



ADVERTISING
BRANDING
MARKETING

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

SKYAD.COM

Marbella Mansion Advertising and Marketing Program

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 Marbella Mansion

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

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 Marbella, Malaga.

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**

TWO PAGE ADVERTORIAL: \$10,500

FULL PAGE: \$3,640

HALF PAGE: \$1,820

QUARTER PAGE: \$910

Global



Sotheby's
INTERNATIONAL REALTY

Austin, Texas
 2014 National Award
 Property # 1230123
 Agent: [Name]
 International Realty
 Broker: [Name] 212 566 2123
 Email: [Email]
 \$50,000,000 USD

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

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Home

1 Central Park West 46R/50C
 With unparalleled breathtaking views, this 50th floor Central Park West residence is a true masterpiece of modern architecture. Every room is meticulously finished with the finest materials, from the marble-clad walls to the custom millwork. This is a rare opportunity to own an exceptional piece of New York City real estate. Call today to schedule your private showing.

New York, New York
 \$2,400,000 USD
 Sotheby's International Realty
 East Side Manhattan Brokerage
 Call: [Phone] 212 566 2123
 Email: [Email]
 \$2,400,000 USD

510 Park Avenue, 15/16
 This residence in the sky spans 2,000 sq. ft. of spectacular 10th floor real estate. The apartment is a true masterpiece of modern architecture. Call today to schedule your private showing.

New York, New York
 \$2,000,000 USD
 Sotheby's International Realty
 East Side Manhattan Brokerage
 Call: [Phone] 212 566 2123
 Email: [Email]
 \$2,000,000 USD

Four Seasons Private Residences
 This amazing 1,100 sq. ft. penthouse is a true masterpiece of modern architecture. Call today to schedule your private showing.

New York, New York
 \$1,500,000 USD
 Sotheby's International Realty
 East Side Manhattan Brokerage
 Call: [Phone] 212 566 2123
 Email: [Email]
 \$1,500,000 USD

SC

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

Canada, Czech Republic, Dubai, Finland, Germany
France, India, Japan, Morocco, Qatar

PRICE: \$2,500/DEPLOYMENT




DIGITAL

SOTHEBY'S SELECTS E-NEWSLETTERS

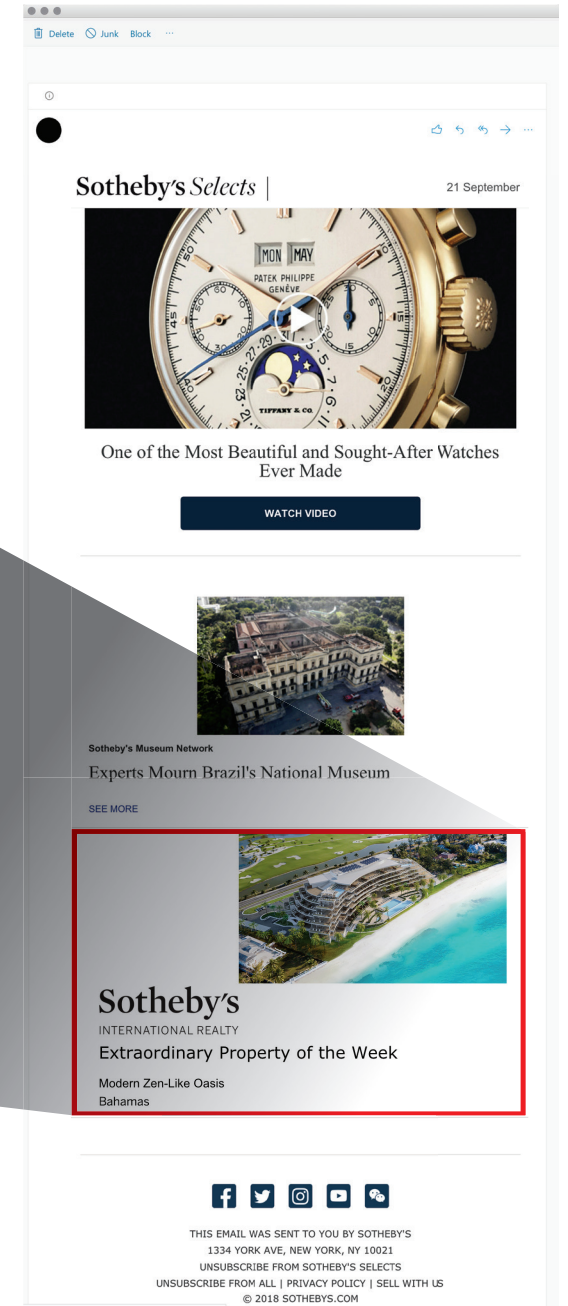
- Every Friday
- 52x Year
- Highlights upcoming auction events
- 488,357+ recipients
- 34% average open rate

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

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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

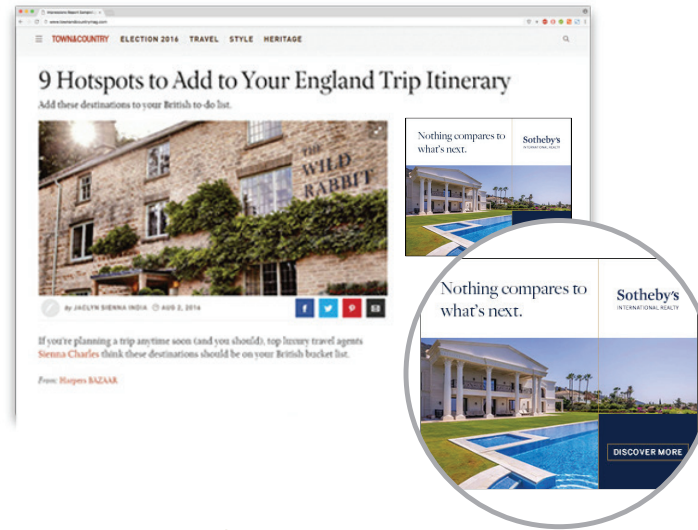
Impressions Campaign

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: **Marbella Mansion**
- 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.

INVESTOR'S BUSINESS DAILY®

THE WALL STREET JOURNAL.

FOX BUSINESS

THE BUSINESS TIMES

FORTUNE

Frankfurter Allgemeine
ZEITUNG FÜR DEUTSCHLAND

FT

FINANCIAL TIMES
Business

BARRON'S

ASHAI DESIGN
CONSULTING CORPORATION

REUTERS

Gulf Business



Forbes

ET THE ECONOMIC TIMES

The
Economist

FINANCIAL POST



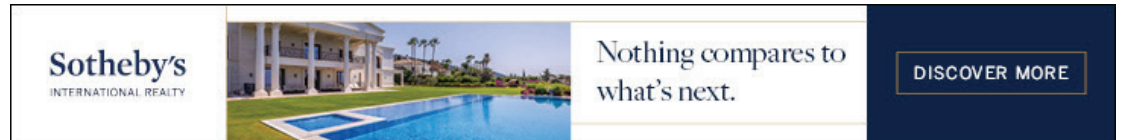
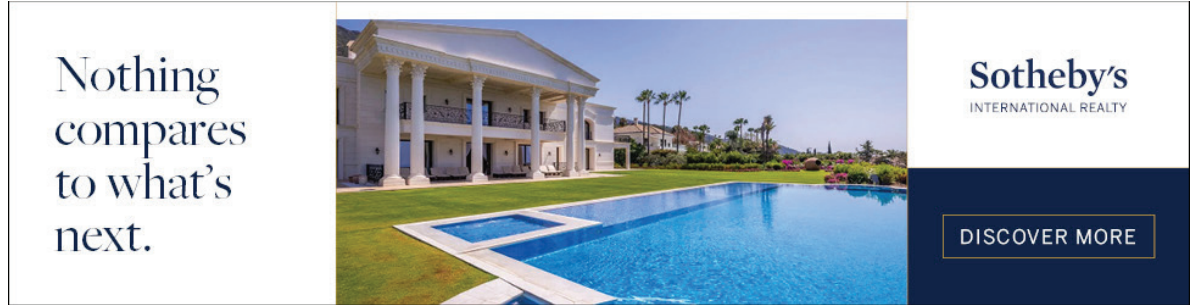
Creative

SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

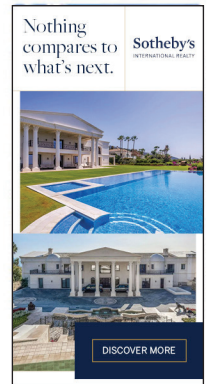
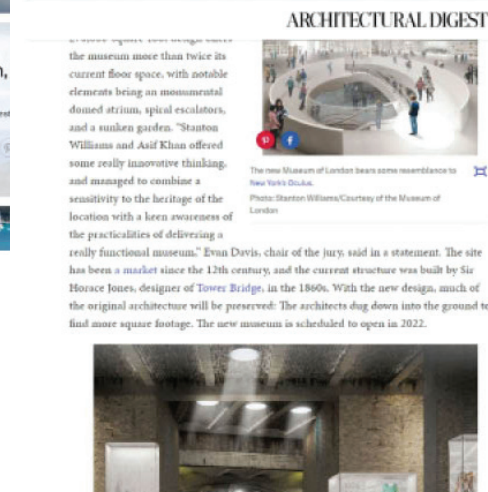
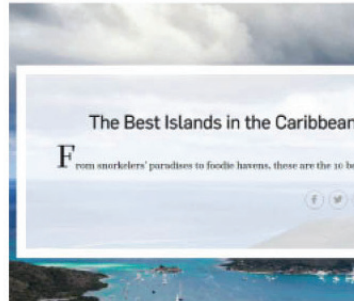
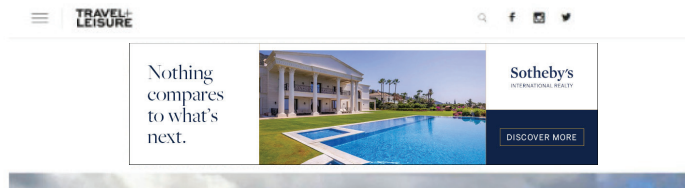
We create and produce banner ads for your campaign that best reflect your property and company image. We assist with photo selection and editing as well as ad design and sizing.

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

BANNER PRODUCTION: \$350



Sample Banners For Impressions Programs As They Appear On Sites

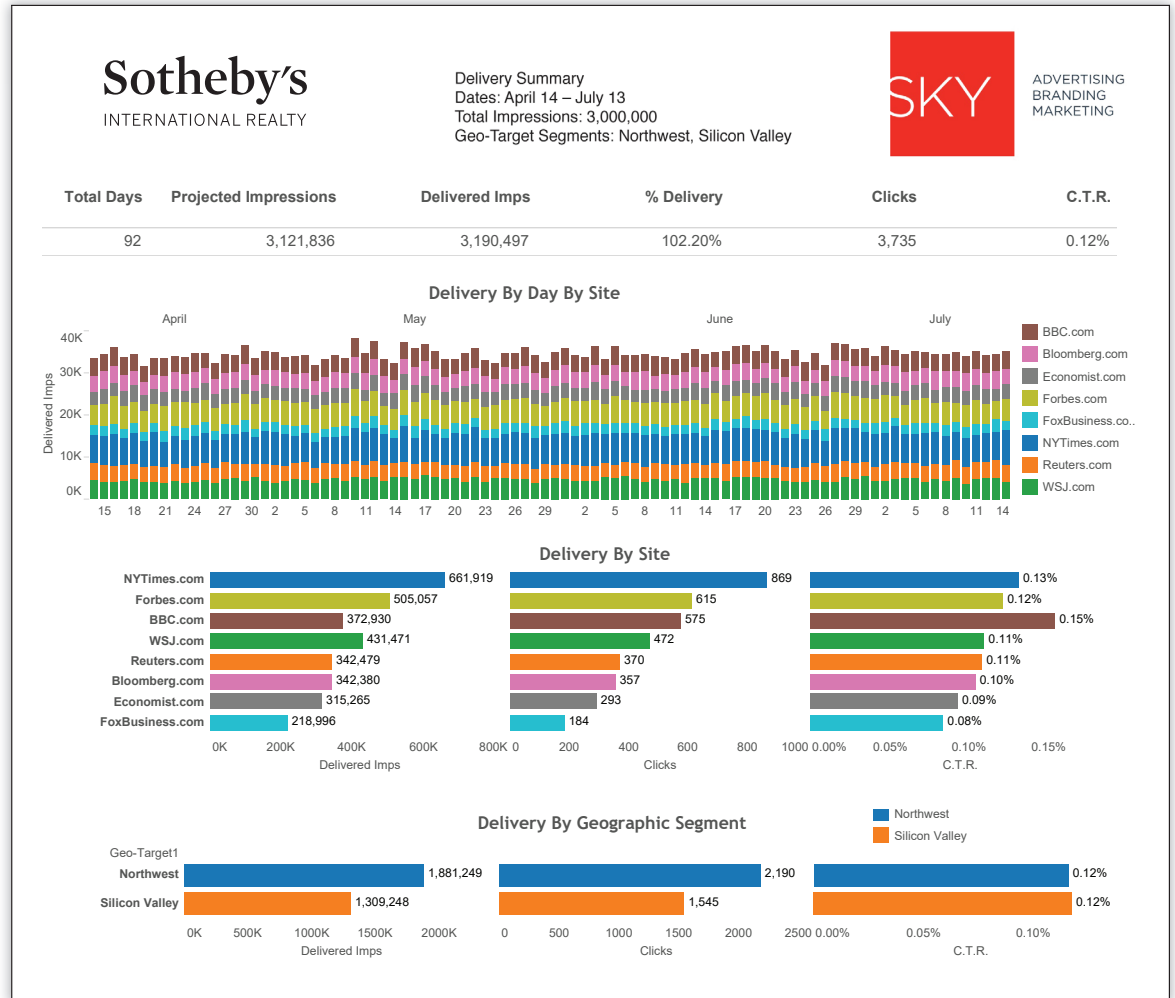


Comprehensive Reporting For Your Customized Campaign

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 Canada, Czechia, Dubai, Egypt, Finland, France, Germany, Japan, Morocco, New Delhi, Qatar, Singapore, South Africa, Sweden, Switzerland, Taiwan, United Kingdom, United States.

