500

## PHOTO PLUS

- 1-5 featured listings
- 1-10 photos + text
- Long caption
- Listing info box
- 1-3 tags on pictures & caption
- Link in bio
- Repost on stories

PHOTO PLUS: \$1,000 PHOTO PLUS

## VIDEO

- 1-5 featured listings
- 5-30 seconds video
- Reels & TikTok format
- Short caption
- Listing info box
- 1-3 tags on caption
- Link in bio

VIDEO: \$1,800



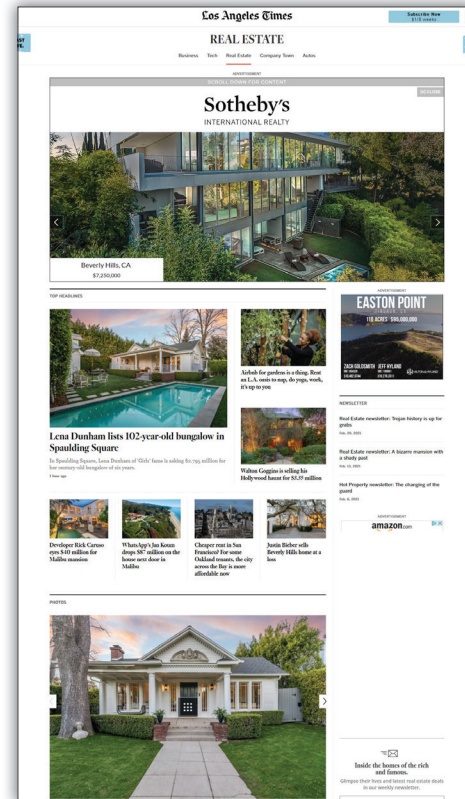
# LA Times

## 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

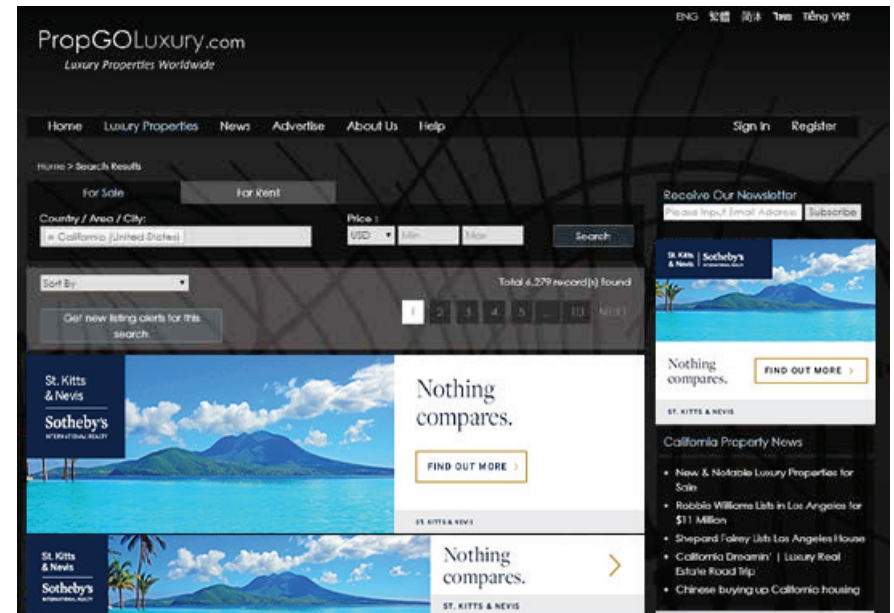
**Maximum 30 featured properties  
Included with the Hot Property Print Placement**



