



COLDWELL BANKER

Global Marketing Program

2026



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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Important Note

Publisher names and logos are trademarks of their respective owners and are used for reference only. Ad placements may vary based on targeting, inventory availability, and campaign strategy. Use of publisher marks does not imply partnership, endorsement, or affiliation. Prices listed in this brochure are subject to change without prior notice.

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.

Pricing

- 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 for 2 weeks**

*3 Month Minimum for campaigns

The screenshot shows a website interface. At the top, there is a search bar and a navigation menu. Below the menu, there is a section titled "LEADER TALK" with a video player for "The Exchange" and a "WATCH LIVE" button. Below the video player, there is a real estate banner for "17 ALDEN ROAD GREENWICH, CT" represented by "Lin Levery". The banner features a large image of a house and the Coldwell Banker Realty logo.

The banner features three images: an exterior view of a large house, an interior view of a living room, and a text overlay. The text overlay reads "IN TOWN Luxury Living", "21 Ridge Street | Greenwich, CT", and "Represented by Dorothy Salisbury & Sally Parris". It also includes the Coldwell Banker Realty logo and a "Learn more" button.

The banner features an aerial view of a large house with a red roof and palm trees. The text overlay reads "A Stunning Spanish Masterpiece" and "Los Feliz". It also includes the Coldwell Banker Realty logo and a "Click here for details" button.

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



PREMIUM DIGITAL PUBLISHER REACH

Your campaign may be delivered across a broad network of trusted, brand-safe online publications, reaching audiences where they already consume news, lifestyle, business, and travel content.

Examples of Premium Publishers Include:

(Logos shown for illustrative purposes only.)

NEWS & GLOBAL MEDIA

BBC • Reuters • The Guardian • Le Monde • Die Welt • Euronews • France 24

BUSINESS & FINANCE

Forbes • Bloomberg • Wall Street Journal • Financial Times • Gulf Business • Capital

LIFESTYLE, TRAVEL & LUXURY

Condé Nast Traveller • Town & Country • Vanity Fair • House Beautiful • Veranda • Food & Wine

INTERNATIONAL PUBLICATIONS

Corriere della Sera • La Stampa • Le Figaro • Frankfurter Allgemeine • The Economic Times • The Times of India

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, and content 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 AD CAMPAIGNS:

**Price: From \$1,500
(3 Month Minimum)**



SOCIAL MIRROR ADS

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

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

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

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

TARGETING ABILITIES:

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

Price: From \$1,500/month

100,000 Impressions

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TRAVEL+ LEISURE SUBSCRIBE

cbrealtysocal

Learn More

cbrealtysocal Formally known as Mar Y Cel and locally known as the Montecito Tea Gardens. Eighteen parcels on over 331 acres make this an unprecedented offering in one of the most sought-after estate locations in Montecito! 690 E Mountain Dr., Santa Barbara, CA 93103 Listed at \$78,000,000 by Chris Harrington &... See More

TRIP IDEAS

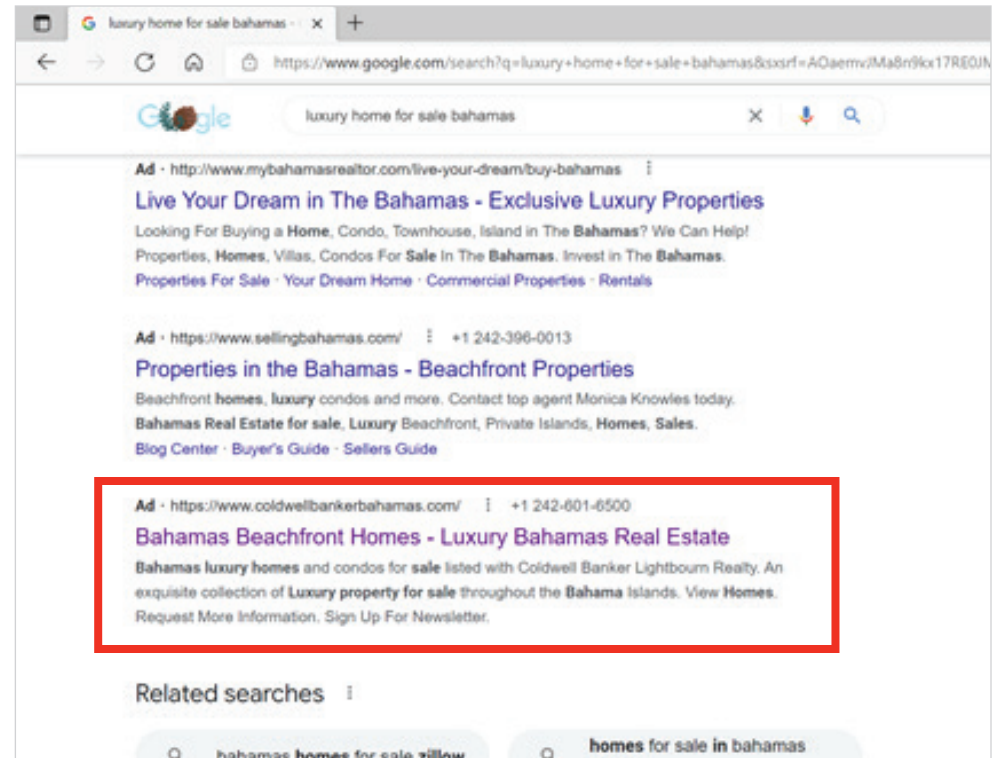
GOOGLE ADWORDS

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

Price: Campaign set up \$750 One Time Charge
+ Campaigns from \$850/month
(3 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 AFTERWARDS.

Price: From \$1,500/month



LINKEDIN.COM

LinkedIn has over 850 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.

Price: From \$2,000/month



MEMBERS

850M+

CONNECTED TV (CTV) & OTT

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 a growing 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

Price: From \$2,500/month
3 Month Minimum



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.

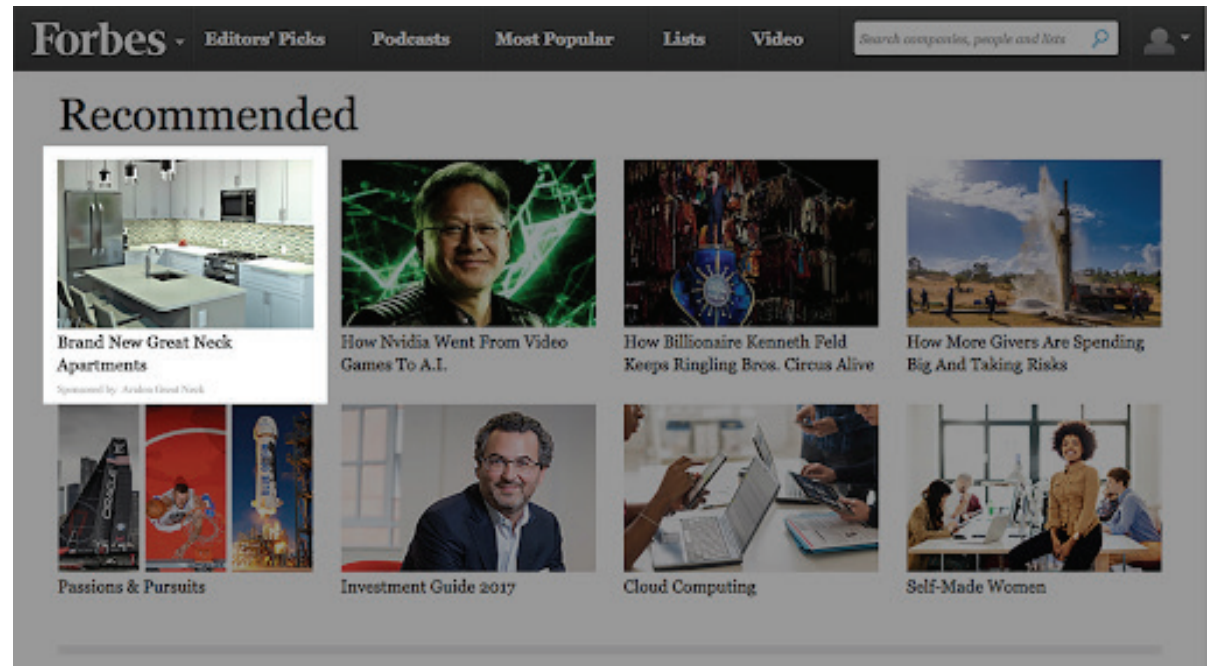
Native ads are proven to have higher levels of engagement than traditional non-native ads, and they get results.

