



COLDWELL BANKER

Global Marketing Program
2025



THE LUXURY ADVERTISING PROGRAM

Coldwell Banker Global Luxury® is recognized as a world leader in the marketing of exceptional properties.

The luxury advertising program offers comprehensive advertising opportunities providing a competitive advantage for marketing and selling the world's finest homes, including pre-negotiated rates for top-tier print and digital publications that cater to an affluent audience.

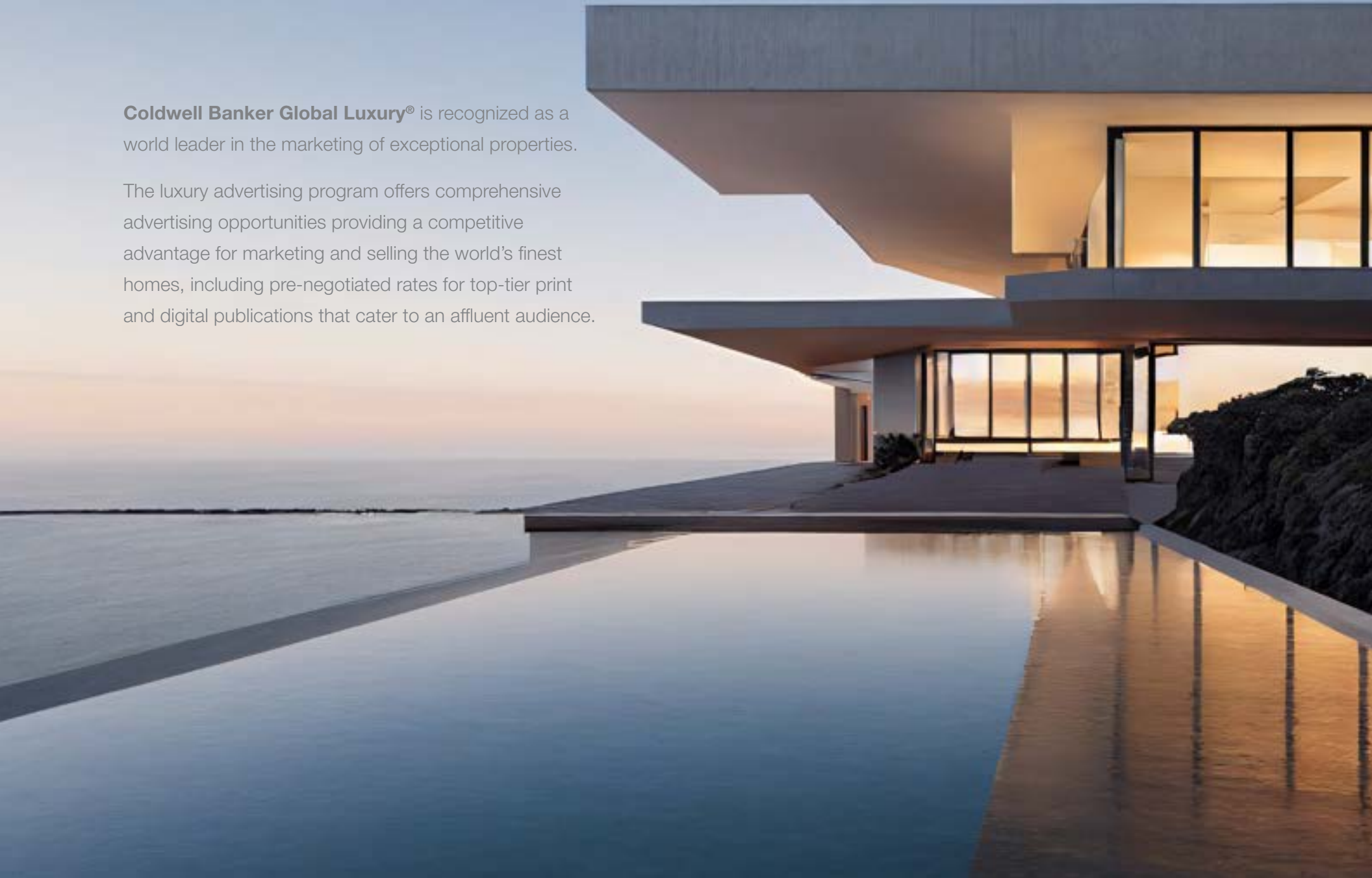


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CUSTOM TARGETING: DIGITAL

1 MILLION IMPRESSIONS

This simple banner advertising program targets premium local and global whitelisted websites at highly reduced rates. Get the most out of your marketing dollars with guaranteed impressions and click-throughs as well as precise targeting.

Typical Costs

1,000,000
IMPRESSIONS

\$2,450 per month

500,000
IMPRESSIONS

\$1,625 per month

250,000
IMPRESSIONS

\$1,195 per month

100,000
IMPRESSIONS

\$900 2 Weeks



1 MILLION IMPRESSIONS

TARGETING

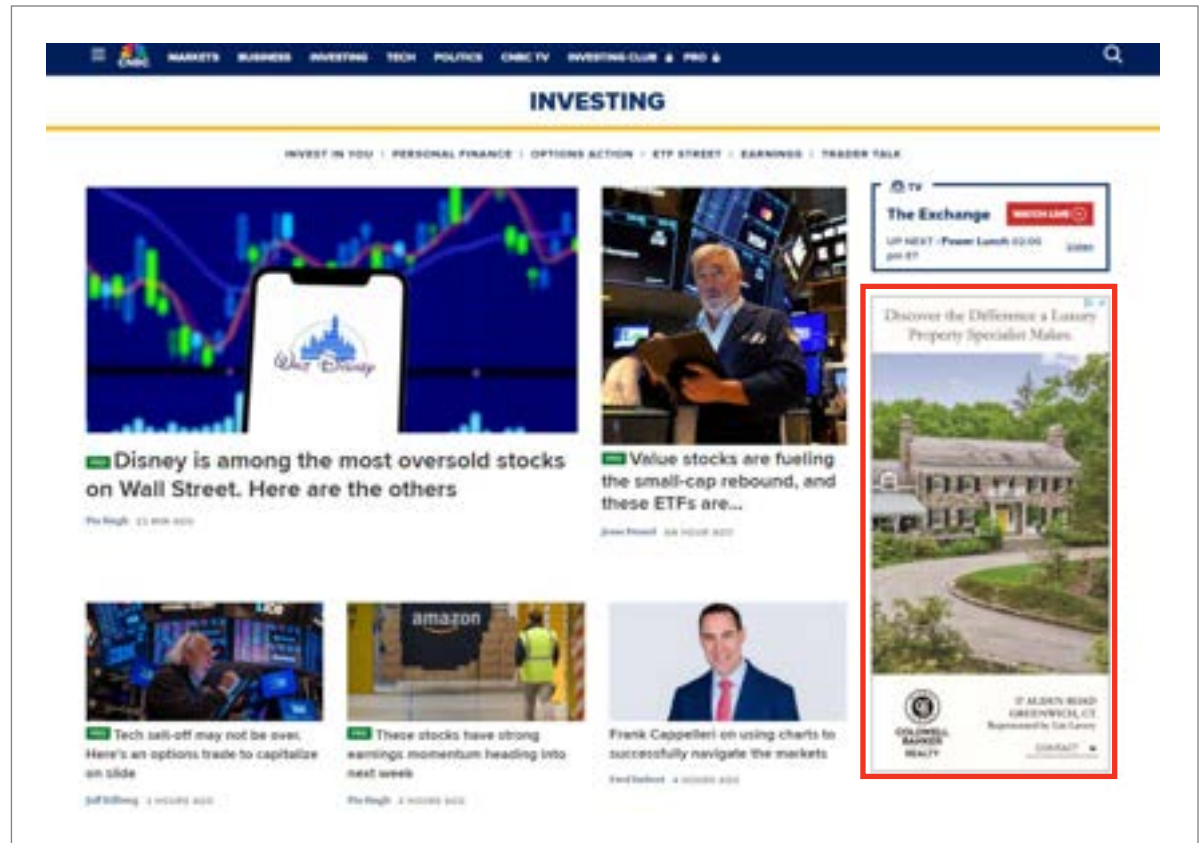
Reach the right buyers.

- Target by geography
- Target by lifestyle
- Re-target

THE PROCESS

Ensure efficiency with detailed reports and the ability to adjust for optimum performance.

- Completely turnkey
- Campaign planning
- Ad creatives provided for approval
- Launch Report
- Monthly Delivery Reports



FACEBOOK

Facebook has restricted many targeting options for Real Estate advertising, but there are still many ways to take advantage of Facebook's unmatched data engine.

From custom page set-ups, content strategy, content creation, content and promotion we can put together a cost-effective program to put your key properties in front of qualified customers across Facebook, Instagram and WhatsApp.

FACEBOOK/INSTAGRAM PREMIUM LEVEL 1

- 60,000 impressions per month
- 15–30-mile radius
- Real Estate/Luxury Targeting
- **\$1,500** per month

FACEBOOK/INSTAGRAM PREMIUM LEVEL 2

- 80,000 impressions per month
- 35–60-mile radius
- Real Estate/Luxury Targeting
- **\$2,000** per month

FACEBOOK/INSTAGRAM PREMIUM LEVEL 3

- 100,000 impressions per month
- 60–100-mile radius
- Real Estate/Luxury Targeting
- **\$2,500** per month



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.

PRICING

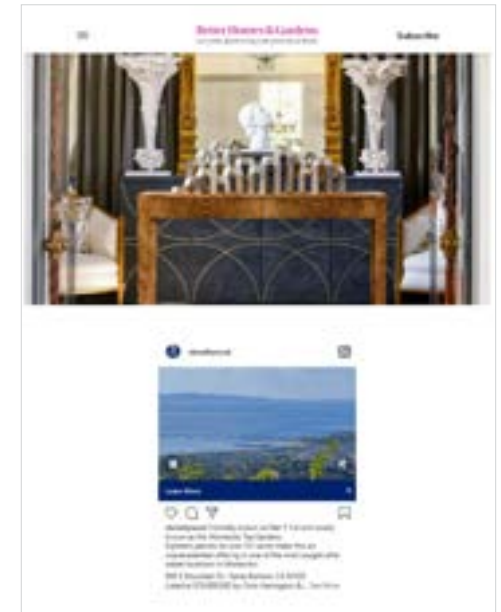
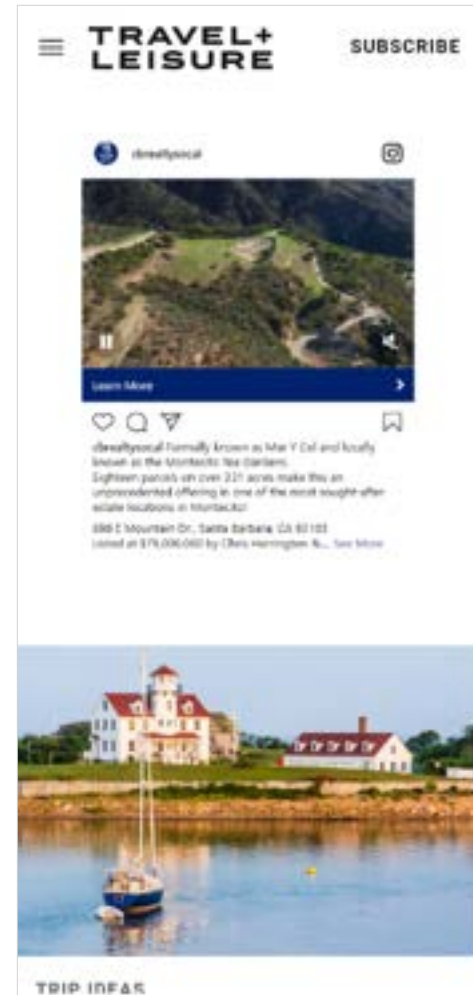
- Price: Starting at **\$1,500** for one month.

For more information or space reservations go to or contact:
skyadgroup.com/coldwellbanker

Paula Davidson
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paula@skyad.com

Janine Jones
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janine@skyad.com

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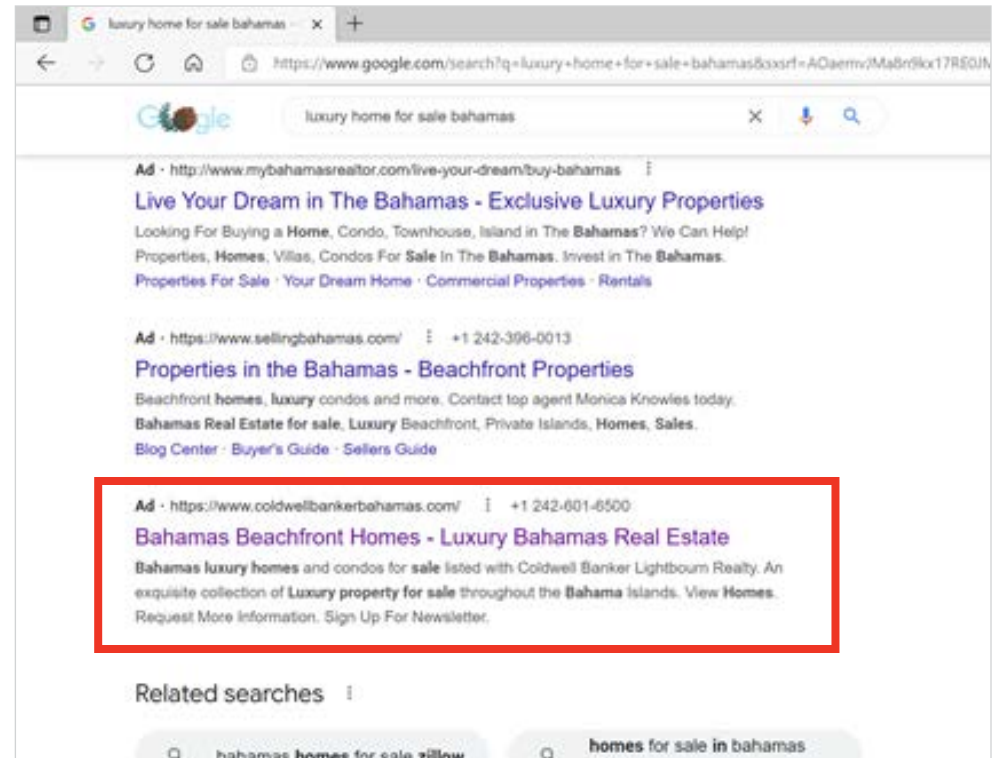


GOOGLE

No other medium can target as effectively as *Google Ads*. Target consumers who are “in-market” — active in the real estate market when they are searching and motivated to take action.

GOOGLE AD CAMPAIGNS

- Account analysis and setup
- Pay only when people click to your listing/site
- Budget, commitment and target geography can affect pricing
- **From \$850/month***
Three month minimum



DIGITAL EVENT TARGETING/GEOFENCING

GEOFENCE REACHES YOUR AUDIENCE ON THE MOVE

- Event targeting – Target customers who attend specific 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 TARGET A LOOKALIKE AUDIENCE AFTER.

- Investment: From **\$1,500/month**
- Monthly Impressions: 60,000



LINKEDIN.COM

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

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

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

- **\$750** One time set up charge
- Pricing From **\$2,000/month**

MEMBERS

850M+



PERSONALIZED EMAILS

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

TARGETING

Use high-quality data to reach new customers

DELIVERABILITY

Make it to more customer's inboxes every time.

- One Deployment and One Reminder Email: Starting at **\$2,350**



CONNECTED TV

CTV advertising is transforming the digital marketing and advertising experience.

Unlike traditional TV, the web enables content to be shared anywhere in the world, even to users without a cable subscription, on a wide variety of platforms (Amazon Fire TV, Apple TV, YouTube TV).

This medium is highly customized and works off consumer lifestyle and online behavior, making the advertising possibilities endless.

TV ratings are dropping while connected television provides a new medium to growing an audience that isn't watching live TV.

- **51%** of global marketers are planning to increase their CTV spending in the coming year.
- **46%** of adults watch TV on a connected device each day

From \$2,500/month



NATIVE DISPLAY

Native ads dynamically match the look, feel and visual context of the website or app where they are seen.

They come in many forms and can be either a video or a dynamic picture, but all share the common goal of not “looking” like an ad.

They can run across all devices or be specified mobile only.

