



# GLOBAL MEDIA

**Sotheby's**  
INTERNATIONAL REALTY

With an emphasis on brand exclusivity, cutting-edge advertising technologies, strategic positioning, social traffic drivers and video content integration, the Sotheby's International Realty® brand utilizes hand-selected media powerhouses whose innovation, experience and international impact allow our brand to successfully connect with a global consumer.







<b>06</b>	The New York Times
<b>10</b>	The Wall Street Journal
<b>14</b>	Mansion Global
<b>18</b>	Robb Report
<b>20</b>	Architectural Digest
<b>24</b>	Juwai
<b>28</b>	The Economic Times
<b>30</b>	Dwell
<b>34</b>	Elle Decor
<b>38</b>	The Financial Times
<b>42</b>	Nikkei
<b>46</b>	JamesEdition
<b>48</b>	Bloomberg
<b>50</b>	Emirates
<b>52</b>	Luxury Estate
<b>54</b>	PropGOLuxury
<b>58</b>	Media Advertising Units & Audience Centric Advertising



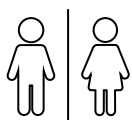


# The New York Times

Since 1851, The New York Times has provided exceptional depth of quality news and information surrounding the most important issues on a local, national and global level. Winning its tenth and nominated for eight News and Documentary Emmy® Awards (2017), in addition to having won 125 Pulitzer Prizes (more than any other paper), The New York Times has consistently set the bar among leading news brands.

With over 4 million total paid subscriptions NYTimes.com has successfully applied the same expectations and meticulous standards to the digital world as with print in more than 200 countries and territories.

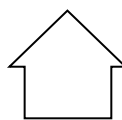
The Sotheby's International Realty® brand blends exclusivity, dominance and new trail-blazing technology with a strategic focus on mobile to reach an ever-expanding global audience.



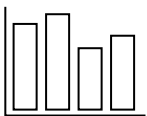
MALE/FEMALE SKEW  
**62.2% | 37.8%**



AVERAGE AGE  
**45.2 YEARS OLD**



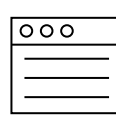
AVERAGE HHI  
**\$381,464 USD**



PAGE VIEWS/MONTH  
**1,174,000**



UNIQUE MONTHLY VISITS  
**89,844**

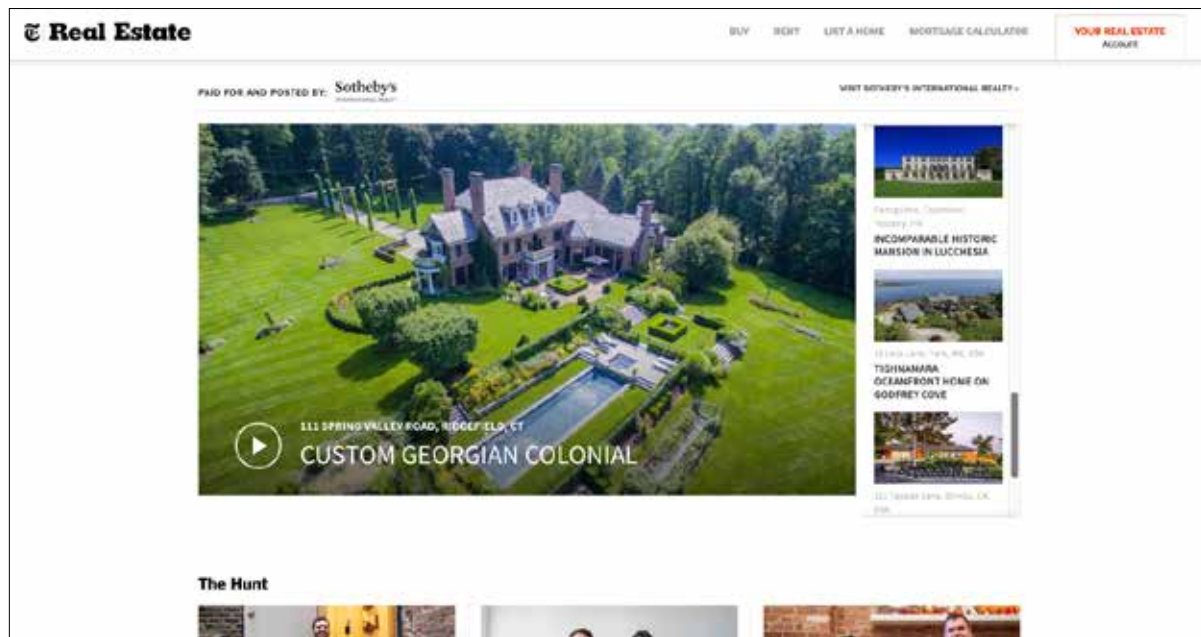


AVERAGE # PAGES/VISITOR  
**3.4 PAGES**

## DISTRIBUTION WORLDWIDE

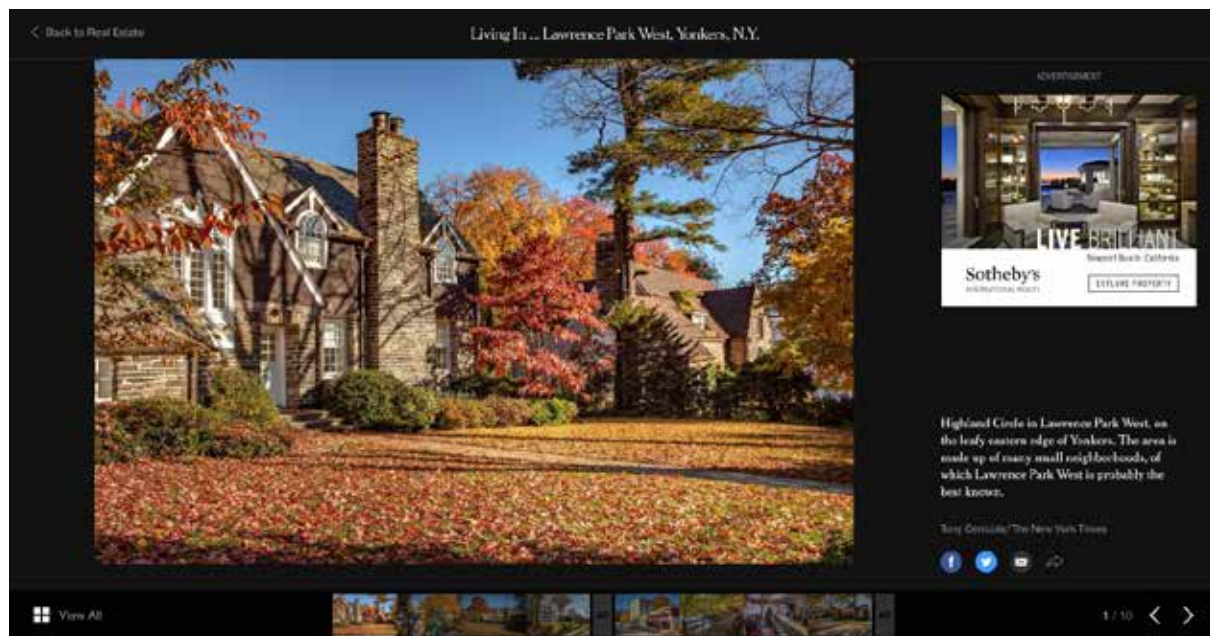
COUNTRY	TOTAL VISITS
United States	92,000,000
United Kingdom	4,831,000
Canada	4,299,000
India	2,286,000
Australia	1,858,000
Central & South America	1,249,000
Germany	1,189,000
France	783,000

COUNTRY	TOTAL VISITS
Mexico	746,000
Spain	728,000
Italy	661,000
Singapore	540,000
Malaysia	438,000
Japan	418,000
Taiwan	386,000
Hong King	338,000



## VIDEO MODULE - EXCLUSIVE\*

The featured video module is built into the framework of the 'Find a Home' landing page of The New York Times real estate section. This module provides a rich level of exposure for the property videos that are featured. The Sotheby's International Realty® brand is the exclusive advertising partner for this section. This feature launched in 2016 and continues to be a highly engaged ad placement.



## REAL ESTATE SLIDESHOW - EXCLUSIVE\*

Our ongoing exclusive sponsorship of the real estate section slideshows provides high-impact branding and lead generation for the featured properties. Designed to drive over 12 million media impressions worldwide, this 100% share of voice ad unit incorporates listings for sale throughout every slideshow, and also includes property videos.





## CUSTOM EDITORIAL SERIES - EXCLUSIVE

In a full year program, The New York Times Brand Studio will collaborate with the *Sotheby's International Realty* brand to showcase multiple properties through a custom editorial series that will explore the lifestyles and homes that inspire from around the globe through journalism, photography and video.



## HELLOSOCIETY SOCIAL INFLUENCERS - EXCLUSIVE

In a program called #CurateBySothebysRealty, HelloSociety Influencers who are trusted voices and thought leaders in the interior design space will create stunning social content showcasing the new augmented reality app, *Curate by Sotheby's International Realty*<sup>SM</sup>. Through captivating imagery and authentic anecdotes, these brand selected influencers will embolden their prospective homebuying audience, truly allowing consumers to visualize their dream home before they purchase.



## NEWSROOM GUIDES - EXCLUSIVE

Leveraging the expertise of The New York Times journalists, Newsroom Guides provide newsroom solutions for everyday moments. They are modeled off some of New York Times' most successful content and provide credible, accessible advice on topics that impact our target audience the most.

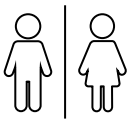
*Sotheby's International Realty* will own select Newsroom Guides with 100% SOV. We will program brand advertising within these guides to drive homeowners and potential homebuyers and sellers to *Sotheby's International Realty* properties and content.





# THE WALL STREET JOURNAL.

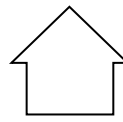
The Wall Street Journal is a global news organization that provides leading news, information, commentary and analysis. Published by Dow Jones, which has nearly 2,000 journalists in more than 75 bureaus around the world, The Wall Street Journal engages readers across print, digital, mobile, social and video. Building on its heritage as the preeminent source of global business and financial news, The Wall Street Journal includes coverage of U.S. and world news, politics, arts, culture, lifestyle, sports and health. It holds 36 Pulitzer Prizes for outstanding journalism.