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: From \$1,500/month
100,000 Impressions

ONLINE AUDIO ADS

Audio ads served to targeted online listeners who are consuming audio content across all types of devices including Smart Speakers.

- Your 15-30 second audio ad plays in online content such as music, podcasts, and sporting events that users listen to on their devices.
- On some platforms your audio ad will be served along with a companion display ad at no additional cost.
- Your online audio ads run across major streaming services.

Price: From \$1,500/month
30,000 Impressions



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

- **63%** of readers are director-level or higher
- **37%** are C-Suite Level Executive
- **81%** lead or work at privately held companies
- Average Household Income: **\$493,000**
- Average net worth: **\$3.5 million**



AVERAGE
VALUE OF MAIN
RESIDENCE

\$1,748,000

CRAINS NEW YORK BUSINESS

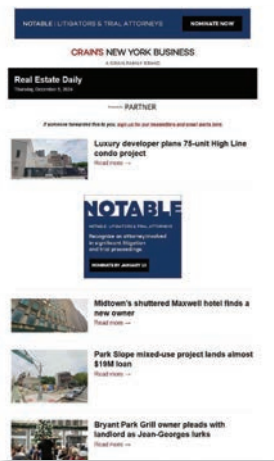
REAL ESTATE DAILY E-NEWSLETTER

- Subscribers: **12,000**
- Average Open Rate: **73%**
- CTR: **0.05%**
- SOV: **100%, 50%**

Pricing:

\$2,650 (Mon-Fri, 5 Sends)

\$4,200 100%SOV



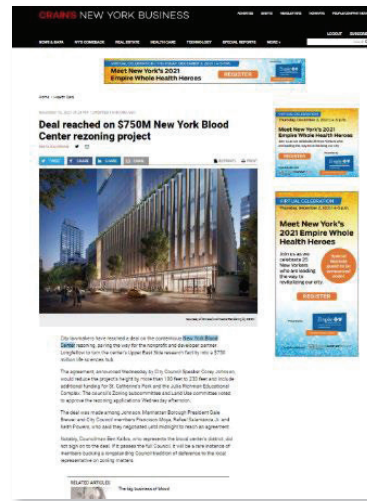
RUN OF SITE IMPRESSIONS

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**

Price: \$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

CHICAGOTRIBUNE.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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CHICAGOTRIBUNE.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

Price: \$1,950
100K+ Recipients

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.

Price: \$2,025

EXTENDED NETWORK DISPLAY

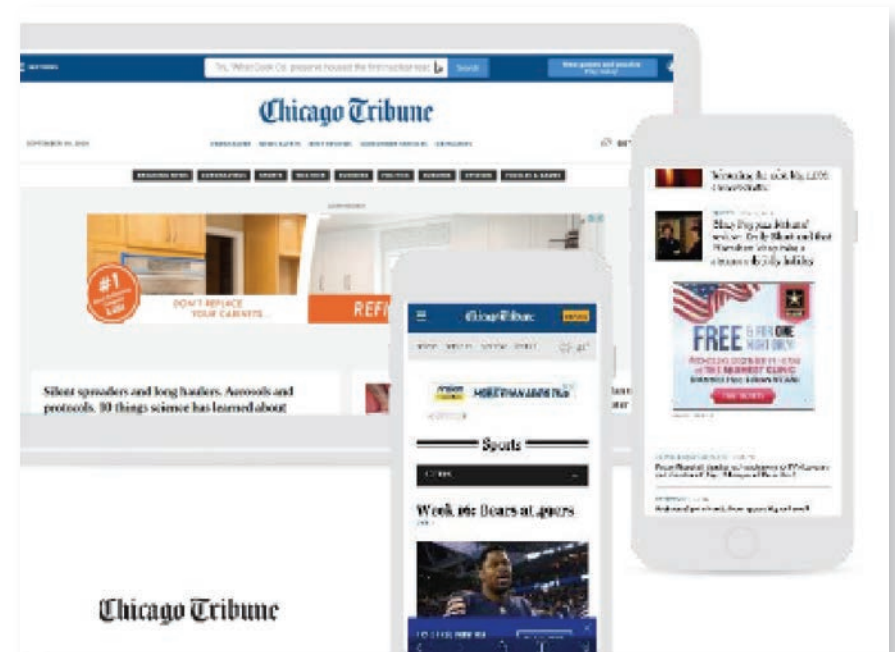
Display campaign with search retargeting, serving display ads to users who have searched relevant keywords.

Price: \$2,025
150,000 Impressions

RESPONSIVE BANNER

Display banner on the homepage of ChicagoTribune.com

Pricing:
\$850/day
\$500/2 day run



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: **From \$5,900**
- Quarter Page: **\$5,300**
- Half Page: **\$10,000**
- Full Page: **\$20,000**



CIRCULATION AND DEMOGRAPHICS

WEEKEND
CIRCULATION

207,168

READERSHIP

1,493,952

AVERAGE HHI

\$312,000

MEDIAN AGE

49

MALE/FEMALE
SKEW

79%/21%

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

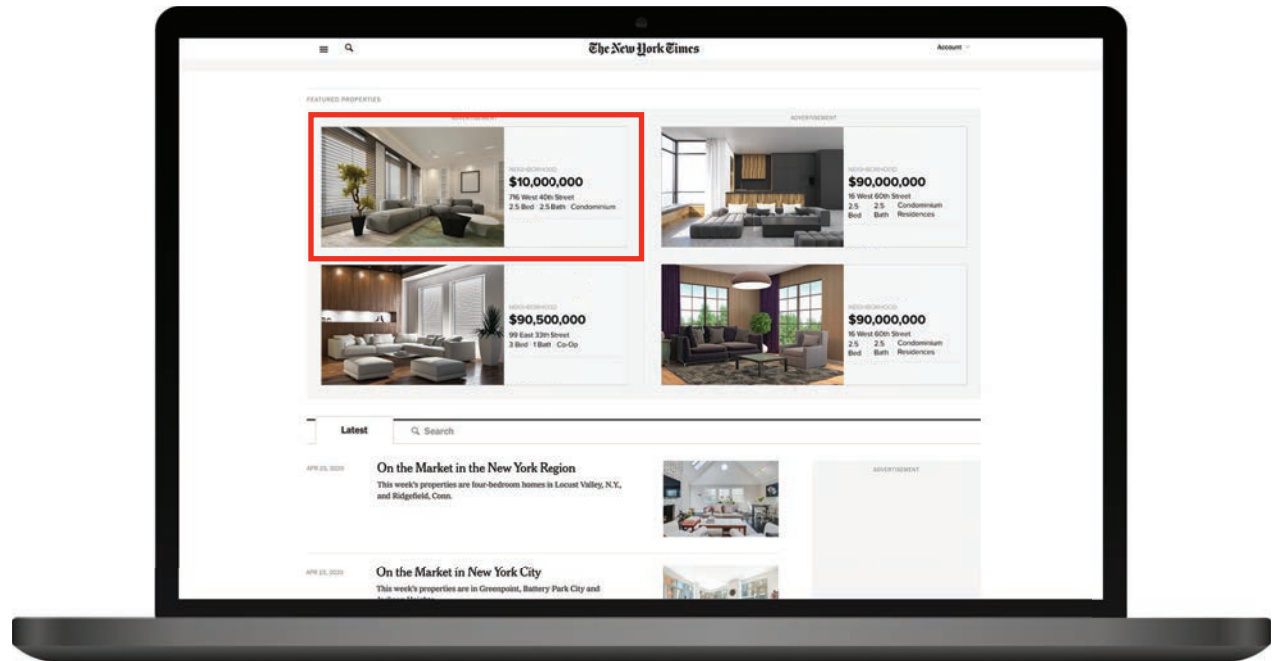
String together a story with Slideshows. Seamless, fast-loading, and engaging, the Slideshow enables brands to showcase multiple looks or complementary products through a series of sequential images.

Price: \$3,750/month
3 Month Minimum

FEATURED PROPERTY MODULE

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

Price: \$3,000/month
4 Month Minimum



THE NEW YORK TIMES SUNDAY REAL ESTATE SECTION

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.