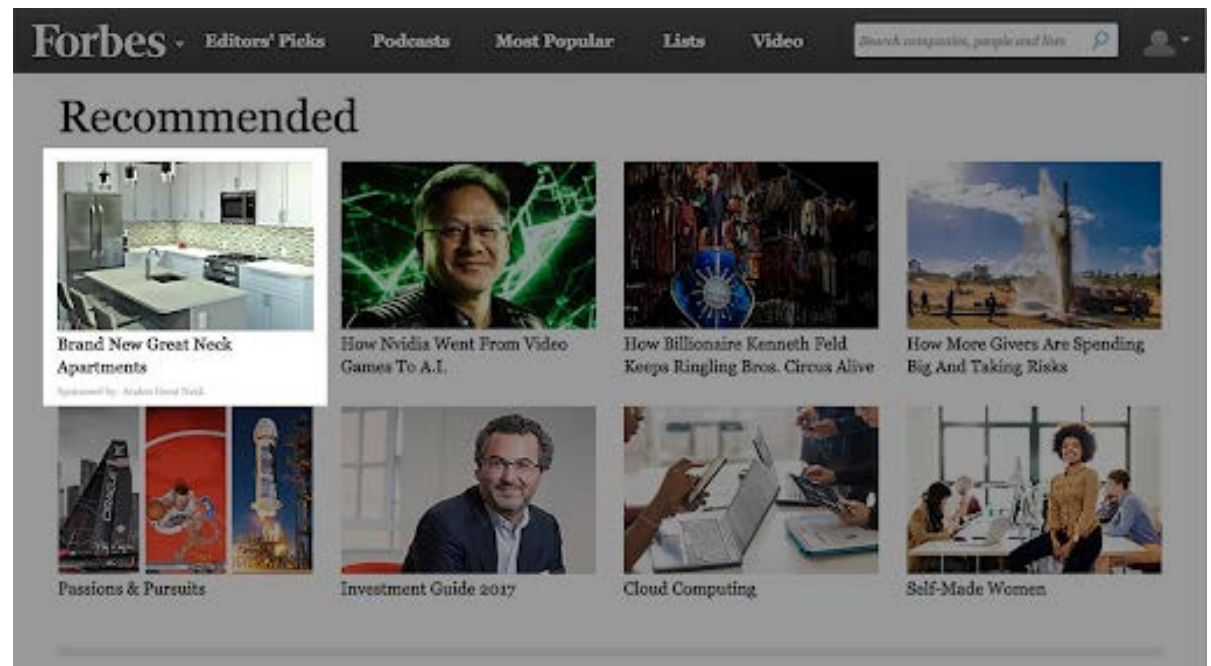
Native ads are proven to have higher levels of engagement than traditional non-native ads, and they get results.

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.

Price: Starting at \$1,500 for 30 days.

PROPERSTAR

Properstar operates the largest global network of property portals in the world, reaching around 135 million consumers in 41 countries across 75 property portals.

Agents or offices can opt-in to programs to have all their active listings elevated in placement and published across the full Premium Network including top portals in China.

GLOBAL AGENT + 1 ELITE

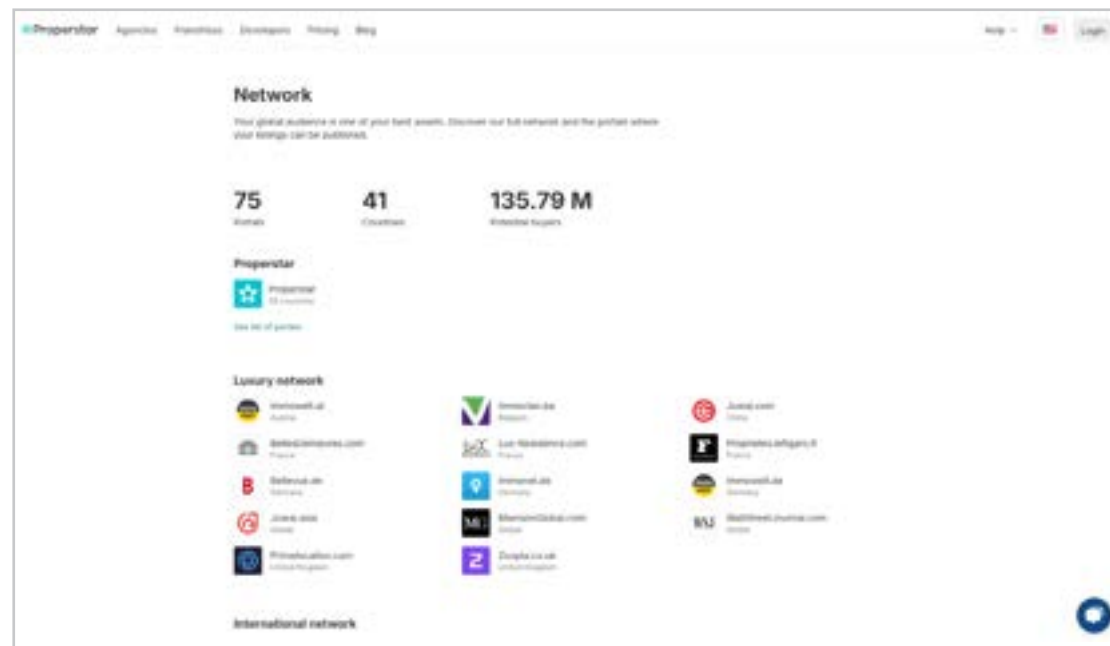
Global Agent

- Includes publication across Properstar's International Network for all your active listings.
- Syndication to consumers in 60+ countries and listings are featured in 25 languages.
- Elevate placement in the search results.

1 x Elite Promotion

- Listings featured in Elite are displayed in our highest listing placement in the search results on Properstar sites.
- Listings featured in Elite placement are presented with Properstar's largest listing image display size and feature an image gallery.

- **\$200** per month – 3 month minimum



- **\$150** per month – 6 month minimum

FINANCIAL & NEWS

CRAINS NEW YORK BUSINESS

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



AVERAGE
HOUSEHOLD
INCOME

\$619,000

AVERAGE
VALUE OF MAIN
RESIDENCE

\$1,748,000

AVERAGE
NET WORTH

\$4.37 million

CRAINS NEW YORK BUSINESS

REAL ESTATE DAILY E-NEWSLETTER

- Subscribers: **15,000**
- Average Open Rate: **42%**
- **33%** SOV + **25K** ROS display impressions
- **\$2,650** (Mon - Fri, 5 Sends)
- **\$4,200** 100% SOV



RUN OF SITE IMPRESSIONS

ROS ads appear throughout the site, in multiple positions and sizes. Reach the Crain's executive audience by showcasing your message throughout the site or choose specific channels.

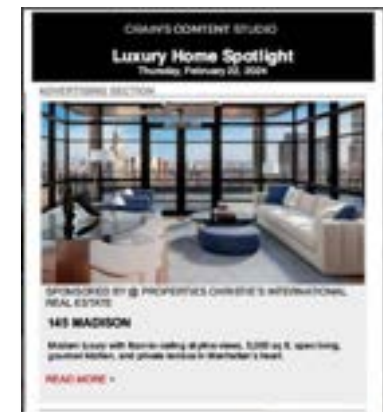
- **4** available ad units: **728x90**, **300x250**, **300x50**
- **\$2,650- 50,000** Impressions



LUXURY HOME SPOTLIGHT

Sponsored Packages Includes:

- Exclusive custom e-blast featuring your luxury home listing shared with our digital readers
- A page hosted on CrainsNewYork.com featuring a slide show, listing details and a link to the listing on your website
- A quarter-page four-color print ad to run the following Monday in Crain's New York Business, placed in a far-forward position and labeled Crain's Content Studio Luxury Home Spotlight.
- Native ad promotional package to drive traffic to content
- Price: **\$5,500**



CHICAGO TRIBUNE.COM

The Chicago Tribune helps Chicagoans, and those that love Chicago, stay connected to the stories and topics that affect this great city. Its award-winning stories range from an array of topics that matter most; including breaking news, politics, sports, culture, suburban coverage and engaging interactive features.

AVERAGE
MONTHLY PAGE
VIEWS

36.6M

UNIQUE MONTHLY
VISITORS

11.7M



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CHICAGO TRIBUNE.COM

CUSTOM EMAIL

Email deployment to target audience featuring dedicated content.

Targeting options can include:

- Geography (zip code, DMA)
- Demographic (Age, Household Income, Interest)
- Home Intenders
- First Time Homeowner
- Homeowner / Renter
- Property Type
- Home Value

50K Recipients - **\$1,200**

100K Recipients - **\$1,950**

150K Recipients - **\$2,375**

PAID SOCIAL - 2 SOCIAL PLATFORMS

Paid social campaign creation and management for two social platforms. Includes ad creation (2 ad creatives), optimization, monthly reporting, and a dedicated social campaign analyst.

\$2,025

EXTENDED NETWORK DISPLAY

Display campaign with search retargeting, serving display ads to users who have searched relevant keywords. Standard ad sizes (300 x 250, 728 x 90, 320 x 50, 300 x 600).

150K Impressions

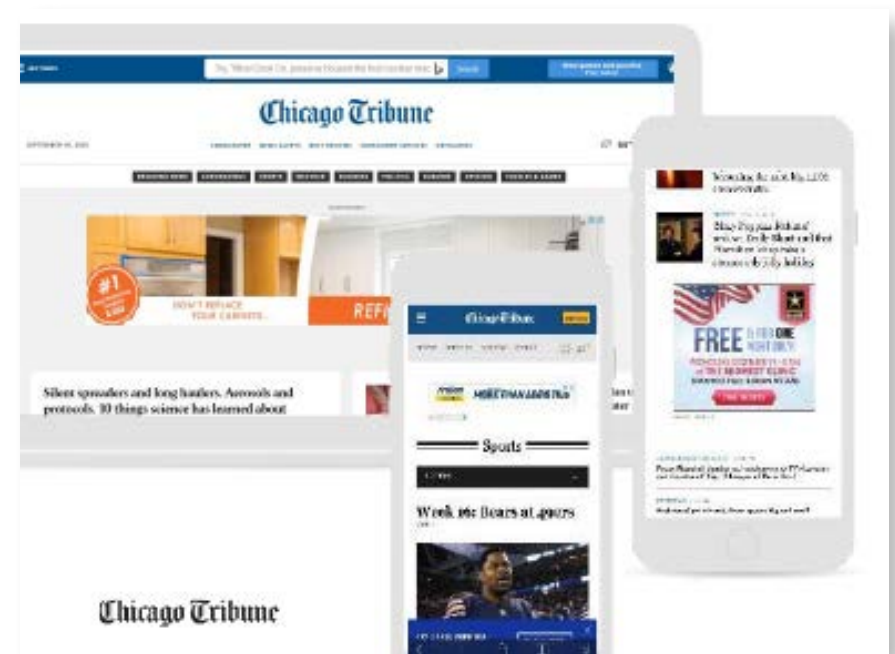
\$2,025

HIGH-IMPACT DISPLAY

Display banners on ChicagoTribune.com (Lighthouse 800 x 600). Includes geo and demo targeting.

200K Impressions

\$2,675



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 *FT Weekend* “House & Home” section.

House & Home Rates

- Gallery Box: **\$1,300**
- Gallery Strip: Starting at **\$5,900**
- Quarter Page: **\$5,300**
- Half Page: **\$10,000**
- Full Page: **\$20,000**



CIRCULATION AND DEMOGRAPHICS

WEEKEND
CIRCULATION

208,930

READERSHIP

1,629,654

AVERAGE HHI

\$357,000

MEDIAN AGE

50

MALE/FEMALE
SKEW

82% / 18%

THE NEW YORK TIMES

The New York Times is widely recognized as the most influential news source for many of the world's most sophisticated and loyal readers.

FLEX FRAME BANNER SLIDESHOW

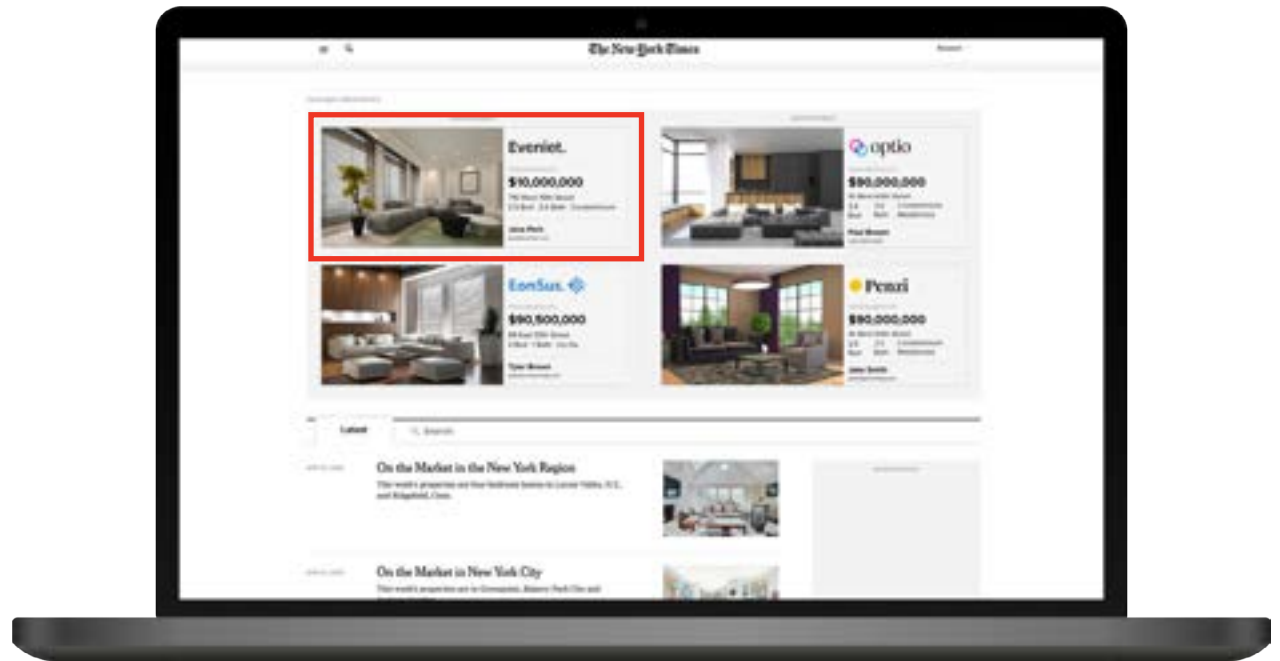
String together a story with Slideshows. Seamless, fast-loading, and engaging, the Slideshow enables brands to showcase multiple looks or complementary products through a series of sequential images.

- **\$3,750/month**
- *Minimum 3 month purchase

FEATURED PROPERTY MODULE

Feature your most important listings in this high-impact fixed placement -available exclusively on the Real Estate Section Front.

- **\$3,000/month**
- *Minimum 4 month purchase



THE NEW YORK TIMES SUNDAY REAL ESTATE SECTION

SUNDAY REAL ESTATE FEATURED LISTINGS

The New York Times Sunday Real Estate Section features the latest developments in the housing market. This section educates, enriches and inspires readers in the quest for their forever home or future investment property.

Rates

- 1 Spot Featured Property: **\$1,500**
- Quarter Page: **\$7,850**
- Half Page: **\$15,800**
- Full page: **\$22,600**



AUDIENCE DEMOGRAPHICS

CIRCULATION

321,582

MALE/FEMALE
SKEW

48% / 52%

MEDIAN AGE

51

AVERAGE HHI

\$149,000

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 paula@skyad.com

Janine Jones
 (212) 677-2714
 janine@skyad.com

Sara Heleni
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THE WALL STREET JOURNAL AND MANSION GLOBAL

Whether it's searching for a summer home or a condo in the city, 18 million affluent readers are dedicated to seeking out the most sumptuous and luxurious real estate. And in their journey to the perfect place, *The Wall Street Journal* and *Mansion Global* brands are their inspiration – their guide home.

WSJ.COM & MANSIONGLOBAL.COM

45% of readers plan to make a real estate purchase in the next five years



DEMOGRAPHICS

AVERAGE HHI

\$337,499

AVERAGE HHNW

\$1,986,537

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THE WALL STREET JOURNAL AND MANSION GLOBAL



FEATURED PROPERTY UPGRADES

Place your listings at the beginning of the search results in the town where the property is located for extra visible positioning.

- 10 30-Day Upgrades - **\$1,386**
- 25 30-Day Upgrades - **\$2,420**
- 100 30-Day Upgrades - **\$6,600**



MANSION GLOBAL TOP MARKET TILES

Showcase premier listings alongside regionally relevant editorial.

- Available Markets: **New York, London & UK, Los Angeles, Dubai, Miami, Sydney, San Francisco**
- 30-Day Static Banner: **\$575**



WSJ WEEKLY REAL ESTATE NEWSLETTER

Delivered weekly, WSJ showcases aspirational residences from all different regions in the Real Estate Newsletter.

- Open Rate: **19%**
- Pricing Starts at: **\$3,500**
- Subscribers: **41,000**



MANSION GLOBAL DAILY E-NEWSLETTER

A quick, comprehensive overview of the latest news impacting the global luxury real estate market.

Now with Native Advertorial Unit

- Open Rate: **39%**
- Subscribers: **19,765**
- Price: **\$3,680/week** (Mon- Fri, 5 emails).

THE WALL STREET JOURNAL AND MANSION GLOBAL

MANSION GLOBAL HOMEPAGE HERO

The homepage hero provides premium, full-page visibility and the best opportunity for your listing to reach the most qualified buyer as the first listing on the *Mansion Global* homepage.

- Approximate Total Annual Impressions: **300,000**
- 2024 Overall Average CTR: **4.24%**
- Share of Voice: **2.5%** (1 Slot) - STATIC
- Static Banner: **\$2,150/Month**
- Listings With Video: **\$2,375/Month**
- Shared Spot: **\$650/Month**



AUDIENCE DEMOGRAPHICS

UNIQUE VISITORS	164,000	CLICK-THROUGH RATE	1.75%	SHARE OF VOICE	2.5%
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THE WALL STREET JOURNAL AND MANSION GLOBAL



MANSION GLOBAL NEW DEVELOPMENT PROFILE

From a property neighborhood profile, video amenities and localized map feature, this feature provides an in-depth look at your new construction project to engaged, HNW buyers.