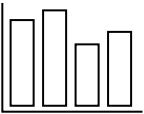
MALE/FEMALE SKEW  
**63% | 37%**



AVERAGE AGE  
**45 YEARS OLD**



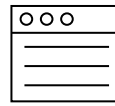
AVERAGE HHI  
**\$187,014 USD**



PAGE VIEWS/MONTH  
**301,455,000**



UNIQUE MONTHLY VISITS  
**66,970,000**



AVERAGE # PAGES/VISITOR  
**4.5 PAGES**

## DISTRIBUTION WORLDWIDE

COUNTRY	TOTAL VISITS
United States	51,390,534
Canada	2,256,284
United Kingdom	1,691,469
India	1,266,045
Japan	1,171,167
Australia	746,863
Singapore	628,237
Germany	595,922
France	472,671
Hong Kong	357,867
Netherlands	294,432
Switzerland	288,245
Malaysia	286,225

COUNTRY	TOTAL VISITS
Italy	277,208
Brazil	235,542
Philippines	226,459
Ireland	222,334
Spain	214,878
Mexico	200,954
Sweden	197,075
Indonesia	183,566
Taiwan	181,468
South Korea	178,726
Norway	162,495
Belgium	160,807

**THE WALL STREET JOURNAL**  
U.S. Edition • October 5, 2018 • Today's Paper • Video

Home World U.S. Politics Economy Business Tech Markets Opinion Life & Arts Real Estate WSJ Magazine Search

**LIFE** Is It Really True to Be a "Dark" Billionaire?

**BUSINESS** Russia & Putin: Business Possibilities

**BUSINESS** Auto Makers Consider Selling More

**U.S. NEWS** Recently Elected: What's Next for Trump?

**ARTS** The New York Times: A New Chapter?

**LIVE TRANQUIL**

**Sotheby's**  
INTERNATIONAL REALTY  
EXCLUSIVE PROPERTY

**WASHINGTON REDSKINS OWNER ASKS \$49 MILLION FOR MARYLAND MANSION**  
NFL proprietor Dan Snyder custom-built the property, which has a Redskins-themed basketball court, to look like a French chateau

**WASHINGTON REDSKINS OWNER ASKS \$49 MILLION FOR MARYLAND MANSION**  
NFL proprietor Dan Snyder custom-built the property, which has a Redskins-themed basketball court, to look like a French chateau

Washington Redskins owner Dan Snyder is selling this Potomac, Md., mansion for \$49 million. (Photo: Sotheby's International Realty)

**WSJ REAL ESTATE**  
U.S. Edition • July 27, 2018 • Today's Paper • Video

Home World U.S. Politics Economy Business Tech Markets Opinion Life & Arts Real Estate WSJ Magazine Search

Ad closed by Google  
Report this ad Why this ad?

**Property Search**  
Sale Rent Auction New Development  
Search for or listed listing  
Search by City, State or Zip

**Sotheby's**  
INTERNATIONAL REALTY

**ADVERTISING YOUR PROPERTY**

**A New York Weekend Island Retreat Gets Bigger**  
READ MORE

**A New Corner and Room With the Help of Over 1,000,000 Designers**  
READ MORE

**Luxury Montecarlo Business Hotel: A New Chapter**  
READ MORE

**LIVE MUSIC**  
A trip to New York offers a new chapter in the life of a musician.  
WATCH HIS STORY

Follow @WSJRealEstate  
Sign Up for Real Estate Newsletters & Alerts

## REAL ESTATE FRIDAY ARTICLE BUYOUT - EXCLUSIVE

Friday is "Real Estate" day for The Wall Street Journal – the anticipated day where new global real estate coverage appears in print and online. Sotheby's International Realty® will continue its 100% ownership of Fridays globally (US, Europe and Asia) with fixed brand ad units on WSJ.com real estate article pages within the real estate section for 52 Fridays in 2019.





## NEWS IQ

NewsIQ is a unified audience platform that leverages the exclusive 1<sup>st</sup> party data, data science and social listening technology of the iconic News Corp brands. Through NewsIQ, *Sotheby's International Realty* will engage this specific segment and those in-market to purchase homes by delivering custom content, property listings and premium video messaging to be targeted and shared at a broader scale.



## VIDEO CONTENT SERIES - EXCLUSIVE

Building on the 3-year success of the Houseguest and LIVE series, The Wall Street Journal will take the *Sotheby's International Realty* video program to the next level in 2019 with a brand-new content series that will bring RESIDE® editorial to life.

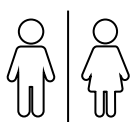
A fresh and brand new approach to video will also leverage the *Sotheby's International Realty* property video library, showcasing the network's stunning properties, destinations and lifestyles through a short form social video series.

These new video series will be hosted and promoted across all sothebysrealty.com channels, in addition to the Dow Jones/NewsCorp sites.



# MANSION GLOBAL

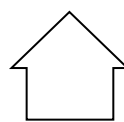
Launched in May 2015, Mansion Global is a luxury real estate destination connecting wealthy international buyers with exceptional properties. Mansion Global provides insightful market data, in-depth analysis and relevant news that empowers the affluent buyer to make intelligent purchase decisions.



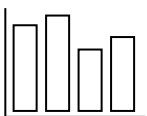
MALE/FEMALE SKEW  
**62% | 38%**



AVERAGE AGE  
**45 YEARS OLD**



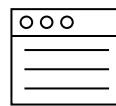
AVERAGE HHI  
**\$197,891 USD**



PAGE VIEWS/MONTH  
**5,770,000**



UNIQUE MONTHLY VISITS  
**2,300,000**



AVERAGE # PAGES/VISITOR  
**2.1 PAGES**

## DISTRIBUTION WORLDWIDE

COUNTRY	TOTAL VISITS
United States	1,288,455
India	185,861
Canada	116,784
Philippines	85,110
South Africa	51,016
Malaysia	47,215
Taiwan	44,485
United Kingdom	40,261
Germany	34,499
Ireland	30,500

COUNTRY	TOTAL VISITS
France	32,471
Netherlands	24,014
Kenya	24,736
Nigeria	24,395
China	23,069
Mexico	23,744
Australia	21,310
Spain	20,762
Brazil	19,694
Hong Kong	18,671





## HOMEPAGE HERO\*

Mansion Global's hero carousel, a signature advertising position on the page, showcases the most exceptional properties on the site. The carousel is the first thing a user sees when entering the site and it has been one of our strongest single placements on the entire Sotheby's International Realty® media plan. The *Sotheby's International Realty* brand will continue to be a major contributor to the hero carousel, with double the properties of any other real estate company.



## FEATURED PROPERTY SHOWCASE

The Featured Properties module on the Mansion Global homepage allows *Sotheby's International Realty* to showcase their exceptional properties. Listings promoted in the featured properties module are twice as likely to be viewed than listings not promoted in that position. Select homes will also be promoted via Mansion Global's Instagram, targeting over 47k socially engaged consumers.

MANSION GLOBAL


'Fifty Shades' Seattle Penthouse Lists for \$11.5M

SHARE

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having some of the same aspects of this penthouse—spectacular views, walls of floor-to-ceiling windows, a large wraparound terrace, glass and marble countertops, hardwood floors, massive walk-in closets, a soaking tub and a private elevator vestibule.

**More:** [A Tour of Neighborhoods Where You Might Find Your Next Dream Home](#)



A trip to New York offers a soul-soothing experience for one southern musician.



**Sotheby's**  
INTERNATIONAL REALTY

WATCH HIS STORY

Although the movie adaptation of the book was not filmed inside Escala, the crew shot the view from the top of the building, and the building's exterior was used in the film, too, according to Scott Wasner of [Realogics Sotheby's International Realty](#), who listed the penthouse two weeks ago.

The apartment's biggest selling point lies in its desirable location and size, Mr. Wasner said.

Additionally, the condo tower offers a slew of luxurious amenities, including 24-hour concierge, a pool with spa, a gym with yoga studio, theater, catering

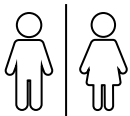
A trip to New York offers a soul-soothing experience for one southern musician.

**WATCH HIS STORY**

*Sotheby's International Realty* will continue to own Fridays on Mansion Global. Mansion Global is the perfect complement to the Friday ownership of the Wall Street Journal. Mansion Global delivers an audience that is 70% international and 30% US. This is a direct reversal of the 70% US and 30% international audience of the WSJ. It is a dedicated online environment for the property-loving real estate audience, proving a targeted opportunity to reach readers seeking aspirational and insightful real estate content. The sponsorship will cover 100% of all real estate articles every Friday in 2019.

# Robb Report

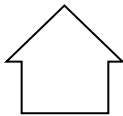
Robb Report is the global voice in luxury. Widely regarded as the single most influential journal of living life to the fullest, Robb Report covers the newest in what matters most to its discerning and sophisticated audience. Fueling the lifestyle of the most active consumers, connecting luxury brands to a preeminent audience of worth and distributing to remarkable consumers is at the forefront of Robb Report's mission.



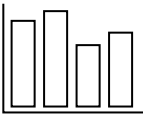
MALE/FEMALE SKEW  
**79% | 21%**



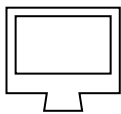
AVERAGE AGE  
**44 YEARS OLD**



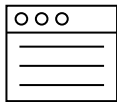
AVERAGE HHI  
**\$484,000 USD**



PAGE VIEWS/MONTH  
**3,000,000**



UNIQUE MONTHLY VISITS  
**550,000**




AVERAGE # PAGES/VISITOR  
**3.58 PAGES**

DISTRIBUTION  
**WORLDWIDE**


COUNTRY	TOTAL VISITS
United States	3,078,070
Canada	223,272
United Kingdom	110,012
Australia	69,005
Ukraine	56,438
Germany	53,383
India	42,300
Brazil	33,185
France	30,204
Italy	26,210




Robb Report CARS AVIATION MARINE TRAVEL WATCH COLLECTOR STYLE




887 Closter Dock Road Alpine  
**\$25,000,000 USD**  
 Bedrooms: 11  
 Bathrooms: 13  
 Availability: Purchase  
 Square feet: 35,384  
 Single Family Home.  
[Read More >](#)



48 Rio Vista Drive Alpine  
**\$25,000,000 USD**  
 Bedrooms: 7  
 Bathrooms: 9  
 Availability: Purchase  
 Single Family Home.  
[Read More >](#)



12 The Esplanade Alpine  
**\$15,088,000 USD**  
 Bedrooms: 7  
 Bathrooms: 8  
 Availability: Purchase  
 Single Family Home.  
[Read More >](#)



19 Stone Tower Drive Alpine  
**\$10,250,000 USD**  
 Bedrooms: 5  
 Bathrooms: 5  
 Availability: Purchase  
 Single Family Home.  
[Read More >](#)

Sotheby's International Realty  
**Sotheby's**  
INTERNATIONAL REALTY

Robb Report CARS AVIATION MARINE TRAVEL WATCH COLLECTOR STYLE SHELTER FOOD & DRINK MORE SUBSCRIBE 1011

SHELTER / HOMES FOR SALE

## This Cottage Includes an Unforgettable Thanksgiving Party

The \$2.75 million package includes a three-bedroom home, wine collection, and a yacht party.

BY ALERIAN BELL ON NOVEMBER 8, 2018

[f](#) [t](#) [in](#) [e](#) [+](#)




Sotheby's International Realty  
**Sotheby's**  
INTERNATIONAL REALTY

## PROPERTY DISTRIBUTION & BRAND ADVERTISING

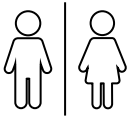
Properties are displayed with images, description, listing agent and office contact information through the new Robb Report Real Estate listing portal, showcasing the brand's extraordinary property photography and video, as well as Sotheby's International Realty® brand banners that will run across robbreport.com



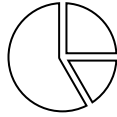


# ARCHITECTURAL DIGEST

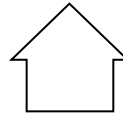
Architectural Digest is the international authority in design and architecture. AD provides exclusive access to the world's most beautiful homes and to the fascinating people who live in them, bringing its audience a wealth of information on architecture and interior design, art and antiques, travel destinations and extraordinary products. The AD100 list of top architects and designers is one of the industry's most relied-upon indexes of talent. Every day AD inspires millions of affluent readers to redesign and refresh their lives through a multi-platform presence that includes print and digital editions, social media, signature events and its website, [architecturaldigest.com](http://architecturaldigest.com).