Pricing

- Featured Templated Property Spot - 1 photo - (2x3 inches): **\$1,500**
- Featured Templated Property Spot - 2 photos - (2x7 inches): **\$3,600**
- 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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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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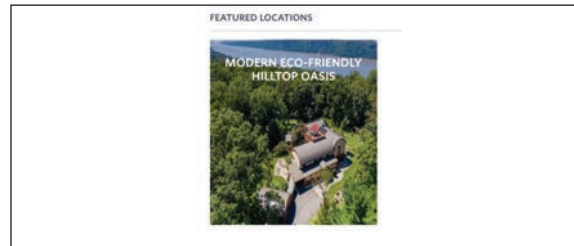


FEATURED PROPERTY UPGRADES

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

Pricing:

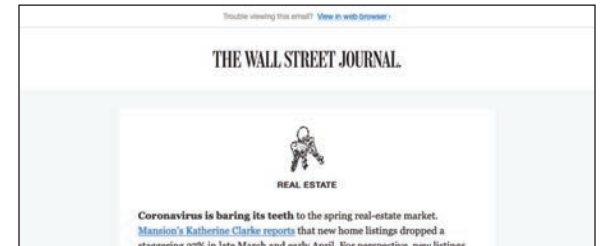
- 10 30-Day Upgrades - **\$1,386**
- 25 30-Day Upgrades - **\$2,420**
- 100 30-Day Upgrades - **\$6,600**



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
- Price: \$575**



WSJ WEEKLY REAL ESTATE NEWSLETTER

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

- Open Rate: 19%
 - Subscribers: 41,000
- Price: From \$3,500**



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.

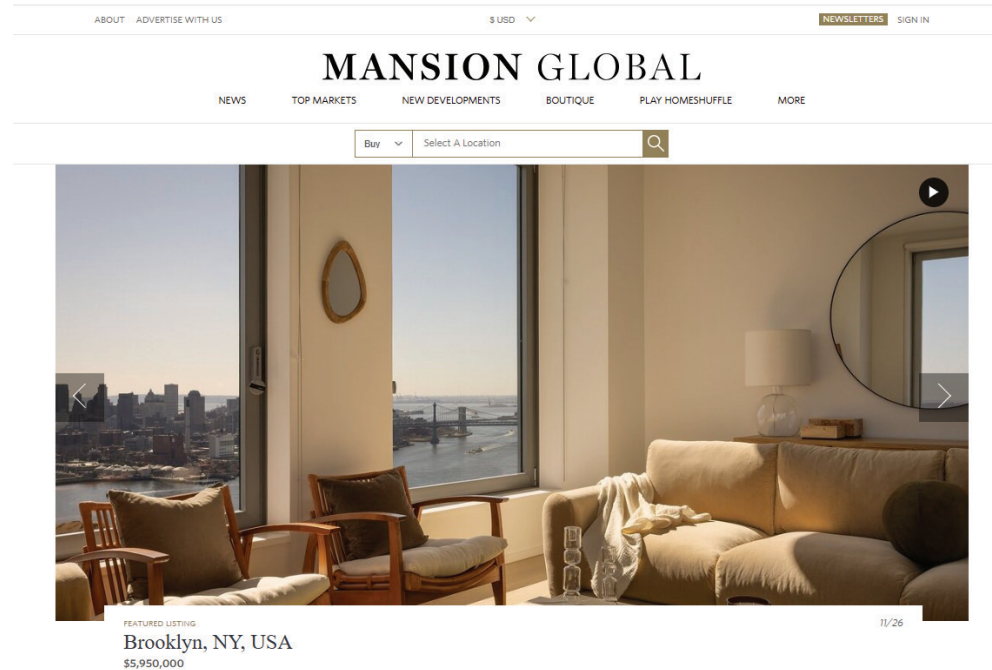
- Approximate Total Annual Impressions: **300,000**
- 2024 Overall Average CTR: **4.24%**
- Share of Voice: **2.5%** (1 Slot) - STATIC

Pricing:

Static Banner: **\$2,200/month**

Listings With Video: **\$2,650/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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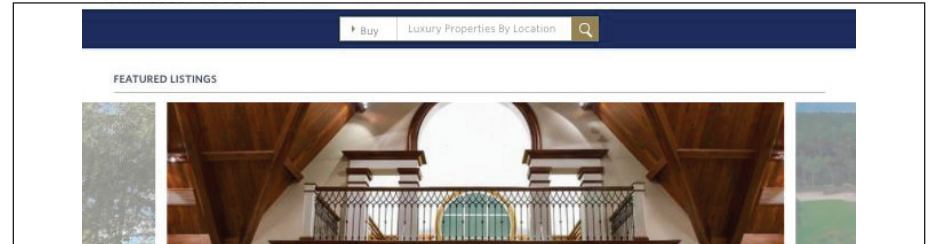
THE WALL STREET JOURNAL AND MANSION GLOBAL



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.

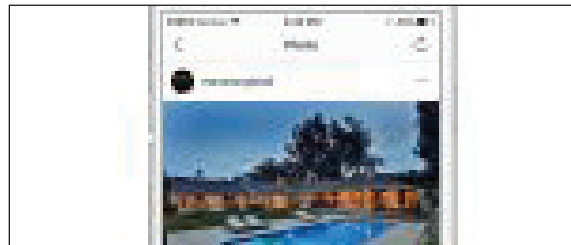
Price: From \$1,100/month
3 Month Minimum



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.

Price: From \$1,150/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.

Pricing:

\$2,000 per post

\$7,000 per three-week flight for Mansion Global
Instagram + Boost

THE WALL STREET JOURNAL AND MANSION GLOBAL

THE WALL STREET JOURNAL MANSION SECTION

Quarter Page Prices

- Chicago: **\$1,050**
- Central: **\$7,100**
- Florida: **\$1,550**
- New York: **\$2,260**
- New England: **\$1,200**
- Northeast: **\$3,450**
- Eastern: **\$8,510**
- Southern California: **\$1,810**
- Northern California: **\$2,765**
- Texas: **\$2,350**
- Washington/Baltimore: **\$2,300**
- Western: **\$4,570**
- National: **\$14,500**

Inquire for additional sizes and rates.

CIRCULATION AND DEMOGRAPHICS

PRINT
NATIONAL

448,848

AVERAGE HHI

\$323K

AVERAGE AGE

51

HHNW

\$3.07MM



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LA TIMES CUSTOM E-BLAST

LOS ANGELES TIMES CUSTOM E-BLAST

The Los Angeles Times is one of the largest metropolitan daily newspaper in the country, covering Southern California for more than 144 years.

The custom e-blast is a stand-alone email message sent to LAT registered users on behalf of your brand. Whether you're trying to reach homeowners, buyers or sellers, target by geography, demographic, behavior, lifestyle or purchase intent.

Price: \$1,750 per deployment for 50K targeted sends

Los Angeles Times

Stanly Ranch
RESIDENCES
AUBERGE RESORTS COLLECTION

Resort Living with No Check-Out
The Residences at Stanly Ranch,
Auberge Resorts Collection
Starting at \$2.95M

The Residences at Stanly Ranch, Auberge Resorts Collection, offer a premier luxury lifestyle in Napa Valley. Each residence is a unique retreat with Auberge's renowned service, designed to integrate the stunning landscape of rolling vines and distant mountains into the home.

Residents enjoy access to luxury resort amenities like farm-to-table dining, a spa, fitness center, pool, and Auberge's world-class hospitality. Just under an hour from San Francisco, Stanly Ranch provides the quintessential Wine Country lifestyle, centered on connection to the landscape, world-class amenities, and community-focused amenities.

VINEYARD HOMES

Now fully completed and move-in ready, each Stanly Ranch Vineyard Home offers a unique retreat with Auberge's renowned service. These exceptional residences feature eleven distinct floor plans ranging from 2,100 to 3,600 sq. ft. with options for three to six bedrooms in single, two, or three-level layouts.

Each home includes private heated pools, gourmet kitchens, covered terraces, and loggias, with optional upgrades for outdoor fire pits and kitchens. The open layout great rooms boast vaulted ceilings and a marble fireplace, perfect for entertaining. The primary suites include a spa-inspired bath, marble showers, freestanding and walk-in closets.