# PropGOLuxury.com

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

FEATURED LISTING & REGIONAL SHOWCASE: \$700



# Simply Abu Dhabi

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

## INSTAGRAM POST

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

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

PRICE: \$1,375 PER POST

2 Post Minimum



# The Wall Street Journal Online (WSJ.Com)

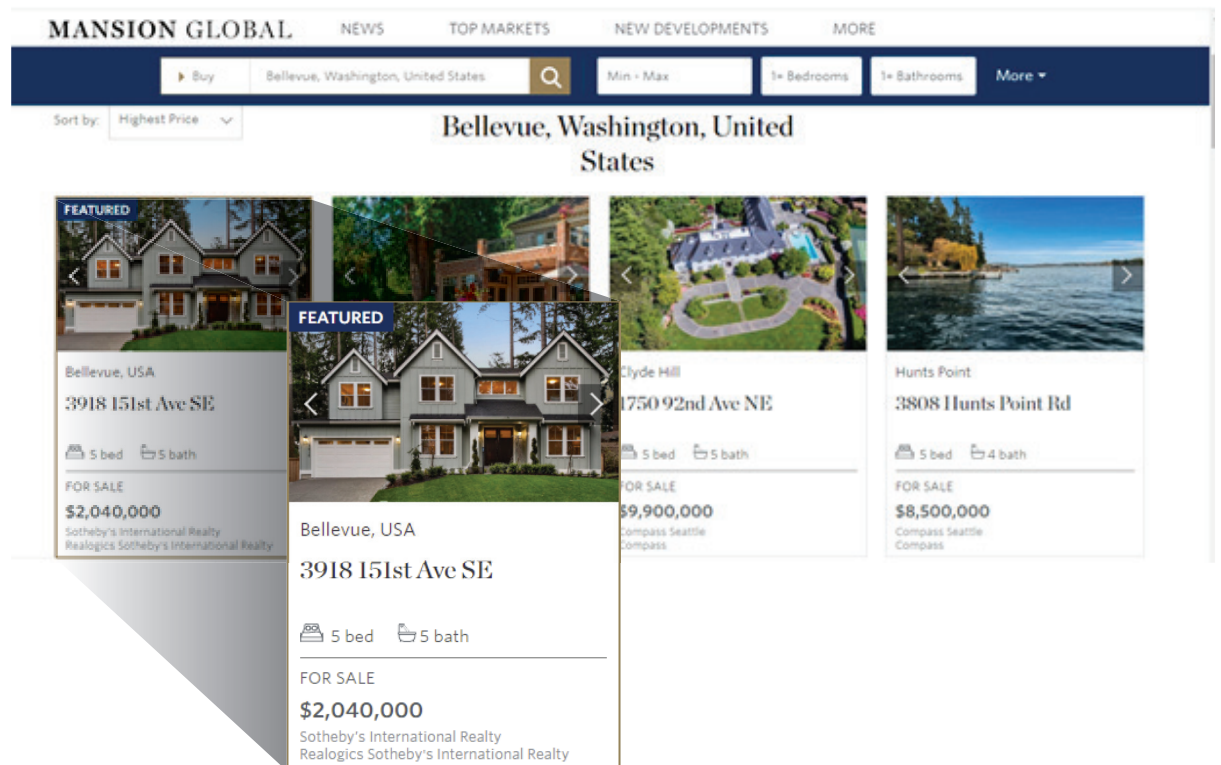
## FEATURED PROPERTY UPGRADES

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**

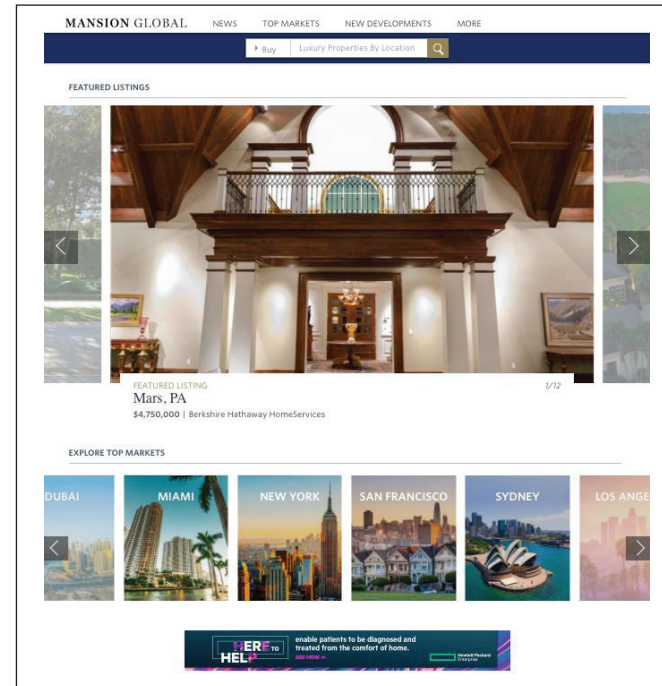


# The Wall Street Journal Online (WSJ.Com)

## 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



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- 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