- Pricing Starts at: **\$1,000** per month
- 3-Month Minimum Buy



MANSION GLOBAL HOMEPAGE FEATURED LIST MODULE

The homepage featured listing module offers prominent positioning on the Mansion Global homepage and showcases listings regardless of region.

- Pricing Starts at: **\$1,275** per month



@MANSIONGLOBAL INSTAGRAM

Leverage *Mansion Global's* growing Instagram presence with native Instagram posts that showcase your properties to an active, in-market social media audience.

- Followers: **154,000**
- 1 Month of 1 Post a Week: **\$2,000**
- Mansion Global Instagram + Boost **\$7,000** per three-week flight

THE WALL STREET JOURNAL AND MANSION GLOBAL

THE WALL STREET JOURNAL MANSION SECTION

Prices

- New York: \$2,500
- New England \$1,500
- Northeast: \$4,000
- Eastern: \$9,000
- Southern: \$2,600
- Florida: \$1,800
- Chicago: \$1,500
- Central: \$7,500
- Midwest: \$6,000
- So. California: \$2,500
- No. California: \$3,200
- Western: \$5,000
- National: \$15,550

CIRCULATION AND DEMOGRAPHICS

PRINT

644,424

E-SUBSCRIBERS

194,000

AFFLUENT
READERSHIP

4,234,000

AVERAGE HHI

\$372,943



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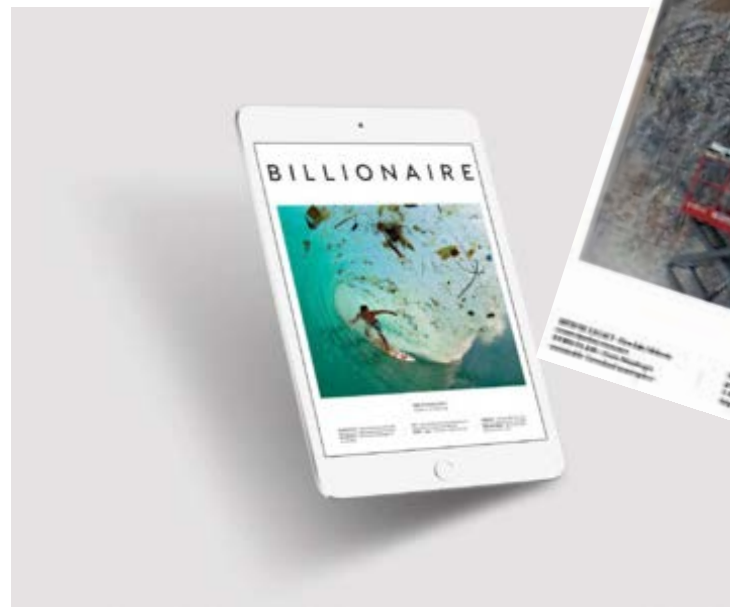
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LUXURY LIFESTYLE

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.



BILLIONAIRE MAGAZINE: *Digital*

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

Readership data profiled by the global leader of UHNW intelligence show Billionaire readers have an average net-worth of £82 million.

- Online Monthly Unique Audience – **129,000**
- Online Monthly Page Views – **244,000**
- Social Media Reach – **130,000**
- Newsletter Database – **25,000**

CUSTOM CONTENT + E-NEWSLETTER

Billionaire's editorial department will craft high quality content to live on the Billionaire website as well as inclusion in a newsletter to the subscriber base.

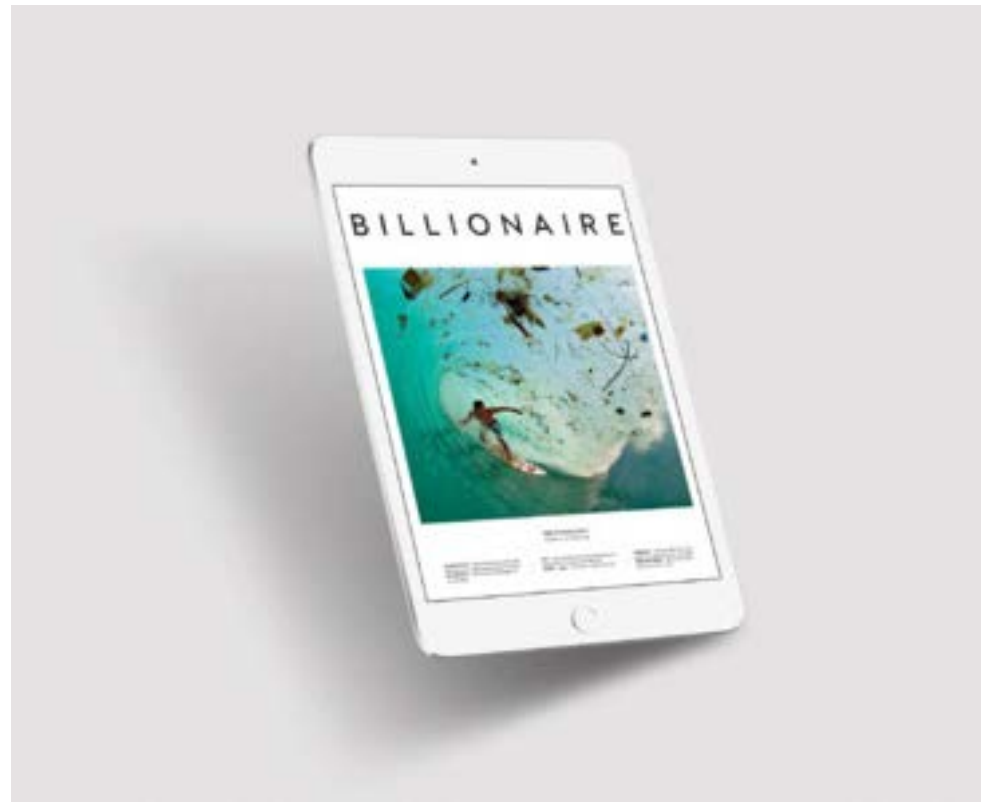
- Price: **\$4,500**

CUSTOM CONTENT + SOCIAL CAMPAIGN

Custom editorial will be accompanied by a strategic social media push to reach your desired audience on their preferred devices and platforms.

Includes:

- Price: **\$6,000**



BILLIONAIRE MAGAZINE: *Print*

- Total Print Readership: **33,000**
- Total Digital Magazine Readership: **11,800**
- Readers have an average net-worth of **\$97 million**
- **238 Royal Families** receive the magazine globally
- Includes Added Value of a Native Online Article or Banner Ad in an Email/Newsletter.
- Full Page: **From \$8,125**



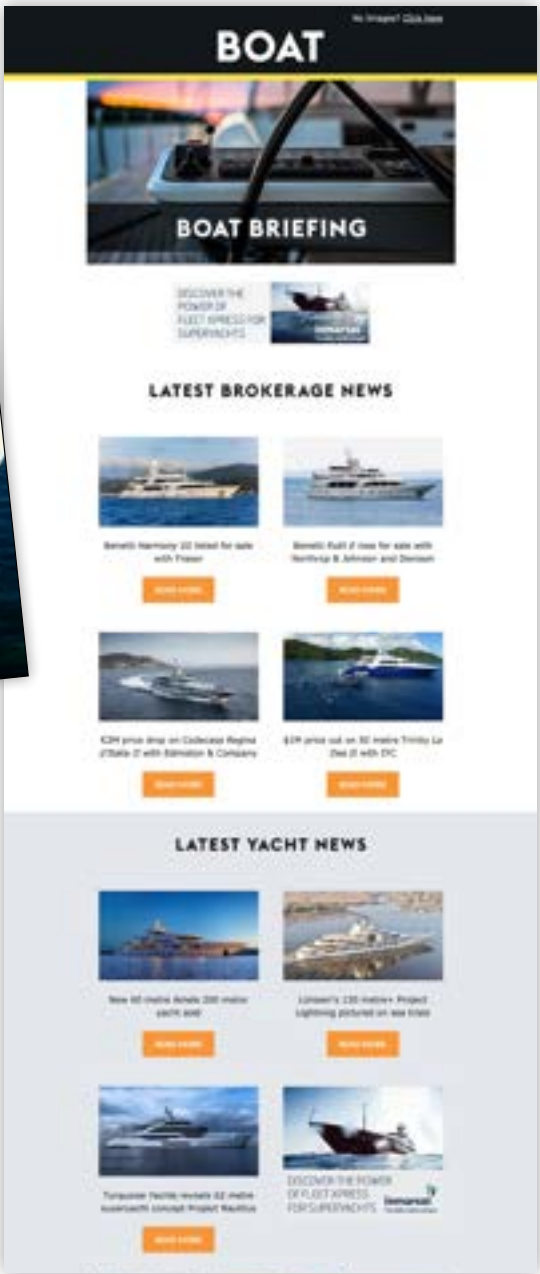
Boating

BOAT INTERNATIONAL: Digital

Boat International.com provides an inspirational daily fix of luxury yacht news, yacht reports and yachting lifestyle features. It is the global marketplace for the sale and charter of the world's finest luxury yachts and is the world authority on the superyacht fleet.

BOAT INTERNATIONAL E-NEWSLETTER

- Price per Deployment: \$750



CIRCULATION AND DEMOGRAPHICS

U.S. CIRCULATION	25,600	INTERNATIONAL CIRCULATION	12,843
AVERAGE HHI	\$15M	AVERAGE HHNW	\$35.9M
MEDIAN AGE	52 to 65	MALE/FEMALE SKEW	88% / 12%

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Boating

BOAT INTERNATIONAL: *Print*

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. Boat International delivers a portfolio of world-class events and experiences that entertain superyacht owners and their friends, family and peers.

- Full Page: **\$4,650**
- Full Page + E-Newsletter: **\$5,100**

U.S. CIRCULATION

25,600

INTERNATIONAL
CIRCULATION

12,843



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CRUISING WORLD

Cruising World is the go-to site and magazine for the best sailboat reviews, live-aboard sailing tips, chartering tips, sailing gear reviews and more.

CRUISING WORLD E-NEWSLETTER

This weekly e-newsletter delivers editorial content and industry trends.

- Price per Deployment: **\$1,400**

SUBSCRIBERS	50,000
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CIRCULATION AND DEMOGRAPHICS

AVERAGE AGE	44	AVERAGE HHI	\$420,000
FREQUENCY	Start Any Time	AVERAGE OPEN RATE	23.2%
AVERAGE CLICK-THROUGH RATE	18.68%	MALE/FEMALE SKEW	72% / 28%

For more information or space reservations go to or contact: skyadgroup.com/coldwellbanker

Paula Davidson
(212) 677-2671
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Sara Heleni
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Georgia Still Grappling with Anchoring Issues
Discussions continue as cruisers raise issues with Georgia's new laws.



Spiced Mango Jar Cakes
This no-bake tropical treat is a perfect dessert for when you have an abundance of mangoes.



Boating

SAILING WORLD

Sailing World connects the community of racing sailors by showcasing their lifestyle, destinations and technology.

SAILING WORLD E-NEWSLETTER

- Price per Deployment: \$600



Fragomen's Interlodge Is Best of Block

After first race shuntle early in the week, Austin and Owen Fragomen's Interlodge team regrouped and ended Block Island Race Week with overall honors as the regular top boat.



Adult Summer Camp's New Home

The Pacific Northwest is where glorious race week celebrates to start a new life.



CIRCULATION AND DEMOGRAPHICS

SUBSCRIBERS	20,000	MALE/FEMALE SKEW	93% / 7%	AVERAGE HHI	\$712,000
FREQUENCY	Weekly	AVERAGE OPEN RATE	28.93%	AVERAGE CLICK-THROUGH RATE	20.3%

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Boating

YACHTS & YACHTING

Yachts & 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 & YACHTING CAMPAIGN

- Price per 1 Month Campaign: \$875

Includes banners on the websites below plus their accompanying newsletters.

www.YachtsandYachting.com

The first word in sailing

www.Sail-World.com

The global leader in sailing news

www.Sailworldcruising.com

News and views from the world of cruising

www.Powerboat.World

The latest and best in the world of leisure powerboating

www.MarineBusinessWorld.com

Industry news from around the world



CIRCULATION AND DEMOGRAPHICS

SUBSCRIBERS		70,000		
MALE/FEMALE SKEW		78% / 22%	AVERAGE AGE	38
AVERAGE OPEN RATE		22% - 25%	AVERAGE CLICK-THROUGH RATE	2% - 8%
			FREQUENCY	Monthly
			AVERAGE HHI	\$410,000

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Paula Davidson
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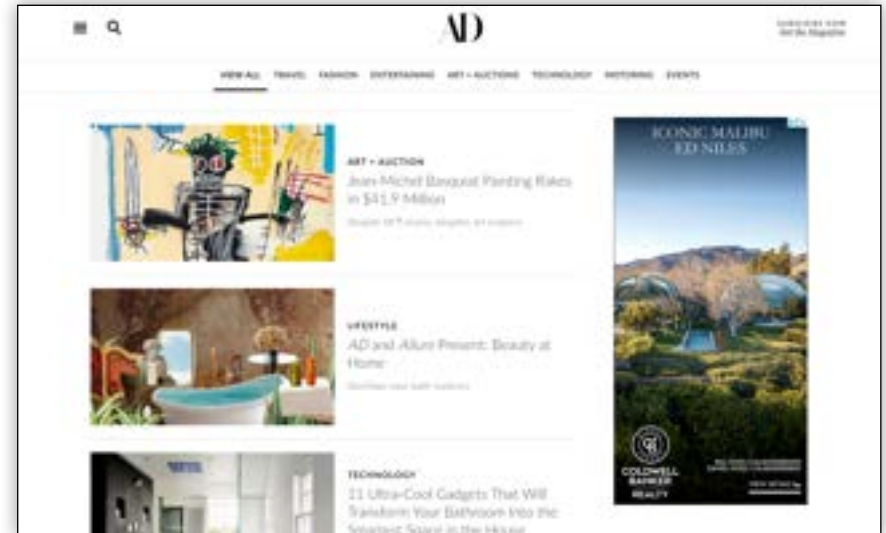
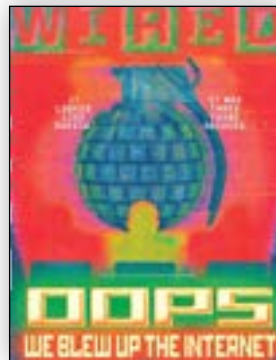
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CONDÉ NAST

Condé Nast is home to some of the world's most iconic brands, including Vogue, *The New Yorker*, GQ, *Vanity Fair*, *Wired*, *Architectural Digest* and *Condé Nast Traveler*.

Reach high-income, luxury clients. Influence the decisions and feed the fantasies of your potential buyers with access to this exclusive audience.



CIRCULATION AND DEMOGRAPHICS

PRINT READERS

Starting at
2.8M+

AVERAGE HHI

Starting at
\$122K

TOTAL HOME
SPENDING POWER

\$14B

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CONDÉ NAST: *Digital*

1 MILLION IMPRESSIONS CAMPAIGN

Include Conde Nast media in your banner impressions program (depending on inventory availability). Sites include *Bon Appetit*, *Vogue*, *Vanity Fair*, *GQ*, *The New Yorker*, *Wired*, *Architectural Digest* and *Condé Nast Traveler*.

Typical Costs

1,000,000 IMPRESSIONS	\$2,450 per month
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500,000 IMPRESSIONS	\$1,625 per month
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250,000 IMPRESSIONS	\$1,195 per month
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CONDÉ NAST: *Print*

REGIONAL MAGAZINES

Condé Nast Luxury Group magazines include *Architectural Digest*, *Condé Nast Traveler*, *Wired*, *Vogue*, *Golf Digest*, *Vanity Fair*, *Bon Appetit*, *GQ* and *The New Yorker*.

- Over 60 local and feeder markets including New York, California, Texas, Florida and Chicago.
- Price: Full Pages Starting at **\$2,350**



COUNTRY LIFE

Published weekly in the UK, Country Life has been synonymous with Luxury properties for sale since the launch of the brand in 1897. Increasingly their wealthy and discerning audience are seeking to diversify their property assets by investing in the international market. The international property content and advertising published in Country Life provide the ideal environment for potential investors to expand their luxury property portfolio.