The program, with a projected start date of September 1st and will run for three months delivering an estimated 1,500,000 impressions.

This will include:

- A Site-specific segment that allows us to reach a high-net-worth audience (Adults top 10% HHI), living in Canada, Czechia, Dubai, Egypt, Finland, France, Germany, Japan, Morocco, New Delhi, Qatar, Singapore, South Africa, Sweden, Switzerland, Taiwan, United Kingdom, United States.
- A custom intent segment that will allow us to show banners to adults searching Marbella area residential real estate and living in Canada, Czechia, Dubai, Egypt, Finland, France, Germany, Japan, Morocco, New Delhi, Qatar, Singapore, South Africa, Sweden, Switzerland, Taiwan, United Kingdom, United States.

SITE SPECIFIC

This segment consists of premium global business/finance websites such as WSJ.com, Foxbusiness.com, Reuters.com and more to extend the overall reach of the program. com, Forbes.com and FoxNews.com.

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.

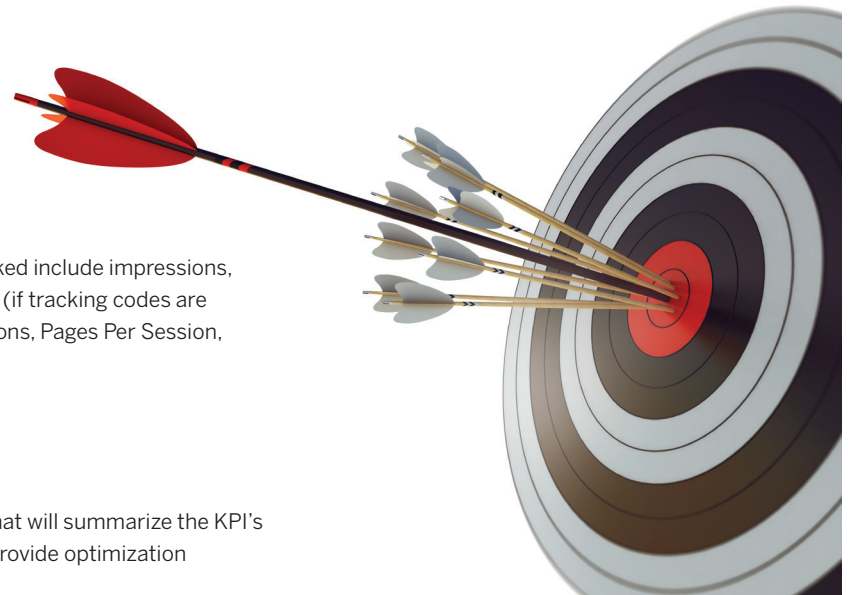
To ensure that the banners are seen in a premium environment, we have created a "whitelist" of sites. Ads will only show to people who have met our targeting criteria (behavior, income, and geo-target) on one of these sites. The site list includes top news, business, finance, sports, politics, and tech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

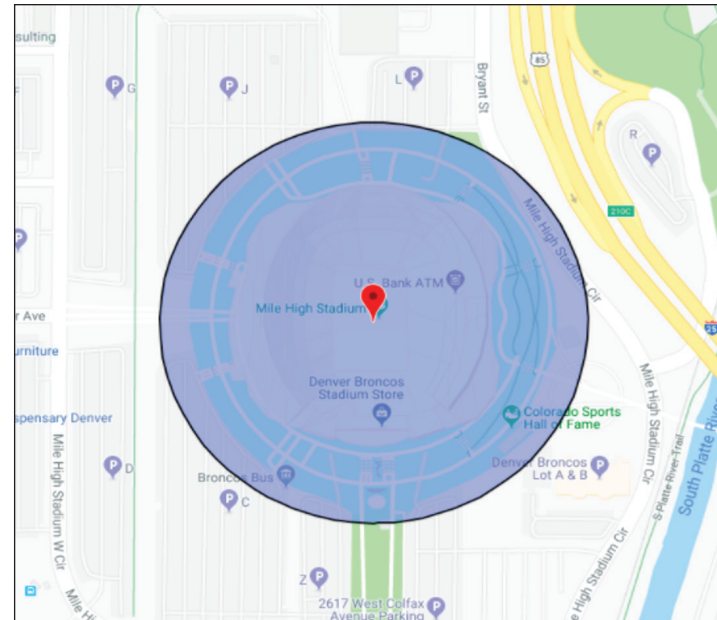
Seville SIR Marbella Mansion

Media	Geo-Target	September				October				November				Impressions	
		01	08	15	22	29	06	13	20	27	03	10	17		24
WSJ.com	Canada, Czechia, Dubai, Egypt, Finland, France, Germany, Japan, Morocco, New Delhi, Qatar, Singapore, South Africa, Sweden, Switzerland, Taiwan, United Kingdom, United States														1,175,000
Barrons.com															
Investors.com															
FT.com															
Economist.com															
CNBC.com															
Fortune.com															
Reuters.com															
Forbes.com															
FoxBusiness.com															
CNBC.com															
BusinessTimes.com.sg															
Ashai.com															
EconomicTimes.indiatimes.com															
FAZ.net															
Losechos.fr															
GulfBusiness.com															
FinancialPost.com															
Custom Intent - Marbella Area Real Estate	Canada, Czechia, Dubai, Egypt, Finland, France, Germany, Japan, Morocco, New Delhi, Qatar, Singapore, South Africa, Sweden, Switzerland, Taiwan, United Kingdom, United States													325,000	
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**

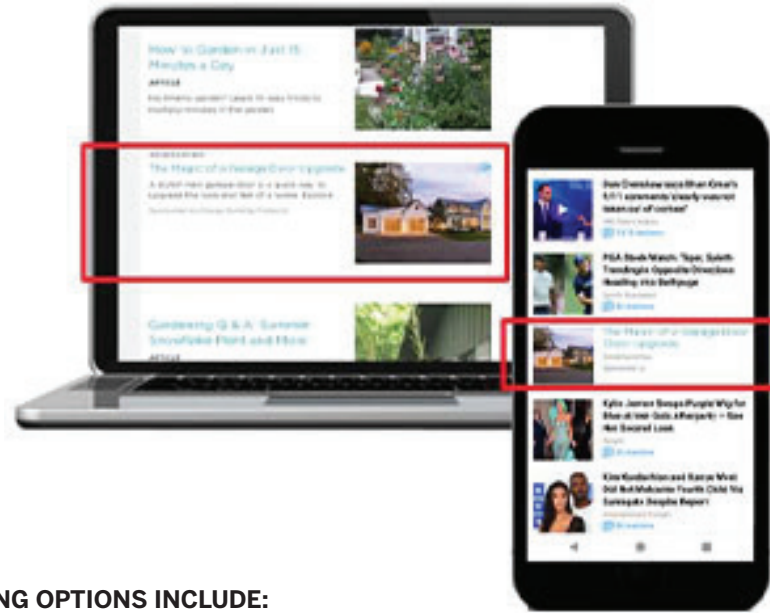
Comprehensive Digital

NATIVE DISPLAY

Native ads dynamically match the look, feel and visual context of the website or app where they are seen. They can run across all devices or be specified mobile only. Native ads can be either video or a dynamic picture.

HIGHER ENGAGEMENT:

- Native ads are viewed 53 percent more frequently than display ads, providing a higher CTR (60 percent).
- Native ads result in an 18 percent increase in purchase intent.
- Native ads can help lift a brand by up to 82 percent.



TARGETING OPTIONS INCLUDE:

- **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 Native ads on the web pages where they appear A.I.
- **Targeting** – Showing your display or video ads to people across all devices, using machine learning to target consumers based on who is engaging with the ad.
- **Custom Audience Matching & Lookalike Audiences**– target people on your list of emails, addresses, or phone numbers and show them native ads when they browse websites and apps.
- **Cross Platform Targeting** available from Mobile Conquesting.
- **Native ads** come in many forms, but all share the common goal of not “looking” like an ad.
- **Native ads** are proven to have higher levels of engagement than traditional non-native ads, and they get results.

PRICE: STARTING AT \$1,500 PER ONE MONTH

Comprehensive Digital

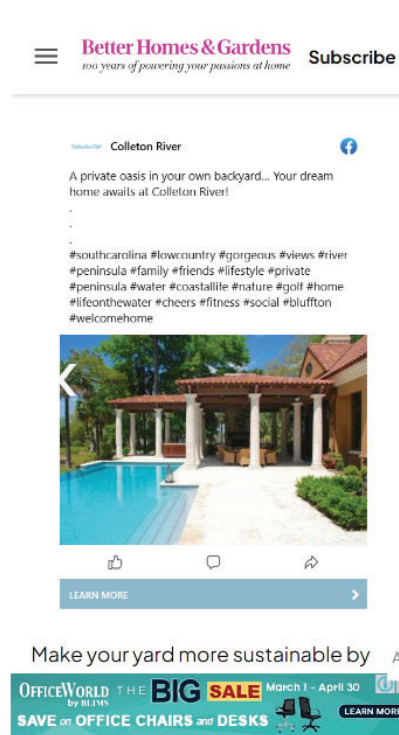
SOCIAL MIRROR ADS

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.

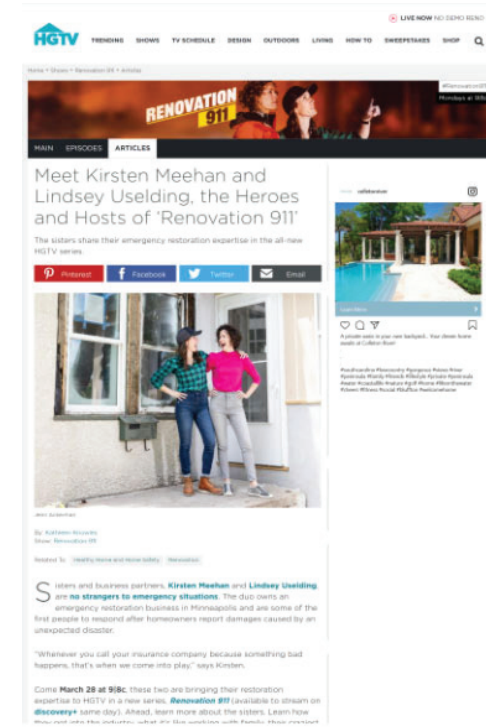
Social Mirror ads can be done with any organic or paid posts from your business account on these 8 social media platforms: Facebook, Instagram, Twitter, LinkedIn, TikTok, Pinterest, Snapchat, or YouTube.

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

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

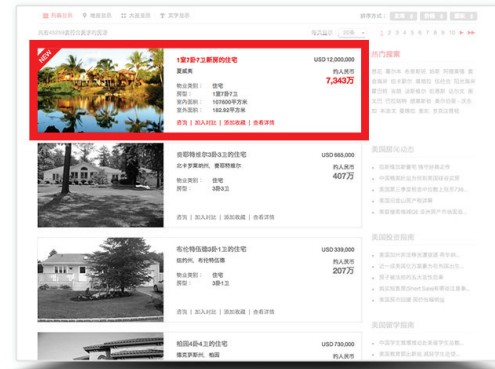
MONTHLY MANAGEMENT:

\$350/MONTH (6 MONTH MINIMUM)

MEDIA: SPEND BASED ON PROGRAM

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

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

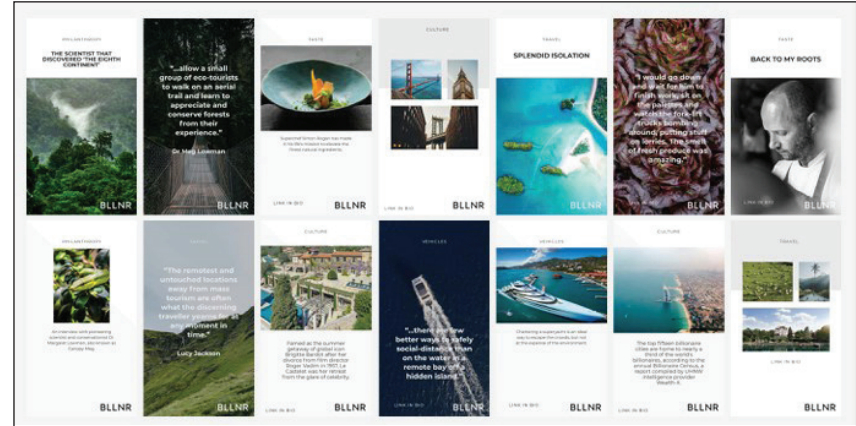
1x hyper-targeted social media campaign (4 weeks) - target UHNW's on FB/IG via the Billionaire social channels, driving targeted traffic to the content piece online

CUSTOM CONTENT + ENEWSLETTER:

PRICE: \$4,300

CUSTOM CONTENT + SOCIAL CAMPAIGN:

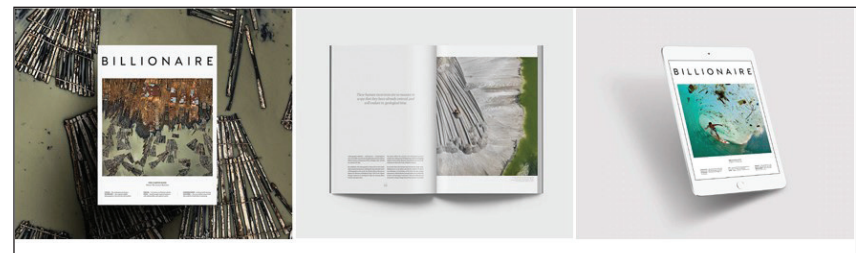
PRICE: \$6,000



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.