VILLAS

The Villas at Stanly Ranch offer premier full-ownership resort homes in Napa Valley. The 3 bedrooms, 4.5 bath Sky and Terrace Villas provide unparalleled luxury with access to Auberge's renowned service and full resort amenities, including farm-to-table dining, a holistic spa, swimming pools, club, and concierge services.

Ranging 3,000 to 3,800 sq. ft., these residences feature custom Italian/Canadian living, with vaulted ceilings, full-height glass doors, and covered outdoor areas overlooking vineyards. Inside, enjoy dual wine cellars, spa-inspired baths with heated floors, and multiple stone fireplaces, complemented by an outdoor lounge and built-in kitchen.

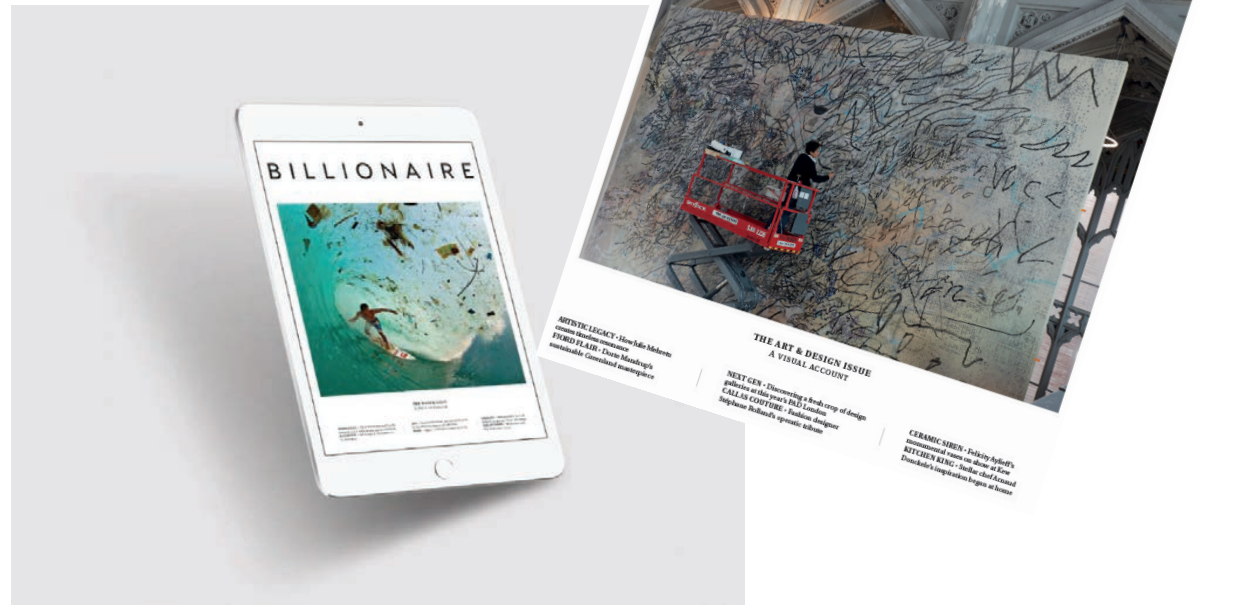
Discover the New Napa Valley

[Learn More](#)

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.



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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.

CUSTOM CONTENT + E-NEWSLETTER

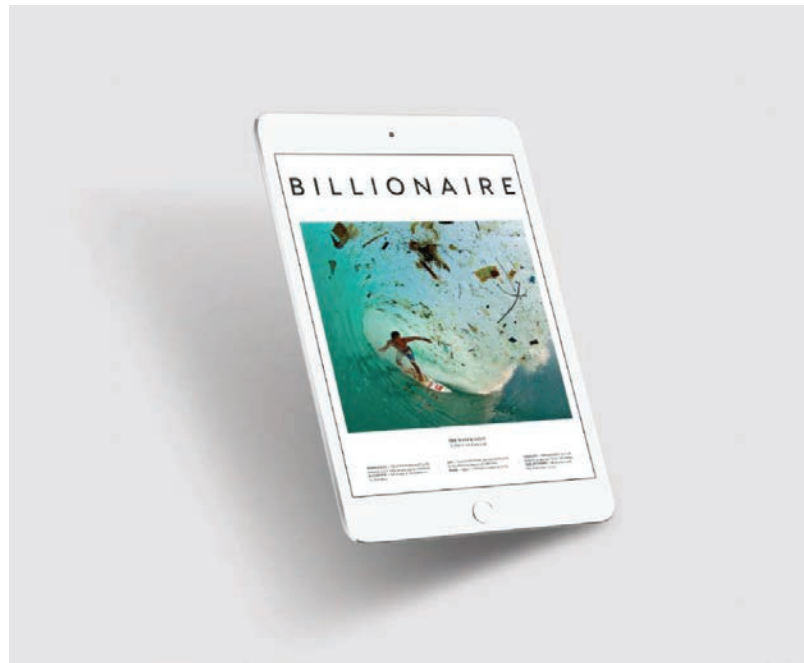
Billionaire's editorial department will craft high quality content to live on the Billionaire website as well as inclusion in a newsletter to the subscriber base.

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.

Price: \$6,500



ONLINE MONTHLY
UNIQUE
AUDIENCE

129,000

ONLINE MONTHLY
PAGE VIEWS

244,000

SOCIAL MEDIA
REACH

130,000

NEWSLETTER
DATABASE

25,000

BILLIONAIRE MAGAZINE: *Print*

- **238 Royal Families** receive the magazine globally
- Includes Added Value of a Native Online Article or Banner Ad in an Email/Newsletter.

Price: From \$8,125

TOTAL PRINT READERSHIP | 33,000

READERS HAVE AN AVERAGE NET-WORTH | \$97M

TOTAL DIGITAL MAGAZINE READERSHIP | 11,800

BILLIONAIRE



THE ART & DESIGN ISSUE
A VISUAL ACCOUNT

ARTISTIC LEGACY • How Julia Roberts' cousin creates timeless interiors
FORD FANATIC • Inside Musk's sustainable Greenland masterpiece

NEXT GEN • Discovering a fresh crop of design galleries at this year's P&L London
CALL US GODPARENTS • Fashion designer Stéphane Rolland's opulent tribute

CERAMIC SIBEN • Felicity Ayler's monumental vase on show at New York's K&L
RETIRED KING • How the chef turned Donatella's inspiration began at home

BILLIONAIRE



THE ESCAPE ISSUE
REST, RETHINK, REWRITE

GOLDEN SILENCE • The earthy offshoots at Annapolis, Utah
PRIVATE PARADISE • Conserving mountain golf in Rwanda

FORD FANATIC • Exploring the Norwegian island of Ferøy
WORTHLESS WALK • Defying gravity aboard a Zero-G flight

NEXT GEN • Life as an heir to a Giving Pledge signer
THINKING OUTSIDE • 3D-printing schools in Malawi

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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

- Subscribers: **16,000**
- Open Rate: approx **33%**

Price: **\$750** per deployment

SPONSORED CONTENT


An online article that includes social media posts to push the content, 4 newsletter inclusions and ad banners surrounding the article.

Price: **\$7,950**




No Images? Click here


BOAT



BOAT BRIEFING


DISCOVER THE POWER OF FLEET XPRESS FOR SUPERYACHTS 

LATEST BROKERAGE NEWS




Benetti Harmony III listed for sale with Fraser

[READ MORE](#)




Benetti Rutil E now for sale with Northrop & Johnson and Denison

[READ MORE](#)



C2M price drop on Codecase Regina d'Italia II with Edmiston & Company


[READ MORE](#)



\$1M price cut on 50 metre Trinity La Dea II with IYC


[READ MORE](#)

LATEST YACHT NEWS




New 60 metre Amelis 200 motor yacht sold

[READ MORE](#)




Lürssen's 130 metre+ Project Lightning pictured on sea trials

[READ MORE](#)



Turquoise Yachts reveals 62 metre superyacht concept Project Nautilus

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DISCOVER THE POWER OF FLEET XPRESS FOR SUPERYACHTS

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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.

Pricing:

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

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

SAILING WORLD

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

SAILING WORLD E-NEWSLETTER

Price: \$600 per deployment



07/24/2019



Fragomen's Interlodge Is Best of Block

After a first-race stumble early in the week, Austin and Gwen Fragomen's Interlodge team regrouped and ended Block Island Race Week with overall honors as the regatta's top boat.