COUNTRY LIFE: *Digital*

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

WEEKLY E-NEWSLETTER

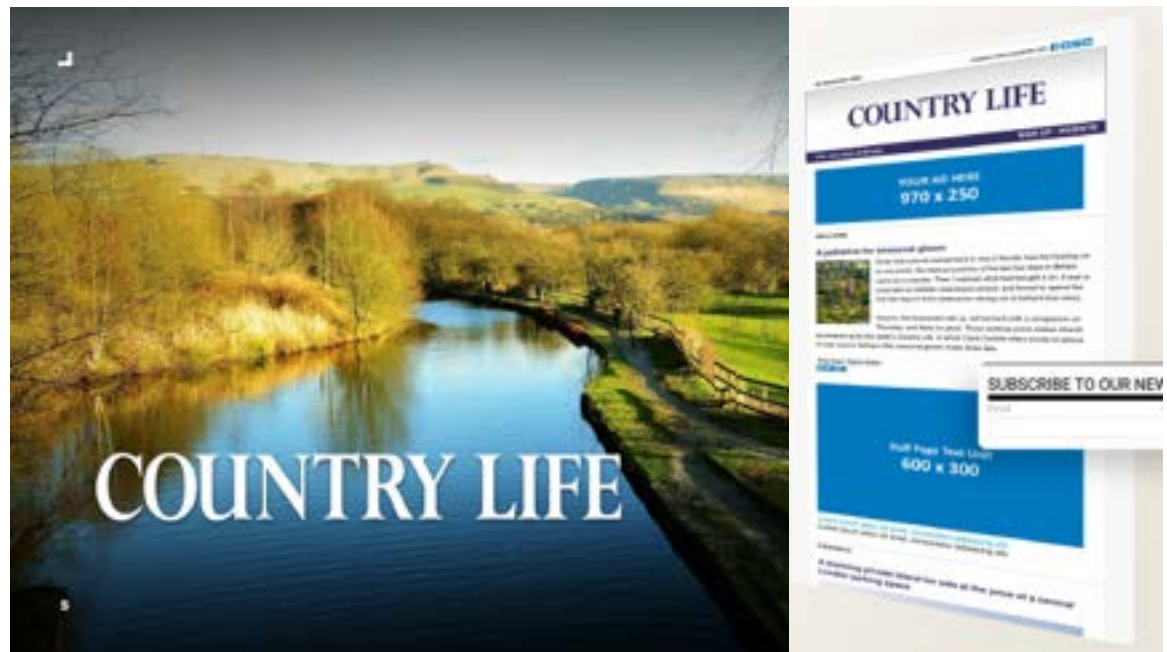
Published Wednesdays & Saturdays Reach 25,000 loyal readers who are infatuated with property, architecture, the arts, gardening, the countryside, schools and wildlife.

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

Solus Email

Dedicated send to our third-party database (27,000 subscribers) with **100% SOV**.

- Price: **\$2,250**



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COUNTRY LIFE: *Digital*

STANDARD CLICK AMPLIFIED SOCIAL POST

Each package will purposefully push one message on Facebook and Instagram, carefully tailored to engage a diverse Country Life Specific audience.

- **5,250** Link Clicks
- Price: **\$5,150**

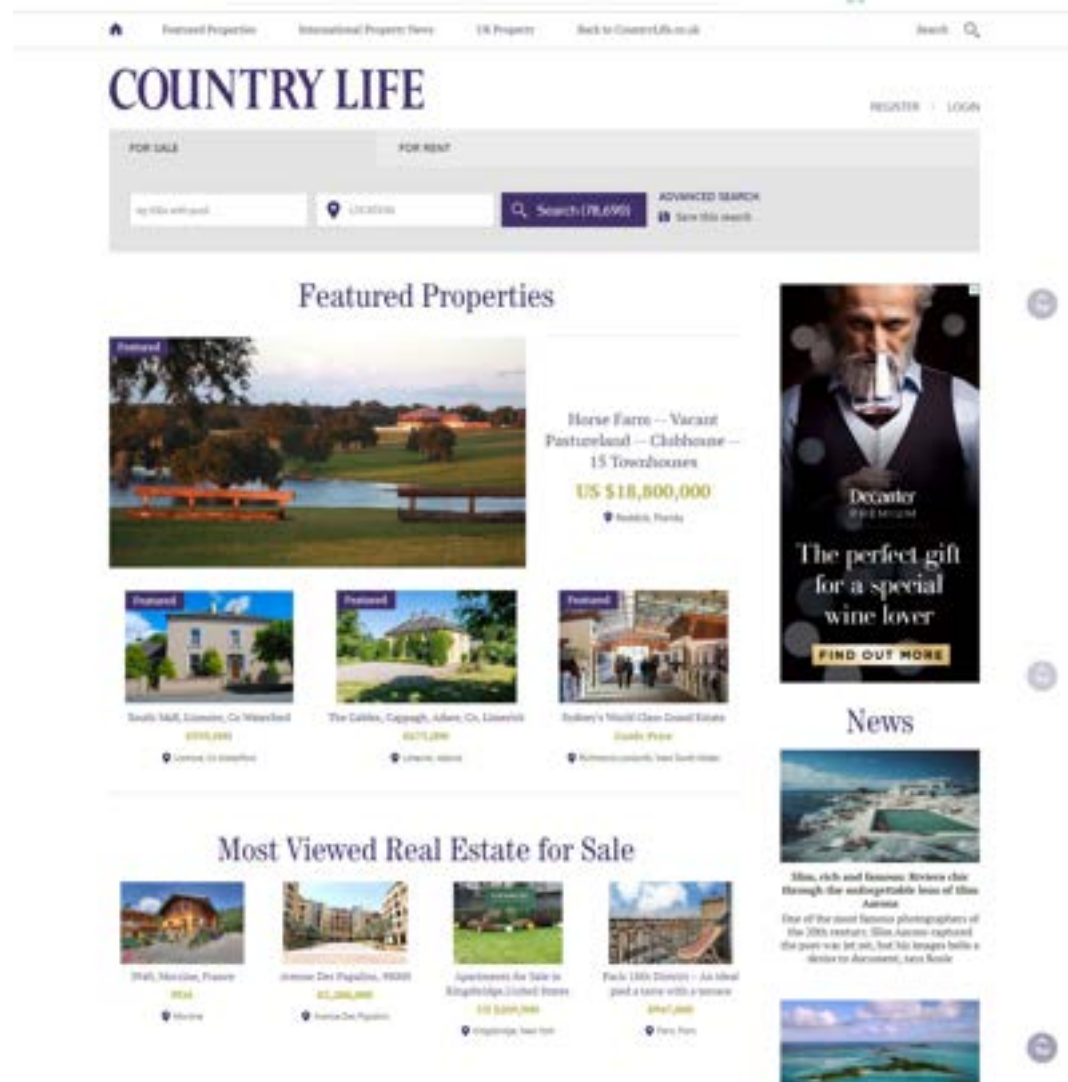
VIDEO/IMAGE SOCIAL POST

- Engaging video posted directly into the feeds of Country Lifestyle lovers.
- Each package will deliver one message on either Instagram or Facebook, carefully tailored to engage key audiences.
- **10K** Video Views
- Price: **\$3,665**

INTERNATIONAL PROPERTY LISTING

Property listings live forever on the Country Life site until you remove the URL.

- Unlimited listings: **\$2,500**
- Per listing: **\$400**



COUNTRY LIFE: *Digital*

CUSTOM CONTENT

- Engaging digital material written in partnership with the world-renowned Country Life editorial team.
- Article lives forever on CountryLife.com with an initial 2-week push
- Custom banner ads surround the article for cohesive branding
- Guaranteed **3,000** page views.
- Price: **\$3,665**



COUNTRY LIFE: *Print*

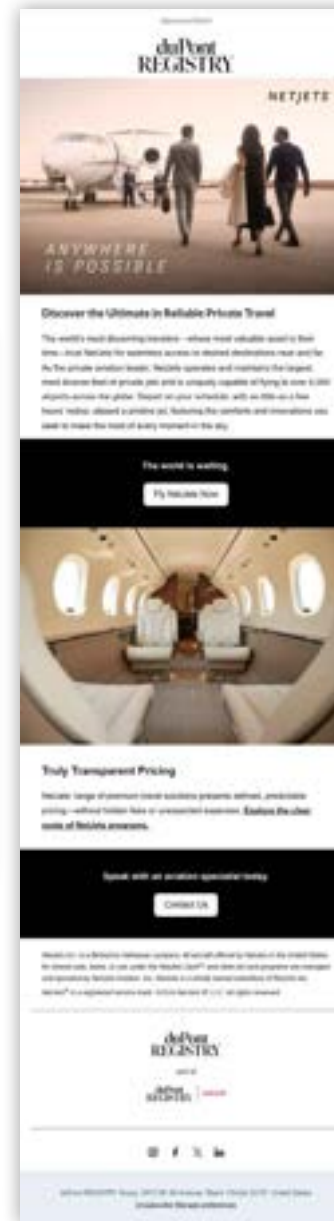
Key Advertising Categories include Property, Art & Antiques, Interiors, Travel and more.

- **750,000** Monthly brand Reach
- **44,000** Weekly Magazine Circulation
- **89%** of readers buy Country Life especially for the property section
- **58%** of Country Life readers intend to purchase international Property
- **71%** Own properties apart from their main residence.
- 1 in 4 Plan to spend £2m or more on their next property
- **Includes digital promotion in editorial property roundup but is contingent on editorial approval.**
- Quarter Page: **\$1,150**
- Half Page: **\$2,000**
- Full Page: **\$3,300**
- Full Page Advertorial: **\$4,500**



DUPONT REGISTRY

Elevate your brand with duPont REGISTRY, connecting elite buyers and sellers for nearly 40 years since 1985. DuPont REGISTRY captivates the world's wealthiest individuals with premium content on the most coveted luxury items. DuPont REGISTRY's magazine is strategically distributed monthly to ultra-affluent consumers and reaches private jet owners and guests across 350+ FBOS.



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DUPONT REGISTRY: *Digital*

DuPont REGISTRY's digital platform garners over 13 million monthly views.

BRANDED CONTENT POST

A content article post developed by duPont REGISTRY and aligned with your goals.

- Pageviews/Post: 5-10K
- Average CTR: 5%
- This Branded Content Post comes with Newsletter Inclusions.
- Daily Newsletter
 - 77,000 opt-in Subscribers
 - Open Rate: 18-20%
- Luxury Lifestyle Newsletter
 - 2,500 opt-in Subscribers
- Price: **\$1,295/Post**

DEDICATED EMAIL BLAST

DuPont REGISTRY's dedicated email allows you control over your messaging to make an impact allowing you to share your story, connecting you directly with a highly engaged audience of ultra-affluent enthusiasts.

- 88,000 opt-in subscribers
- Open Rate: 18-20%
- **Single Email Blast: \$15,000**
- **2 or More Email Blasts: \$12,500/Blast**



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DUPONT REGISTRY: *Print*

DuPont REGISTRY's audience includes the elite you need to reach: professional athletes, A-list celebrities, Fortune 500 executives, top luxury dealerships, and the ultra-affluent.

- Monthly Print Readership: **102,000**
- Monthly Distribution: **35,000**
- Full Page Editorial: **\$3,000**



DWELL

Reach a premium and influential audience that is passionate about modern living and design. The Dwell audience is the highly coveted influential consumer and the ultimate brand influencer.

Dwell is the marketplace to living with good design. A trusted authority for 20 years, connecting consumers and design professionals with inspiration, products, and the tools they need to achieve their goals.



CIRCULATION AND DEMOGRAPHICS

DWELL.COM UNIQUE VISITORS	2.3M	SOCIAL AUDIENCE	8.6M	E-NEWSLETTER SUBSCRIBERS	655,000
AVERAGE HHI	\$160,000	AVERAGE AGE	40		

DWELL: *Digital*

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.

Readership of 11 million

- 917K – Magazine
- 4.2 M – Dwell.com
- 5.4 M – Social
- 669K – Email

- Price: **\$10,000**



AVERAGE AGE

46

AVERAGE HHI

\$178,000

DWELL: *Print*

DWELL MAGAZINE

Published six times a year, each issue of *Dwell Magazine* includes exclusive stories on the most innovative leaders in architecture and design, presenting modern homes that encapsulate the concept of good design.

- Price: Starting at \$1,800



CIRCULATION AND DEMOGRAPHICS

CIRCULATION	215,000	TOTAL REACH	917,000	MALE/FEMALE SKEW	40% / 60%
AVERAGE HHI	\$227,000	AVERAGE AGE	48		

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Paula Davidson
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Janine Jones
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ELITE TRAVELER

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



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ELITE TRAVELER: *Digital*

DIGITAL PROFILE

- User Sessions **1,046,674** per month
- Unique Pageviews **1,006,539** per month
- Pageviews **1,107,466**
- Avg. Time/Page **2.11**



ONLINE REAL ESTATE SHOWCASE

- Custom Online Listing
- Price per Year: **\$2,500**

DEMOGRAPHICS

AVERAGE HHI

\$7.9M

AVERAGE NET
WORTH

\$32M

MALE/FEMALE
SKEW

54% / 46%



E-NEWSLETTER

- Web Banner in Weekly e-Newsletter
- Subscribers: **12,000**
- Price per Week: **\$2,500**



DEDICATED E-BLAST

- Single Partner Dedicated e-Blast
- Subscribers: **12,000**
- Price per Week: **\$6,000**

ELITE TRAVELER: *Digital*

SOCIAL MEDIA POST

One post on *Elite Traveler's* Instagram, Facebook and Twitter accounts.

- Price per Post: **\$8,825**

FOLLOWERS

INSTAGRAM

90.1k

FACEBOOK

23.7k

TWITTER

37.3k

SOCIAL MEDIA STORY ON INSTAGRAM LIVE

One story featuring a property tour on *Elite Traveler's* Instagram account.

- Price per Post: **\$8,825**

FOLLOWERS

50,500



ELITE TRAVELER: *Print*

ELITE TRAVELER MAGAZINE

As an audited publication with worldwide distribution aboard private jets, in 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.

- Price: Starting at **\$4,500**



CIRCULATION AND DEMOGRAPHICS

CIRCULATION	89,361	AVERAGE AGE	40	MALE/FEMALE SKEW	65% / 35%
AVERAGE HHI	\$992,205	AVERAGE HHNW	\$3.9M		

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(212) 677-2671
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Janine Jones
(212) 677-2714
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Sara Heleni
(212)674-2402
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Equestrian

EQUESTRIAN LIVING

Throughout history, the equestrian lifestyle has woven its way through our culture. From the magnificence of vast western ranches to elegant English hunt-country estates, horses are an integral element of modern fashion, style and decor. *Equestrian Living* magazine encompasses the absolute best of these timeless traditions. Readers are an affluent group of very diverse people who have one thing in common –their love of the majestic horse. *Equestrian Living* delights them with luxurious features and breathtaking photography displayed within a beautiful, award-winning format.



CIRCULATION AND DEMOGRAPHICS

AVERAGE VALUE
OF REAL ESTATE
OWNED

\$2,149,000

OWN TWO+
HOMES

51%

HORSE OWNERS

70%

OWN THREE OR
MORE HORSES

24%

OWN A HORSE
FARM OR RANCH

52%

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Equestrian

EQ LIVING: *Digital*

WEEKLY E-NEWSLETTER

A display banner ad of your property appears in the e-newsletter among editorial content.

- Price per Deployment: **\$900**

SUBSCRIBERS

39,000

EXCLUSIVE FEATURED EMAIL

Email devoted to your custom content and deployed to the EQ Living subscriber base.

- Price per Deployment: **\$1,500** or **\$1,175** with print purchase

SUBSCRIBERS

39,000



FEATURED PROPERTY

Custom content article on the merits of your property, which lives on the EQ Living website.

- Price for 3 Months: **\$1,275**

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Equestrian

EQUESTRIAN LIVING: *Print*

EQUESTRIAN LIVING MAGAZINE

Equestrian Living magazine encompasses the timeless traditions of equestrian fashion, style and decor to an affluent and diverse readership.

- 95% look to *Equestrian Living* for real estate
- Price: Starting at \$1,300

CIRCULATION AND DEMOGRAPHICS

CIRCULATION	32,000	AVERAGE HHI	\$331,475
AVERAGE HHNW	\$5M	AVERAGE AGE	52



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Equestrian

HORSE & RIDER

Horse & Rider is the resource to live today's Western horse life. It features top professional trainers, clinicians and horse keeping experts.

E-NEWSLETTER

- Price per Deployment: **\$1,500**

SUBSCRIBERS

35,000



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Equestrian

THE PLAID HORSE

The *Plaid Horse* readers are well-educated, have a high disposable income and a passion for the luxurious lifestyle. With a large audience across multiple channels, digital advertising with *TPH* will get you in front of high numbers in various demographics.

- Averaging 400K page views per month
- U.S. Website Audience – Spread over the entire country, with highest numbers in California, New York, Florida, Illinois, and Texas
- International Audience growing exponentially

Social Media Platforms reach

- 122,000+
- 71K+ Facebook Followers
- 12K – 500K Organic Post Reach
- 81K+ Instagram followers, concentrated in 18-24 and 45-54 age groups
- 85K+ Pinterest engagement

DEMOGRAPHICS

PAGE VIEWS
PER MONTH

425,000

NEW USERS
THIS YEAR

590,000

YEAR OVER
YEAR GROWTH
IN PAGE VIEWS

155%



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Equestrian

THE PLAID HORSE: *Digital*

DISPLAY SIDEBAR ADS

- Run of Site Banner Placements
- Price: **\$2,725** for 2 months

E-NEWSLETTER

Email devoted exclusively to your content and delivered to the entire TPH subscriber base.