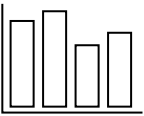
MALE/FEMALE SKEW  
**41% | 59%**



AVERAGE AGE  
**55.3 YEARS OLD**



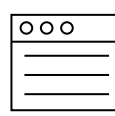
AVERAGE HHI  
**\$105,784 USD**



PAGE VIEWS/MONTH  
**13,800,000**



UNIQUE MONTHLY VISITS  
**5,618,000**



AVERAGE # PAGES/VISITOR  
**3.2 PAGES**

## DISTRIBUTION WORLDWIDE

COUNTRY	TOTAL VISITS
United States	2,126,557
Canada	159,843
United Kingdom	159,547
Australia	87,247
India	61,002
Germany	49,788
Spain	25,721
Caribbean	14,850

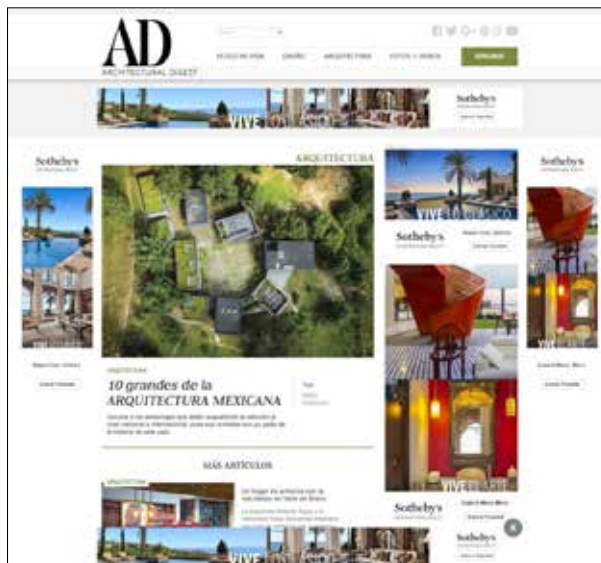


Real Estate is one of the strongest traffic drivers to [architecturaldigest.com](https://www.architecturaldigest.com). In 2019, the Sotheby's International Realty® brand has continued its ownership of the most powerful placement on their website with a 4-month exclusive ownership of the real estate channel, and a full year buyout of the real estate index page.



## INSTAGRAM SPONSORSHIP

Tapping into Architectural Digest's large social following (over 3 million), the *Sotheby's International Realty* brand will take over 2-4 Instagram posts and stories through the AD Instagram account to share inspiring photography and immersive video stories, including VR tour videos.



**AD**  
MEXICO

CONDÉ NAST

## PREMIUM TARGETED PORTFOLIO ADVERTISING - CONDÉ NAST

Combining the scale and reach of the Condé Nast portfolio and AD's site-wide rotation with precision targeting, *Sotheby's International Realty* will be front and center with the most affluent audience and purchasers across multiple sites including, Vanity Fair, Vogue, GQ, The New Yorker, Condé Nast Traveler, Bon Appetit, Golf Digest, W and AD Mexico.

Powerful and dynamic units containing images, animations, and/or video running across desktop, tablet and mobile.



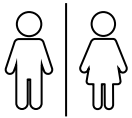






Juwai.com is the No. 1 Chinese international property portal and is the exclusive international property partner of Tencent, China's internet giant and operator of WeChat. Juwai.com has more than 2 million Chinese-speaking users and showcases 2.5 million listings from 89 countries. Juwai.com was named the top international real estate website in China by the country's peak e-commerce body for two years running and is a winner of the prestigious Red Herring Global Top 100 Award for excellence in startups.

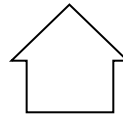
To maintain reach in China, the Sotheby's International Realty® brand will continue its syndication and advertising partnership with Juwai.com in 2019. This ensures greater visibility to Chinese consumers searching for homes worldwide.



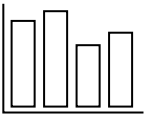
MALE/FEMALE SKEW  
**49% | 51%**



AVERAGE AGE  
**45 YEARS OLD**



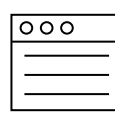
AVERAGE HHI  
**\$700,000 USD**



PAGE VIEWS/MONTH  
**3,100,000**




UNIQUE MONTHLY VISITS  
**2,200,000**



AVERAGE # PAGES/VISITOR  
**4 PAGES**

#### DISTRIBUTION WORLDWIDE

COUNTRY	TOTAL VISITS
China	85%
United States	4%
Taiwan	1.2%
Canada	1%
Hong Kong	0.8%
United Kingdom	0.7%
Australia	0.5%
Singapore	0.3%
Thailand	0.2%
Japan	0.2%



房源


Q


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 货币单位: CNY
 LIST ON JUWAI

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[中国房产](#)
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蘇富比國際房地產® 代理房源

## Sotheby's International Realty®

### 蘇富比國際房地產®

(中介编号: 391984)

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共代理房源 46380 套

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亚特兰大7卧9卫的住宅

佐治亚州, 亚特兰大



土地面积: 68756平方米



纽约5卧6卫的住宅

纽约州, 纽约

更多详情 >>

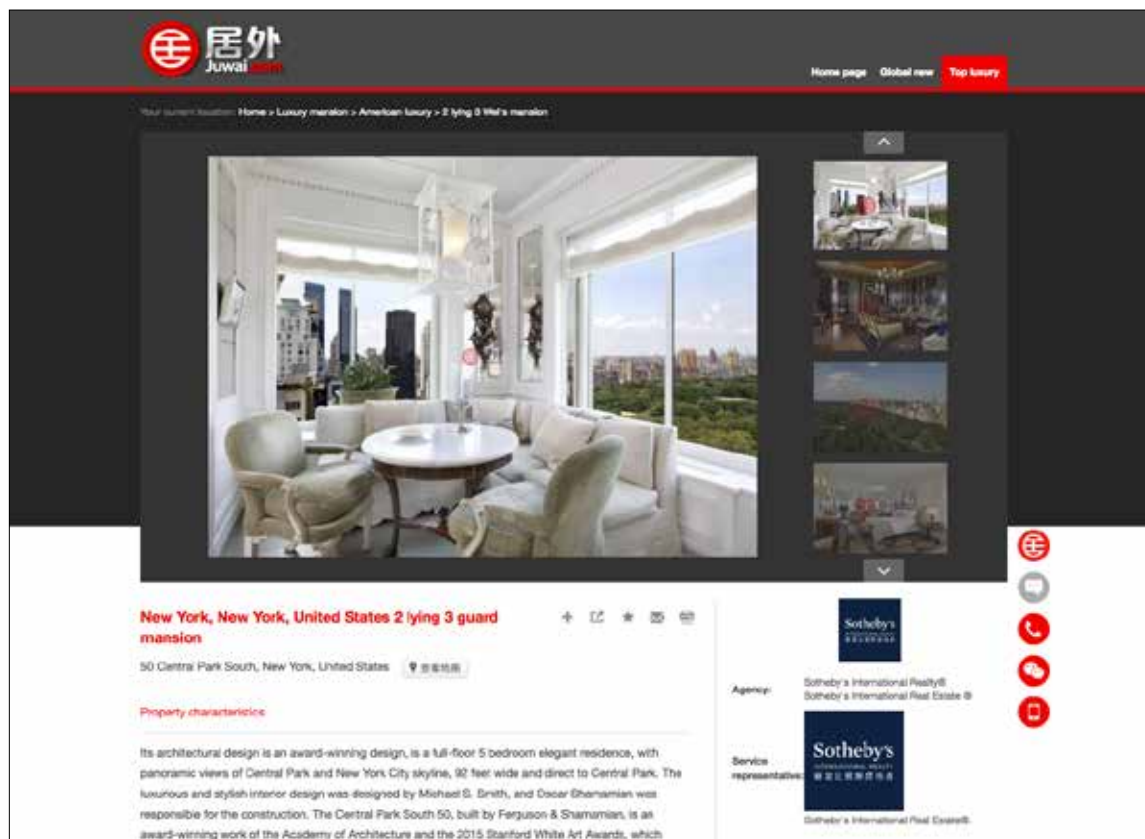



## LISTING DISTRIBUTION AND BRAND LISTING PAGE\*

Juwai will provide 12 months of property syndication and promotion for all Sotheby's International Realty® brand properties during 2019. The brand's Chinese translated company page on Juwai.com will also continue to be a staple in this year's campaign.

All properties provided in simplified Chinese will be featured automatically in that language. Properties provided in English will feature a button to click-to-translate to simplified Chinese.

SOTHEBY'S INTERNATIONAL REALTY®



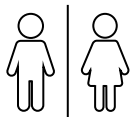
## LUXE CHANNEL

Juwai will provide the Sotheby's *International Realty* brand with the ability to feature 50 select properties on the Juwai LUXE platform for 12 months on a rotating schedule. This is the ultra-luxury channel on Juwai.com dedicated to homes \$3 million USD and above.

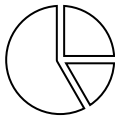


# THE ECONOMIC TIMES

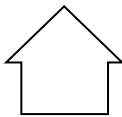
The Economic Times is India's premier business daily and the world's second-most widely read English-language business newspaper, with a readership of over 800,000. The Economic Times is published simultaneously from 12 cities—Mumbai, Bangalore, Delhi, Chennai, Kolkata, Lucknow, Hyderabad, Jaipur, Ahmedabad, Nagpur, Chandigarh and Pune. With a readership higher than that of the competition combined and concentrated among the top echelons of business and government, The Economic Times is the publication of record for opinion leaders and decision-makers in India.



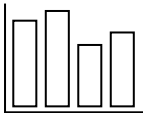
MALE/FEMALE SKEW  
**78% | 22%**



AVERAGE AGE  
**35 YEARS OLD**



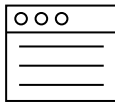
AVERAGE HHI  
**\$40,000 USD**



PAGE VIEWS/MONTH  
**247,000,000**



UNIQUE MONTHLY VISITS  
**19,700,000**



AVERAGE # PAGES/VISITOR  
**6.5 PAGES**

DISTRIBUTION  
**WORLDWIDE**

COUNTRY	TOTAL VISITS
Delhi	3,820,000
Mumbai	2,750,000
Bangalore	2,410,000
Chennai	1,740,000

## HOMEPAGE BILLBOARD

The Sotheby's International Realty® brand will execute an impactful homepage take-over with banner ads and skins on specific targeted days throughout the year.

## EDITORIAL AD UNITS

Branded content advertisements will run on the news, markets and industry pages on [economictimes.com](http://economictimes.com), making the brand top of mind among decision-makers in India.



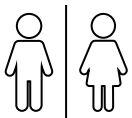




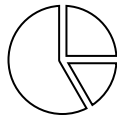
# dwell

As the leading voice for modern design, architecture and interiors, Dwell.com reaches an affluent, sophisticated and design-savvy audience. Reaching over 1 million unique monthly visitors, Dwell has been a modern design icon for the past 18 years.

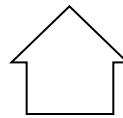
Becoming a staple in the 2019 media plan, the Sotheby's International Realty® brand will leverage Dwell's dedicated audience of highly affluent consumers to uniquely showcase the modern properties represented by our network.