Adult Summer Camp's New Home

The Pacific Northwest's once-glorious race week relocates 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: \$875/month

Includes banners on the websites listed 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

YACHTS & YACHTING

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

YACHTS & YACHTING

WINDWARD MARK EXPERT

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

[READ MORE](#)

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CIRCULATION AND DEMOGRAPHICS

SUBSCRIBERS

70,000

AVERAGE HHI

\$410,000

AVERAGE OPEN RATE

22% - 25%

AVERAGE CLICK-THROUGH RATE

2% - 8%

FREQUENCY

Monthly

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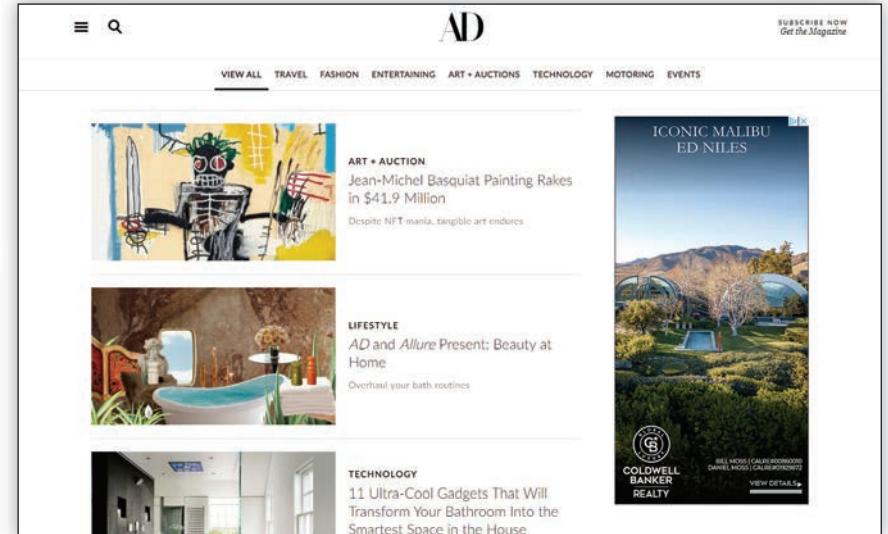
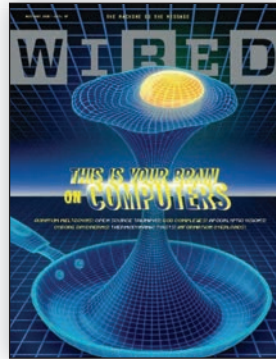
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CONDÉ NAST

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

CIRCULATION

Starting at
825K

AVERAGE HHI

Starting at
\$101K

AVERAGE AGE

45

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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*.

Pricing

- 1,000,000 Impressions: **\$2,450 per month**
- 500,000 Impressions: **\$1,625 per month**
- 250,000 Impressions: **\$1,195 per month**



Where History Meets Modern Luxury

BEACON HILL, BOSTON
\$11,995,000

[VIEW DETAILS ►](#)

CHARLIE RING
PREMIER REALTOR
617699.2597

COLDWELL BANKER REALTY

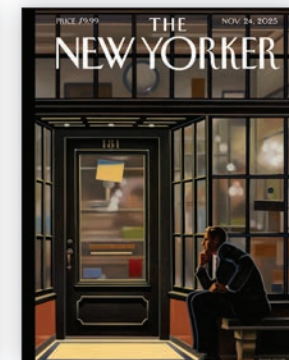
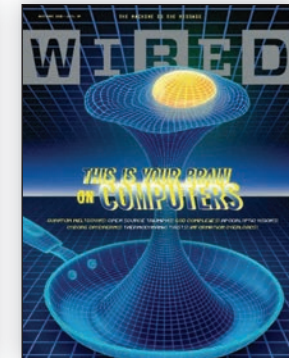
CONDÉ NAST: *Print*

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: From \$2,350 for Full Page



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.

The screenshot displays the Country Life website interface. At the top, there are navigation links for 'Featured Properties', 'International Property News', 'UK Property', and 'Back to Country'. The main header features the 'COUNTRY LIFE' logo and a search bar with a 'Search' button. Below the search bar, there are tabs for 'FOR SALE' and 'FOR RENT'. The 'Featured Properties' section includes several listings with images and brief descriptions:

- Horse Farm Pastureland -- Clubhouses & 15 Townhouses**: US \$18,800,000, Reddick, Florida.
- South Mill, Lismore, Co Waterford**: €995,000, Lismore, Co Waterford.
- The Gables, Cappagh, Adare, Co. Limerick**: €675,000, Limerick, Ireland.
- Sydney's World Class Grand Estate**: Guide Price, Richmond Lanes, New South Wales.

The 'Most Viewed Real Estate for Sale' section features four listings:

- 3940, Morzine, France**: POA, Morzine.
- Avenue Des Papillons, 90000**: €3,200,000, Avenue Des Papillons.
- Apartments for Sale in Kingsbridge, United States**: US \$269,000, Kingsbridge, New York.
- Paris 18th District -- An ideal pied a terre with a terrace**: €947,000, Paris, France.



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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.

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



AVERAGE
GLOBAL MONTHLY
PAGEVIEWS

1.1M

SOCIAL
FOLLOWERS

444K

TARGETED
HNWI AUDIENCE

51%

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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.

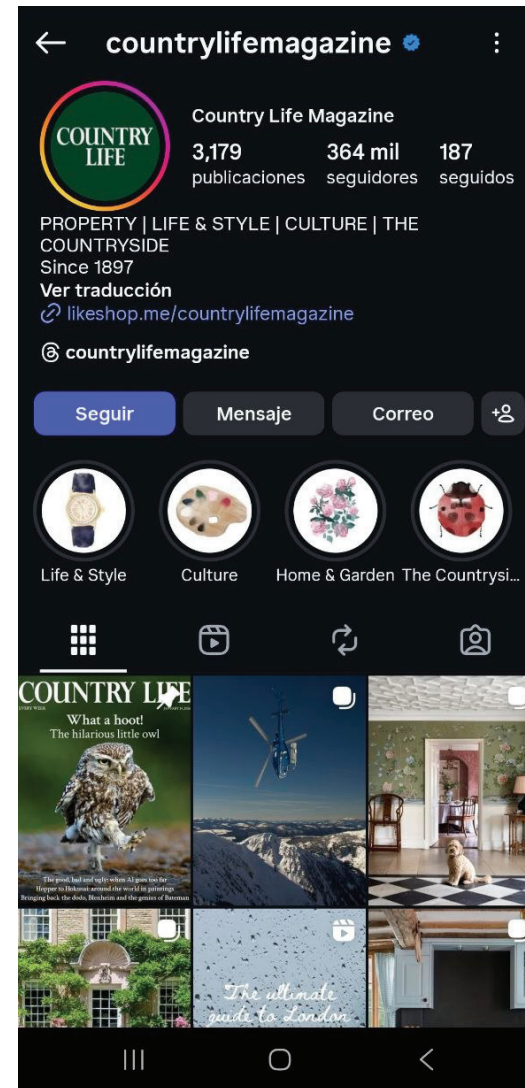
- **5,250** Link Clicks

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



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

INTERNATIONAL PROPERTY LISTING

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

Pricing:

Unlimited listings: **\$2,500**

Per listing: **\$400**

The screenshot displays the Country Life website interface. At the top, there is a navigation bar with links for 'Featured Properties', 'International Property News', 'UK Property', and 'Back to CountryLife.co.uk'. A search bar is located on the right. Below the navigation is the 'COUNTRY LIFE' logo and 'REGISTER | LOGIN' links. A search filter section includes 'FOR SALE' and 'FOR RENT' tabs, a search input field with the text 'eg Villa with pool', a 'LOCATION' dropdown, a 'Search (78,690)' button, and an 'ADVANCED SEARCH' link with a 'Save this search' option. The main content area features a 'Featured Properties' section with a large image of a horse farm and three smaller property listings: 'South Mall, Lismore, Co Waterford' (€595,000), 'The Gables, Cappagh, Adare, Co. Limerick' (€675,000), and 'Sydney's World Class Grand Estate' (Guide Price). To the right of the featured properties is a vertical advertisement for 'Decanter Premium' wine, featuring a man with a beard drinking wine and the text 'The perfect gift for a special wine lover'. Below the featured properties is a 'Most Viewed Real Estate for Sale' section with four listings: '3940, Morzine, France' (POA), 'Avenue Des Papalins, 98000' (€2,200,000), 'Apartments for Sale in Kingsbridge, United States' (US \$209,900), and 'Paris 18th District - An ideal pied a terre with a terrace' (€947,000). To the right of this section is a 'News' article titled 'Slim, rich and famous: Riviera chic through the unforgettable lens of Slim Aarons', with a sub-headline 'One of the most famous photographers of the 20th century, Slim Aarons captured the post-war jet set, but his images belie a desire to document, says Rosie'. The website also includes 'Up' and 'Down' arrow icons on the right side of the featured properties and news sections.