Country Life

Country Life is the world's most celebrated magazine of the British way of life, its countryside, properties, and gardens.

Three core audience pillars:

Traditional country champions – wealthy empty nesters enjoying their retirement in the countryside.

Custodians of the land – country dwellers with a deep emotional connection to the countryside.

Discerning Country – a quietly refined group, the most affluent, and willing to spend on the brands that reflect their discerning taste.

- 1.68M Global page views per month
- 352K Social Followers
- 81% Targeted HNWI Audience

E-NEWSLETTER

Published Wednesdays & Saturdays Reach 25,000 loyal readers who are infatuated with property, architecture, the arts, gardening, the countryside, schools and wildlife.

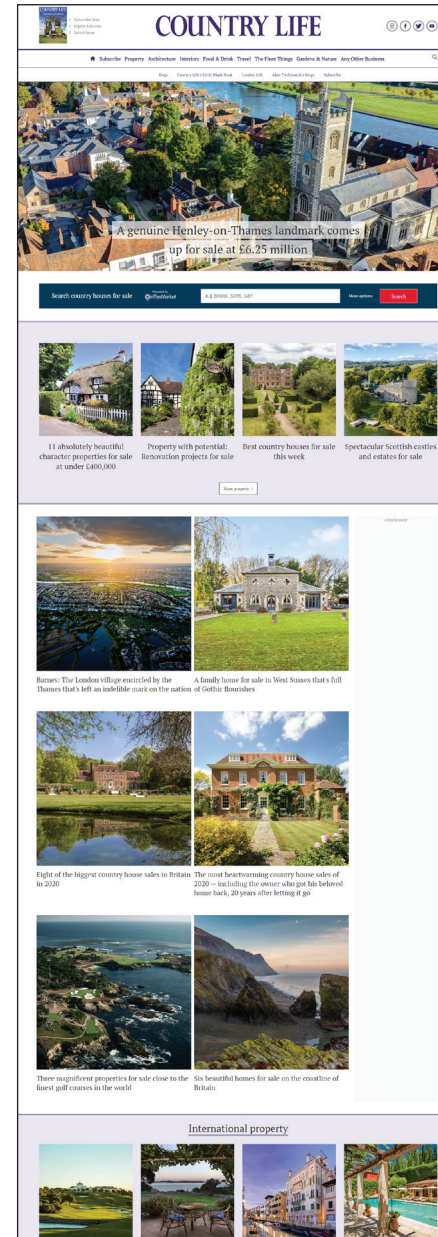
- **19.6%** Average CTR
- **40%** Unique Open Rate

PRICE: \$1,600

E-NEWSLETTER DEDICATED SEND

Published Wednesdays & Saturdays Reach 25,000 loyal readers who are infatuated with property, architecture, the arts, gardening, the countryside, schools and wildlife.

PRICE: \$1,850



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.

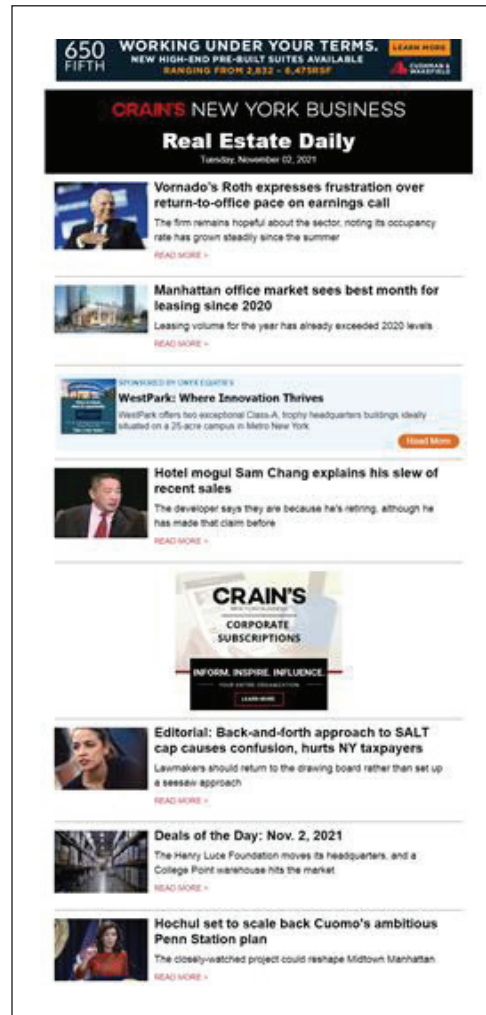
CRAINS HAS AN INFLUENTIAL AUDIENCE OF DECISIONMAKERS

- **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)

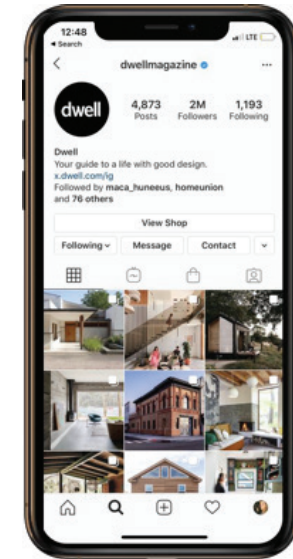
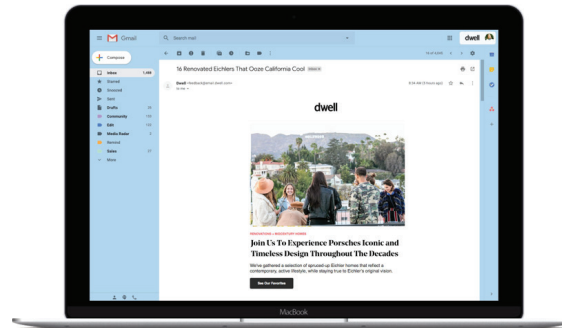


Dwell Real Estate

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

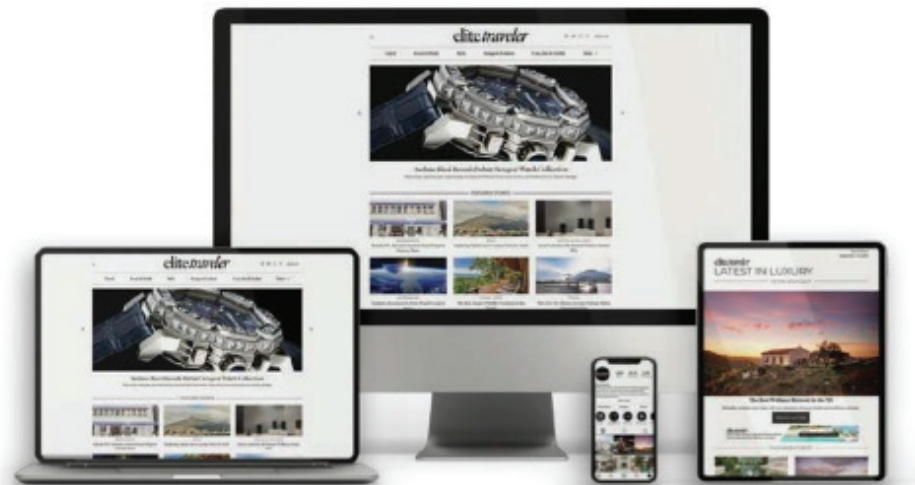
Since its launch in 2001, Elite Traveler has been the market-leading guide and curator of the global luxury lifestyle of UHNW individuals. It is written and designed by an experienced team of editors in New York and London for the elusive global elite who live the private jet lifestyle, delivering expert 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' 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 large image of a modern interior with the text 'THE PENTHOUSES AT GOLDEN PEAK \$23,900,000'. To the right, there's a section titled 'Find luxury Real Estate and Homes for sale' with a brief description of the platform. Below this, there's a 'Featured luxury properties' section with a grid of property listings, each with a thumbnail image and key details like '5 Bedrooms - Pent...', 'Stunning Sherwood...', 'Envious Estate by...', and 'Modern Apartment...'. At the bottom, there's a 'News about luxury real estate' section with several article teasers, including 'Most exclusive neighborhoods of Hong Kong', 'The Bahamas: Inside the most exclusive gated communities', 'Trending: Golf property in the "Golden Triangle" area of Algarve, Portugal', and 'Real Estate in Whistler: Three Luxury Neighborhoods in Nature Worth Exploring'. The footer contains 'Site Links', 'Tools', 'About JamesEdition', and 'Top Brands'.

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.

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 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

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.

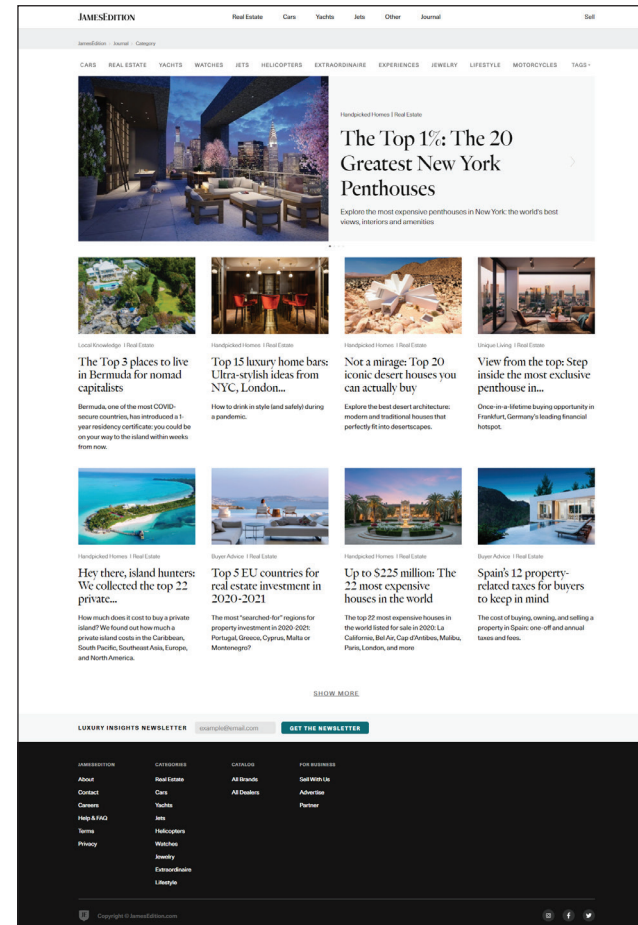
A Featured Story is an article published on the website. Articles are evergreen content. The average time that viewers spend on an article page exceeds 2 minutes indicating that article views come from the most loyal and engaged users.

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.

NEWSLETTER TOP & ARTICLE: \$5,500

NEWSLETTER TRENDING & ARTICLE: \$3,300



jamesedition.com

SOCIAL MEDIA POST

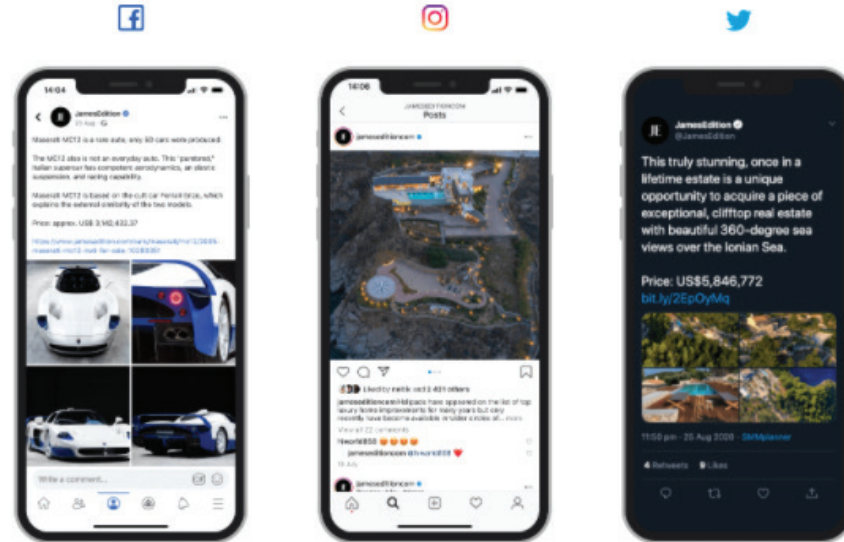
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With more than 10 million monthly page views from around the world, JamesEdition.com is the quintessential marketplace for ultra-high net worth individuals. With users evenly spread throughout the Americas, EMEA and Asia, JamesEdition.com is the only 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 the text 'START YOUR SUBSCRIPTION TODAY!'. Below the article, there are sections for 'ABOUT THE AUTHOR' and 'RELATED POSTS', each with a small thumbnail image and a title. The overall design is clean and professional, typical of a luxury lifestyle magazine's website.