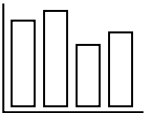
MALE/FEMALE SKEW  
**40% | 60%**



AVERAGE AGE  
**39 YEARS OLD**



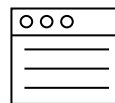
AVERAGE HHI  
**\$160,000 USD**



PAGE VIEWS/MONTH  
**10,000,000**



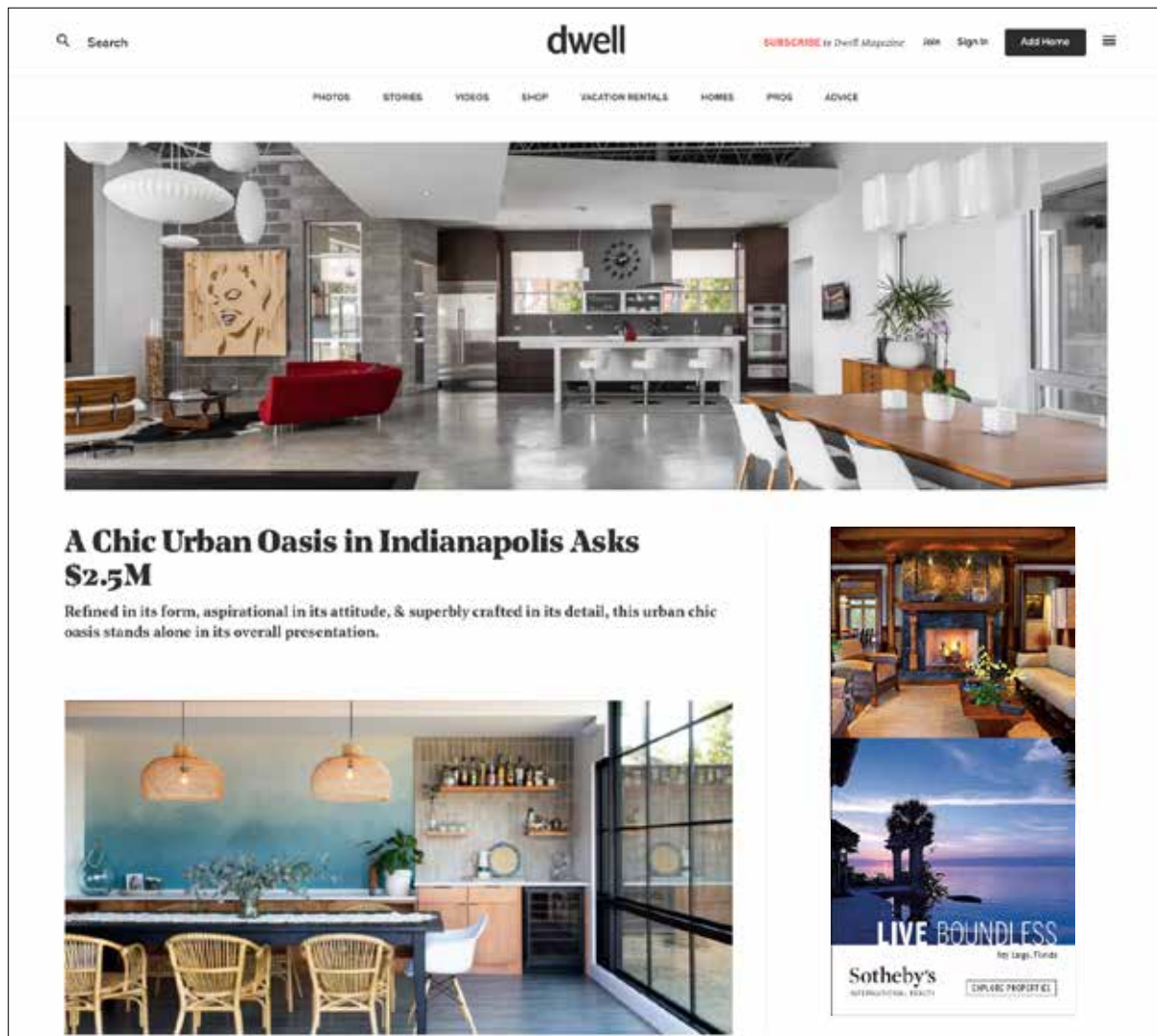
UNIQUE MONTHLY VISITS  
**1,000,000**



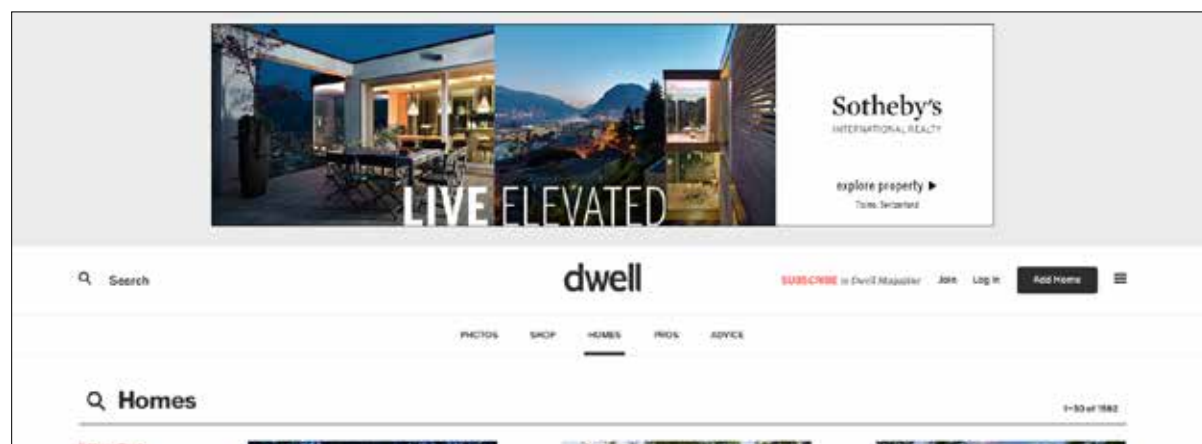
AVERAGE # PAGES/VISITOR  
**2.2 PAGES**

## DISTRIBUTION WORLDWIDE

COUNTRY	TOTAL VISITS
United States	533,164
Canada	57,086
United Kingdom	28,782
Australia	19,597
India	16,540
Germany	9,388
France	6,878
Turkey	6,234
Spain	6,170
Mexico	5,380



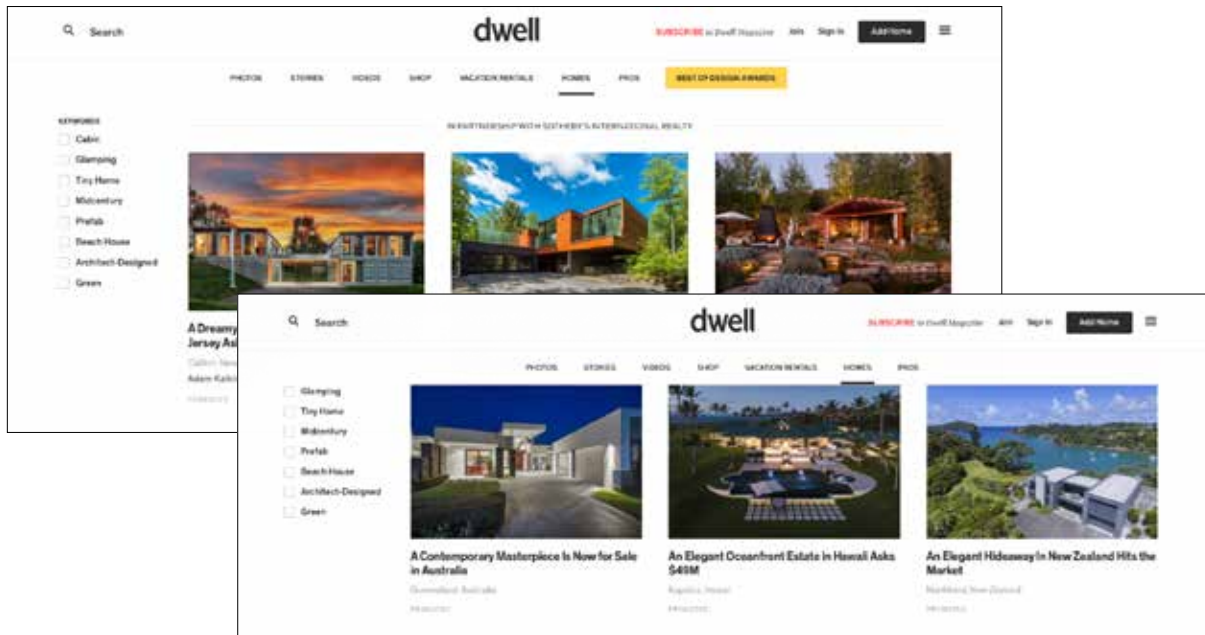
The screenshot shows the Dwell website homepage. At the top is a navigation bar with the Dwell logo, a search bar, and links for 'SUBSCRIBE to Dwell Magazine', 'Join', 'Sign In', and 'Add Home'. Below the navigation bar are category links: PHOTOS, STORIES, VIDEOS, SHOP, VACATION RENTALS, HOMES, PROS, and ADVICE. The main content area features a large hero image of a modern interior with a red sofa and a large abstract painting. Below this image is the headline 'A Chic Urban Oasis in Indianapolis Asks \$2.5M' and a sub-headline: 'Refined in its form, aspirational in its attitude, & superbly crafted in its detail, this urban chic oasis stands alone in its overall presentation.' To the right of the article is a vertical banner for Sotheby's International Realty with the text 'LIVE BOUNDLESS' and 'Key Largo, Florida'. Below the article is another image of a dining area with a blue wall and wicker chairs.



This screenshot shows a different section of the Dwell website. It features a large banner for Sotheby's International Realty with the text 'LIVE ELEVATED' and 'explore property' with a right-pointing arrow. Below the banner is the Dwell logo and navigation links: PHOTOS, SHOP, HOMES, PROS, and ADVICE. The 'Homes' link is highlighted. Below the navigation bar is a search bar with the text 'Homes' and a right-pointing arrow. To the right of the search bar is a small text '1-50 of 1882'. Below the search bar is a row of small images representing different homes.