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## THE WALL STREET JOURNAL

WEDNESDAY, MARCH 4, 2020 • VOL. CCLXXV NO. 52 • WSJ.com • \$4.00

**What's News**

**Business 2-Financier**

**The Fed** expanded an emergency bill program to cover more than 10 million small-business loans that the coronavirus epidemic is making more difficult to service. Major U.S. stock indexes fell around 2%. The Fed said it would raise its target rate for the 10-year U.S. Treasury note to 1.75% from 1.5%.

**The Fed** raised the interest rate on overnight loans to 1.75% from 1.5%.

**Target, Kohl's** and other retailers reported that sales were down in February, but analysts expect a rebound in the coming months.

**Madison** has a new mayor. Brad Lander was elected to the office of mayor of Madison, Wis., on Tuesday.

**Northwest** raised its dividend to \$1.00 a share, up from \$0.90.

**Therion** raised its dividend to \$1.00 a share, up from \$0.90.

**The Supreme Court** will hear arguments on whether a state can sue to stop a federal law that requires states to accept all children who are in foster care.

**An outage** that hit power grids in California and other states on Tuesday was caused by a software bug in a power plant in California.

**Madhya** passed an amendment to its constitution that would allow it to raise its state flag.

**India** sold a record amount of government bonds in its first auction since the start of the coronavirus outbreak.

### Fed Cuts Rates Amid Virus Fears

Stocks, bond yields fall after central bank takes biggest emergency action since '08 crisis

**Influx**—The Federal Reserve unveiled an emergency bill program to cover more than 10 million small-business loans that the coronavirus epidemic is making more difficult to service. Major U.S. stock indexes fell around 2%. The Fed said it would raise its target rate for the 10-year U.S. Treasury note to 1.75% from 1.5%.

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### Tennessee Twisters Kill at Least 25

Tornadoes ripped through the state on Tuesday, killing at least 25 people in the worst storm in the state since 1998. The storm caused widespread power outages and destroyed homes and businesses.

A line of clouds began forming over the state on Tuesday, and by the time the storm hit, it was a powerful and deadly twister.

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### 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.

Former Vice President Joe Biden picked up a string of major victories on Tuesday, while Sen. Bernie Sanders won a big win in California.

Biden's wins in Nevada, New Mexico, and North Carolina were seen as a major boost to his campaign.

Sanders' win in California was a significant victory for the Democratic challenger to Biden.

### Shaky Ground

A sharp uptick in the price of oil on Tuesday reflected a combination of factors, including a report that Saudi Arabia might increase production.

The price of oil rose to its highest level in over a year.

Analysts expect the price of oil to continue to rise in the coming weeks.

### World-Wide

Japan's economy grew in February, but the government is expected to announce a stimulus package to help businesses.

The U.S. trade deficit with China narrowed in February.

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# The New York Times

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- Circulation: **483,701**
- Male / Female ratio: **62.2% / 37.8%**
- Average household income: **\$381,464**
- Median age: **45.2**
- Over one half have liquid assets valued at **\$1 million+**
- Over 1 in 4 have a household net worth of **\$3 million**