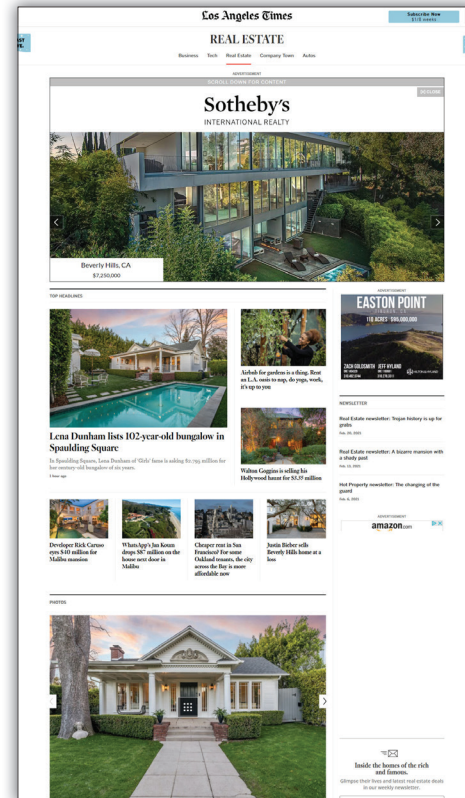
LA Times

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**



Le Figaro

The finest selection of properties to buy and to rent, in France and abroad.

PROPRIÉTÉS LE FIGARO.COM – FRANCE

- **2.1 million** sessions per month
- International audience: **22%**
(Top 5 audience: US, UK, Belgium, Switzerland, Germany)

PROPRIÉTÉS LE FIGARO.COM – INTERNATIONAL

- **180,000** sessions per month
(top 5 audience: US, UK, France, Canada, Australia)

HEADLINE SEARCH

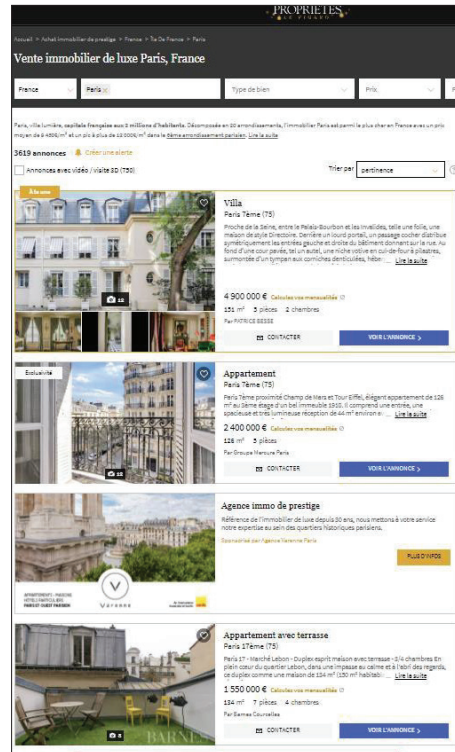
Position your property at the very top of the results page.

FEATURED CITY: \$795/CITY/MONTH

NATIVE AD

Premium display format increases visibility among search results. These placements are also able to appear to users with specific search criteria – castles, manors, etc.

NATIVE PLACEMENT BY CITY: \$500/CITY/MONTH



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.



Nikkei Business Publications

Nikkei Business Publications Inc. (NikkeiBP) is one of the largest magazine publishing group and content provider in Japan. They publish the no. 1 business magazine, Nikkei Business and among other B2B and consumer magazines such as lifestyle, computer, electronics, and trade as well. They have a database collection of all their website members, magazine readers, magazine subscribers, visitors to seminar/ trade shows (organized by NikkeiBP). They are either business executives, corporate level managers, doctors, IT decision makers or engineers – all with high level income.

EMAIL MARKETING:

NikkeiBP offers **active targeting mail** service (similar to email list rental service). An email newsletter blast to target specific audience with interest in REAL ESTATE.

PRICE: FROM \$3,750



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



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

OCEAN HOME MAGAZINE EXCLUSIVE E-MAIL CAMPAIGN

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

Sent weekly on Wednesday and Sundays, we deliver your message to our discerning audience of high net worth coastal home owners and elite industry professionals.

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.

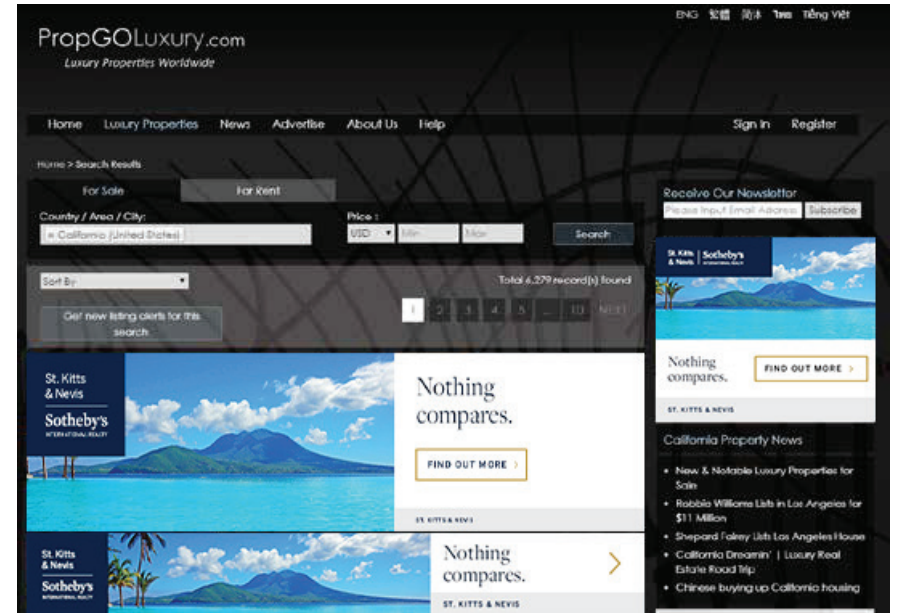
FOUR SEASONS PRIVATE RESIDENCES ANGUILLA
Deluxe Suites to 3-Bedroom Villas
From \$125,000 to over \$10 Million

RMS

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: \$750



RobbReport.Com

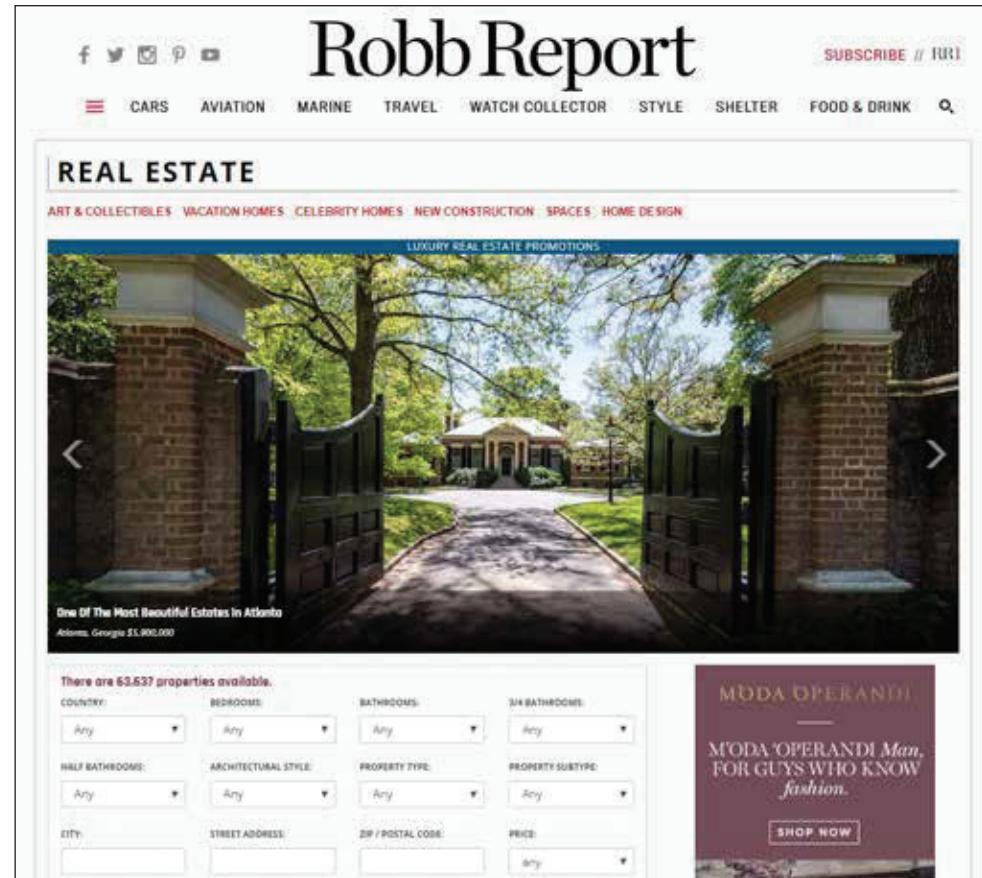
REAL ESTATE MEDIA BAR

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



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.

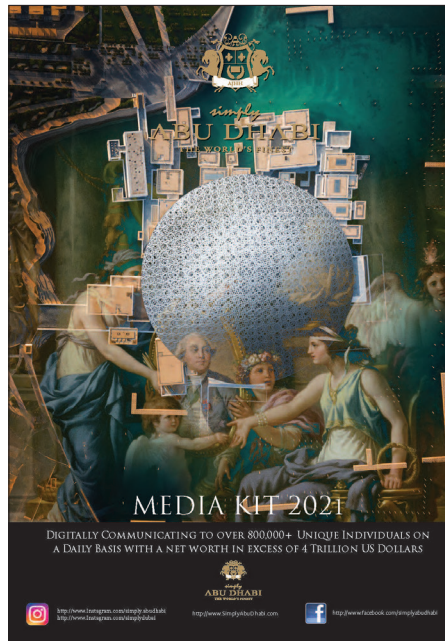
INSTAGRAM POST

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)

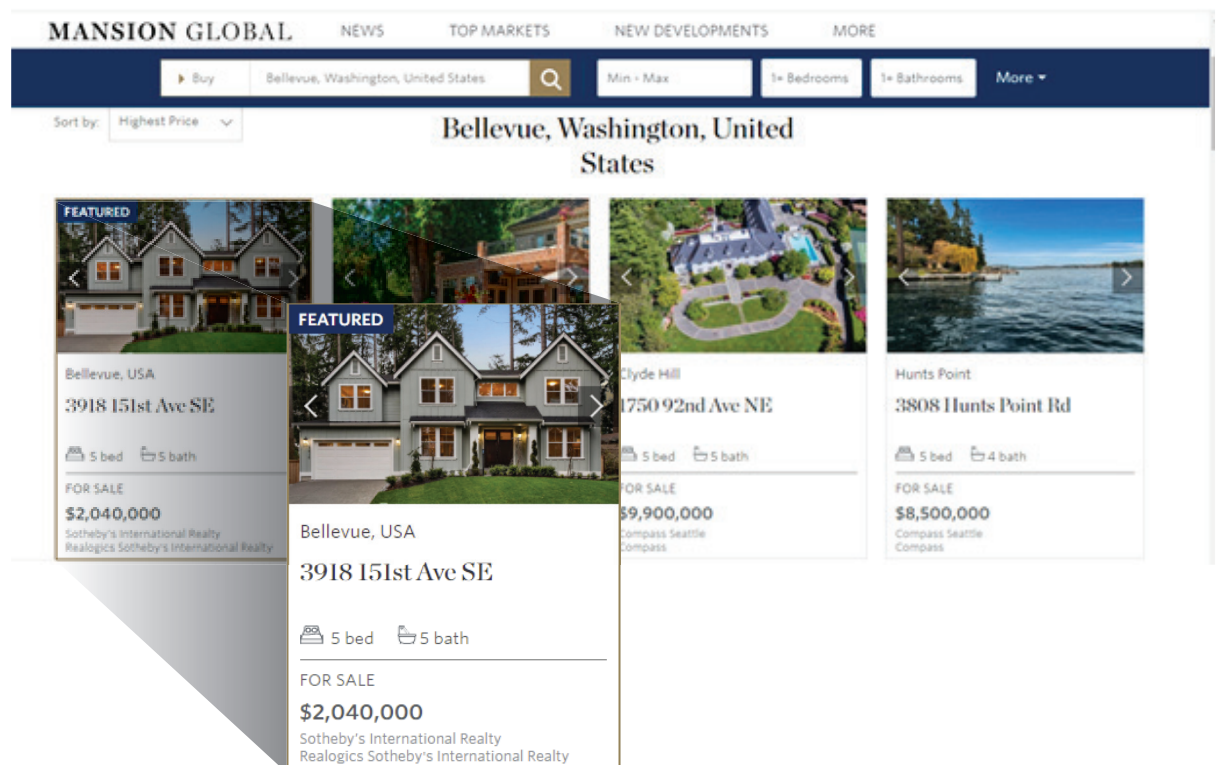
FEATURED PROPERTY UPGRADES

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

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	\$7,500,000
6. 5 Fernhill Court, Boca Raton, FL	\$73,300,000
6. 4882 201 Street, Surrey, BC	\$18,800,000
7. 41 St. Patrick, Brentwood, QC	\$12,000,000
8. 7522 7522 Ave Royale, Chateau-Richer, QC	\$24,000,000
9. 8555 McLaugh, Toronto, ON	\$12,000,000
10. 489 Sandrine Road, Toronto, ON	\$20,000,000