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COUNTRY LIFE: *Print*

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

- **89%** of readers buy Country Life specifically for the property pages
- **51%** AB audience
- **4x** more likely to reside in and own a large property
- **2x** more likely to own multiple homes

- **Includes digital promotion in editorial property roundup but is contingent on editorial approval.**

Pricing:

Quarter Page: **\$1,150**

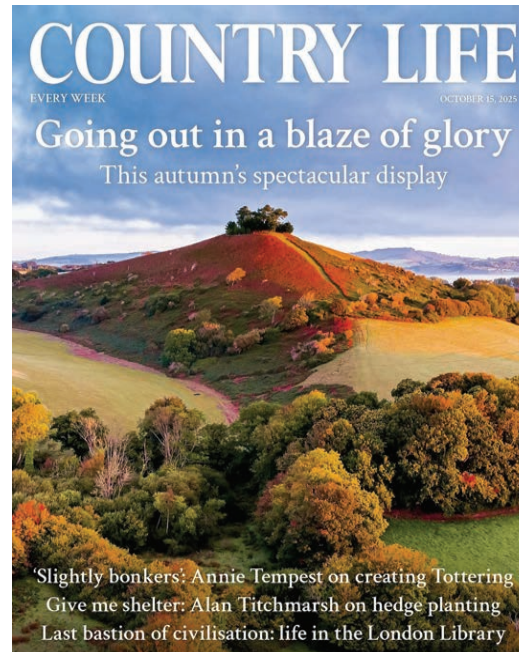
Half Page: **\$2,000**

Full Page: **\$3,300**

Full Page Advertorial: **\$4,500**

WEEKLY
MAGAZINE
CIRCULATION:

37,000



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.

AVERAGE HOME WEALTH

\$3.2M

AVERAGE AGE

35

AVERAGE HHI

\$670K



Sponsored Email

duPont REGISTRY

NETJETS

ANYWHERE IS POSSIBLE

Discover the Ultimate in Reliable Private Travel

The world's most discerning travelers—whose most valuable asset is their time—trust NetJets for seamless access to desired destinations near and far. As the private aviation leader, NetJets operates and maintains the largest, most diverse fleet of private jets and is uniquely capable of flying to over 5,000 airports across the globe. Depart on your schedule, with as little as a few hours' notice, aboard a pristine jet, featuring the comforts and innovations you seek to make the most of every moment in the sky.

The world is waiting.

Fly NetJets Now

Truly Transparent Pricing

NetJets' range of premium travel solutions presents defined, predictable pricing—without hidden fees or unexpected expenses. **Explore the clear costs of NetJets programs.**

Speak with an aviation specialist today.

Contact Us

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duPont REGISTRY
part of
COLDWELL BANKER GROUP

duPont REGISTRY

OUR NEWS | SALES FOR SALE | REVIEWS | WATCHES | BRANDS | LIFESTYLE | MAGAZINE

Pagani Residences: Updated Pricing on Legend-Inspired Luxury Living

duPont REGISTRY | November 12, 2023 | 4 min read

Pagani, a name synonymous with hypercar engineering, enters the luxury real estate market with Pagani Residences in North Bay Village, Miami. This development offers 70 exclusive residences where the precision of Italian craftsmanship meets the lifestyle of waterfront luxury. Let's take a closer look at recently revealed features and details that set Pagani Residences apart.

Corner Residences: Exclusivity and Privacy Redefined

Each of the 70 units at Pagani Residences is positioned on the corner of the building, offering residents expansive waterfront views from suites to small step-back penthouses ranging from 800 to over 1,000 square feet. The boundary between indoor and outdoor living becomes seamless, creating a truly immersive lifestyle. The two-bedroom residences, now starting at \$2.9 million, present an exceptional value for those seeking luxury, privacy, and cutting-edge design.

Unobstructed Water Views: A Panoramic Masterpiece

One of the standout features of Pagani Residences is the breathtaking, unobstructed water views of Biscayne Bay. The corner positioning of each residence ensures that nothing stands between you and the natural beauty surrounding North Bay Village. Depending on the orientation of your unit, residents will enjoy views of either the Miami Beach skyline to the east or the Miami Downtown skyline to the west, offering a unique perspective of both skylines. Whether relaxing on your terrace or entertaining guests, these panoramic vistas provide the perfect backdrop for luxury living.

Stay Tuned: More Exciting Updates to Come

This is just the beginning. Stay tuned for more updates on Pagani Residences, including a detailed look at the bespoke finishes available to customize your home, as well as the world-class concierge services that will cater to every need.

At duPont REGISTRY Realty, we specialize in helping you navigate unique luxury developments like Pagani Residences. Our dedicated team is ready to offer personalized insights and guidance to ensure you find the perfect match for your lifestyle. Contact us today to schedule a private tour and experience firsthand how Pagani Residences redefines luxury living.

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

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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
 - 50,000 opt-in Subscribers
 - Open Rate: 35-40%
- Luxury Lifestyle Newsletter
 - 5,000 opt-in Subscribers

Price: \$1,295 per 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.

- 65,000 opt-in subscribers
- Open Rate: 50-60%

Pricing:

Single Email Blast: **\$15,000**

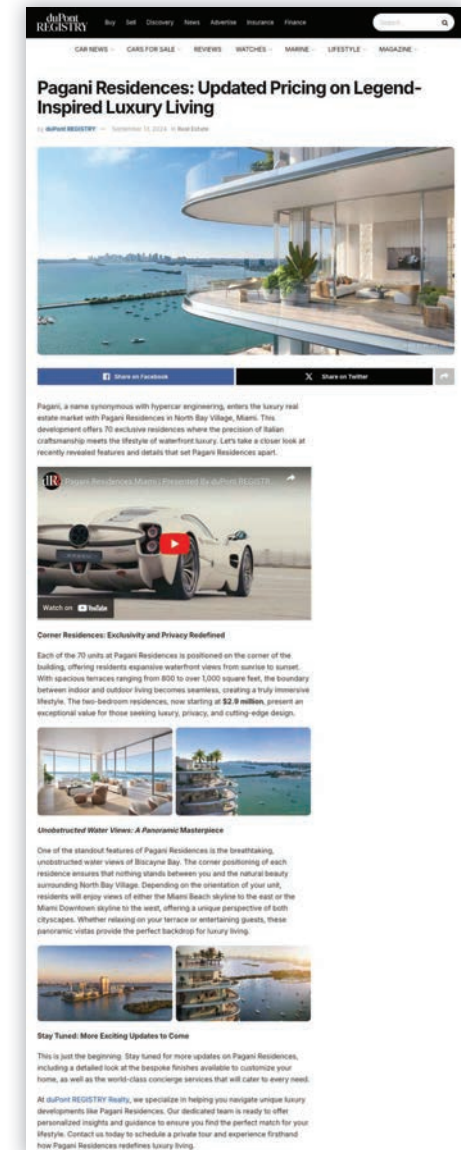
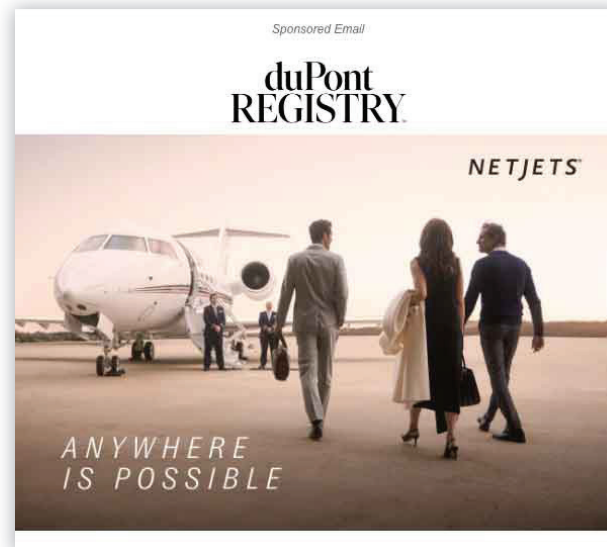
2 or More Email Blasts: **\$12,500** per blast

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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.