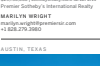









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<b>HOUSTON, TEXAS</b>  <b>1000 Main Street</b> \$16,000,000   srbahamas.com/id/46966 <b>MARTHA PIPER</b> martha.piper@sirbahamas.com +1 281.252.4200	<b>HOUSTON, TEXAS</b>  <b>1000 Main Street</b> \$16,000,000   srbahamas.com/id/46967 <b>MARTHA PIPER</b> martha.piper@sirbahamas.com +1 281.252.4200	<b>HOUSTON, TEXAS</b>  <b>1000 Main Street</b> \$16,000,000   srbahamas.com/id/46968 <b>MARTHA PIPER</b> martha.piper@sirbahamas.com +1 281.252.4200	<b>ARMA, UTAH</b>  <b>1000 Main Street</b> \$16,000,000   srbahamas.com/id/46969 <b>MARTHA PIPER</b> martha.piper@sirbahamas.com +1 435.823.0000	<b>KANSAS, UTAH</b>  <b>1000 Main Street</b> \$16,000,000   srbahamas.com/id/46970 <b>MARTHA PIPER</b> martha.piper@sirbahamas.com +1 435.823.0000

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The 2018 Pulitzer Prize winners in fiction, nonfiction, journalism, history, biography, poetry, drama, and music.

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### Spending Millions in a Bid to Avoid Sanctions

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- Median Age: **54**
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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**

PRICE: \$730 PROPERTY SPOT

Global

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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

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Photos by: [unreadable]

72 Post Road, Old Westbury, NY

Extra Bonus!  
Real Estate Campaign  
Special Offer of Cashback  
+ \$2,500,000  
+ \$250,000

72 Post Road  
9 BR | 6 BA | 10,54 ACRES  
\$4,900,000

Headquartered in the center 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 and two-bath country house, 100-year-old three-bedroom cottage, a two-garage with large workshop and more. The property is a true gem waiting to be discovered.

DANIEL GALE, COMPAGENT/DEBRA RUSSELL

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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

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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

# 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.
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- **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**