Region	Average Home Price	Number of Luxury Listings (over \$2M)	Most Expensive Listing
British Columbia	\$720,028	3,120	\$28,000,000
Vancouver	\$1,487,048	870	\$38,000,000
Surrey	\$867,400	122	\$28,000,000
Whisper	\$1,053,300	26	\$25,000,000

Region	Average Home Price	Number of Luxury Listings (over \$2M)	Most Expensive Listing
Ontario	\$578,072	1,061	\$35,000,000
Toronto	\$869,817	332	\$30,000,000

Region	Average Home Price	Number of Luxury Listings (over \$2M)	Most Expensive Listing
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
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

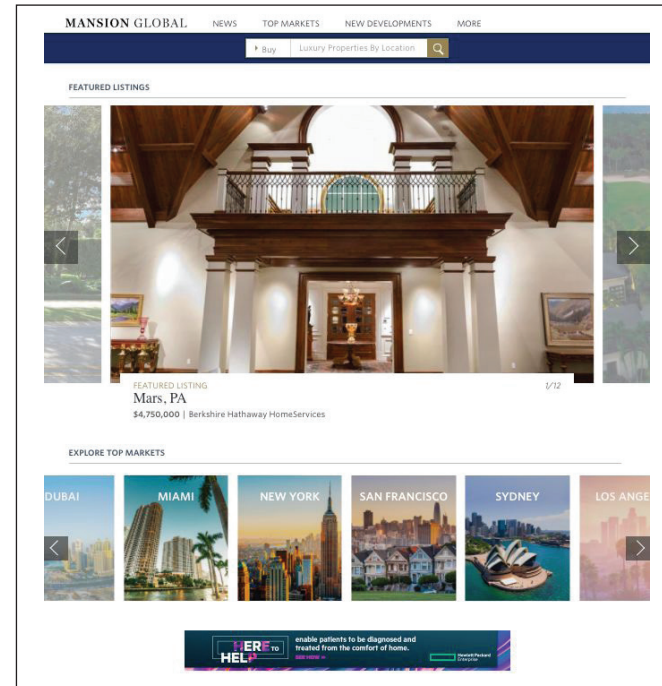
Powered by  AllChives 

The Wall Street Journal Online (WSJ.Com)

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



The screenshot shows the 'BOAT BRIEFING' section of the Boat International website. At the top, there's a navigation bar with the word 'BOAT' and a link 'No Images? Click here'. Below this is a large image of a yacht's steering wheel with the text 'BOAT BRIEFING'. The main content area is divided into three sections: 'LATEST BROKERAGE NEWS' and 'LATEST YACHT NEWS'. Each section contains several article cards, each with 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 yacht and a Lürssen 130 metre+ Project Lightning. At the bottom, there's a small advertisement for Inmarsat's Fleet Xpress service.

Yachts and Yachting e-Newsletter

Yachts & Yachting has been essential reading for sailors with a passion for competitive racing since its launch in 1947. Each issue is filled with advice from sailing experts covering every aspect of the racing scene, from dinghies to keelboats and sailing techniques to gear tests. Yachts and Yachting is recognized the world over as essential reading for anyone with a passion for competitive sailing. Boasting a unique heritage that both inspires and informs its readers. Yachts and Yachting reports directly from the cutting edge of the sport.

- Subscribers: **70,000**
- Male / Female: **78% / 22%**
- Average Age: **38**
- Frequency: **Monthly**
- Average HHI: **\$410,000**
- Average Open Rate: **22 - 25%**
- Average Click-through Rate: **2% - 8%**

PRICE: \$650



CHANGE THE WAY YOU SAIL
Get more out of your sailing experience with our displays, processors or apps.

YACHTS & YACHTING

WINDWARD MARK EXPERT

The July issue of Yachts & Yachting is out now and is packed with practical racing advice, whether you are a club dinghy sailor or aiming for the Rolex Fastnet Race on 3 August. Olympic coach Mark Rushall's expert advice on rounding the windward mark applies to us all – although as windward marks go, the Fastnet Rock takes a bit more navigating than your average inflatable yellow triangle.

[READ MORE](#)

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www.vmgtechnology.co.uk




The performance sailing magazine

YACHTS & YACHTING

SOUTHAMPTON BOAT SHOW PREVIEW PLUS TICKET OFFER

Extreme lift off
Foil racing frenzy comes to UK
PLUS Meet Ainslie's Rebels

America's Cup
Latest from Luna Rossa and wing sail insights

Learn to foil
How to get airborne

Round the Island
SPECIAL REPORT INCLUDING
Jules Salter's winning tactics
Ben Fogle's five races in one

Dee Caffari
What's next?

GYBE-SET
Get ahead at the mark

FIREBALL FOCUS
Bike head for Worlds in Canada
why is this the class to sail?

BOAT TEST: EPOH
The innovative performance
skiff for honing speed skills

EXOTIC GETAWAYS
Get set on your dream charter
holiday in tropical paradise

See BART'S BASH
help set a new world record
and fundraise for your club.

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

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 two of 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 one of the contests, presidential nominee Joe Biden.

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Web's Far Right Can Hear Itself As Trump Talks
By KEVIN WOOD and JILL WINTON
On Wednesday, members of the far-right fringe of the conservative movement gathered in a room in Washington, D.C., to hear a speech by the president-elect. The speaker, Donald Trump, was widely expected to deliver a message of reassurance to his supporters, but instead he delivered a message of division. He attacked the media, the judiciary, and the political establishment, and he promised to bring about a new era of "law and order" in Washington. The speech was widely criticized, and it was seen as a sign that Trump was not the moderate conservative that many had hoped for. The speech was also seen as a sign that Trump was not the populist that many had hoped for. The speech was also seen as a sign that Trump was not the nationalist that many had hoped for. The speech was also seen as a sign that Trump was not the leader that many had hoped for.

Spending Millions in a Bid to Avoid Sanctions
By BENJAMIN SVETKEY
The U.S. Treasury Department is spending millions of dollars to help companies in Hong Kong avoid sanctions. The Treasury Department is concerned that the Chinese government might use Hong Kong as a base for operations that could be sanctioned. The Treasury Department is therefore providing financial assistance to companies in Hong Kong to help them avoid sanctions. The Treasury Department is also providing financial assistance to companies in Hong Kong to help them avoid sanctions. The Treasury Department is also providing financial assistance to companies in Hong Kong to help them avoid sanctions.

Called to Serve, Utah Mayor Always Answered
By JEFF TREMPER
NORTH OGDEN, Utah — The 100th anniversary of the founding of the city of North Ogden is being celebrated in a variety of ways. One of the ways is by honoring the city's first mayor, John W. Hays. Hays was a man of many talents, and he was always ready to serve his community. He was a leader, a builder, and a patriot. He was always ready to serve his community, and he was always ready to answer the call to serve.

Offering Little Pool, Russian Accuses Georgia Rival of 'Hack'
By RICHARD HENNEY
ATLANTA — The words, from a rival of the Russian president, were not surprising in the context of the ongoing tensions between the two countries. The Russian president, Vladimir Putin, has been accused of hacking into the systems of the Georgian government. The Russian president has also been accused of interfering in the Georgian election. The Russian president has also been accused of supporting the Georgian opposition. The Russian president has also been accused of supporting the Georgian separatists.

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Real Estate
The New York Times

THE HAMPTONS NORTH?



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

By JILL M. SACKIN
For some time, the Hudson Valley was enjoying a boom. It was called the "second wave" because it was the second wave of the real estate market. It was the second wave of the real estate market. It was the second wave of the real estate market.

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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. (aka a beach) area directly visible to the ocean for water sports.

SIBAHAMAS.COM/ID/V29V67

Bahamas | Sotheby's
INTERNATIONAL REALTY

5305 Carlsbad Boulevard, Carlsbad, CA 92008

Eric Santorino
Elite Agent
858.334.3557
eric@ericcarlsbad.com
DRE#02156001

5305 Carlsbad Boulevard
5 BR | 3.0 BA | 3029 SQ FT
\$25,000,000

Stunning single story 15,000 sq ft oceanfront lot spanning two acres with over 100 feet of prime Southern California coastline featuring panoramic views of the Pacific Ocean & private stairs to the sand. This prestigious gated estate is truly unlike anything else.

SOTHEBYSREALTY.COM/ID/THE44

Pacific | Sotheby's
INTERNATIONAL REALTY

The New York Times International Edition

The New York Times International Edition is a sophisticated and comprehensive daily report for opinion leaders and decision makers around the world. The mission of the New York Times International Edition is to enhance the global community by creating, collecting and distributing high-quality news and entertainment. Its readers have levels of income and investment that can hardly be described as average; much like the newspaper they enjoy reading, these levels reflect their highly mobile and affluent status. New York Times International Edition readers are people whose tastes tend toward the deluxe, leading active and upscale lifestyles.

- Circulation: **214,775**
- Geographic distribution: **Europe, Asia, Pacific, Middle East, N. Africa, Americas**
- Readership: **421,373**
- Male / Female ratio: **76% / 24%**
- Average household income: **\$367,700**
- Median age: **55**

DOUBLE PROPERTY SPOT: \$1,140
PROPERTY SPOT: \$570

Global



Sotheby's
INTERNATIONAL REALTY

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\$150,000,000
Greenwich Brokerage
LESLIE MCELWREATH | JOSEPH BARBIERI
leslie.mcelwreath@sothebys.realty +1 917.539.3654

CENTRE ISLAND, NEW YORK



357 Centre Island Road
\$9,750,000 | DanielGale.com/listing/dgid584848
Daniel Gale Sotheby's International Realty
KATIE CUDEBACK
katiecudedback@danielgale.com +1 516.238.9919

NEW YORK, NEW YORK



840ParkAve.com
\$11,500,000
East Side Manhattan Brokerage
JEANNE H. BUCKNAM | NIKKI FIELD
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SHELTER ISLAND, NEW YORK



29 Winthrop Road
\$9,499,000 | DanielGale.com/listing/dgid786671
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PRINT

Bentley Magazine

Official luxury publication for the Bentley brand.

- Circulation: **62,000**
- Mailed to **54,000** Bentley owners globally per issue
- A further 8,000 copies are mailed to top clients of Bentleys luxury partners such as:
Brietling | Vertu | St Regis
- Readership: **190,000** readers belong to a highly-targeted audience in terms of wealth
- Average Household Net Worth: **\$1,037,000**
- **71%** Of audience over **\$34 million** in Assets
- Male/Female Ratio: **85%/15%**

PRICE: \$15,000 DOUBLE PAGE SPREAD

Global



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



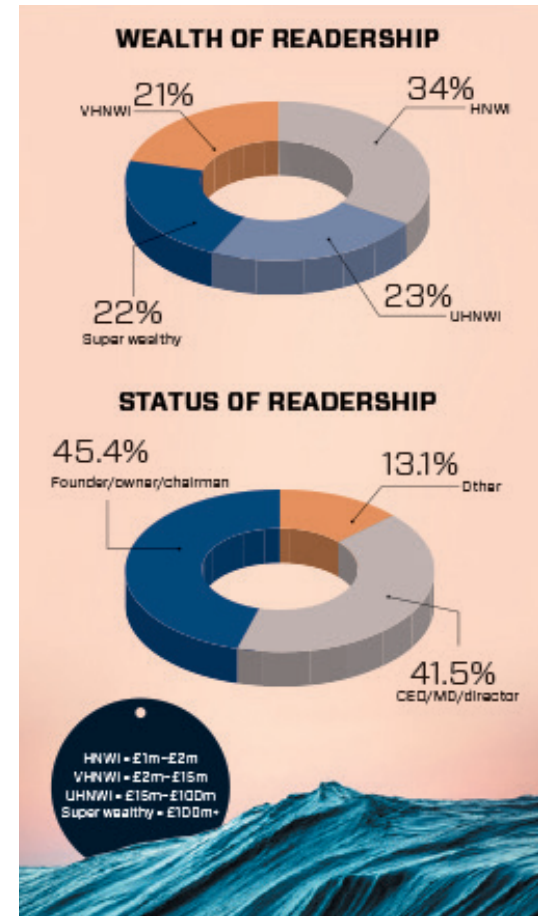
Boat International

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



PRINT

Conde Nast UK

Vogue, House and Garden, Tatler, and GQ have a unique readership of affluent, upmarket individuals for whom luxury living is a high priority.