Price: \$3,000 for Full Page Editorial



MONTHLY PRINT
READERSHIP

102,000

MONTHLY
DISTRIBUTION

35,000

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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

TOTAL REACH

9.6M

AVERAGE HOME
VALUE

\$1.1M

AVERAGE HHI

\$226K

AVERAGE AGE

53

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DWELL: *Digital*

CUSTOM REAL ESTATE ARTICLE PACKAGE

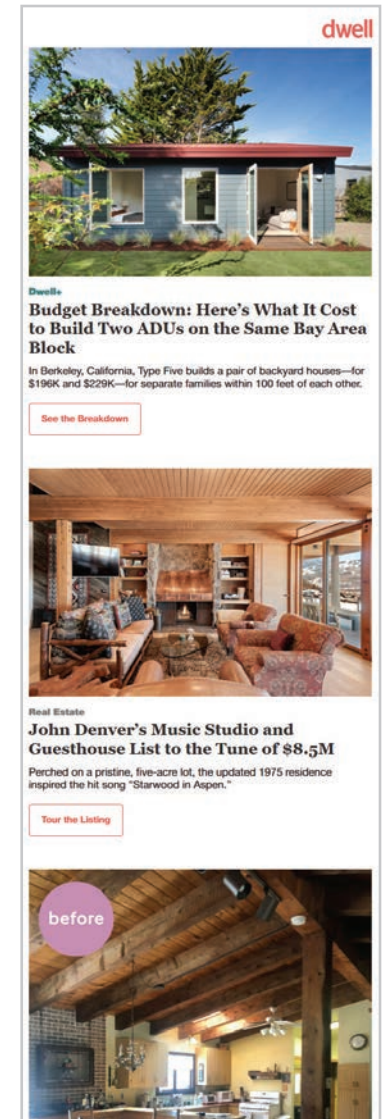
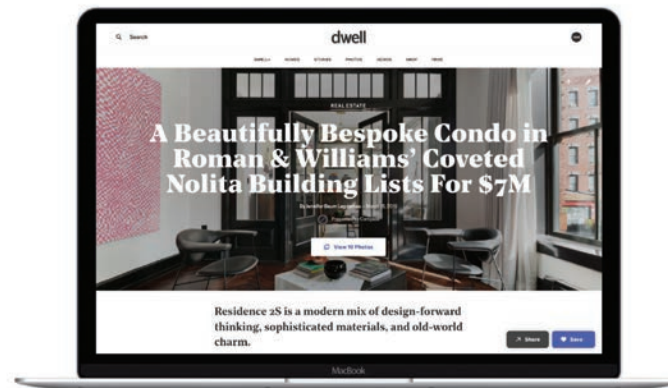
This article permanently will live in the Dwell.com Real Estate Channel.

- Promotion on Dwell.com Homepage through a promo tile.
- Promotion in the Dwell Email Newsletter.
- Promotion on the Dwell Facebook.

Readership of 9.6 million

- 3.8M – Dwell.com
- 4.6M – Social
- 572K – Email

Price: \$6,000



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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: From \$800

CIRCULATION AND DEMOGRAPHICS

CIRCULATION

218,000

TOTAL REACH

917,000

MALE/FEMALE SKEW

40% / 60%

AVERAGE HHI

\$227,000

AVERAGE AGE

48



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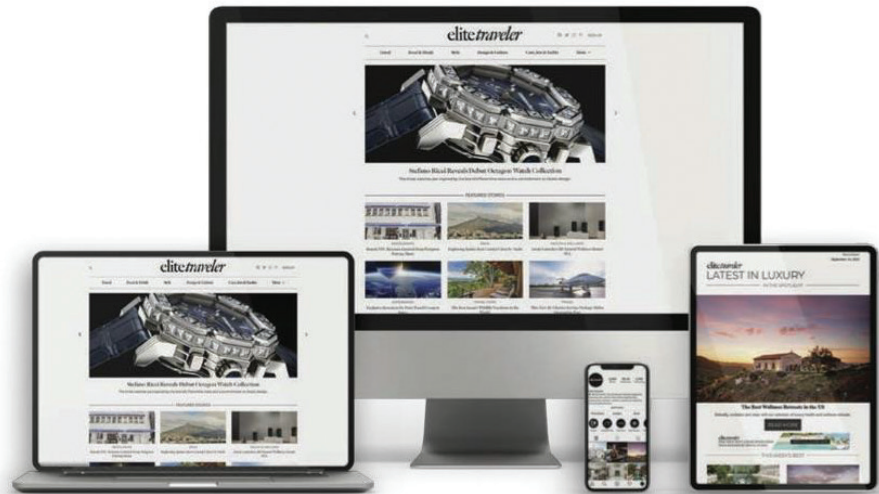
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ELITE TRAVELER

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.



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

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

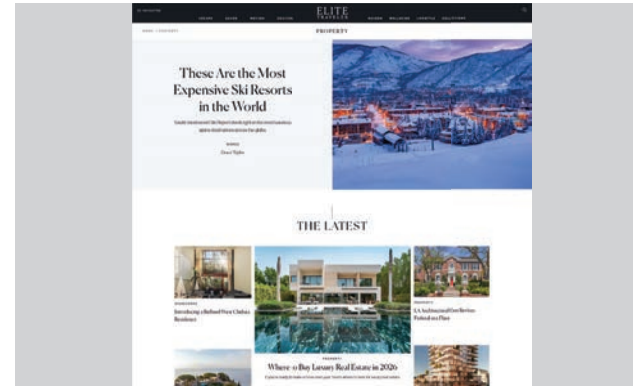
Janine Jones
(212) 677-2714
janine@skyad.com

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

ELITE TRAVELER: *Digital*

DIGITAL PROFILE

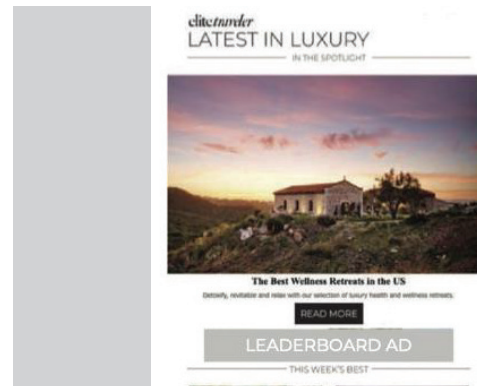
- Annual Unique Users: **1.1M**
- Annual Pageviews: **2.2M**
- Average Session Duration: **2:12**
- Email Subscribers: **25K+**