- Price per Deployment: **\$1,825**

SUBSCRIBERS

85,000



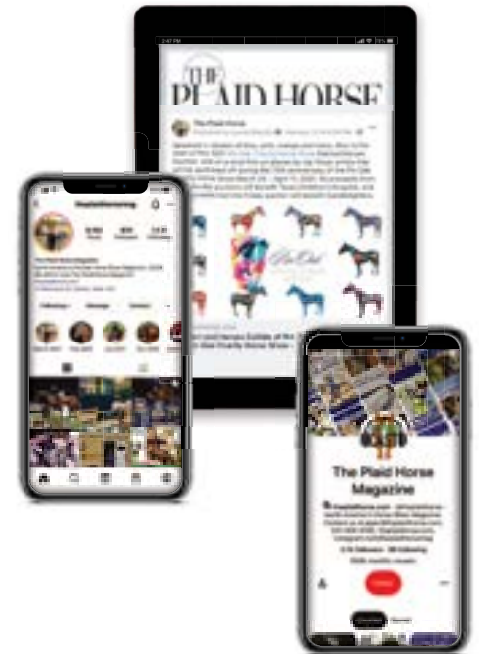
BLOG POST WITH EMAIL

Custom content posted on the TPH Blog as well as deployed in an email to the subscriber community.

- Price: **\$1,575**

INSTAGRAM POSTS

- Price per Post: **\$1,450**



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Equestrian

PRACTICAL HORSEMAN

True to its name, *Practical Horseman* provides hands-on, instructive articles on riding and training, horse care and competition for riders of all English disciplines. Clearly written, skillfully photographed step-by-step articles bring the expertise of top riders and trainers to the magazine's goal-oriented readers.

E-NEWSLETTER

- Price per Deployment: **\$625**

SUBSCRIBERS

25,577

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PRACTICAL HORSEMAN

THIS NEWSLETTER IS BROUGHT TO YOU BY

ULTRA SHIELD


Gymnastic Exercises to Sharpen Your Jump-Off Skills



Olympic medalist Norman Dello Joio's philosophy behind some of his most effective training techniques.

[READ MORE](#)


3 Questions with Beezie Madden



The Olympic gold medalist shares what she looks for in a horse, her favorite exercise and what makes a strong competitor.

[READ MORE](#)


THIS NEWSLETTER IS BROUGHT TO YOU BY



It's pest season. And pests aren't just annoying to you and your horse, they can also carry debilitating diseases. Absorbine is proud to offer a complete line of UltraShield. Fly sprays to help protect your horse. Just click below to learn more.


[LEARN MORE](#)

Independent and Effective Aids Start with a Strong Position




Holly Hugen/Vidal offers tips to help riders use their aids properly through balance and coordination.

[READ MORE](#)



FREE GIFT when you SUBSCRIBE today!

FOLLOW PRACTICAL HORSEMAN ONLINE



JAMESEDITION.COM

With over 10 million unique users per year from around the world, JamesEdition.com is the quintessential marketplace for ultra-high-net-worth individuals. With users evenly spread through the Americas, EMEA and Asia, *JamesEdition.com* is the only truly global site to market luxury.

ANNUAL INCOME:

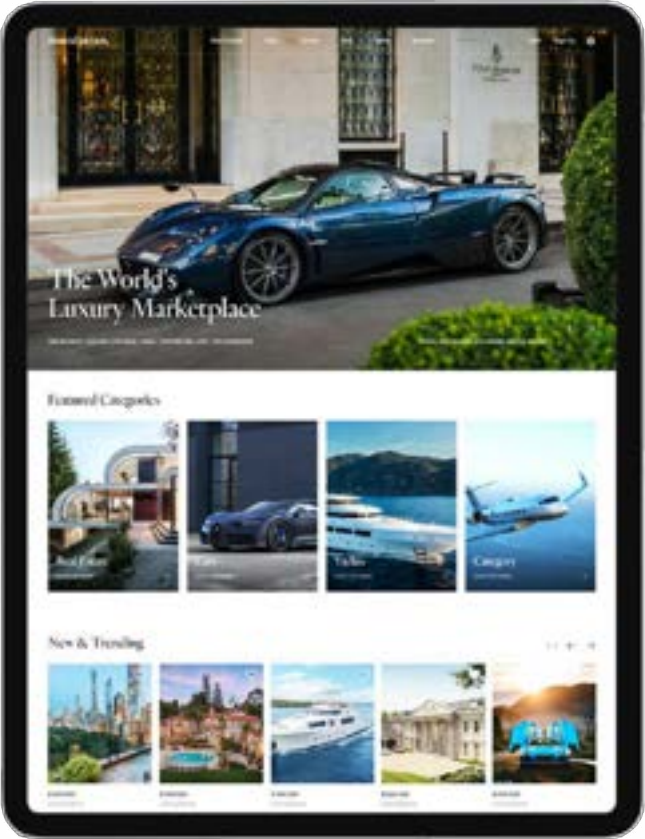
- 35% >\$500k
- 13% \$250k to \$499k
- 28% \$100k to \$249k
- 24% <\$100k

HOUSEHOLD NET WORTH:

- 35% >\$5M
- 19% \$1M to \$5M
- 17% \$500k to \$1M
- 29% <\$500k

CIRCULATION AND DEMOGRAPHICS

MALE/FEMALE SKEW	70% / 30%	AVERAGE VISIT DURATION	6:30	AVERAGE PAGES PER SESSION	8.7
UNIQUE USERS PER MONTH	1.5M	UNIQUE USERS PER YEAR	13M		



JAMESEDITION.COM



E-NEWSLETTER

Feature your listings in the weekly newsletter which attracts very high-quality traffic.

- **350,000** Subscribers
- Open Rate: **23 -25%**
- Average CTR: **3%**

NEWSLETTER TOP & JOURNAL ARTICLE

\$8,500

NEWSLETTER FIRST FEATURE & JOURNAL ARTICLE

Position after top position + Custom Article.

\$5,500

NEWSLETTER TRENDING & JOURNAL ARTICLE

Lower Position in the Newsletter + Personalized Article.

\$3,300

NEWSLETTER LISTING FEATURING

Brief Description in Center Position

\$1,500



HERO SLIDER PLACEMENTS

Promote your listings through generously sized hero bars with the best positioning.

- Real Estate Page: **\$1,600** for 30 days
- Main Page: **\$2,000** for 30 days

THE JOURNAL ARTICLE

Feature content to JamesEdition readers, endlessly. Articles are evergreen content, they do not lose their relevance and provide constant coverage for new audiences.

- **100,000+** Views per month
- **500-1000** Views per article
- **2 minutes** Average time on a page
- Price: **\$1,500**



NEW & TRENDING HOME PAGE POSITIONS

JE users love browsing a curated selection of the best listings. Include your property to be part of the latest buzz.

- Real Estate Page: **\$1,000**
- Home Page: **\$1,200** for 30 days

ELITE PROPERTY LISTINGS

Maximize your conversion rate by showcasing your brand across all listings on the search results pages. Provide extra visibility for your agents, ensuring their presence on every listing.

Benefits of the Elite subscription:

- Europe: From **\$3,500/year**
- USA & Canada: From **\$4,000/year**
- Rest of the world: From **\$3,000/year**

JAMESEDITION.COM

SOCIAL MEDIA

Reach a wider audience across JamesEdition's most powerful channels. Select the package that suits your needs best, and receive added exposure benefits across our social media channels.

- **158,000** Instagram Followers
- **36,000** Facebook Page Likes
- **136,000** TikTok Followers
- **1.5 Million** Accounts Reached on Instagram/month
- **2.3M** Total Organic Likes on TikTok
- **37.5 Million** Views on #JamesEdition on TikTok



SOCIAL MEDIA PACKAGES

PHOTO

\$800

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



PHOTO PLUS

\$1,000

- 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



VIDEO

\$1,800

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



NOB HILL GAZETTE

As the finest regional lifestyle brand, Nob Hill Gazette - Peninsula & Silicon Valley targets the most desirable local demographic. With a keen eye for engaging photography and editorial content aimed to inform, delight and inspire our readers, we truly capture the essence of the Bay Area lifestyle defined by its people, ideas, arts, activities, and issues of the day.



For more information or space
reservations go to or contact:
skyadgroup.com/coldwellbanker

Paula Davidson
(212) 677-2671
paula@skyad.com

Janine Jones
(212) 677-2714
janine@skyad.com

Sara Heleni
(212) 674-2402
sara@skyad.com

NOB HILL GAZETTE: *Digital*

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



NOB HILL GAZETTE: *Print*

- Frequency: 12 times
- Average Readership: 155,000
- Year Established: 1993
- Mean Home Value: \$4,100,500
- Circulation per Issue: 31,600

- Quarter Page: **\$2,400**
- Half Page: **\$4,150**
- Full Page: **\$7,100**
- 2 Page Spread: **\$12,500**



LUXE INTERIORS + DESIGN

Luxe Interiors + Design is the largest architecture and design brand in the United States. We have a direct line to local businesses and design professionals, and target highly affluent consumers, 6 times a year, in the top 14 major markets.

Regions: **New York, Los Angeles, Southeast, Chicago, San Francisco, Arizona, Southern California, Pacific Northwest, Palm Beach/Broward, Miami, Houston, Dallas, Colorado, Austin**



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LUXE INTERIORS + DESIGN: *Digital*

REGIONAL NATIVE CONTENT PACKAGE

Includes:

- 1 Native Content Story with 2-week fair rotation on the Cities channel
- Targeted Instagram/Facebook advertising will link to the native content story on luxesource.com
- Social promotion executed over 30 – 90 days, and story link will remain live for 3 months
- Luxe guarantees 50,000 impressions and 500 page views per regional native content story
- Content provided to partner for repurposing on their website upon client request
- Price: **\$4,425**



LUXE SPONSORED NEWSLETTER

Includes:

- 100% SOV
- Brand logo, 4 images, 130-140 words of copy
- Links to URL of choice
- Price: **\$2,650**

INSTAGRAM/FACEBOOK SPONSORED ADS

Includes:

- 166K impressions guaranteed:
- Sponsored, geotargeted image or video ad with a 14-day minimum duration
- Regions available: Chicago, New York City, Southeast, Southwest and West Coast
- Price: **\$3,000**

LUXE INTERIORS + DESIGN: *Print*

- **73%** Delivered to subscribers and luxury homeowners in the wealthiest zip codes in each Luxe region
- **12%** Distributed to a proprietary list of trade professionals, showrooms and design centers
- **6%** Distributed to private jet travelers via exclusive MediaJet newsstands in 250+ FBOs
- **9%** Distributed to luxury hotels and newsstands in Barnes & Noble, Whole Foods, Central Market, Delta Sky Club and independent booksellers nationwide

- **56%** Own a Home Valued at **\$2 Million** or greater
- **88%** Own a Home Valued at **\$1.5 Million** or greater

- Full Page: **From \$3,450**



CIRCULATION AND DEMOGRAPHICS

AUDIENCE	1,2M+	MEDIAN HOME VALUE	\$3,5M+
AVERAGE NET WORTH	\$1,9 M	MEDIAN NET WORTH	\$1,8 M

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PRIVATE AIR LUXURY HOMES MAGAZINE

Private Air Luxury Homes Magazine is published exclusively for the world's most discerning travelers. Distributed through Private Jet Terminals throughout the world, our readers include C-Level executives, royalty, heads of state, celebrities, captains of industry, and private aircraft owners; all of whom expect the highest standards of excellence.

The readers of Private Air Luxury Homes Magazine are some of the world's wealthiest individuals. They come from all over the globe and typically have a collection of homes, an extensive portfolio, a sophisticated interest in arts and culture, as well as a passion for luxury products and travel. This world-class publication caters to their wants with a unique perspective and a genuine grasp of what interests its reader - the world's most exclusive real estate, investments, fine art, and collectibles.



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PRIVATE AIR LUXURY HOMES MAGAZINE: *Print*

DISTRIBUTION

65,000 private jet owners and guests

Readers encompass professional athletes, A-list celebrities, Fortune 500 executives, politicians, and entrepreneurs

- Full Page: \$1,925
includes social media & E-Newsletter
- Full Page in 3 Issues: \$1,550
includes social media, E-Newsletter
& Exclusive Estate Showcase Editorials
- Full Page in 6 Issues: \$1,450
includes social media & E-Newsletter
& Exclusive Estate Showcase Editorials



OCEAN HOME

Ocean Home showcases the best in luxury coastal design and celebrates the top architects, interior designers and craftspeople creating these waterfront dream homes from coast to coast and beyond.



CIRCULATION AND DEMOGRAPHICS

AVERAGE HHI	2.4M	AVERAGE HHNW	\$10M+	AVERAGE HOME VALUE	\$3.3M
PAGE VIEWS	38,199	UNIQUE VISITORS	33,196		

OCEAN HOME: *Digital*



E-NEWSLETTER

- Subscribers: **22,000+**
- Price: Starting at **\$750**



CUSTOM E-MAIL

- Subscribers: **20,000+**
- Price per Week: **\$2,750**



FACEBOOK POST

- Followers: **21,600**
- Price per Post: **\$675**



INSTAGRAM POST

- Followers: **21.8K**
- Price per Post: **\$800**



FACEBOOK/INSTAGRAM AD

- Price per Month: **\$1,400**



SPONSORED CONTENT

- Price: **\$3,000**

OCEAN HOME: *Print*

OCEAN HOME MAGAZINE

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.

- Geographic breakdown: **US Coastal Areas – 29%**
Northeast, 35% Southeast, 28% West, 5%
Southwest, 3% Midwest, Caribbean
- Full Page: **\$2,850**
- Full Page with E-newsletter Spot: **\$3,250**

CIRCULATION AND DEMOGRAPHICS

CIRCULATION	50,000	READERSHIP	135,000	MALE/FEMALE SKEW	49% / 51%
MEDIAN AGE	51	AVERAGE HHI	\$2.4M	AVERAGE PRIMARY RESIDENCE VALUE	\$3.3M

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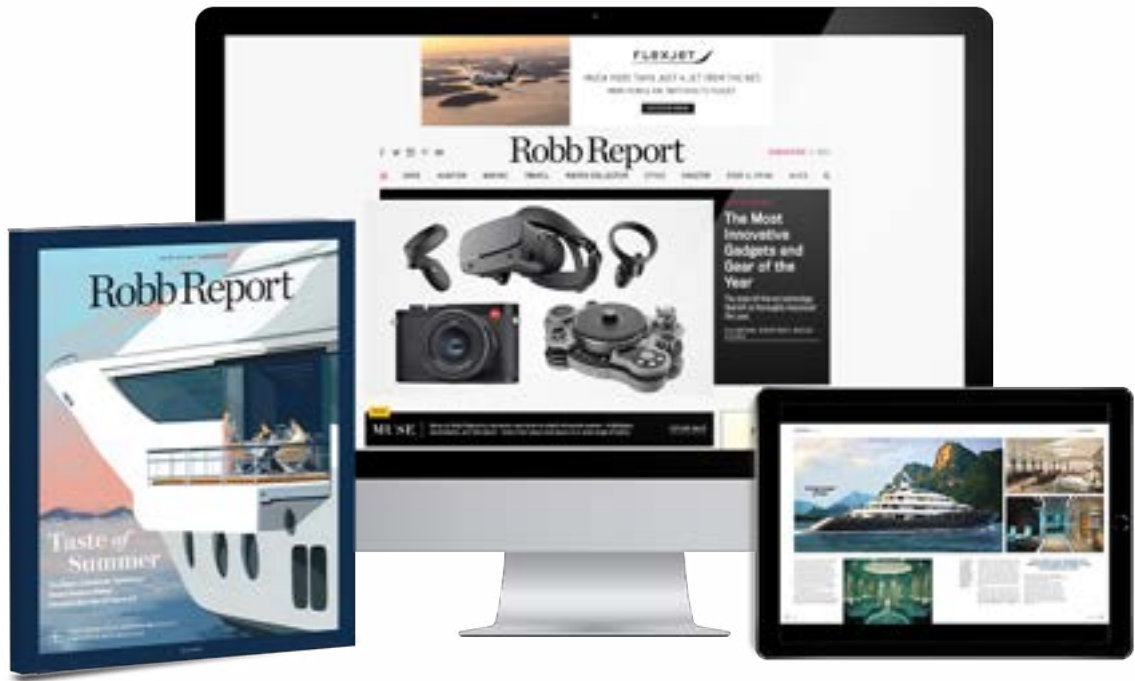
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ROBB REPORT

Robb Report is the leading voice in the global luxury market. Its discerning audience around the world has a shared appreciation and desire for quality, exclusivity, artisanship, heritage and fine design.



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ROBB REPORT: *Digital*

ROBBREPORT.COM

RobbReport.com is the right platform to ensure your brand is top-of-mind amongst a powerful, influential and engaged audience.

FEATURED LISTING CAROUSEL

Large, scrolling display at the top of the real estate page – a great option to highlight a special property alongside Robb Report’s real estate articles; some of the most read content. This carousel includes having the listing searchable in the Luxury Property Listings Platform.