- Readership: 1,559,000
- Average Age: 41
- Circulation: 205,080

DISTRIBUTION

London, Avon, Bedfordshire, Berkshire, Buckinghamshire, Dorset, Essex, Gloucestershire, Hampshire, Hereford & Worcestershire, Hertfordshire, Isle of Wight, Kent, Oxfordshire, Somerset, Suffolk, Surrey, Sussex.

INTERNATIONAL DISTRIBUTION

Dubai, Singapore, Malaysia, Hong Kong, and China.

PRICE: FULL PAGE IN 4 MAGAZINES \$9,000

GQ
OCTOBER 2020
100+ titles
#BlackLivesMatter
Nihal Arthanayake on 'BAME' faces
David Oshoga on slaver statues
David Lammy on what comes next
and...
the 23-year-old teaching the UK a black history lesson

HOUSE & GARDEN
THE DESIGN AND DECORATION ISSUE
PLUS
SUPPORTING GLOBAL APPROPRIATE WORK
DIANA HILL LAYESLEY
New star
Why 2020 actually is the best time to start a business

TATLER
October 2020
Feel fabulous!
The best work is 2020's best
From Q to J
Whole new U
How to social climb during the pandemic

VOGUE
THE BIG FASHION ISSUE
FUTURE-PROOF STYLE
23 BRITISH DESIGNERS LEADING THE WAY

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THE TRAVELSTEAD®
Alex Lerner
410.462.9175
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410.850.1113
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PRINT

GQ

For more than 50 years, GQ has been the premier men's magazine, providing definitive coverage of style and culture. With its unique and powerful design, work from the finest photographers, and a stable of award-winning writers, GQ reaches millions of leading men each month.

FULL PAGE, SOUTH FLORIDA: \$2,890



The New Yorker

INSPIRE AFFLUENT BUYERS

With over 60 local and feeder market regions available with exclusive rates, you can reach these high-income, luxury buyers when they're inspired to buy. Inspire the decisions and feed the fantasies of your potential buyers with a full-page, full-color ad in The New Yorker.

- Full page, color

MANHATTAN: \$6,430



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TRAVELSTEAD!
Alex Lerner
443-489-3125
alexner@ttr.com

Lydia Travelstead
443-899-2113
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LAURIE SILVERMAN

Selling New York City

300 Central Park West, Apt 25G | 4 beds | 4.5 baths | Price Upon Request

60 Gramercy Park North, Apt 15A | 3 beds | 2.5 baths | Price Upon Request

LAURIE SILVERMAN
Senior Global Real Estate Advisor, Associate Broker
617-865-2834 | laurie.silverman@sothebysrealty.com
laurie@lauriesilverman.com

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- Full page, color

LOS ANGELES/WEST LA: \$3,410



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Live amongst the clouds with the best undisturbed view in Baltimore. Highlighting the epitome of elite condo living within the Four Seasons Private Residences Baltimore. Residence #2501 features 2,000+ square feet of living with high-end finishes and a seamless open floorplan. Centrally located to America's most prestigious golf courses: Caves Valley, Congressional, Baltimore Country Club and more.

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LAURIE SILVERMAN

Selling New York City

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60 Gramercy Park North, Apt 15A | 3 beds | 2.5 baths | Price Upon Request

LAURIE SILVERMAN
Senior Global Real Estate Advisor, Associate Broker
617-685-2634 | laurie.silverman@sothebysrealty.com
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6858 Casitas Pass Road

Perfectly sited between the Santa Ynez mountains and Pacific Ocean, The Prancing Horse Estate is considered to be one of Carpenter's trophy properties. With authentic Tuscan architecture by renowned local architect Don Nutty, the estate boasts over 12 acres of exquisitely manicured and landscaped grounds.

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7901 (916) 453-9500
theprancinghorseestate.com

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Bahamas | Sotheby's INTERNATIONAL REALTY

Sundara Ocean Club Estates

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

Sundara
Paradise Island, The Bahamas
8488 (242) 322-2200
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Estate Agents
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PRINT

Country Life

Launched in 1897, Country Life Magazine is one of Britain's best known and respected magazine that has, for 120 years, celebrated the greatest British architecture, property, interior design and gardens.

Country Life International offers beautiful advertising pages showcasing the latest properties for sale. Not only this, its dedicated editorial team provides opinion and thought-provoking content and stunning photography that is critical to anyone seriously interested in realising their dream of living in a beautiful home abroad. Its content is fresh and relevant, ensuring readers return to the magazine time and time again. Buyers can find the best new villas and luxury houses for sale in Europe, North America, the Caribbean and beyond.

- Circulation: **41,000**
- Male/Female: **50/50**
- Average Age: **55**
- HNW Audience: **85%**

PRICE: \$3,750 FULL PAGE

International Properties Edition



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

EXUMA, THE BAHAMAS



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House & Home

FTWeekend

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South Korea's real estate market is showing signs of a recovery, with prices rising and demand increasing. The FTWeekend provides the latest news and analysis on the global real estate market.

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Homeowners in the UK are looking for ways to improve their homes and gardens. The FTWeekend offers expert advice and inspiration for creating a stylish and functional living space.

FTWeekend

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Food and drink festive special

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LIFE & ARTS

Lunch with the FT

FT chief Bernie Ecclestone: "I back the rules"

LIFE & ARTS

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SPD chief ready to join coalition talks

Rare bout of German unsees recedes

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



Uber and the cost of the Kazan's Problem

RIG READ




































Adventures on two wheels



Sarah Jessica Parker

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Propriétés Le Figaro is the finest selection of luxury properties to buy and to rent in France and around the world- in print and online. Propriétés Le Figaro embodies the essence of the French way of life, with a property magazine published bi-monthly. Your properties will be seen by the wealthiest people in France, executives of CAC 40 companies, and executives from the Top Management network. In addition to print, there is an online edition and mobile app.

- Readers: **1.4 million**
- Web Visitors: **93,000 per month**
- Page Views: **890,000 per month**
- Distribution: **U.S.A. 32%, U.K. 19%, France 12%, Canada 3%, Australia 3%**

PRICE: \$2,500 FULL PAGE

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The Rosewood Farm Estate
Southampton, New York

10 BEDROOMS | 10.5+ BATHS | POSSIBLE SUBDIVISION | \$19,950,000
ROSEWOODFARMESTATE.COM

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

6 BEDROOMS | 6.5+ BATHS | 4,900SQ FT | \$11,000,000
542MECOVROAD.COM

Sotheby's
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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.
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MALIBU CALIFORNIA

Photos by: [unreadable]

72 Post Road, Old Westbury, NY

Extra Rare! Real Estate Colossus
Spectacular Old Westbury
+ 602,882,070
E. 625,662,545

72 Post Road
9 BR | 6 BA | 10,54 ACRES
\$4,400,000

Headquartered in an owner 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, eight-bath estate in superb condition, a 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

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The Rosewood Farm Estate
Southampton, New York

10 BEDROOMS | 10.5+ BATHS | POSSIBLE SUBDIVISION | \$19,950,000
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.
- **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**



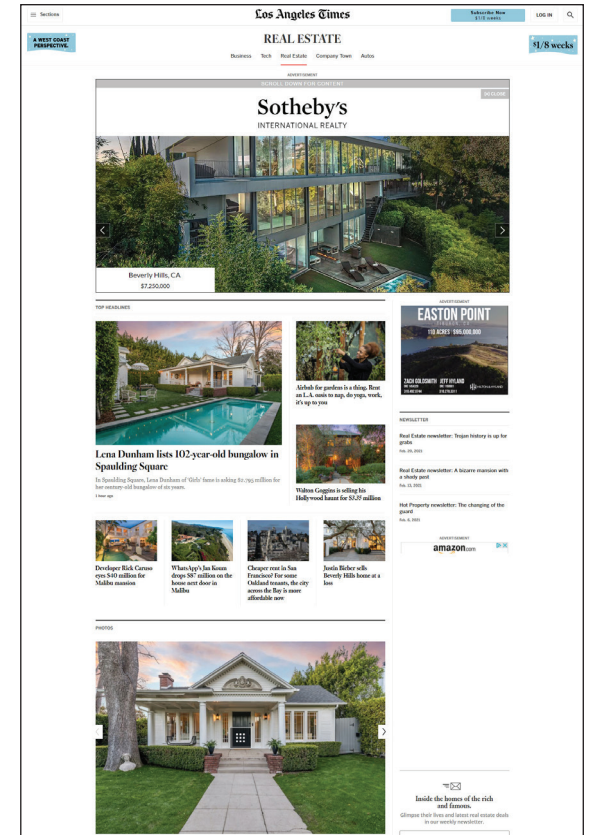
LA TIMES DIGITAL LIGHTHOUSE

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



Ocean Home Magazine

THE LUXURY COASTAL LIFESTYLE PUBLICATION

Ocean Home is an award-winning coastal lifestyle magazine dedicated to inspiring and educating readers with in-depth articles on exclusive homes and designers, insightful, first-person reports on luxurious resorts and informative stories on must-have products and accessories.

Every issue of Ocean Home inspires and educates highly affluent readers about the world's most exceptional oceanfront architecture, interior design, exclusive resorts and luxury lifestyle.

- High Net Worth Coastal Homeowners
- Luxury Hotels & Resorts
- Private Jets & Luxury Aircraft

Demographics

- Distribution: **50,000**
- Total Audience: **135,000**
- Geographic breakdown: **United States coastal areas, Canada, Caribbean**
- Average age: **51**
- Male / Female: **49% / 51%**
- Average HHI: **\$2,400,000**
- Net Worth: **\$9,600,000**
- Primary Residence value: **\$4,900,000**

FULL PAGE + DIGITAL BANNERS: \$2,500

NAPA VALLEY, CALIFORNIA



CampusEstateAndVineyards.com
\$18,500,000
St. Helena Brokerage
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PRIVATE PARADISE / FIRE ISLAND CHIC / OUTDOOR LIGHTING

OCEAN HOME

The Luxury Coastal Lifestyle Magazine
ISSUE 1 - 2019/2020

TOP HOMES

THE MOST EXCLUSIVE COASTAL HOMES ON THE MARKET IN 2019



DESTINATION CALIFORNIA
MALIBU MODERN BY DOUG BURDGE,
CLASSIC LUXURY IN MONTECITO

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The Real Deal

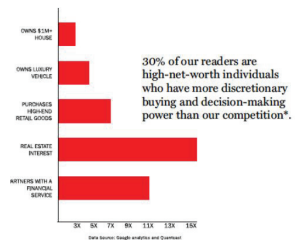
For over 17 years The Real Deal's mission has remained consistent to empower real estate professionals with up-to-date news and information to stay informed.

Print	Digital	Social	Newsletters	Events
2.5M+ Annual Readers (Source: Mitchell's)	3M+ Monthly Visitors (Source: Google Analytics)	340K+ Followers (Source: Hootsuite)	300K+ Subscribers (Source: Sailthru)	10K+ Attendees (Source: Bizzabo)

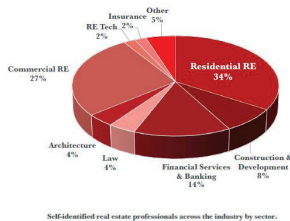
A Targeted Digital Reach Source

TRD READERS ARE DECISION MAKERS WITHIN THE RE INDUSTRY

- 20,000 copies distributed to Realtor associations
- 5,000 copies distributed in airline & VIP lounges



30% of our readers are high-net-worth individuals who have more discretionary buying and decision-making power than our competition*.



Distribution:

- **2,500** copies sent to architectural firms, developers, financial institutions, constructions companies, law firms, title companies, and interior design firms
- **2,000** copies distributed to Residential + Commercial
- **1,600** Newstand copies

PRINT MARKETING

Reach your core audience with editorially and strategically aligned full-page print ads within the issues of your choice.