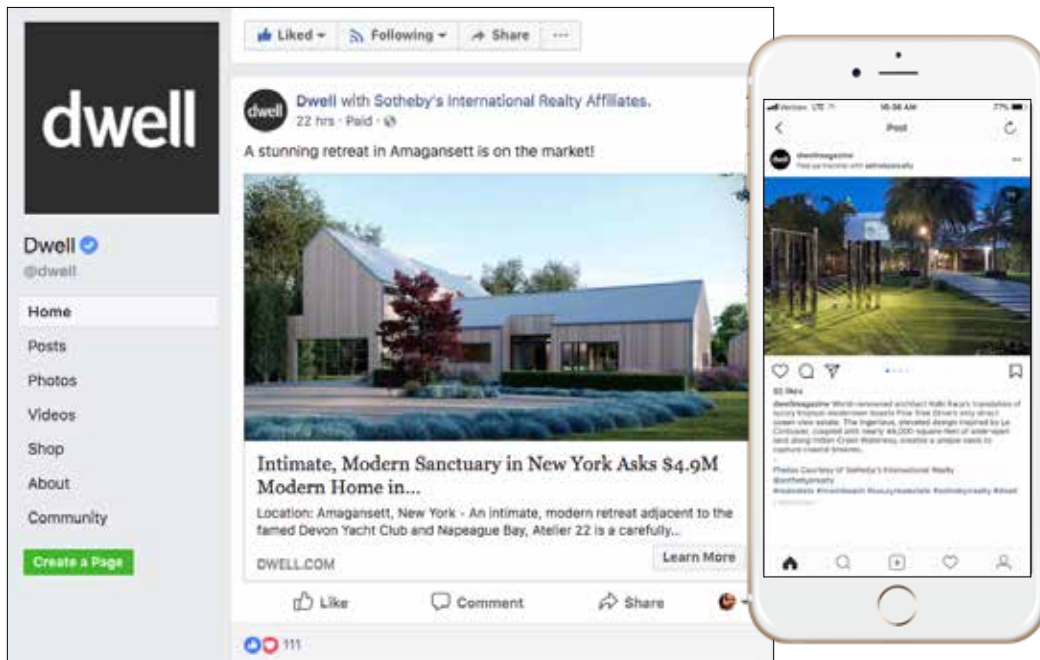
## HOMES AND REAL ESTATE CHANNEL SPONSORSHIP - EXCLUSIVE\*

Our partnership positions the Sotheby's International Realty® brand in front of Dwell's readership through impactful creative, featuring modern homes from around the globe. Run-of-site banners and brand content will be used to sponsor Dwell's Homes and Real Estate channels throughout the year, in addition to scheduled ad placements on the dwell.com homepage and article pages.



## FEATURED HOMES

Sotheby's International Realty will receive a fixed placement to promote key homes in 2019. The fixed placement can be dynamically served allowing us to rotate in multiple homes at a time within the Dwell Homes Channel and Real Estate Section. Select properties will also be featured on Dwell's homepage and in monthly e-newsletters.



## INSTAGRAM AND FACEBOOK PHOTO OF THE DAY

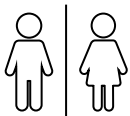
Leveraging Dwell's 1.3MM + engaged Instagram audience of home enthusiasts, Sotheby's International Realty will highlight select featured properties for inclusion in Dwell's Photo of the Day. This promotion will also feed to their Facebook audience, reaching an additional 890k + consumers.





# ELLE DECOR

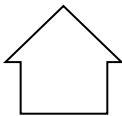
Since 1989, Elle Decor has been delivering what you can't live without—chic houses, fascinating people, elegant furnishings, cool objects, smart ideas, inspiring entertaining tips, and must-see destinations. Here to make your life better, richer and more dazzling, their viewpoint is fresh, their vision is international, and their philosophy is simple: to inspire their two million readers to make their world more beautiful, one room at a time. With an international point of view, Elle Decor has covered style-makers, trendsetting interiors and must-have home furnishings for 20 years.



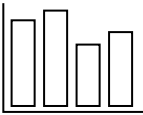
MALE/FEMALE SKEW  
**10% | 90%**



AVERAGE AGE  
**47 YEARS OLD**



AVERAGE HHI  
**\$150,000 USD**



PAGE VIEWS/MONTH  
**9,000,000**

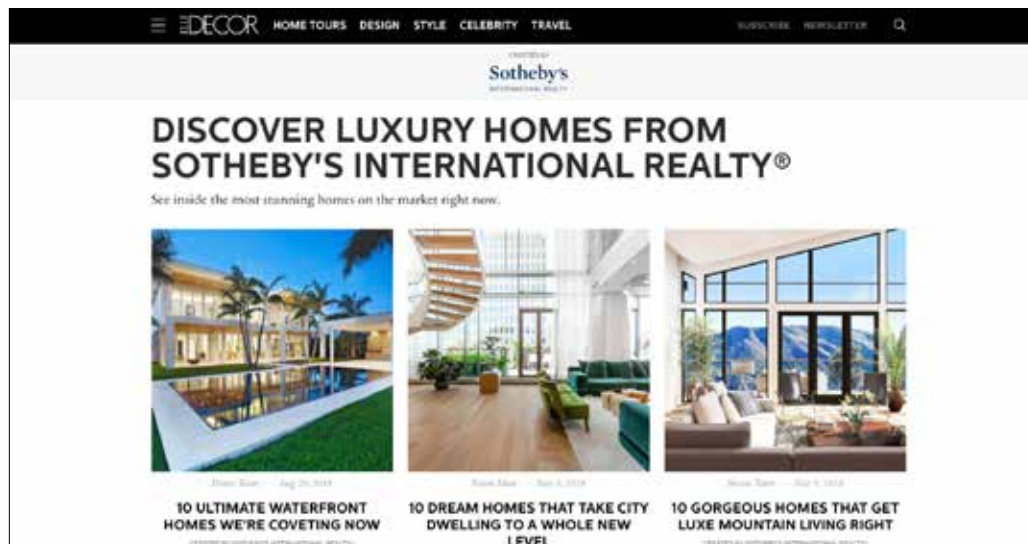


UNIQUE MONTHLY VISITS  
**1,700,000**

DISTRIBUTION  
**WORLDWIDE**

COUNTRY	TOTAL VISITS
United States	65%
United Kingdom	5%
Canada	5%
India	5%
Australia	2%
Philippines	1%
South Africa	<1%
Germany	<1%
Italy	<1%
Malaysia	<1%
Other	14%





## CUSTOM CONTENT COLLECTION & PHOTO GALLERIES - EXCLUSIVE\*

Elle Decor and Sotheby's International Realty® will continue to help readers discover current luxury, building on the success of the *Sotheby's International Realty* brand landing page for 2019. Hearst will once again create a destination that exclusively features photo collections of current *Sotheby's International Realty* listings, curated by Elle Décor's taste-making editorial team. This deeply customized content destination will feature *Sotheby's International Realty* property photo galleries alongside ELLEvated Entertaining content pieces and inspirational real estate content, creating an engaging and robust experience for readers. The custom content will run on a monthly refresh throughout 2019.



## ELLEvated ENTERTAINING - EXCLUSIVE

Building on the success of our 2018 partnership, Elle Decor will expand the ELLEvated Entertaining series, creating a series of 4 custom co-branded articles, colored with beautifully composed images shot at *Sotheby's International Realty* homes by the renowned Elle Decor production team. Designed to inspire the consumer, the program will marry entertaining with beautiful homes.

Elle Decor editors will work with *Sotheby's International Realty* to showcase every facet of luxury, design and décor on-site at open listings. This will bring readers closer than ever to *Sotheby's International Realty* homes, effectively evolving how consumers interact with the brand in a unique and impactful way. This co-branded collaboration will populate elledecor.com and sothebysrealty.com for a powerful site-wide presence, in addition to cross-platform content promotion.



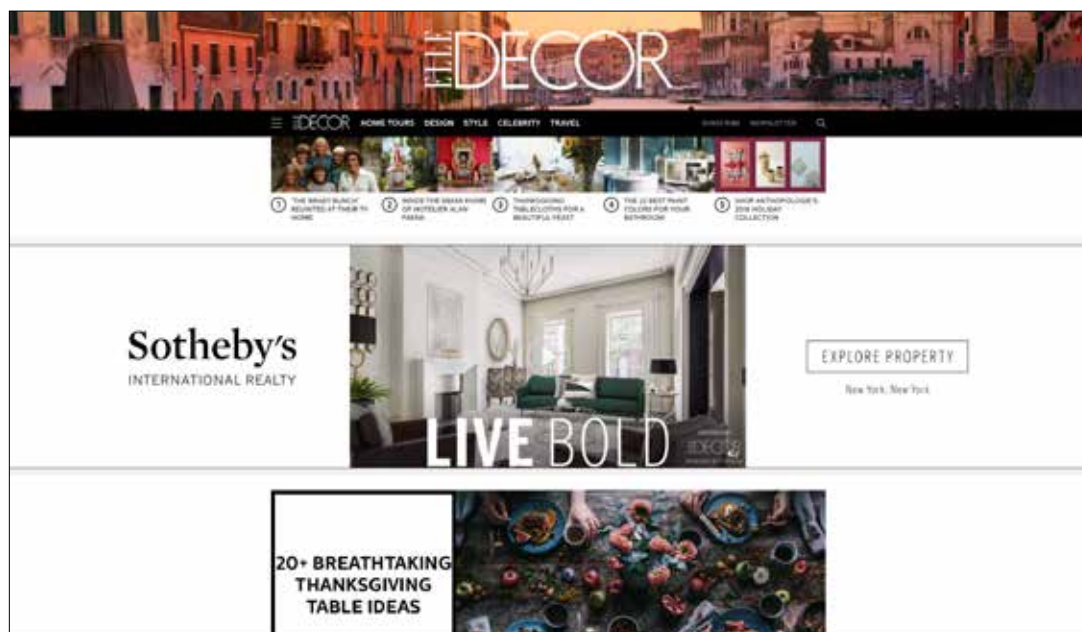
VERANDA BAZAAR<sup>Harper's</sup>

ELLE DECOR TOWN&COUNTRY

HouseBeautiful ELLE

## HEARST LUXURY GROUP PROMOTION

Exclusively for the *Sotheby's International Realty* brand, Hearst will engage its influential and sophisticated global audience through international targeting that will promote *Sotheby's International Realty* content to real estate lovers in the most affluent destinations around the world.



## SUPER HERO AD UNIT

Hearst's proprietary cross-platform super hero ad unit is engaging, visually appealing and packs a big visual punch, with an impressive amount of high-quality real estate photography and video to showcase *Sotheby's International Realty* luxury listings with the most prominent presence across platforms in areas of high engagement.

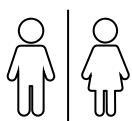




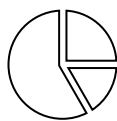
# FINANCIAL TIMES

The Financial Times (FT) is one of the world's leading business news organizations, recognized internationally for its authority, integrity and accuracy. Providing essential news, comment, data and analysis for the global business community, the FT has a combined paid print and digital circulation of 850,000. Mobile is an increasingly important channel for the FT, driving more than half of total traffic to the world's most desirable audience, with the largest purchasing power and highest net worth.

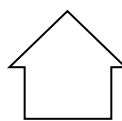
The Financial Times reaches those influencing the political and corporate world who are also high-net-worth consumers seeking out the best life has to offer. With over 6 million registered users, the FT reaches the world's most influential budget-holders and opinion-formers.