- Price: **\$1,350** per month

BRANDED LISTING CAROUSEL

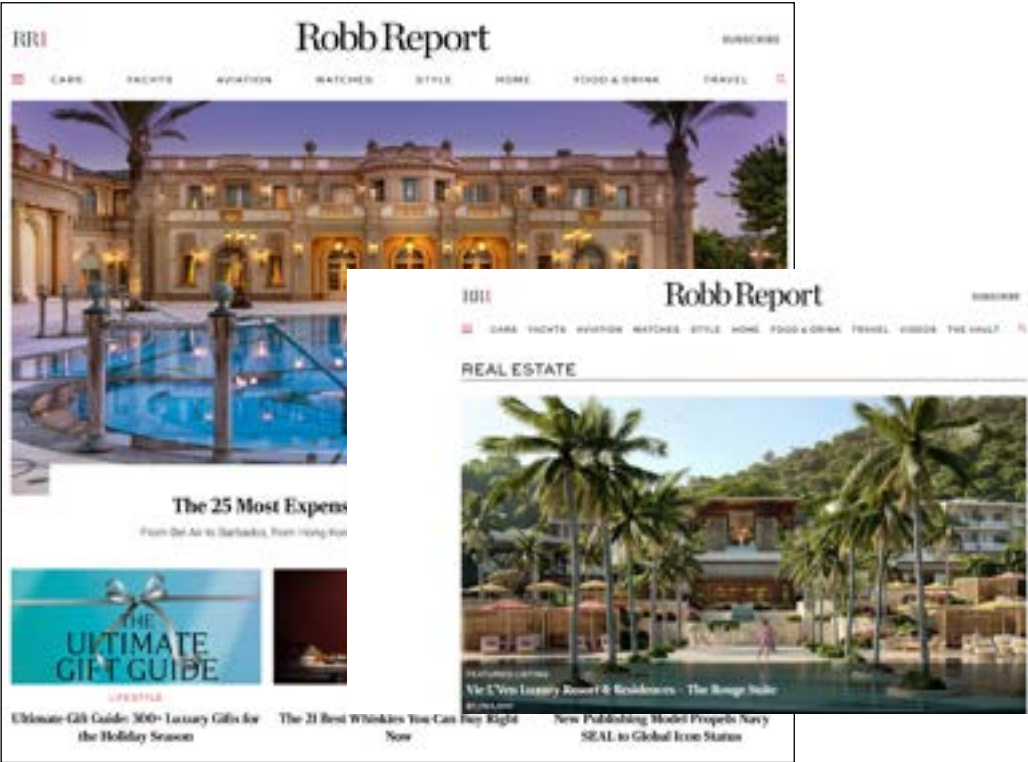
Custom module on the real estate page branded, with your logo and can feature up to 10 properties per month.

- Rate: **\$3,500/month**

REAL ESTATE NEWSLETTER

Deployed 3 times per week: Mon/Wed/Fri. Enjoy 100% SOV in these newsletters for one week.

- Price: **\$5,000** per week



CIRCULATION AND DEMOGRAPHICS

UNIQUE VISITORS	5.6M	PAGE VIEWS	10.3M
VISITS	6.4M	PVS/UNIQUES	1.9M

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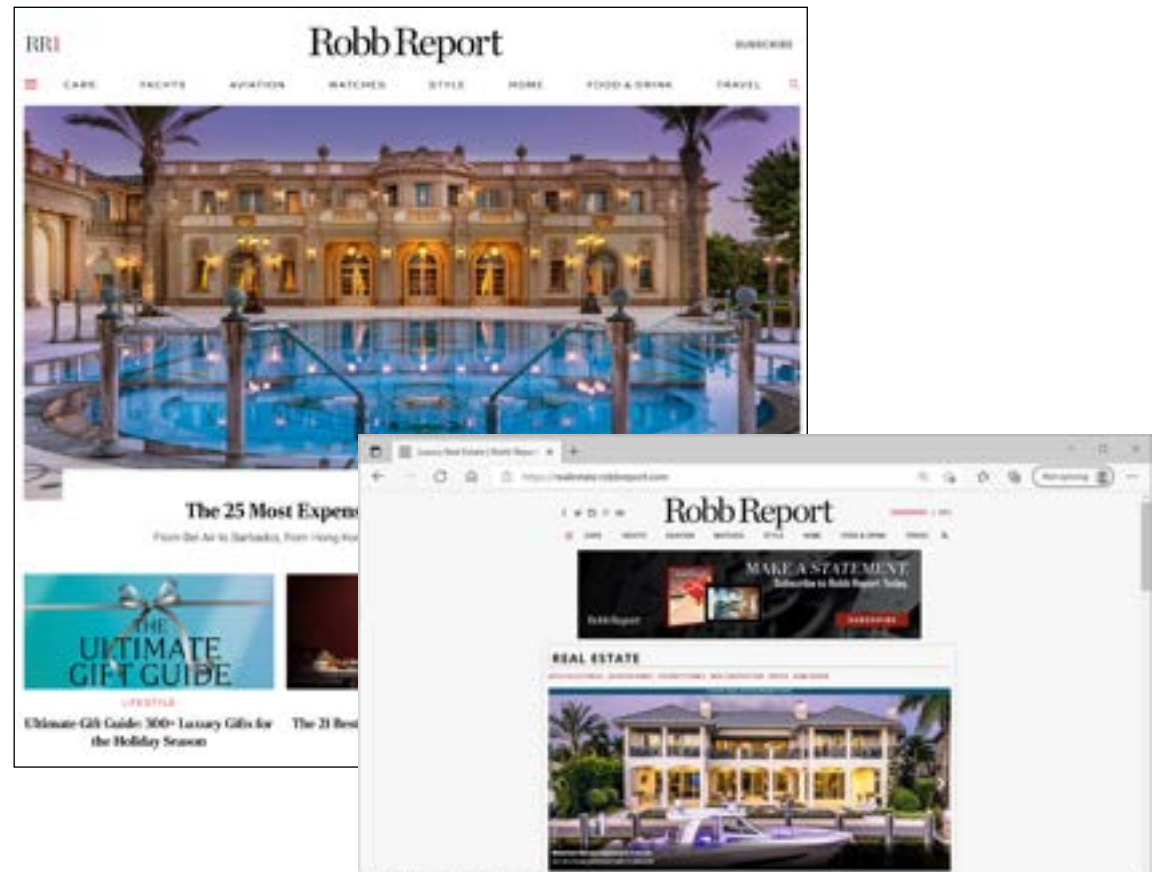
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ROBB REPORT: *Digital*

LUXURY PROPERTY LISTINGS

List your properties on the Robb Report Property Listings Platform which is searchable by location. Cost efficient and can source from a feed or be manually created.

- Single Listing: \$850 for 3 Months



ROBB REPORT: *Print*

ROBB REPORT MAGAZINE

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.

- Half Page: **\$6,000**
- Full Page: **\$8,500**
- Luxury Property Showcase: **\$9,000/Full Page**
- Luxury Property Guide: **\$3,500/Full Page**

CIRCULATION AND DEMOGRAPHICS

CIRCULATION

101,000+

MALE/FEMALE
SKEW

77% / 23%

MEDIAN AGE

43

AVERAGE HH

\$548,000

AVERAGE HHNW

\$3,500,000



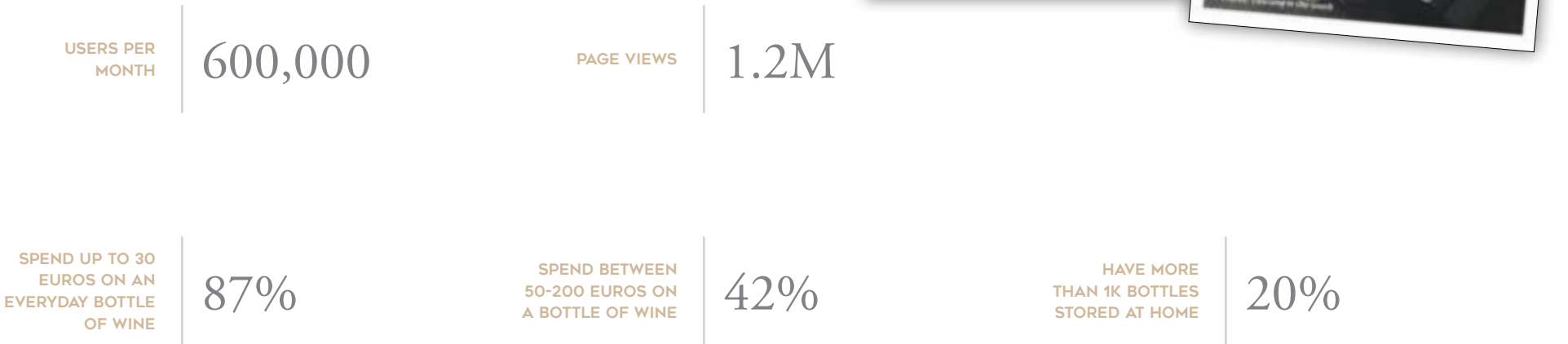
DECANTER

Engaging with wine lovers in over 100 countries around the globe, *Decanter* is the world's leading wine media brand. Connect with a world-class audience of wine enthusiasts.

Digital Demographics

- Readers of DecanterChina.com and Decanter China Social Media: **80,000**

CIRCULATION AND DEMOGRAPHICS



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DECANTER



MONTHLY E-NEWSLETTER PACKAGE

- Subscribers: **28,000**
- One per week (4x)
- Price: **\$2,650**



SOCIAL MEDIA

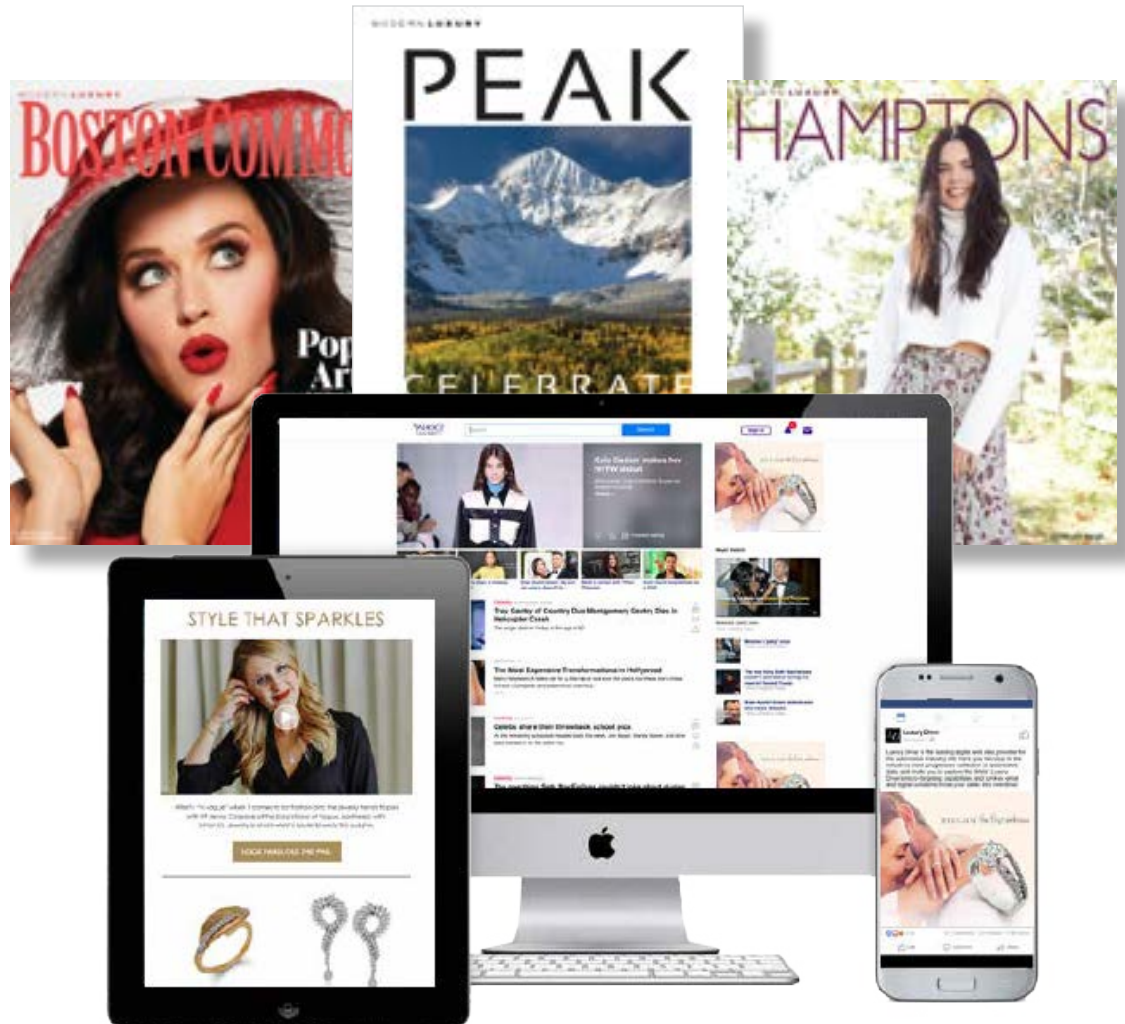
Reach a bespoke audience through the Decanter Social Media network. Can link to advertorials.

- One Month Facebook Campaign: **\$2,350**
- One Month Instagram Campaign: **\$4,000**

CITY LIFESTYLE & SPECIFIC INTEREST

MODERN LUXURY

Modern Luxury is the nation's largest luxury media company offering leading brands access to the most affluent audiences in the most prominent cities across the U.S.



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MODERN LUXURY: *Digital*

LUXURY MAIL

Luxury Mail tactfully uses email, social and display retargeting to reach new potential customers, providing you with a ROI lead list.

- Database of **95M** emails
- Demographic, Sociographic and Geographic Targeting Parameters: **130**
- 7-day program
- Price per Campaign: **\$6,250**



MODERN LUXURY: *Print*

Regional Magazines

Hamptons • Gotham • Michigan Avenue • LA Confidential
• Ocean Drive • Palm Beach • Capitol File • DC • Aspen
Peak • Boston Common • Philadelphia Style • Las Vegas

- Price: Full page starting at **\$3,825**



CIRCULATION AND DEMOGRAPHICS

AVERAGE AGE	35 - 44	MALE/FEMALE SKEW	40% / 60%
AVERAGE HHI	\$2,213,920	MEDIAN HHI	\$389,540

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THE REAL DEAL

The Real Deal, often referred to as 'the bible' for the real estate industry, reaches millions of real estate professionals nationally. The Real Deal brings together the most influential people in the world — 95% of the two million subscribers are C-Suite, business owners, board members or senior managers.

Site Stats:

- Unique visitors: **2M+**
- Total visitors: **3M+**
- Page views: **10M+**
- Mobile visits: **60%**

Demographics:

- Male/Female Ratio: **60% / 40%**
- Ages 25-54: **70%**



THE REAL DEAL: *Digital*

SPONSORED CONTENT

Solidify your positioning and brand story by posting existing content inclusive of articles, videos and more on TheRealDeal.com. This content remains live on the site.

- Content Article on TheRealDeal.com
- Content Promoted on Homepage for 1 Week
- Content Promoted in Daily Newsletters (2x) + Social (2x)
- Page Views: 2,000+
- Avg. Time Spent on Site: 2:03
- Price per Post: **\$15,625**

SOCIAL PROMOTION

Leverage the social network of TRD with posts and stories directly targeted to your audience.

- Price per Post: **\$1,250**

Followers

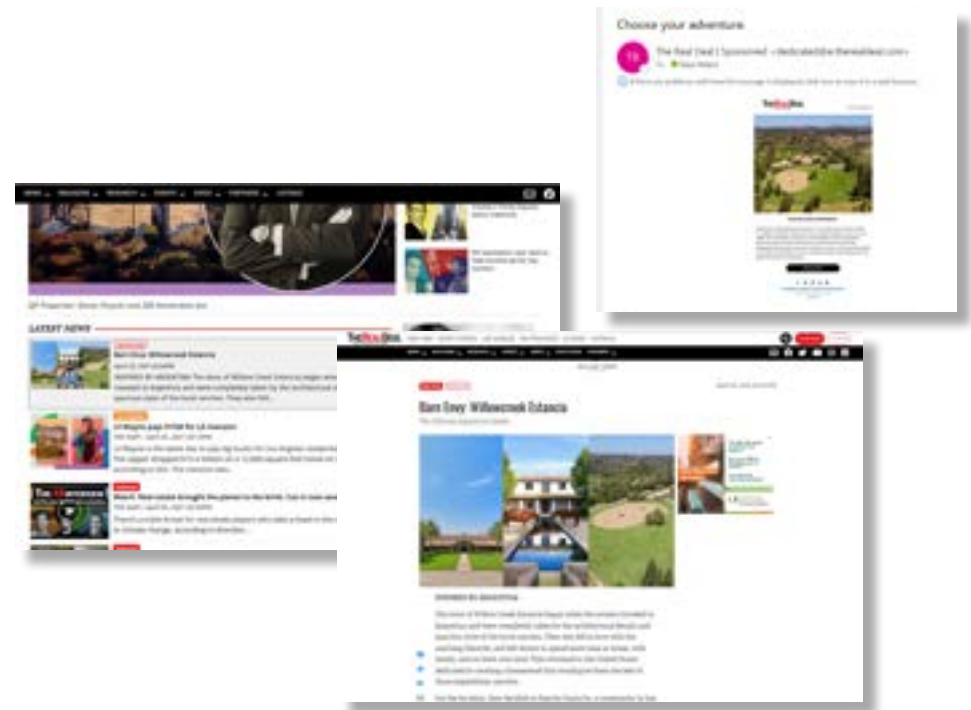
- Facebook: **125K+**
- Instagram: **439K+**
- X: **88K+**
- LinkedIn: **153K**

\$12,500 minimum spend for The Real Deal

DEDICATED E-BLASTS

The Real Deal's open rates for emails continue to exceed industry benchmarks. Dedicated email blasts offer an opportunity to share your vision, brand messaging and opportunities directly.