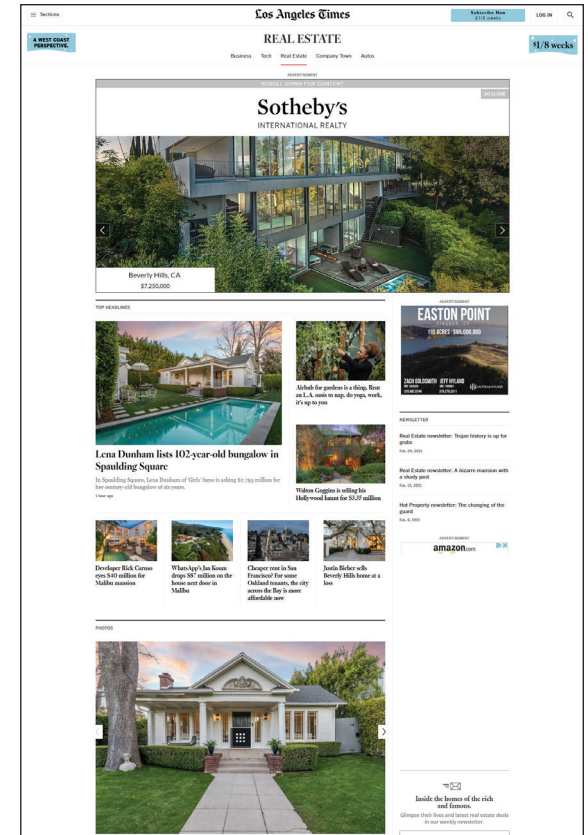
## LA TIMES DIGITAL LIGHTHOUSE

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 - All	Ad Description	October	November	December	January	Media Total	Reach
<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	California, UAE, Taiwan	\$ 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 - Abu Dhabi, Dubai, Taiwan, San Francisco, Malibu, Palisades, Irvine						
<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>LinkedIn</b>							
Digital Campaign	Digital Campaign	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00		\$ 7,500.00	126,000
<b>Smart Solutions Eblast</b>							
Smart Solutions Eblast	Custom Campaign					\$ -	40,000
<b>Juwal.com</b>							
Hot property upgrade	Hot property upgrade	\$ 425.00				\$ 425.00	2,300,000
Luxe Channel Property Listing	Luxe Channel Property Listing - 6 months		\$425			\$ 425.00	2,300,000
<b>Nob Hill Gazette</b>							
Nob Hill Gazette San Francisco, Peninsula and Silicon Valley	OTM On the Market eNewsletter	\$ 500.00	\$ 500.00			\$ 1,000.00	13,000
<b>JamesEdition</b>							
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 - Hot Property Page	Bonus				\$ -	425,000
<b>PropGo Luxury</b>							
PropGo Luxury	Featured Listing & Regional Showcase	\$ 700.00				\$ 700.00	100,000
<b>Simply Abu Dhabi</b>							
Instagram Post	Instagram Post	\$ 1,375.00	\$ 1,375.00			\$ 2,750.00	51,200
<b>WSI.com</b>							
Property upgrades	Property upgrades	Bonus	Bonus			\$ -	
Mansion Global Homepage Featured Listing Module	Mansion Global Homepage Featured Listing Module	\$ 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 Featured Property Upgrade	\$ 650.00	\$ 650.00			\$ 1,300.00	1,288,848
<b>The New York Times</b>							
The New York Times	Property Spot - Weekday/Saturday	\$ 710.00	\$ 710.00			\$ 1,420.00	846,222
<b>Conde Nast Magazines</b>							
Architectural Digest - Orange County	Full Page				\$ 2,230.00	\$ 2,230.00	12,000
<b>Financial Times</b>							
Financial Times	Property Spot	\$ 730.00	\$ 730.00			\$ 1,460.00	420,914
<b>The Los Angeles Times</b>							
The Los Angeles Times	Hot Property - listing + digital lighthouse	\$ 390.00				\$ 390.00	220,780
The Los Angeles Times	Takeover		\$ 610.00			\$ 610.00	220,780
TOTAL						\$ 36,480.00	10,125,744

\*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	Ad Description	October	November	December	January	Media Total	Reach
<b>Media</b>							
<b>Sotheby's Auction House: Digital</b>							
Sotheby's Bespoke Geo-Targeted Emails	Email						
Sotheby's Bespoke Geo-Targeted Emails	California, UAE, Taiwan	\$ 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 - Abu Dhabi, Dubai, Taiwan, San Francisco, Malibu, Palisades, Irvine						
<b>Comprehensive Digital</b>							
Social Mirror	Behavioral Custom program	\$ 1,500.00	\$ 1,500.00			\$ 3,000.00	200,000
LinkedIn							
Digital Campaign	Custom Campaign	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00		\$ 4,500.00	126,000
<b>Juwal.com</b>							
Hot property upgrade	Hot property upgrade	\$ 425.00				\$ 425.00	2,300,000
Luxe Channel Property Listing	Luxe Channel Property Listing - 6 months		\$425			\$ 425.00	2,300,000
<b>Nob Hill Gazette</b>							
Nob Hill Gazette San Francisco, Peninsula and Silicon Valley	OTM On the Market eNewsletter	\$ 500.00	\$ 500.00			\$ 1,000.00	13,000
<b>JamesEdition</b>							
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 - Hot Property Page	Bonus				\$ -	425,000
<b>Simply Abu Dhabi</b>							
Instagram Post	Instagram Post	\$ 1,375.00	\$ 1,375.00			\$ 2,750.00	51,200
<b>WSJ.com</b>							
Property upgrades	Property upgrades	Bonus	Bonus			\$ -	
Mansion Global Homepage Featured Listing Module	Mansion Global Homepage Featured Listing Module	\$ 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 Featured Property Upgrade	\$ 650.00	\$ 650.00			\$ 1,300.00	1,288,848
<b>The New York Times</b>							
The New York Times	Property Spot - Weekday/Saturday	\$ 710.00	\$ 710.00			\$ 1,420.00	846,222
<b>Financial Times</b>							
Financial Times	Property Spot	\$ 730.00	\$ 730.00			\$ 1,460.00	420,914
<b>The Los Angeles Times</b>							
The Los Angeles Times	Hot Property - listing + digital lighthouse	\$ 390.00				\$ 390.00	220,780
The Los Angeles Times	Takeover		\$ 610.00			\$ 610.00	220,780
TOTAL						\$ 26,640.00	9,793,744

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