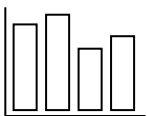
MALE/FEMALE SKEW  
**84% | 16%**



AVERAGE AGE  
**43 YEARS OLD**



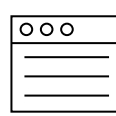
AVERAGE HHI  
**\$412,000 GBP**



PAGE VIEWS/MONTH  
**106,016,995**



UNIQUE MONTHLY VISITS  
**17,600,000**

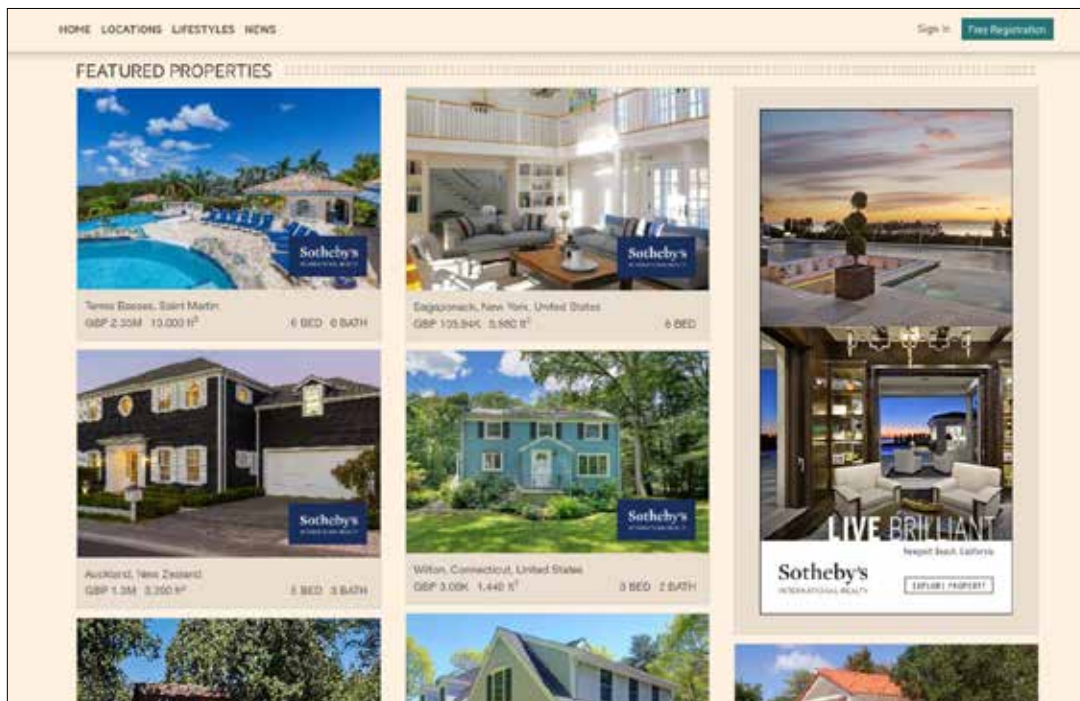
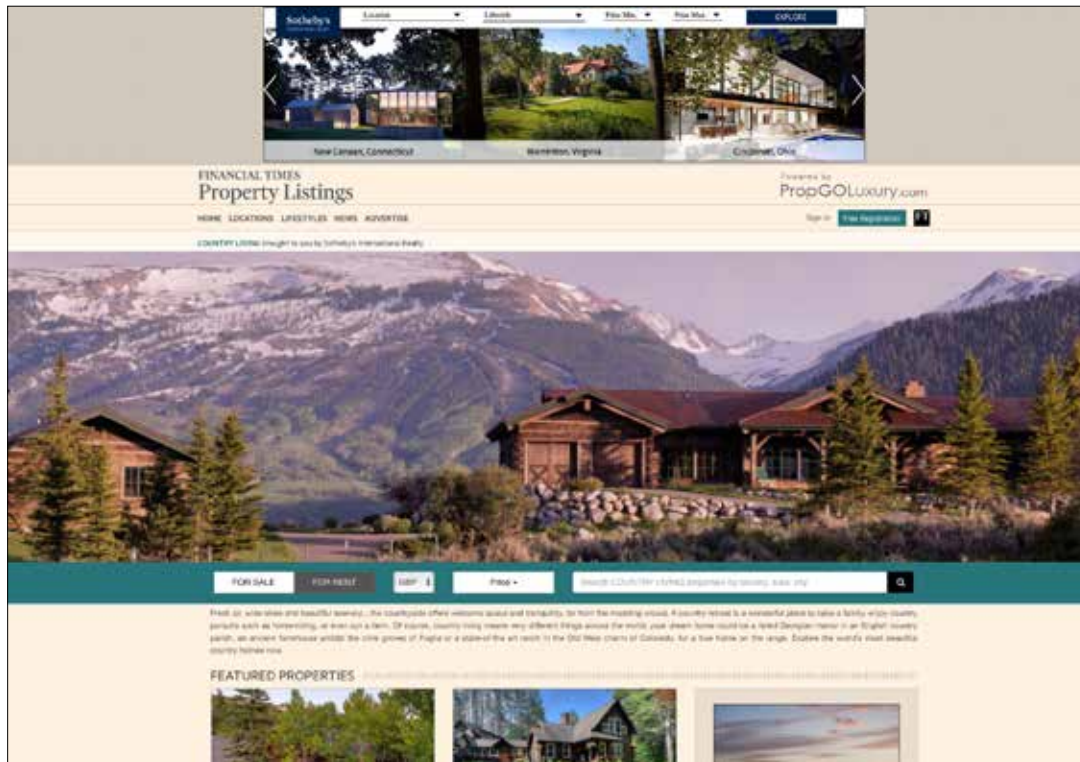


AVERAGE # PAGES/VISITOR  
**6 PAGES**

## DISTRIBUTION WORLDWIDE

COUNTRY	TOTAL VISITS
United States	4,093,550
United Kingdom	2,760,755
Canada	401,433
India	352,017
Germany	334,395
Australia	260,625
France	252,733
Italy	224,066
Singapore	214,920
Ireland	180,466





## PROPERTY LISTING AND LIFESTYLE SEARCH SPONSORSHIP - EXCLUSIVE\*

The Sotheby's International Realty® brand continues to stand out as the dominant luxury real estate company to the global elite readership of the Financial Times.

The Sotheby's International Realty brand will continue to promote property videos in 2019, and will remain as the exclusive lifestyle search partner on propertylisting.ft.com and in FT print advertisements.

Planning 10 November 2018

FINANCIAL TIMES

17

FINANCIAL TIMES  
Property Listings

## YOUR DOOR TO THE WORLD'S MOST STRIKING HOMES

From soaring mountain peaks to stunning sea panoramas, you'll find the homes with breathtaking features at [propertylistings.ft.com](https://propertylistings.ft.com)



Supported by

**Sotheby's**  
INTERNATIONAL REALTY

Queenstown, Otago, New Zealand  
Property ID # JCZVPZ



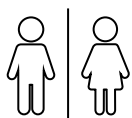




# NIKKEI

The Sotheby's International Realty® brand continues its exclusive partnership with the Nikkei, the most influential news publication in Japan and one of the major media powerhouses in the world.

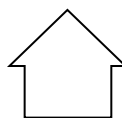
This alliance enables the brand to generate Japanese buyer interest through Nikkei's digital platform, which reaches over 29 million monthly readers. The *Sotheby's International Realty* brand is the first real estate brand to present property listings outside of Japan to readers of Nikkei, giving Japanese consumers access to residential real estate offerings in 72 countries and territories.



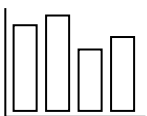
MALE/FEMALE SKEW  
**86.5% | 13.5%**



AVERAGE AGE  
**50 YEARS OLD**



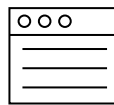
AVERAGE HHI  
**10,000,000 JPY**



PAGE VIEWS/MONTH  
**278,000,000**



UNIQUE MONTHLY VISITS  
**34,400,000**



AVERAGE # PAGES/VISITOR  
**9.1 PAGES**

## DISTRIBUTION WORLDWIDE

METROS	TOTAL VISITS
Kanto (Tokyo & Suburban)	15,679,303
Kinki (Osaka & Suburban)	5,254,839
Tokai (Nagoya & Suburban)	1,988,317
Chugoku & Shikoku	1,335,013
Kyushu & Okinawa	1,335,013
Hokkaido	965,754
Tohoku	653,304
Koshinetsu	653,304
Hokuriku	426,068
Overseas	113,621

[illegible]

ゼンラの臨川村赤十字町に宛め送られる米セントン口はロイヤル製。  
製子にはララララ大衆の最良の味に満ちるのを賞賛する旨の文書が添えられている。ロイヤル

[illegible][illegible][illegible][illegible]

DISCOVER EXCLUSIVE PROPERTIES WORLDWIDE

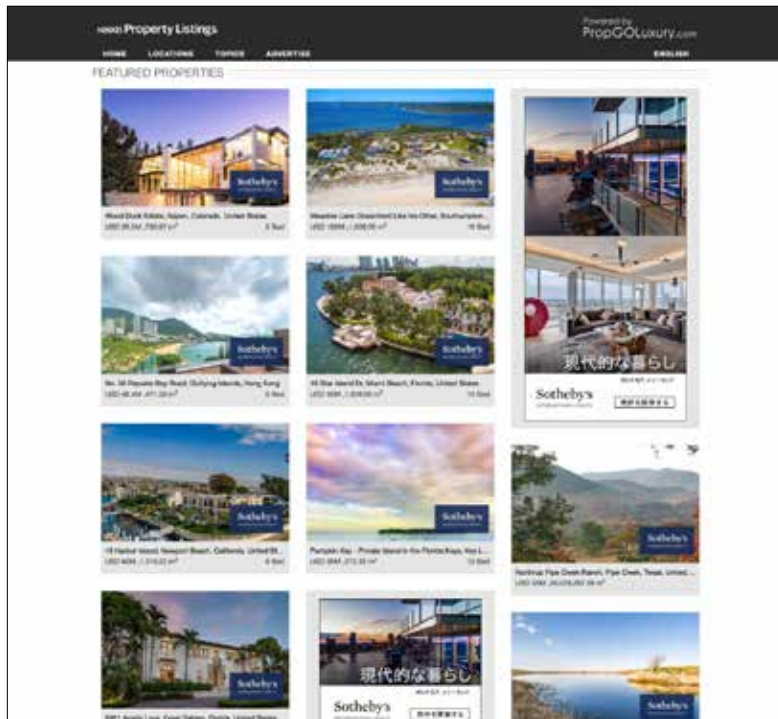
世界の高級不動産に出会う

Miami, Florida, United States  
442708

Supported by  
**Sotheby's**  
INTERNATIONAL REALTY

NIKKEI Property Listings  
<https://propertylistings.nikkei.jp/>

**SOTHEBY'S INTERNATIONAL REALTY®**



## PROPERTY LISTING SYNDICATION

Property listings will be translated and syndicated to the Nikkei luxury property listing site.



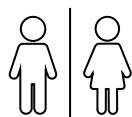
## NATIVE ADVERTISING

Brand editorial content that is fully translated and promoted on the Nikkei property listing site.

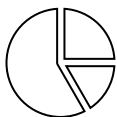


# JamesEdition

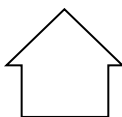
JamesEdition is the world's first and largest luxury marketplace to span across product categories and offer high-end items from dealers across the world. The exquisite items curated by JamesEdition range from celebrity-owned luxury estates to rare supercars. Their cutting-edge technology lets consumers find and compare luxury real estate listings. The site reaches more than 600,000 potential buyers from 200 countries each month.