- National: **\$10,000**
- New York: **\$8,500**
- South Florida: **\$5,300**
- Chicago: **\$3,750**



UNIQUE HOMES

Unique Homes Luxury Media enables advertisers and Realtors® the ability to reach ultra-high net worth individuals (UHNWIs .01%'s) with a passion for unparalleled real estate luxury, meticulous craftsmanship, exclusive locations and bespoke design, we curate a collection of the world's most extraordinary content and properties.

We are the leader in promoting and marketing luxurious estates, architectural marvels, and one-of-a-kind homes globally from a network of premier real estate experts who exceed the highest levels of service and discretion, across the U.S. and internationally.

Our Mission is to build the media industry's leading UHNWI multichannel targeting capabilities through a mix of audience data, publishing and technology integrations. All this is provided with a white-glove service driven by 50+ years of luxury experience.

Our Purpose is to effectively target connoisseurs of sophisticated living across distinct and effective media channels, supported by intentional, crafted editorial and content that is as bespoke as our featured properties.



UNIQUE HOMES

CIRCULATION AND DEMOGRAPHICS

- Average net worth: **\$4,525,000**
- Average value of real estate holdings: **\$3,500,000+**
- **40%** own 2 properties; **30%** own 3 or more properties
- **7 of 10** are actively in the market to buy or sell
- **4 of 5** have yet to select an agent/broker

TOTAL DISTRIBUTION

For those interested in reaching a highly curated audience of home enthusiasts and real estate aficionados, Unique Homes Luxury Media offers both owned and operated channels, as well as private-label marketing and content opportunities to align your interests with the premier brands in real estate and reach an audience of +1 million luxury readers and subscribers across 12+ publications annually.



UNIQUE HOMES

PRINT & DIGITAL READERSHIP

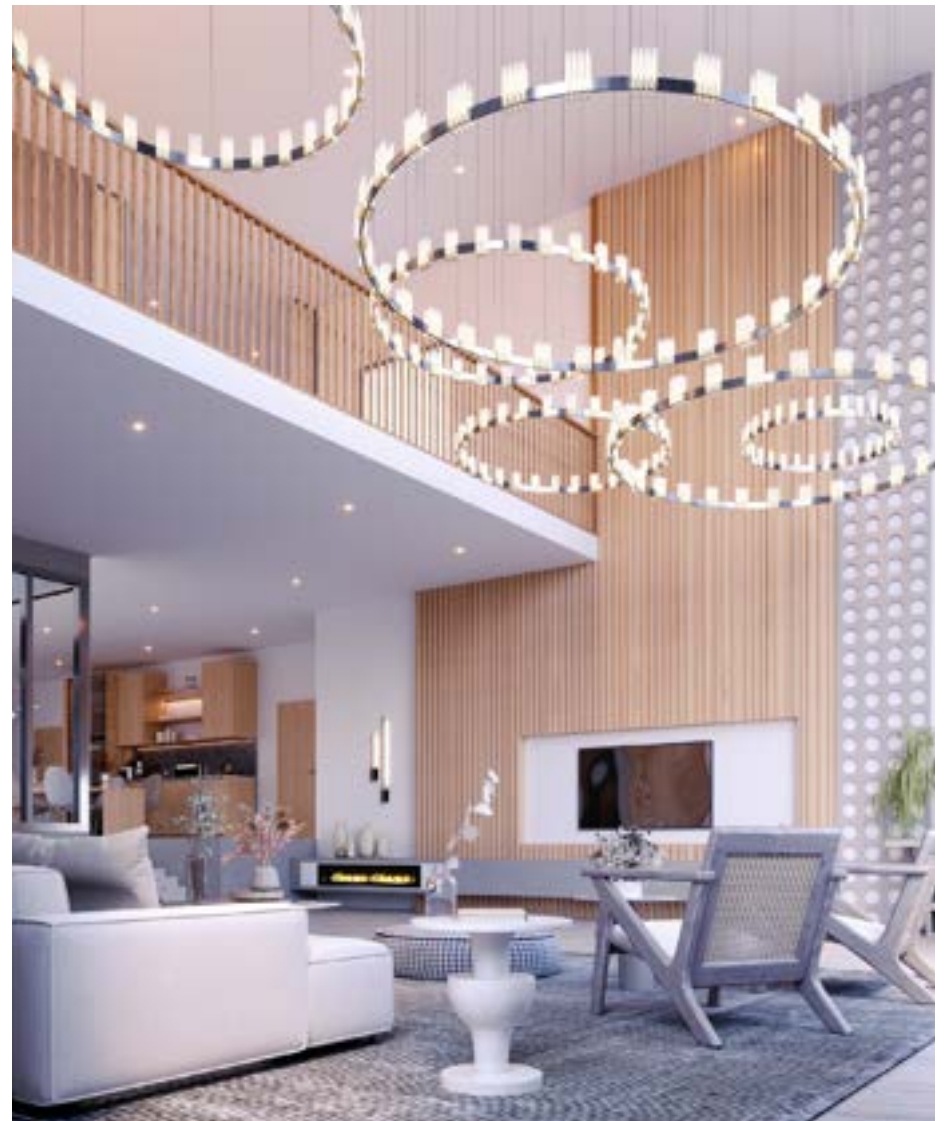
- 32,000 distribution with readership at +95,000 UHNWI per issue and 50,000+ downloads and opens per online issues.
 - Direct mailed to high income households across the U.S. - Homes valued at **+\$5 million.**
 - Exclusive distribution to Airport lounges, and FBOs
 - Sent to industry-leading premier-agents and their top clients
- Almost **500K** annual impressions from both print and digital.
- Direct Mail
 - Curated database +5M and +10M households nationwide

ONLINE ENGAGEMENT AND VISITORS

- www.uniquehomes.com
 - **250K** Visitors annually and
 - **+50K** monthly event engagements across our blogs, articles, listings and agent pages
- Unique Homes Social Media platforms
 - **+200K** - Meta (Facebook & Instagram)
 - **+50K** - LinkedIn Audience
 - **+10K** - X

EMAIL AND DIRECT MAIL MARKETING

- **+85,000** Leading Luxury Real Estate agents and brokers across the world



UNIQUE HOMES

MAGAZINE ISSUE

- Spring 2025
- Summer 2025
- Fall 2025
- Winter 2025
- Ultimate 2025

RESERVATION DEADLINE

- February 27, 2025
- May 23, 2025
- August 16, 2025
- October 10, 2025
- December 31, 2025



UNIQUE HOMES

PRIVATE LABELED PRINT & DIGITAL MAGAZINES

- Let us create your 32-page luxury leading magazine and we will customize it with your content, brand, listings and/or story (Front, Back & 2 Inside Covers)
- White Glove Assistance
- Farming & Customer Retention Program
- Personalized live assistance from start to finish with professional editorial support
- We develop follow-up programs to drive conversations and leads
- We ship to your contacts (from 500 to 5,000)



UNIQUE HOMES

UNIQUE HOMES PAID MEDIA

- **Paid Social Media Programs**

- Leverage our tried and true programmatic audiences of subscribers, website visitors, and audience look-a-likes.

- **Programmatic Display Offerings**

- Easily and efficiently promote your name, brand, or even a current Luxury home listings to our private-labeled audiences, specific geographies as well as via unique real estate spots across the leading online publications (i.e. Wall Street Journal, and other leading real estate focused channels)



FARM & RANCH

LAND.COM

The *Land.com* Network consists of three most visited land listing marketplaces on the web – Lands of America, Land And Farm and LandWatch. Connecting more than 12+ million engaged land buyers with sellers, they help drive the most exposure and leads to grow your business.



LANDS OF AMERICA

Lands of America is the premier rural real estate site with farms, ranches, country homes, mountain property for sale and more.

Land And Farm

LAND AND FARM

A top-tier rural property marketplace, Land And Farm receives more than two million visits and 16 million page views monthly.

LandWatch™

LAND WATCH

LandWatch is an online leader in rural properties and land for sale, including home sites for vacation, recreation or investment.

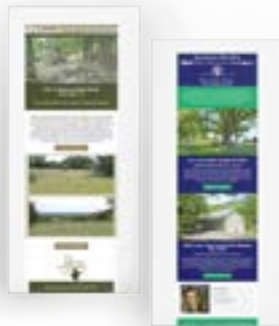
LAND.COM: *Digital*

Get in front of land buyers with high-performing email campaigns. Create a custom message highlighting your properties and business.

SIGNATURE LISTINGS

10Xs more Exposure

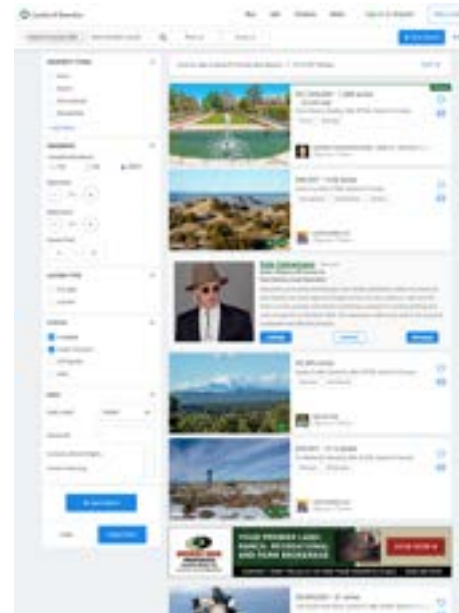
- Sorted on top in search results above Premium and Standard listings
- Largest ad size in search results
- Business name and logo (or portrait) in search results
- Link to your website and property URL
- 3D virtual tour and video display
- Enhanced photo gallery
- Branding on listing detail page
- Dedicated seller profile page
- Ads on Google, Bing, Facebook, and Instagram
- Competition-free property pages
- Priority placements on all search results, landing pages, and social media ads
- **Price \$175 Single Listing – 30 days**
- **Price \$480 Three Listings**
- **Price \$1,680 Twelve Listings**



PLATINUM LISTING

Enhanced Exposure for Your Most Important Listings

- Sorted at the top of search results ahead of Signature listings in all searches
- Includes elevated placement across all Land.com Network sites: Lands of America, Land and Farm, and LandWatch
- Listing features vary by site
- **\$750 + Signature Listing Purchase**



THE LAND REPORT

The Land Report profiles passionate landowners, high-net-worth home and estate owners, identifies unique home-buying and land investment opportunities, explains ways to improve and conserve land, provides legislation updates, and highlights outdoor gear and equipment. TheLandReport.com serves as a daily guidebook for American landowners, featuring a database full of credible and relevant stories gathered daily from media outlets around the country.



CIRCULATION AND DEMOGRAPHICS

MALE/FEMALE
SKEW

82% / 18%

PRINT & DIGITAL
DISTRIBUTION

40,000+

AVERAGE HHI

\$9M

AVERAGE HHNW

\$89M

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THE LAND REPORT: *Digital*

THE LAND REPORT MONTHLY E-NEWSLETTER

Distributed to over 27,000 opt-in subscribers and is shared with over 61,000 followers on social media.

On the Market Monthly E-Newsletter

This featured property section wraps around content at the beginning of the e-newsletter for greater visibility.

Price: **\$2,950** per spot

Portfolio Listing

Price: **\$1,300 set up fee + \$1,250 per month**

Social Media Post

Price: **\$1,450**

Custom Content

Price: **\$1,300 set up fee + \$1,250 per month**

On The Market



Flying W Ranch

Del Norte, Colorado

Consisting of more than 1,580 acres, the Flying W Ranch is a hidden gem with a private and secluded atmosphere. A rarity for river ranches, this ranch includes acreage along both sides of the Rio Grande River, and the ranch offers more than 15 CFS of surface water rights.

\$11,970,000



THE LAND REPORT: *Print*

THE LAND REPORT MAGAZINE

The Land Report magazine provides nationwide news, information and insight into 40,000 of America's most affluent current and potential home buyers and landowners.

- Cost: **\$4,900**



INTERNATIONAL

CONDÉ NAST: *Digital*

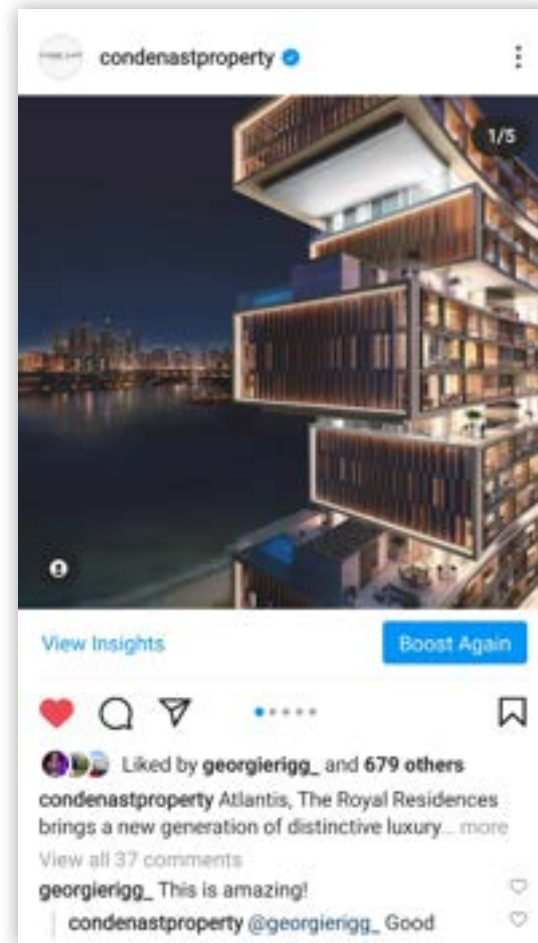
CONDÉ NAST UK REAL ESTATE INSTAGRAM POST

Get the word out on your property to an exclusive UK luxury audience. @condenastproperty is the fastest growing Instagram account at Condé Nast Britain.

Price: **\$3,300** per post

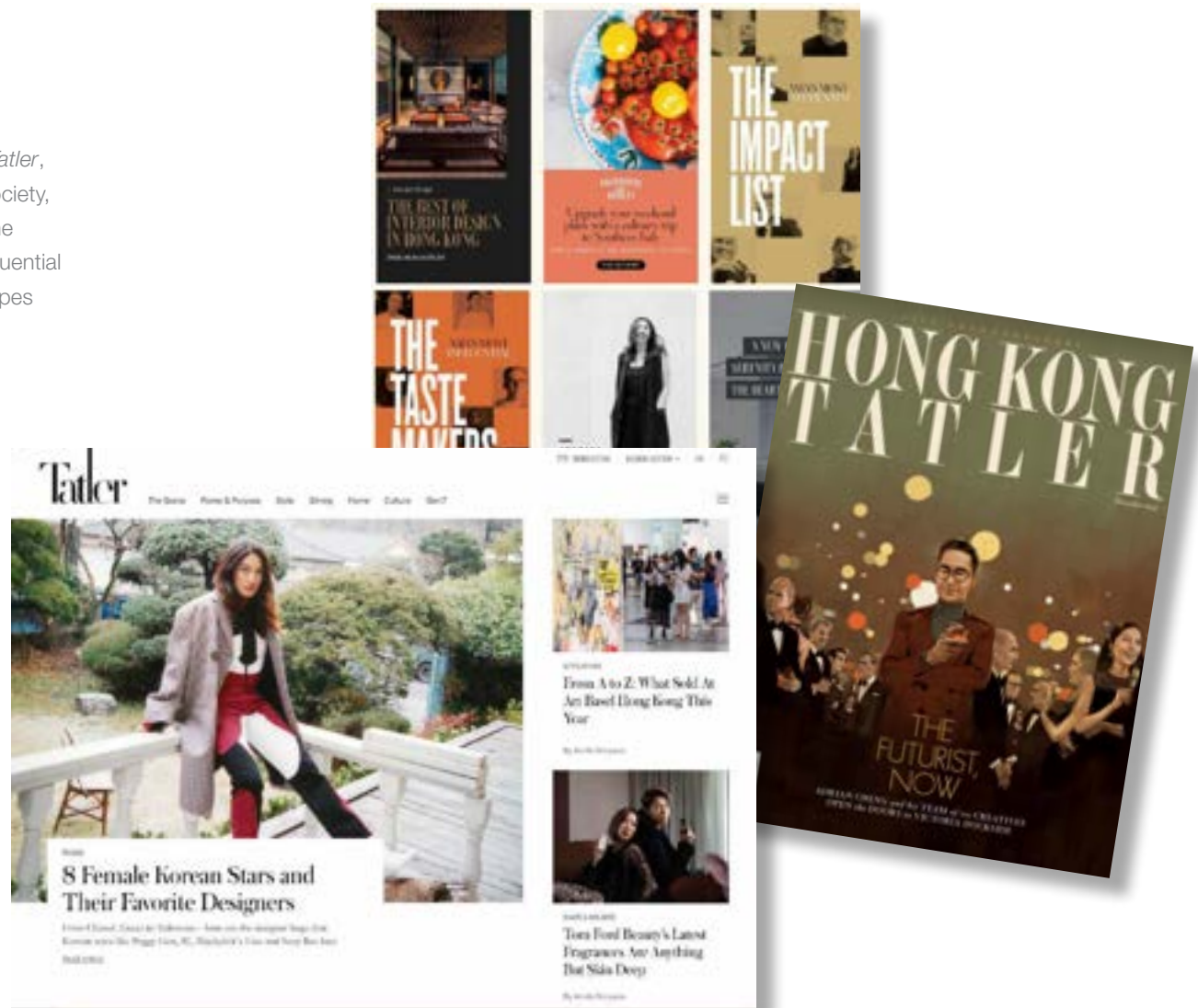
FOLLOWERS

229,000 and growing



ASIA TATLER

Established in 1977 with the launch of *Hong Kong Tatler*, the Asia Tatler media group doesn't just chronicle society, they define it – the people, the places, the events, the objects. They connect high society and the most influential people in eight Asian markets, a readership that shapes opinions and trends.