Opportunity details:

- **National – Monthly**

PRICE: \$5,000 FULL PAGE

Based on 8 Insertions

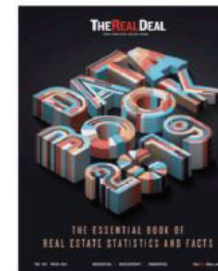
STRATEGIC PRINT OPTIONS



NATIONAL

Circulation:

- 40,000/month
- 480,000/annual



DATA BOOK

Circulation:

- 50,000 annual

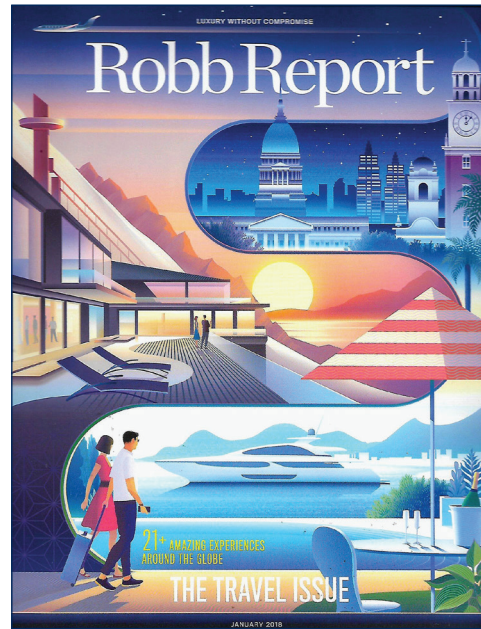
Robb Report

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**

TRIPLE SPOT, COLOR: \$2,490
PROPERTY SPOT, COLOR: \$830

Global



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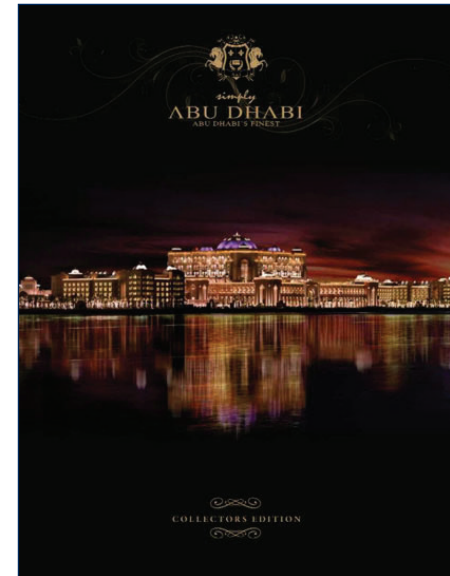
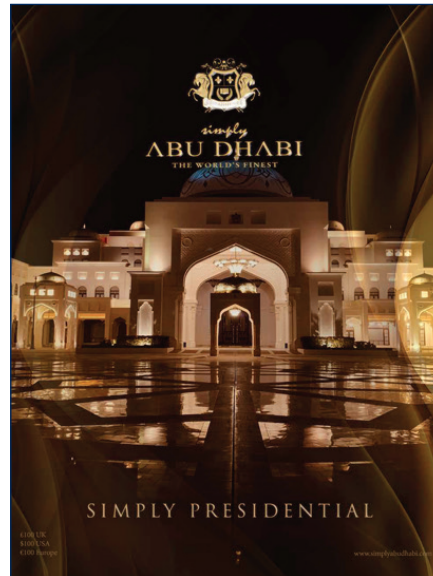
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- **Global Distribution:** Ultra HNW audience in London, Paris, Milan, Monaco, Moscow, New York, Los Angeles, Singapore, Shanghai, Hong Kong, Mumbai & Delhi.
- **Prestigious Distribution Includes:** Royalty/Palaces/Private Royal Offices, Dignitaries & Politicians/Ministries, All Official Embassies in the UAE.
- **Private Residence Distribution Includes:** Abu Dhabi, Al Ain, Dubai: Emirates Hills, Downtown Area, The Lakes, The Palm, Jumeirah Beach Area.

- Circulation: **Print and Digital**
- Printed Copies per issue: **7,800**
- Digital: **500,000+** Subscribers
- Middle East/GCC Distribution: **5,800**
- Global Distribution: **2,000**
- Readership: **28,000**

PRICE: \$9,250 SPREAD & 4 PAGE EDITORIAL

Print & Digital



London Daily Telegraph

The Daily Telegraph is the UK's leading quality daily newspaper. Its readers are amongst the wealthiest in the UK and for whom property is just one category of luxury products which they consume. As the only daily broadsheet general interest newspaper, advertisers benefit from twice the dwell time than on smaller format pages. The Property pages are part of the "Money" section which attracts vast numbers of home-buyers, home sellers.

• Saturday Circulation: **401,000**






PROPERTY SPOT, COLOR: \$750
6X5, COLOR: \$3,175

NASSAU, THE BAHAMAS



Cable Beach: Bayroc Penthouse 6
\$2,090,000 | sirbahamas.com/id/H5FVY4
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<p>LOUISVILLE, KENTUCKY</p>  <p>37581 17yearOlderRoad.com \$7,600,000 Landmark Sotheby's International Realty BASS + BRINDARDNER BassBrindardner.com +1 502.548.0323</p>	<p>MANTEO, NORTH CAROLINA</p>  <p>33 Ballast Point \$2,350,000 sothebysrealty.com/id/ESBPPW Landmark Sotheby's International Realty HEATHER MCCLAY HeatherMcClay@sothebysrealty.com +1 252.302.3409</p>

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Schoolgirl to superstar in 73 days

How Emma Raducanu made sporting history

The Daily Telegraph

INSIDE John Lodon: 'The Sex Pistols have ceased to exist'

INSIDE Mary Chubb's diaries: 'My love for Pops is almost a religion'

INSIDE Character homes: Discover the most viewed properties on Rightmove

INSIDE Gold rush: Is Cornwall sitting on a mining fortune?

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Council tax rise to pay for social care

Duke of York served with sex assault lawsuit

Tech giants hinder terror fight, says Met chief

Face masks will be back if virus cases surge in autumn

Comment **Britain** **Home** **World** **Weather**

US judge rules against Apple on app fees

Labour **Shirley** **Anger at India after IHLI trial is cancelled**

Comment **Britain** **Home** **World** **Weather**

Schedule, Pricing & Reach



Sotheby's
INTERNATIONAL REALTY

Proposed Schedule, Pricing & Reach

PLAN 1

Plan 1 - All		September	October	November	December	Media Total	Reach
Media							
Sotheby's Auction House: Print							
Sotheby's Magazine	Advertorial - 2 page				\$ 10,500.00	\$ 10,500.00	20,000
Sotheby's Magazine	Full Page				\$ 3,640.00	\$ 3,640.00	20,000
Sotheby's Auction House: Digital							
Sotheby's Bespoke Geo-Targeted Em Email							
Sotheby's Bespoke Geo-Targeted Em	Canada, Czech Republic, Dubai, Finl	\$ 2,500.00				\$ 2,500.00	25,000
Sotheby's Bespoke Geo-Targeted Em	France, India, Japan, Morocco, Qatar		\$ 2,500.00			\$ 2,500.00	25,000
Sotheby's Selects Enewsletter	Sotheby's Selects Enewsletter			\$ 2,350.00		\$ 2,350.00	488,357
Sotheby's Preferred Enewsletter	Sotheby's Preferred Enewsletter	\$ 3,000.00				\$ 3,000.00	7,500
Digital							
Million Impressions*							
Million Impressions	Digital Banner Program	\$ 1,625.00	\$ 1,625.00	\$ 1,625.00		\$ 4,875.00	1,500,000
Million Impressions	Targeting - Select Global Locations						
Google Adwords							
Google Adwords	Digital PPC program	\$ 1,950.00	\$ 1,200.00	\$ 1,200.00		\$ 4,350.00	
Comprehensive Digital							
Social Mirror	Behavioral Custom program	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00		\$ 4,500.00	300,000
Native Display	Content behavioral program	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00		\$ 4,500.00	300,000
Geofencing - Event and Location							
Geofencing - Event and Location	Target specific events and locations	\$ 1,500.00				\$ 1,500.00	60,000
Juwai.com							
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
Dwell.com							
Real Estate Package 1	Custom Article with promo on Hom	\$ 3,125.00				\$ 3,125.00	110,000
Elite Traveler							
Online Real Estate Showcase	Online Real Estate Showcase			\$2,500		\$ 2,500.00	100,000
Nob Hill Gazette							
Nob Hill Gazette San Francisco, Penin	OTM On the Market eNewsletter	\$ 500.00	\$ 500.00	\$ 500.00		\$ 1,500.00	19,500
JamesEdition							
Rotating Gallery Home Page	Featured Banner	\$ 2,000.00				\$ 2,000.00	750,000
Rotating Gallery Real Estate Page	Featured Banner			\$ 1,600.00		\$ 1,600.00	750,000
Featured Article and e-Newsletter pr	e-Newsletter		\$ 5,500.00			\$ 5,500.00	294,000
Social Media	Listing Feature	\$ 1,000.00			\$ 1,000.00	\$ 2,000.00	296,000
JetSet Magazine							
JetSet Magazine	Annual Global Campaign		\$2,500			\$ 2,500.00	2,140,000
LA Times							
Lighthouse Fixed Position - Hot Prop	Lighthouse Fixed Position - Hot Proj					\$ -	425,000
Le Figaro							
Headline Search	Featured City	\$ 795.00		\$ 795.00		\$ 1,590.00	
Native Ad	Native placement by City		\$ 500.00		\$ 500.00	\$ 1,000.00	
Nikkei Active Targeting Email							
Nikkei Active Targeting Email	Email		\$ 3,750.00			\$ 3,750.00	7,500
NYTimes.com							
NYTimes.com Property Module	NYTimes.com Property Module	\$ 3,000.00		\$ 3,000.00		\$ 6,000.00	111,206
PropGo Luxury							
PropGo Luxury	Featured Listing & Regional Showca	\$ 750.00				\$ 750.00	100,000
Robbreport.com							
Robbreport.com	Real Estate media bar		\$ 1,250.00		\$ 1,250.00	\$ 2,500.00	12,000
Simply Abu Dhabi							
Instagram Post	Instagram Post	\$ 1,375.00	\$ 1,375.00	\$ 1,375.00	\$ 1,375.00	\$ 5,500.00	102,400
WSJ.com							
Mansion Global Homepage	Mansion Global Homepage	\$ 2,150.00		\$ 2,150.00		\$ 4,300.00	328,000
Mansion Global e-Newletter	Daily Monday-Friday		\$ 3,680.00			\$ 3,680.00	17,000
Property upgrades	Property upgrades	Bonus	Bonus	Bonus		\$ -	
Mansion Global Instagram	Mansion Global Instagram		\$ 1,775.00		\$ 1,775.00	\$ 3,550.00	152,400
Billionaire							
Custom Content + Social Campaign	Custom Content + Social Campaign		\$ 6,000.00			\$ 6,000.00	25,600
Custom Content + Enewsletter	Custom Content + Enewsletter					\$ -	0
Yachting E-newsletter							
Boat International	Boat International	\$ 750.00	\$ 750.00	\$ 750.00		\$ 2,250.00	76,800
Yachts & Yachting	Yachts & Yachting		\$ 650.00		\$ 650.00	\$ 1,300.00	140,000
Ocean Home							
Custom E-Mail	Custom E-Mail	\$ 2,500.00				\$ 2,500.00	22,000
Facebook Post	Facebook Post		\$ 575.00			\$ 575.00	21,600
Instagram Post	Instagram Post		\$ 700.00			\$ 700.00	21,800
Country Life							
Country Life	Weekly E-Newsletter			\$ 1,600.00		\$ 1,600.00	25,000
Country Life	E-Newsletter Dedicated Send	\$ 1,850.00				\$ 1,850.00	25,000
Luxury Estate							
Luxury Estate	Showcase Listing + Elite Listing Pack		\$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	15,000

Proposed Schedule, Pricing & Reach

PLAN 1

Print										
The Wall Street Journal										
The Wall Street Journal - National	Property Spot w/Digital Featured Pr	\$ 650.00	\$ 650.00	\$ 650.00	\$ 650.00	\$ 2,600.00				2,577,696
The New York Times										
The New York Times	Property Spot - Weekday/Saturday	\$ 710.00	\$ 710.00	\$ 710.00	\$ 710.00	\$ 2,130.00				1,269,333
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		\$ 1,380.00				336,000
The New York Times International Edition										
The New York Times International Ed	Double Property Spot	\$ 1,140.00	\$ 1,140.00			\$ 2,280.00				208,602
The New York Times International Ed	Property Spot			\$ 570.00		\$ 570.00				104,301
Bentley Magazine										
Bentley Magazine	Double Page Spread			\$ 15,000.00		\$ 15,000.00				62,000
Billionaire Magazine										
Billionaire Magazine	Full Page	\$ 8,125.00				\$ 8,125.00				14,791
Boat International										
US National issue	Full Page			\$ 4,250.00		\$ 4,250.00				25,600
International issue	Full Page			\$ 4,250.00		\$ 4,250.00				12,925
Chicago Tribune										
Chicago Tribune	Takeover	\$ 685.00				\$ 685.00				150,000
Conde Nast UK										
Conde Nast UK	Property listing 4 Magazines + Instagram			\$ 9,000.00		\$ 9,000.00				205,080
Conde Nast Regional										
GQ - South Florida	Full Page			\$ 2,890.00		\$ 2,890.00				15,000
The New Yorker - Manhattan	Full Page			\$ 6,430.00		\$ 6,430.00				47,000
Vanity Fair- Los Angeles / West LA	Full Page			\$ 3,410.00		\$ 3,410.00				24,000
Country Life										
Country Life	Full page	\$ 3,750.00				\$ 3,750.00				40,000
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				420,914
Financial Times	Property Spot			\$ 730.00	\$ 730.00	\$ 1,460.00				420,914
Le Figaro										
Le Figaro	Full Page	\$ 2,500.00				\$ 2,500.00				50,000
The Los Angeles Times										
The Los Angeles Times	Hot Property - listing + digital lighth	\$ 390.00				\$ 390.00				220,780
The Los Angeles Times	Takeover	\$ 610.00		\$ 610.00		\$ 1,220.00				441,560
Ocean Home										
Ocean Home	Full page + Digital Banners	\$ 2,500.00				\$ 2,500.00				70,000
The Real Deal										
The Real Deal	Full page	\$ 5,000.00				\$ 5,000.00				324,000
Robb Report										
Robb Report	Triple Property Spot			\$ 2,490.00		\$ 2,490.00				324,000
London Daily Telegraph										
London Daily Telegraph	Property Spot	\$ 750.00	\$ 750.00			\$ 1,500.00				644,000
London Daily Telegraph	6" x 5"	\$ 3,175.00				\$ 3,175.00				322,000
Simply Abu Dhabi										
Simply Abu Dhabi	Spread + 4 page Advertorial			\$ 9,250.00		\$ 9,250.00				7,500
TOTAL										
*After 6 months the Impressions Program may be adjusted after evaluation of budget and strategy										
Pricing Subject to Change										
									\$ 227,410.00	22,152,927