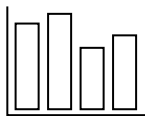
MALE/FEMALE SKEW  
**85% | 15%**



AVERAGE AGE  
**45 YEARS OLD**



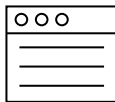
AVERAGE HHI  
**\$250,000 USD**



PAGE VIEWS/MONTH  
**5,922,965**



UNIQUE MONTHLY VISITS  
**376,092**



AVERAGE # PAGES/VISITOR  
**8.36 PAGES**

DISTRIBUTION  
**WORLDWIDE**


COUNTRY	TOTAL VISITS
United States	126,476
United Kingdom	33,987
Germany	15,829
Canada	15,772
Turkey	14,372
India	10,392
Australia	9,659
France	9,533
Netherlands	8,029
Italy	7,231

JamesEdition

About USD Sign in / Register Become a Seller

For Sale Travel Brands Dealers Stories Sell

Home / Real Estate




EXQUISITE BUCKHEAD ESTATE ON 3.84 PRIVATE ACRES  
\$7,900,000

### Find luxury Real Estate and Homes for sale













VIEW ALL HOMES  
SPAIN | NEW YORK | PARIS

Type location Search


JamesEdition is the premier international marketplace to find luxury real estate and homes for sale. Search and browse more than 40,000 luxury homes for sale in over 50 countries. The most exclusive properties in the most desirable locations are offered by luxury real estate and homes specialists and private sellers worldwide, displayed with large, high-quality images. Whether you're buying a primary or second home, a pied-a-terre or vacation property you'll find thousands of the finest international properties including condominiums, penthouses, homes, estates and resort hotel ownership options.



### Featured luxury properties

 <b>Ultra-Luxury Tuscany ...</b> Porto Ercole, Italy P.O.R. \$ 2,512,519	 <b>Modern villa in a resi...</b> Hondembia, Spain \$ 1,390,000	 <b>WONDERFUL NEW VI...</b> Palma, Spain \$ 13,590,447	 <b>Country house in Seg...</b> Segovia, Spain \$ 1,113,503
 <b>Your dream Villa Avlida</b> Avlida, Greece \$ 2,512,519	 <b>Lots &amp; Land Other</b> Jay, US, United States \$ 999,900	 <b>4 Bedrooms Single F...</b> Brilings, US, United Sta... \$ 435,900	 <b>3 Bedrooms Single F...</b> Northridge, US, United ... \$ 569,900
 <b>3 Bedrooms Single F...</b> Petaluma, US, United S... \$ 669,000	 <b>Havelock, Montérégie</b> Havelock, Canada \$ 950,555	 <b>The Imprest Takasawa</b> Minato-ku, Japan \$ 1,754,774	 <b>1916 Aquinas Dr</b> CAMBRIDGE, MD, Unite... \$ 844,000

View more



## PROPERTY DISTRIBUTION

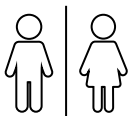
Sotheby's International Realty® properties are displayed with up to 40 exceptionally high-quality (up to retina display quality) images, description, listing agent and office contact information on the JamesEdition Real Estate page.

Unique to the *Sotheby's International Realty* brand, each property has a direct link to view that property on sothebysrealty.com, providing thousands of interactions monthly. Each office is listed in the directory and presented in a dealer page format with profile and contact information, linked to all office properties.

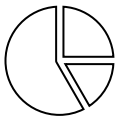
Video is integrated into the property's platform for listings valued at \$1 million USD or more.

# Bloomberg

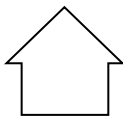
As today’s business leaders turn to the Sotheby’s International Realty® brand as the voice of luxury real estate, they also turn to Bloomberg for unparalleled global business news mixed with cultural pursuits to enrich their professional and personal lives. Bloomberg’s readership connects our brand to high-net-worth individuals with 40% of their audience coming from outside the United States. Bloomberg Media covers the business world like no other with more than 2,700 journalists and analysts around the globe, providing unrivaled business news coverage and deep engagement.



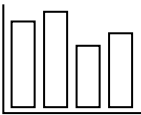
MALE/FEMALE SKEW  
**76% | 24%**



AVERAGE AGE  
**48 YEARS OLD**



AVERAGE HHI  
**\$163,975 USD**



PAGE VIEWS/MONTH  
**374,000,000**



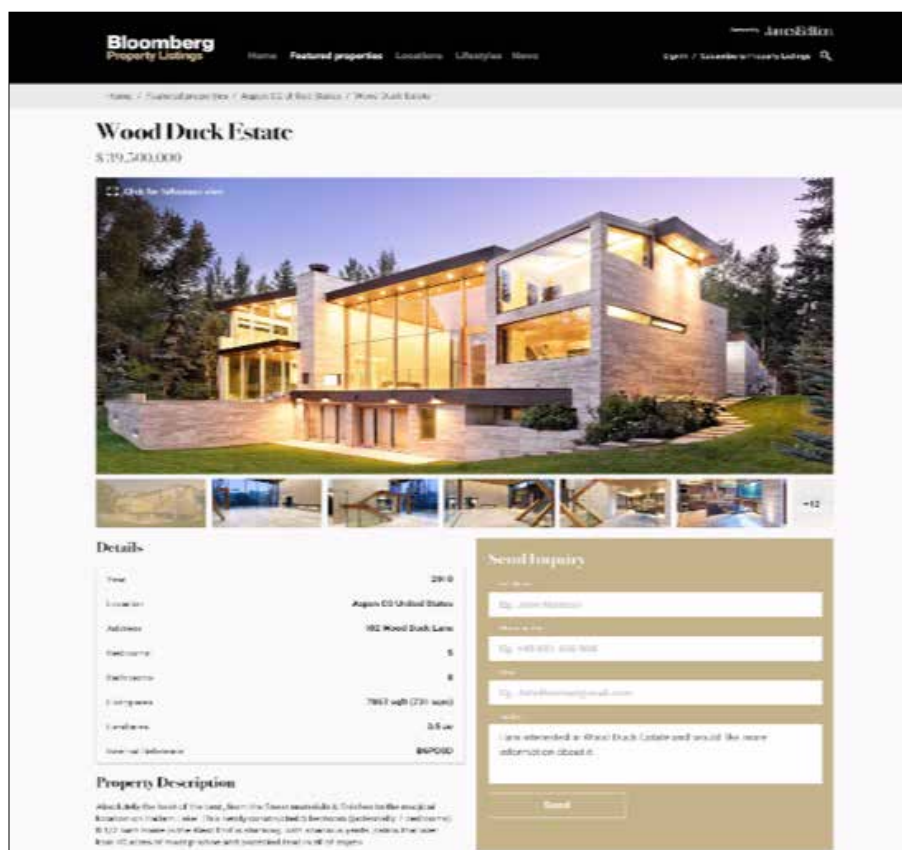
UNIQUE MONTHLY VISITS  
**25,000,000**

DISTRIBUTION  
**WORLDWIDE**

COUNTRY	TOTAL VISITS
United States	32,413,661
Canada	2,842,709
Mexico	396,749
Brazil	345,555
Colombia	117,195
Argentina	114,384
Peru	97,885
Chile	76,205
Puerto Rico	45,468
Venezuela	40,495

COUNTRY	TOTAL VISITS
Jamaica	37,233
Trinidad & Tobago	34,988
Costa Rico	33,834
Dominican Republic	30,428
Panama	29,176
Ecuador	24,103
Uruguay	19,853
Bahamas	17,731
Guatemala	16,654
Barbados	11,621





## PROPERTY DISTRIBUTION - JAMES EDITION & BLOOMBERG MEDIA GROUP

Powered by JamesEdition, the world's first and largest luxury marketplace, Bloomberg Properties will showcase exclusive and sought-after *Sotheby's International Realty* listings to prospective homebuyers.

Properties are displayed with up to 40 exceptionally high-quality (up to retina display quality) images, description, listing agent and office contact information on Bloomberg Property Listings page.

Unique to the *Sotheby's International Realty* brand, each property has a direct link to view that property on sothebysrealty.com providing thousands of interactions monthly. Each office is listed in the directory and presented in a dealer page format with profile and contact information, linked to all office properties.

Video is integrated into the property's platform for listings valued at \$1 million USD or more.



## BANNER ADVERTISING

With global business leaders frequently visiting Bloomberg.com to access the day's most popular investment and business news, the *Sotheby's International Realty* brand will align our custom brand banner ads with their most engaged content to drive traffic to sothebysrealty.com where all of the properties represented by our network are featured.





Inspiring travelers around the globe, Emirates has a growing network of world-class service. Currently flying to more than 150 destinations in more than 80 countries, Emirates has 5 million captive and affluent passengers aboard their aircrafts every month.

In 1992, Emirates was the first airline to offer TV screens in every seat. Emirates offers the best in-flight entertainment system to a global audience, featuring an abundance of content across a variety of categories including: Hollywood releases, drama, comedy, documentaries, Arabic content, Bollywood and now... Sotheby's International Realty® branded content.



## IN-FLIGHT BRAND VIDEO ADVERTISEMENTS

Reaching a captive affluent international audience, video advertisements will run in front of 30% of all movies and 20% of short featured content (TV series, documentaries and sports). This means that a passenger will see the *Sotheby's International Realty* brand's video content 1-2 times on average.

Emirates currently carries 5 million passengers per month, generating an average of 1.7 million views which will give the *Sotheby's International Realty* brand 8.5 million views per month.

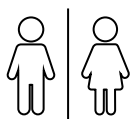


# LUXURY ESTATE

LuxuryEstate.com provides the largest selection of world-class \$1 million-plus properties from 120 countries.

The website and the mobile apps generate over 900,000 visits and 9 million page views each month, making LuxuryEstate.com a prominent portal in the international luxury real estate market.

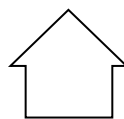
LuxuryEstate.com has a strong international audience with users coming from 132 countries around the world enabled by the 16 languages available on the portal including: English, French, German, Russian, Spanish, Portuguese, Italian, Dutch, Turkish, Greek, Hebrew, Japanese, Chinese, Polish, Arabic and Korean.