ASIA TATLER: *Digital*

REAL ESTATE PAGE (HOMES) VERTICAL TAKEOVER

- Monthly Visitors: **3M+**
- **100%** SOV across mobile and desktop
- Multiple creative units for a powerful marketing boost
- Price, 1 week duration: **\$4,495**



TATLER SOCIAL MEDIA

Tatler social media channels allow us to reach a younger, highly engaged digital native audience. Tatler's social media content has bespoke designed visuals and platform-first content, including video and audio.

- **1.3M** social media followers across Asia
- Male/Female Skew: **38% / 62%**
- Age Distribution: **39% 18-34, 51% 35-54, 10% 55+**
- Price for Instagram Story (5-6 slides): **\$2,565**
- Price for Tatler eDM Inclusion: **\$2,250**

MALE/FEMALE
SKEW

38% / 62%

AGE DISTRIBUTION

39% 18-34, 51% 35-54, 10% 55+



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ASIA TATLER: *Print*

TATLER MAGAZINES

- 8 Print Editions Around Asia
- Hong Kong: **31,500**
- Thailand: **80,000**
- Mainland China: **250,000**
- And More

CIRCULATION AND DEMOGRAPHICS

CIRCULATION	507,000	READERSHIP	2.1M	MALE/FEMALE SKEW	55% / 45%
MEDIAN AGE	42	AVERAGE HHNW	\$3.2M (approx. USD \$400,000)	AVERAGE PERSONAL INCOME	U.S. \$11.6M

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Paula Davidson
(212) 677-2671
paula@skyad.com

Janine Jones
(212) 677-2714
janine@skyad.com

Sara Heleni
(212) 674-2402
sara@skyad.com



JUWAI

Juwai is the No. 1 Chinese and Asia marketplace for overseas property and reaches millions of monthly active users, 195 countries and 326 cities in China, with six million property listings from 111 countries.

Juwai was named the top international real estate website in China by the country's peak e-commerce body for two years running and a winner of the prestigious Red Herring Global Top 100 Award for excellence.

- Distribution: Worldwide or National **57%** from China, **43%** worldwide



PAGE VIEWS PER MONTH	7M+
UNIQUE MONTHLY VISITS	5.5M
MALE/FEMALE SKEW	62% / 38%

GLOBAL MEDIAN INQUIRY PRICE	\$329,990 USD
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JUWAI

HOT PROPERTY + LUXE CHANNEL PROPERTY LISTING COMBO

Special price of \$675

This special combo is perfect for heightened awareness through home page positioning via the Hot Property and longevity and luxury classification via the Luxe Channel.

HOT PROPERTY

Be seen before Chinese buyers even begin their property search! Located on the home page above the fold.

- Attract up to **90.8x** more traffic
- ***Must be purchased with the Luxe Channel Property Listing**

JUWAI LUXE CHANNEL PROPERTY LISTING

Connects you to UHNW (Ultra High Net Worth) Chinese consumers.

- For properties **\$2M+**



JUWAI

SUPER LEADERBOARD

- 1 Position
- SOV: 25%
- Price per Month: **\$300**

CREATIVE EDITORIAL AND SOCIAL MEDIA POSTING

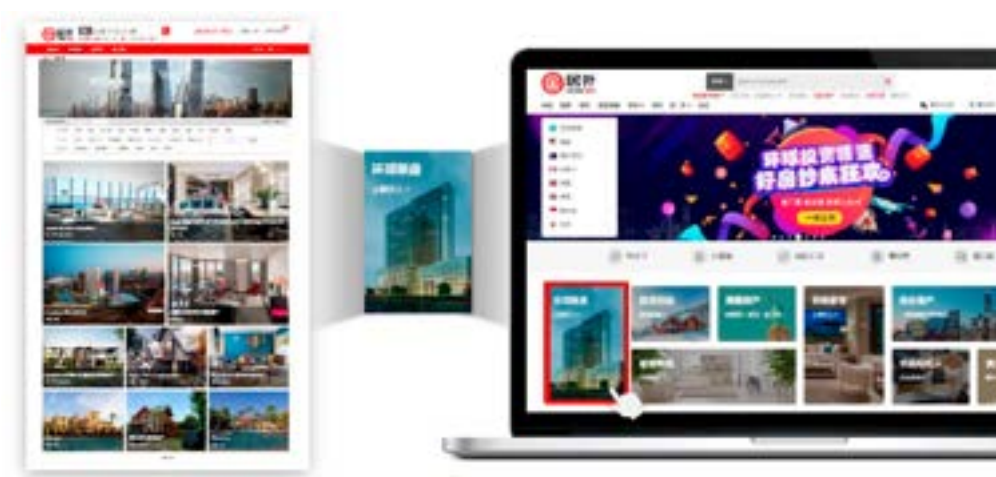
Professionally crafted content written in close conjunction with your marketing team.

- Featured on Juwai Home Page and Relevant Country Pages
- Boosted on WeChat, Weibo and Other Social Media Accounts
- Price per Article and Posting: **\$1,600**

DEVELOPER MARKETING SOLUTION

6 month multi-media promotion with agent/office page, advertorial, ROS banners, floor plans and more.

- Price per 6 Month Campaign: **\$7,500**
- With Joint Live Event (Juwai TV and Social Media): **\$10,000**



PROPGOLUXURY

PropGOLuxury 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.

PropGOLuxury offers a powerful distribution network providing maximum exposure to elite property consumers. The partner network reaches an aggregate audience of 20M luxury property consumers each month.

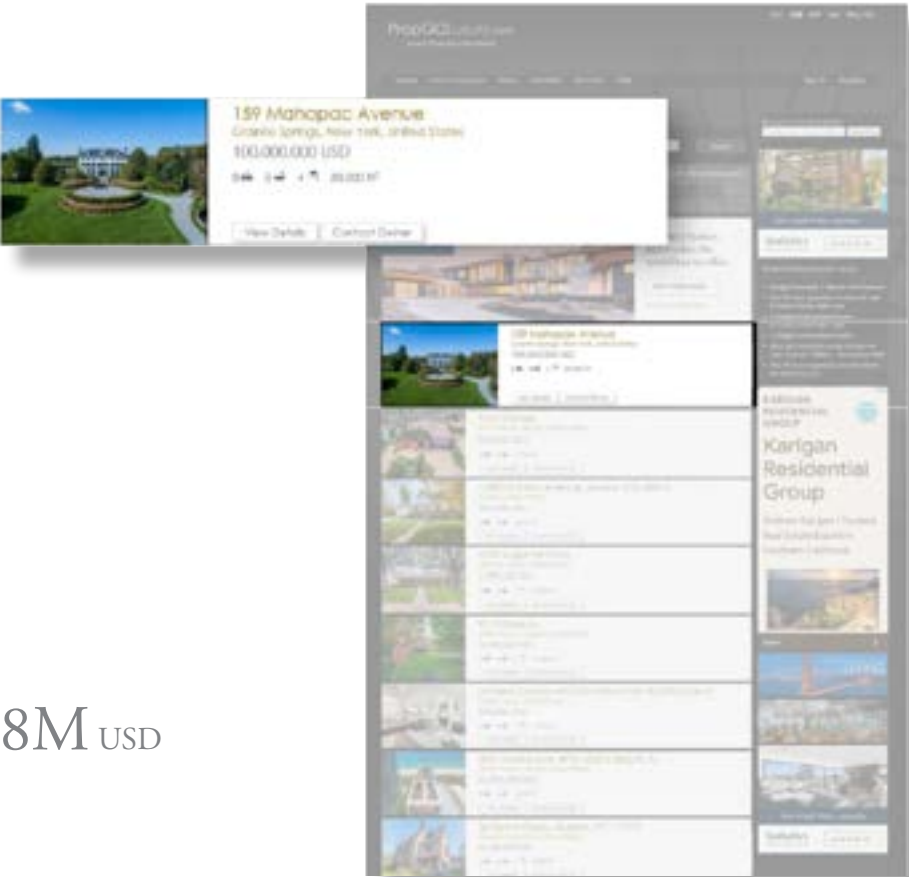
REGIONAL FEATURED LISTING + LARGE BANNER

Display your property prominently in search area listings and a supersized banner on the regional home page.

- Generate up to 12x more leads than standard listings.
- Price for 30 Day Featured Listing & Banner: **\$750**

CIRCULATION AND DEMOGRAPHICS

ENGLISH AVERAGE HHI	\$250,000 USD	ENGLISH AVERAGE HHNW	\$2.8M USD
CHINESE AVERAGE HHI	6.4MM	CHINESE AVERAGE HHNW	\$4.575M USD



LE FIGARO

The Strength of France’s Leading Media Group

26.7 million French people each month consume our brand

Le Figaro is available in prestigious leisure settings: hotels, luxury hotels and spas, golf clubs, and even in luxury clothing stores (such as Armani, Hermès, and Ralph Lauren).

We also deliver to international business settings: embassies, investment banks, architects’ firms, newspaper kiosks and Relay newsagents in the main railway stations and airports, the Air France app.



- #1 publication in high socio-economic groups
- #1 publication among the highest earners
- Close to two out of three people in high socio-economic groups read Le Figaro
- The high socio-economic category comprises 8.9 million people.

READERS

1.4 million

WEB VISITORS

93,000 /month

PAGE VIEWS

890,000 /month

PROPRIÉTÉS LE FIGARO - *Digital*

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)



PROPRIÉTÉS LE FIGARO - *Digital*

HEADLINE SEARCH RESULTS

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

- **\$795/** City/ Month



RETARGETING ON SOCIAL

Ads matching the website user's search criteria appear directly on users Facebook and Instagram news feed – ensuring you remain a constant presence in the life of your potential purchaser.

- **25%** increased visibility
- **\$895 - 600** Clicks Guaranteed



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.).

- **\$500/** City/ Month



WEB ADVERTORIAL + AD CAMPAIGN

\$4,850

An article on the subject of your choice, published on one of the real estate portals, and supported by a media push.

- Includes an email to the **PROPRIÉTÉS LE FIGARO** contact base
- Native campaign with **100K** Impressions
- Sponsored post on Facebook and Twitter

PROPRIÉTÉS LE FIGARO - *Print*

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, it has an online edition and a mobile app.

- Readers: **1.4 million**
- Web Visitors: **2.7 million per month**
- Distribution: **U.S.A. 32%, U.K. 19%, France 12%, Canada 3%, Australia 3%**

FULL PAGE

\$2,500

FULL PAGE
ADVERTORIAL

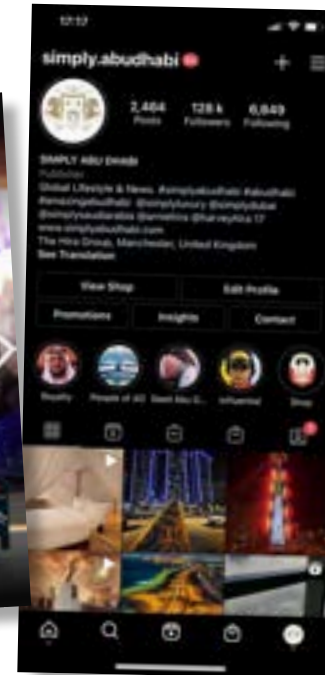
\$3,000



SIMPLY ABU DHABI

Simply Abu Dhabi is officially the world's largest 'privately owned' multimedia channel for Abu Dhabi.

They communicate to 7,800 of the world's wealthiest through their print medium and talk to over 700,000+ high-net-worth and aspirational individuals daily via their digital channels.



CIRCULATION AND DEMOGRAPHICS

AVERAGE NWI

£30 million
(approx. USD \$37M)

MALE/FEMALE
SKEW

48% / 52%

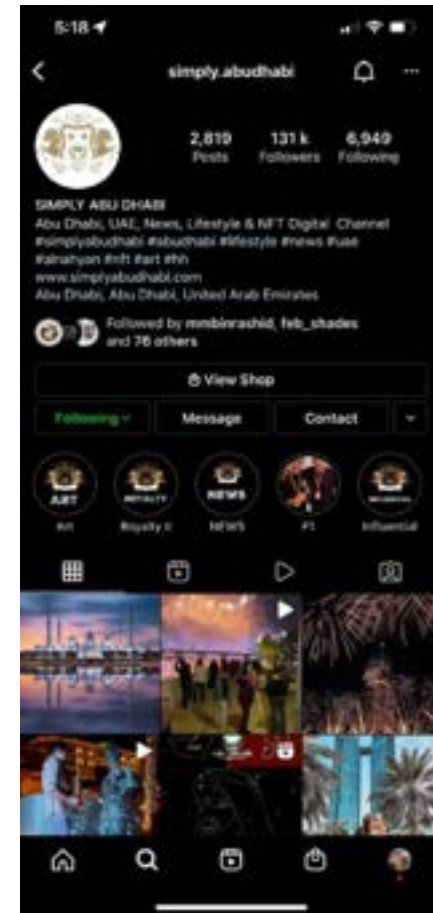
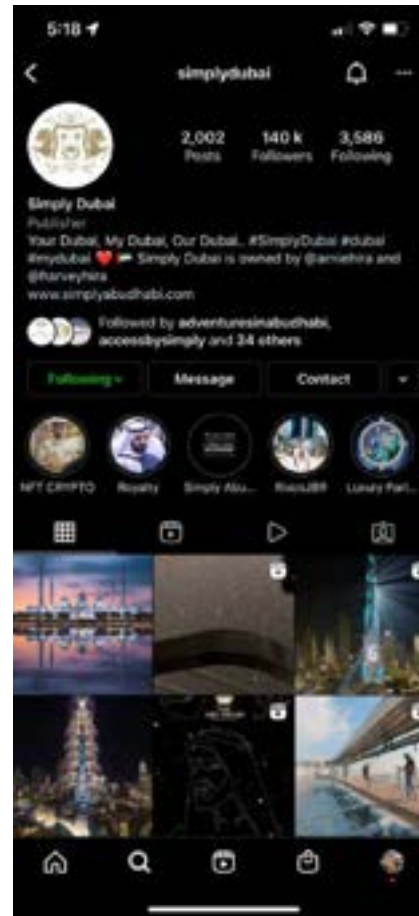
MEDIAN AGE

30-60

SIMPLY ABU DHABI: *Digital*

INSTAGRAM POST

- www.instagram.com/simply.abudhabi
- www.instagram.com/amazingabudhabi
- www.instagram.com/simplydubai
- @simply.abudhabi
- @simplydubai
- Instagram 315,000+ followers over three channels
- Price: **\$1,350** per Post (minimum 2 post purchase)



SIMPLY ABU DHABI: *Print*

Simply Abu Dhabi is a luxury lifestyle publication that is only available by invitation to the highest echelon of society. *Simply Abu Dhabi*, primarily targets the elite and affluent globally. It showcases products and services available, from the most prestigious luxury brands around the globe, and it also provides detailed insight into a range of editorial subjects, including coveted destinations, wealth management, yachts, high-profile architecture, real estate, travel and more.

- Global Distribution: Ultra HNW audience in London, Florida, 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
- Global Distribution per issue: 10,000
- Readership: 40,000 per issue
- Double Page Spread + 2 Instagram Posts:
\$9,000
- Double Page Spread, 4-Page Editorial Feature + 2 Instagram Posts:
\$11,000



LETS DO GREAT CAMPAIGNS TOGETHER.

JANINE JONES
Executive Vice President

212-677-2714 | JANINE@SKYAD.COM

PAULA DAVIDSON
Senior Account Executive

212.677.2671 | PAULA@SKYAD.COM

SARA HELENI
Account Executive

212.674.2402 | SARA@SKYAD.COM



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