Proposed Schedule, Pricing & Reach

PLAN 2

Plan 2	Media	Ad Description	September	October	November	December	Media Total	Reach
Sotheby's Auction House: Print								
	Sotheby's Magazine	Full Page				\$ 3,640.00	\$ 3,640.00	20,000
Sotheby's Auction House: Digital								
	Sotheby's Bespoke Geo-Targeted Em	Email						
	Sotheby's Bespoke Geo-Targeted Em	Canada, Czech Republic, Dubai, Finl	\$ 2,500.00				\$ 2,500.00	25,000
	Sotheby's Selects Enewsletter	Sotheby's Selects Enewsletter			\$ 2,350.00		\$ 2,350.00	488,357
	Sotheby's Preferred Enewsletter	Sotheby's Preferred Enewsletter	\$ 3,000.00				\$ 3,000.00	7,500
Digital								
Million Impressions*								
	Million Impressions	Digital Banner Program	\$ 1,625.00	\$ 1,625.00	\$ 1,625.00		\$ 4,875.00	1,500,000
	Million Impressions	Targeting - Select Global Locations						
Google Adwords								
	Google Adwords	Digital PPC program	\$ 1,950.00	\$ 1,200.00	\$ 1,200.00		\$ 4,350.00	
Comprehensive Digital								
	Social Mirror	Behavioral Custom program	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00		\$ 4,500.00	300,000
	Native Display	Content behavioral program	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00		\$ 4,500.00	300,000
Juwai.com								
	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
Dwell.com								
	Real Estate Package 1	Custom Article with promo on Horr	\$ 3,125.00				\$ 3,125.00	110,000
Elite Traveler								
	Online Real Estate Showcase	Online Real Estate Showcase			\$ 2,500		\$ 2,500.00	100,000
Nob Hill Gazette								
	Nob Hill Gazette San Francisco, Penir	OTM On the Market eNewsletter	\$ 500.00	\$ 500.00	\$ 500.00		\$ 1,500.00	19,500
JamesEdition								
	Rotating Gallery Real Estate Page	Featured Banner			\$ 1,600.00		\$ 1,600.00	750,000
	Featured Article and e-Newsletter pr	e-Newsletter		\$ 3,300.00			\$ 3,300.00	294,000
	Social Media	Listing Feature	\$ 1,000.00			\$ 1,000.00	\$ 2,000.00	296,000
JetSet Magazine								
	JetSet Magazine	Annual Global Campaign			\$ 2,500		\$ 2,500.00	2,140,000
LA Times								
	Lighthouse Fixed Position - Hot Prop	Lighthouse Fixed Position - Hot Pro					\$ -	425,000
Le Figaro								
	Headline Search	Featured City	\$ 795.00		\$ 795.00		\$ 1,590.00	
	Native Ad	Native placement by City		\$ 500.00		\$ 500.00	\$ 1,000.00	
Nikkei Active Targeting Email								
	Nikkei Active Targeting Email	Email		\$ 3,750.00			\$ 3,750.00	7,500
NYTimes.com								
	NYTimes.com Property Module	NYTimes.com Property Module	\$ 3,000.00				\$ 3,000.00	55,603
Robbreport.com								
	Robbreport.com	Real Estate media bar		\$ 1,250.00		\$ 1,250.00	\$ 2,500.00	12,000
Simply Abu Dhabi								
	Instagram Post	Instagram Post	\$ 1,375.00	\$ 1,375.00			\$ 2,750.00	51,200
WSJ.com								
	Mansion Global Homepage	Mansion Global Homepage	\$ 2,150.00		\$ 2,150.00		\$ 4,300.00	328,000
	Mansion Global e-Newletter	Daily Monday-Friday		\$ 3,680.00			\$ 3,680.00	17,000
	Property upgrades	Property upgrades	Bonus	Bonus	Bonus		\$ -	
	Mansion Global Instagram	Mansion Global Instagram		\$ 1,775.00		\$ 1,775.00	\$ 3,550.00	152,400
Yachting E-newsletter								
	Boat International	Boat International	\$ 750.00	\$ 750.00	\$ 750.00		\$ 2,250.00	76,800
	Yachts & Yachting	Yachts & Yachting		\$ 650.00		\$ 650.00	\$ 1,300.00	140,000
Ocean Home								
	Custom E-Mail	Custom E-Mail	\$ 2,500.00				\$ 2,500.00	22,000
	Facebook Post	Facebook Post		\$ 575.00			\$ 575.00	21,600
	Instagram Post	Instagram Post		\$ 700.00			\$ 700.00	21,800
Country Life								
	Country Life	E-Newsletter Dedicated Send	\$ 1,850.00				\$ 1,850.00	25,000
Luxury Estate								
	Luxury Estate	Showcase Listing + Elite Listing Pac		\$ 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	15,000

Proposed Schedule, Pricing & Reach

PLAN 2

Print

The Wall Street Journal								
The Wall Street Journal - National	Property Spot w/Digital Featured P	\$ 650.00	\$ 650.00	\$ 650.00	\$ 650.00	\$ 2,600.00		2,577,696
The New York Times								
The New York Times	Property Spot - Weekday/Saturday	\$ 710.00	\$ 710.00	\$ 710.00		\$ 2,130.00		1,269,333
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		\$ 1,380.00		336,000
The New York Times International Edition								
The New York Times International Edition	Double Property Spot	\$ 1,140.00	\$ 1,140.00			\$ 2,280.00		208,602
The New York Times International Edition	Property Spot			\$ 570.00		\$ 570.00		104,301
Billionaire Magazine								
Billionaire Magazine	Full Page	\$ 8,125.00				\$ 8,125.00		14,791
Boat International								
Boat International	International issue			\$ 4,250.00		\$ 4,250.00		12,925
Chicago Tribune								
Chicago Tribune	Takeover		\$ 685.00			\$ 685.00		150,000
Country Life								
Country Life	Full page		\$ 3,750.00			\$ 3,750.00		40,000
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		420,914
Financial Times	Property Spot			\$ 730.00	\$ 730.00	\$ 1,460.00		420,914
Le Figaro								
Le Figaro	Full Page			\$ 2,500.00		\$ 2,500.00		50,000
The Los Angeles Times								
The Los Angeles Times	Hot Property - listing + digital lightl	\$ 390.00				\$ 390.00		220,780
The Los Angeles Times	Takeover	\$ 610.00		\$ 610.00		\$ 1,220.00		441,560
Ocean Home								
Ocean Home	Full page + Digital Banners		\$ 2,500.00			\$ 2,500.00		70,000
The Real Deal								
The Real Deal	Full page		\$ 5,000.00			\$ 5,000.00		324,000
Robb Report								
Robb Report	Triple Property Spot				\$ 2,490.00	\$ 2,490.00		324,000
London Daily Telegraph								
London Daily Telegraph	Property Spot		\$ 750.00	\$ 750.00		\$ 1,500.00		644,000
London Daily Telegraph	6" x 5"	\$ 3,175.00				\$ 3,175.00		322,000
Simply Abu Dhabi								
Simply Abu Dhabi	Spread + 4 page Advertorial				\$ 9,250.00	\$ 9,250.00		7,500
TOTAL						\$ 153,630.00		20,661,844

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

Proposed Schedule, Pricing & Reach

PLAN 3

Plan 3	Ad Description	September	October	November	December	Media Total	Reach
Media							
Sotheby's Auction House: Print							
Sotheby's Magazine	Half Page				\$ 1,820.00	\$ 1,820.00	20,000
Sotheby's Auction House: Digital							
Sotheby's Bespoke Geo-Targeted Em	Email						
Sotheby's Bespoke Geo-Targeted Em	Canada, Czech Republic, Dubai, Finl	\$ 2,500.00				\$ 2,500.00	25,000
Sotheby's Selects Enewsletter	Sotheby's Selects Enewsletter			\$ 2,350.00		\$ 2,350.00	488,357
Sotheby's Preferred Enewsletter	Sotheby's Preferred Enewsletter	\$ 3,000.00				\$ 3,000.00	7,500
Digital							
Million Impressions*							
Million Impressions	Digital Banner Program	\$ 1,625.00	\$ 1,625.00	\$ 1,625.00		\$ 4,875.00	1,500,000
Million Impressions	Targeting - Select Global Locations						
Comprehensive Digital							
Social Mirror	Behavioral Custom program	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00		\$ 4,500.00	300,000
Native Display	Content behavioral program	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00		\$ 4,500.00	300,000
Juwai.com							
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
Elite Traveler							
Online Real Estate Showcase	Online Real Estate Showcase			\$ 2,500		\$ 2,500.00	100,000
Nob Hill Gazette							
Nob Hill Gazette San Francisco, Penin	OTM On the Market eNewsletter	\$ 500.00	\$ 500.00	\$ 500.00		\$ 1,500.00	19,500
JamesEdition							
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	\$ 1,000.00			\$ 1,000.00	\$ 2,000.00	296,000
JetSet Magazine							
JetSet Magazine	Annual Global Campaign		\$ 2,500			\$ 2,500.00	2,140,000
LA Times							
Lighthouse Fixed Position - Hot Prop	Lighthouse Fixed Position - Hot Proj					\$ -	425,000
Le Figaro							
Headline Search	Featured City	\$ 795.00		\$ 795.00		\$ 1,590.00	
Native Ad	Native placement by City		\$ 500.00		\$ 500.00	\$ 1,000.00	
Nikkei Active Targeting Email							
Nikkei Active Targeting Email	Email		\$ 3,750.00			\$ 3,750.00	7,500
Robbreport.com							
Robbreport.com	Real Estate media bar		\$ 1,250.00		\$ 1,250.00	\$ 2,500.00	12,000
Simply Abu Dhabi							
Instagram Post	Instagram Post	\$ 1,375.00	\$ 1,375.00			\$ 2,750.00	51,200
WSJ.com							
Mansion Global Homepage	Mansion Global Homepage	\$ 2,150.00				\$ 2,150.00	164,000
Mansion Global e-Newletter	Daily Monday-Friday		\$ 3,680.00			\$ 3,680.00	17,000
Property upgrades	Property upgrades	Bonus	Bonus	Bonus		\$ -	
Mansion Global Homepage Featured	Mansion Global Homepage Featured Listing Module			\$ 1,275.00		\$ 1,275.00	164,000
Mansion Global Instagram	Mansion Global Instagram	\$ 1,775.00			\$ 1,775.00	\$ 3,550.00	152,400
Yachting E-newsletter							
Boat International	Boat International	\$ 750.00	\$ 750.00	\$ 750.00		\$ 2,250.00	76,800
Yachts & Yachting	Yachts & Yachting		\$ 650.00		\$ 650.00	\$ 1,300.00	140,000
Ocean Home							
Facebook Post	Facebook Post		\$ 575.00			\$ 575.00	21,600
Instagram Post	Instagram Post		\$ 700.00			\$ 700.00	21,800
Country Life							
Country Life	E-Newsletter Dedicated Send	\$ 1,850.00				\$ 1,850.00	25,000
Luxury Estate							
Luxury Estate	Showcase Listing + Elite Listing Pack	\$ 1,100				\$ 1,100.00	

Proposed Schedule, Pricing & Reach

PLAN 3

Print												
The Wall Street Journal												
The Wall Street Journal - National	Property Spot w/Digital Featured Pr	\$	650.00	\$	650.00	\$	650.00	\$	650.00	\$	2,600.00	2,577,696
The New York Times												
The New York Times	Property Spot - Weekday/Saturday			\$	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			\$	1,380.00	336,000
The New York Times International Edition												
The New York Times International Ed	Property Spot	\$	570.00	\$	570.00	\$	570.00			\$	1,710.00	312,903
Chicago Tribune												
Chicago Tribune	Takeover			\$	685.00					\$	685.00	150,000
Country Life												
Country Life	Full page			\$	3,750.00					\$	3,750.00	40,000
Elite Traveler												
Elite Traveler	Luxury Homes Feature							\$	4,500.00	\$	4,500.00	
Financial Times												
Financial Times	Property Spot	\$	730.00	\$	730.00	\$	730.00	\$	730.00	\$	2,920.00	841,828
Le Figaro												
Full Page	Full Page					\$	2,500.00			\$	2,500.00	50,000
The Los Angeles Times												
The Los Angeles Times	Hot Property - listing + digital lighth	\$	390.00							\$	390.00	220,780
The Los Angeles Times	Takeover	\$	610.00			\$	610.00			\$	1,220.00	441,560
Robb Report												
Robb Report	Property Spot							\$	830.00	\$	830.00	324,000
London Daily Telegraph												
London Daily Telegraph	Property Spot	\$	750.00	\$	750.00	\$	750.00			\$	2,250.00	966,000
TOTAL												
										\$	92,170.00	19,183,803

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