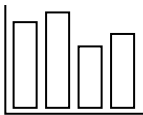
MALE/FEMALE SKEW  
**54% | 46%**



AVERAGE AGE  
**40 YEARS OLD**



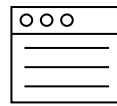
AVERAGE HHI  
**\$3,500,000 GBP**



PAGE VIEWS/MONTH  
**10,000,000**



UNIQUE MONTHLY VISITS  
**1,000,000**

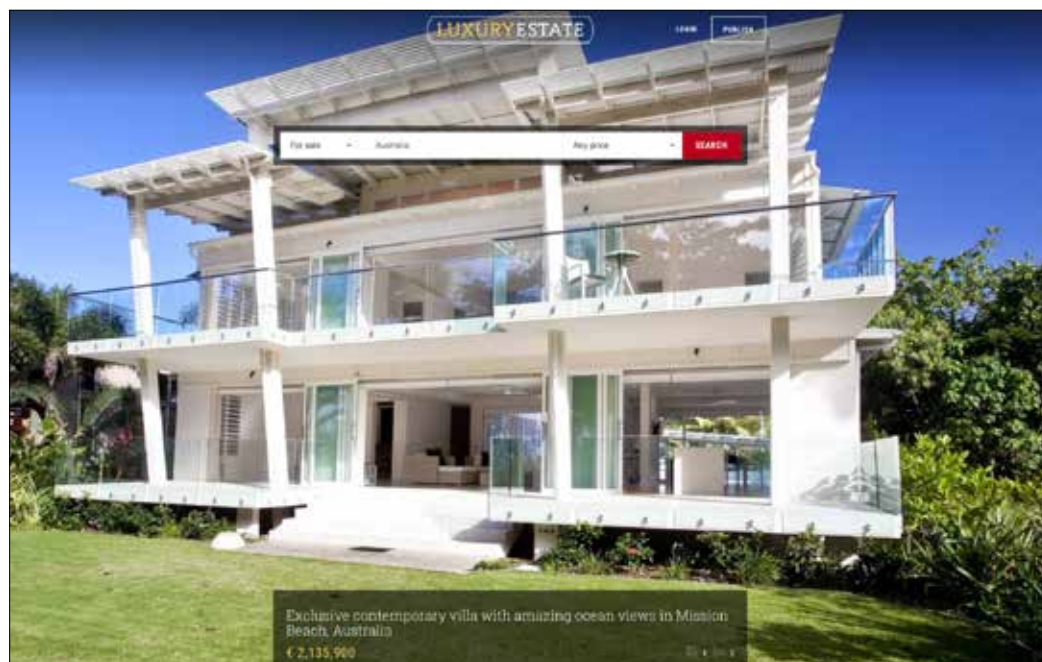


AVERAGE # PAGES/VISITOR  
**11.5 PAGES**

## DISTRIBUTION WORLDWIDE

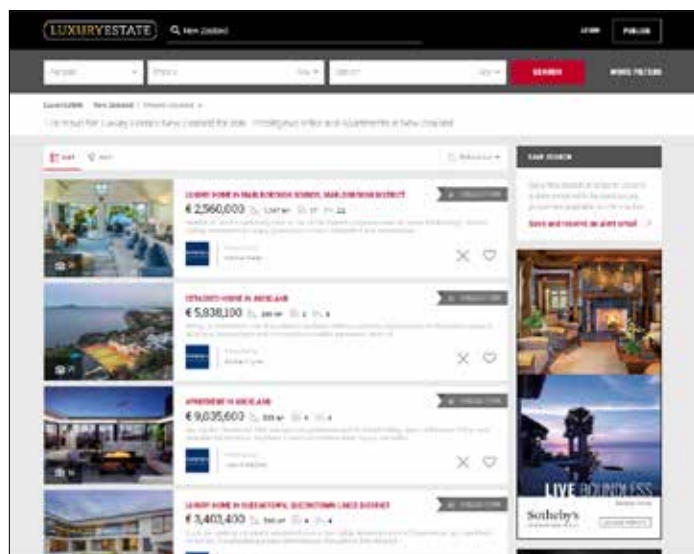
COUNTRY	TOTAL VISITS
United States	86,880
Spain	78,845
United Kingdom	74,463
Germany	72,367
France	66,987
Italy	65,483
Portugal	54,528

COUNTRY	TOTAL VISITS
China	27,614
UAE	25,272
Australia	19,035
Switzerland	15,357
India	14,313
Japan	10,502



## PROPERTY SHOWCASE

The showcase allows the Sotheby's International Realty® brand to promote a property on the Luxury Estate homepage every month. This showcase also includes run of site brand banners and custom editorial that will feature *Sotheby's International Realty* branded content.



## PROPERTY DISTRIBUTION

LuxuryEstate.com will feature properties from the *Sotheby's International Realty* brand along with a detailed property description and sales associate contact information. The property descriptions are translated into each language available on the website, 11 currencies and two units of measurement.

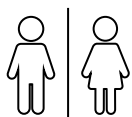
Each sales associate's contact details and logo are displayed with each published property. A dedicated quality assurance team, composed of 16 professionals from 16 different countries, verify each inquiry to ensure sales associates will only receive top-quality leads.





# PropGOLuxury.com

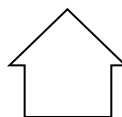
PropGOLuxury owns and operates a leading luxury real estate portal for English and Chinese readers. Through a series of extensive publishing partnerships, PropGOLuxury powers the real estate distribution and search platforms for leading publications including The New York Times China Edition, The Financial Times, South China Morning Post, Singapore Press Holdings Z-Property, Luxury Insider, Financial Times Chinese, Reuters and Nikkei.



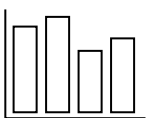
MALE/FEMALE SKEW  
**55% | 45%**



AVERAGE AGE  
**37 YEARS OLD**



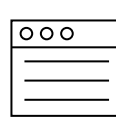
AVERAGE HHI  
**\$235,000 USD**



PAGE VIEWS/MONTH  
**4,800,000**



UNIQUE MONTHLY VISITS  
**810,000**



AVERAGE # PAGES/VISITOR  
**4 PAGES**

## DISTRIBUTION WORLDWIDE

COUNTRY	TOTAL VISITS
Greater China Region	1,361,298
United States	400,265
Singapore	146,904
Canada	91,594
United Kingdom	82,234
Ireland	68,015
Taiwan	66,243
Russia	44,510
Australia	42,720
India	41,716
Thailand	37,710
Malaysia	30,793
France	30,184
Japan	28,020

COUNTRY	TOTAL VISITS
Germany	26,330
Georgia	24,268
Vietnam	23,041
Philippines	22,815
Italy	19,364
Spain	16,977
Indonesia	15,969
New Zealand	15,092
Netherlands	15,085
South Africa	14,381
Brazil	12,882
Switzerland	11,025
South Korea	9,080
Mexico	8,939

The screenshot displays the PropGOLuxury.com website. The header includes the site name "PropGOLuxury.com" with the tagline "Luxury Properties Worldwide". Navigation links for Home, Luxury Properties, News, Advertise, About Us, and Help are present, along with Sign In and Register buttons. A search sidebar on the left allows filtering by "For Sale" or "For Rent", with dropdown menus for Country (Anywhere), Area (Anywhere), and City (Anywhere). It also includes a Price range selector (USD, EUR, GBP) and a "Live Results" button. The main content area features a large aerial image of a luxury estate with a pool. Below this, a "Featured Properties" section shows four property thumbnails with captions: "ESTD 187, A Magnificent 17th Century...", "Superb Chalou 18th Century, Furthe...", "Murray Hill", and "14th/17th Century Castle Sitting in 23...". A "Why use PropGOLuxury?" section explains the platform's role in connecting buyers and sellers. A "Featured News" section includes three articles: "The World's Biggest Real-Estate Bubbles, From Hong Kong To London", "Nakheel Unveil Luxury Homes With Pools At Jumeirah Park", and "A Mansion In Hong Kong For US\$446 Million, Anyone?". A "Receive Our Newsletter" section with a "Subscribe" button is also visible. The bottom right corner features a "LIVE OPEN" banner for Sotheby's International Realty, with a "EXPLORE PROPERTY" button.

## PROPERTY SYNDICATION AND PROMOTION

Sotheby's International Realty® brand properties will be syndicated across all PropGOLuxury partner sites, including property videos. Branded advertising units will also be displayed at the top of the search results to deliver up to three times more engagement.

March 01, 2018 - Singapore

The best of everything, within reach. That's the promise of forward-thinking metropolises cities the world over. Asia's most incredible cities offer an irrefutable slice of elevated taste and cosmopolitan buzz, not to mention a winning combination of extravagance, excellence, and excitement. High above cities packed with gleaming lights, unmatched dining, and invigorating views; sky-high towers of glass and light illuminate a path to premier luxury living spaces, floating above the world below.

The Orchard Residences, Singapore



List Sotheby's International Realty / Contact [Donald NG](#) for more information

standing on the shoulders of luxury retail giants, the 54-storey *Orchard Residences* watch over southern Singapore's Orchard Mall, a shopping destination as synonymous with elevated taste as Manhattan's Fifth Avenue, Paris' Les Champs-Élysées, and London's Bond Street. Louis Vuitton, Cartier, and Tiffany & Co. flagships are steps away.

At the Residences, amenities are lush, host to gardens, a swimming pool, clubhouse, tennis court, and a gym. Inside this 2,174-square-foot residence, panoramic views and designer-appointed furnishings await. A gourmet kitchen, dining room, and boutique ensuite bedroom feature top-of-the-line Italian Poliform wardrobes, German Poggenpohl kitchen details, and a sub-zero wine cooler.

Mandarin Building, Hong Kong



List Sotheby's International Realty / Contact Elinoche Chen for more information

Fantastic artistic details are peppered throughout this original four-bedroom apartment in Hong Kong's *Mandarin Building*. Every architectural element, from the concrete walls with warm scones to the studio-loft style pillars reinforces the traditional-modern collision of the Core Central neighborhood. Fresh French-styling adds unrivaled taste to the interiors, while a 3,500-square-foot terrace offers tranquil garden reflection for that essential morning meditation.

A Better Tomorrow, Taipei, Taiwan



### Related Posts

- Cape Town | A Vibrant City
- 7 Panoramic Views Along the Côte d'Azur
- Breathtaking City Views
- Villa at Grand Cerbes
- Organic Contemporary

### Similar Properties



11 Cascaden Walk



Waterfront Bungalow At Ocean Drive - Santosa



Reignwood Hamilton Scotts



### Andmore Residence

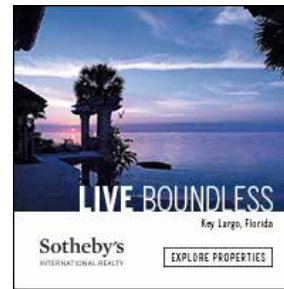


Sotheby's International Realty brand editorial content will be featured monthly in the PropGOLuxury news section, as well as via social media promotion and e-newsletters.



# MEDIA ADVERTISING UNITS

Positioned to target the same high-net-worth and emerging affluent consumers around the globe, multiple Sotheby's International Realty® custom brand ad banners will populate across all media partner sites.



## BRAND BANNERS



## GLOBAL PROPERTY SEARCH AD\*

When the Global Property Search advertising (GPS) unit launched in 2017, we saw a 446% increase in clicks, 294% increase in CTR and a 39% increase in impressions. With this success, *Sotheby's International Realty* will continue this unit as a staple across all media partner sites.

This module allows users to browse multiple properties directly from the ad unit to show a wide range of extraordinary properties. The ads will be customized based on user location, so consumers in a certain market can see homes most likely to match their interests.

The GPS ad will be displayed through worldwide media placements such as The New York Times, Architectural Digest, Financial Times, Wall Street Journal, Mansion Global, Nikkei, The Times UK, and Dwell.

# AUDIENCE CENTRIC ADVERTISING

In 2019, the Sotheby's International Realty® brand will continue their series of audience-first strategies, reaching them wherever they go online. The brand's goal is to identify and generate awareness among established and emerging consumers, who will be defined as in-market real estate buyers and sellers around the world.

CONDÉ NAST

HEARST

D | DOW JONES

## CONDÉ NAST, HEARST MEDIA AND DOW JONES AUDIENCE MODELING

To reach the right consumers as early as possible in their next real estate selling or buying process we have partnered with our partners at Condé Nast, the Hearst Media group, and Dow Jones to build audience propensity models to help the *Sotheby's International Realty* advertisements reach individuals that are most likely to engage with our brand. To do this, our select media groups perform an analysis of consumer behavior on their various platforms to find target consumers that are the most likely to reach out to a *Sotheby's International Realty* agent. This information helps build models that identify users with relevant profiles, enabling the brand to serve a highly-targeted ad to the right consumer, with the right message, across a multitude of online channels.









ON THE COVER: Austin, Texas, United States   Property ID: ZG487P   [sothebysrealty.com](https://sothebysrealty.com)

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