ONLINE REAL ESTATE SHOWCASE

- Custom Online Listing

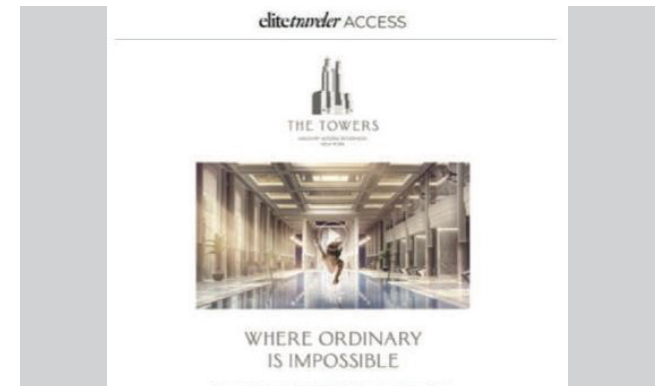
Price: **\$2,500** per article



E-NEWSLETTER

- Web Banner in Weekly e-Newsletter

Price: **\$2,500/week**



DEDICATED E-BLAST

- Single Partner Dedicated e-Blast

Price: **\$6,000/week**

ELITE TRAVELER: *Digital*

SOCIAL MEDIA POST

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

Price: \$8,825 per post

FOLLOWERS

INSTAGRAM

104k

FACEBOOK

24k

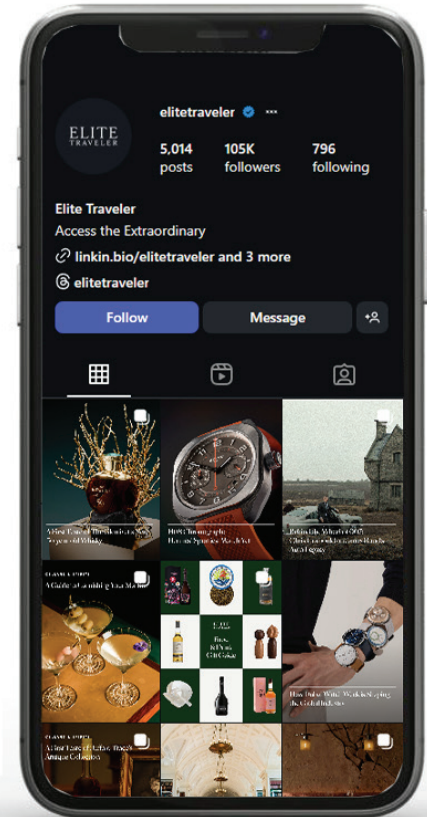
TWITTER

37k

SOCIAL MEDIA STORY ON INSTAGRAM LIVE

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

Price: \$8,825 per post



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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: From \$4,500



CIRCULATION AND DEMOGRAPHICS

CIRCULATION

89,361

AVERAGE AGE

39

MALE/FEMALE
SKEW

60% / 40%

AVERAGE HHI

\$992K

AVERAGE HHNW

\$20.1M

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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

OWN TWO+ HOMES

51%

HORSE OWNERS

70%

OWN A HORSE FARM OR RANCH

35%

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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: \$1,250 per deployment

SUBSCRIBERS

39,000

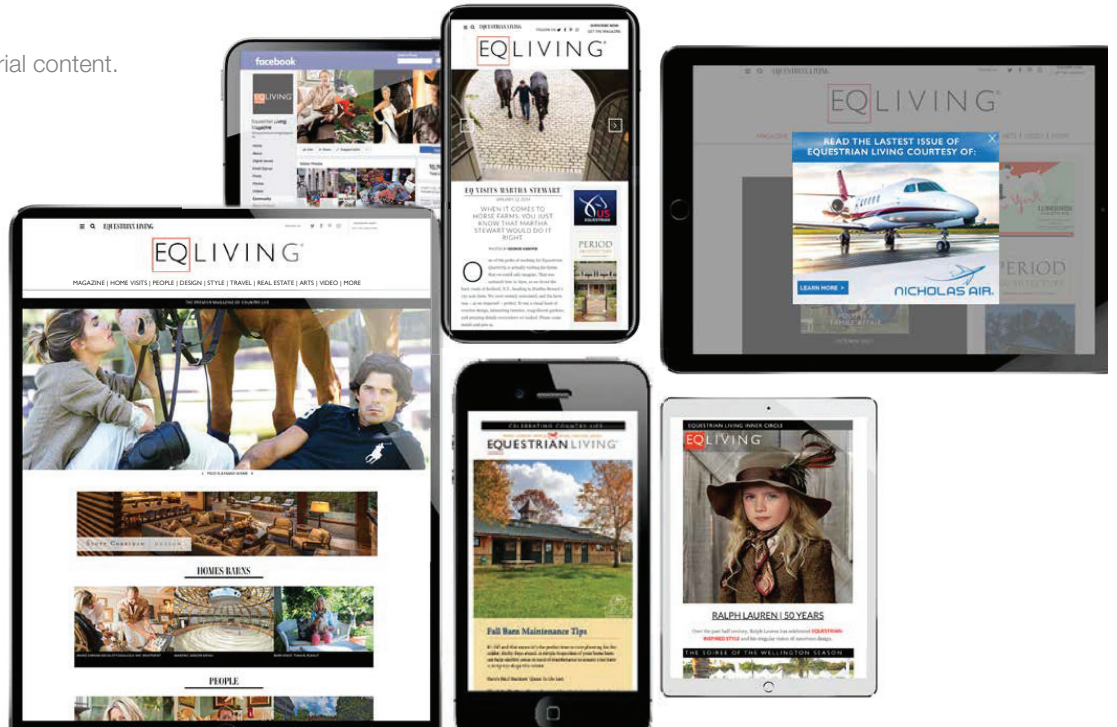
EXCLUSIVE FEATURED EMAIL

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

Price: \$1,500 per deployment 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: \$1,500 for 3 months

SOCIAL MEDIA

Instagram, Facebook, Pinterest, or Twitter Post.

Price: \$800 per deployment

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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% of EQ readers look to EQ for Luxury Real Estate

Price: From \$1,475

CIRCULATION AND DEMOGRAPHICS

PRINT
READERSHIP

68,000

AVERAGE HHI

\$380,000

AVERAGE HHNW

\$5M+

AVERAGE AGE

52



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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: **\$1,825** per deployment

SUBSCRIBERS

85,000



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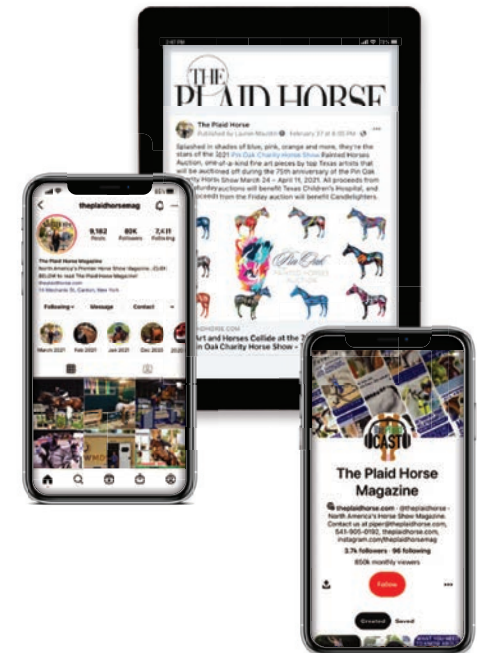
BLOG POST WITH EMAIL

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

Price: **\$1,575**

INSTAGRAM POSTS

Price: **\$1,450** per post



JAMES EDITION.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

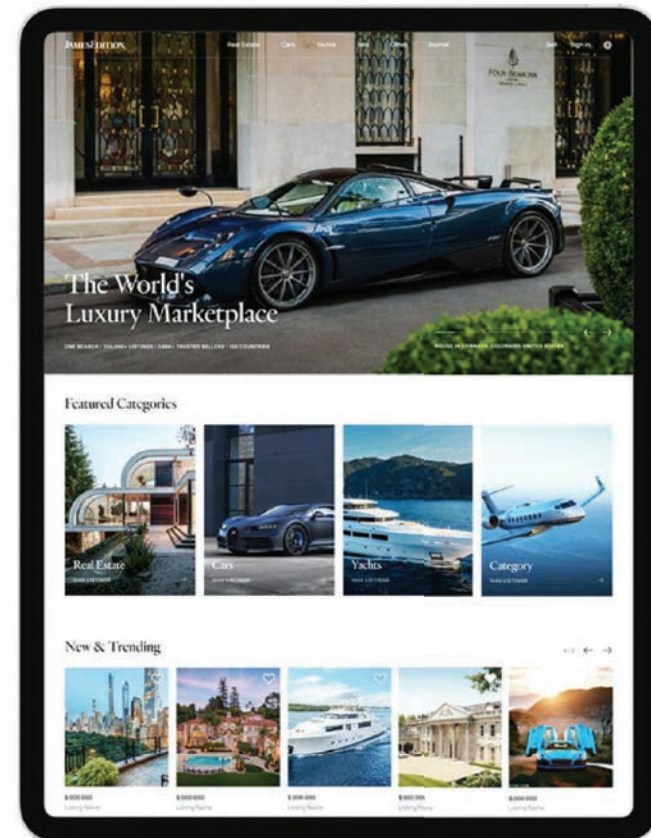
8.7

UNIQUE USERS
PER MONTH

1.5M

UNIQUE USERS
PER YEAR

13M



JAMES EDITION.COM



E-NEWSLETTER

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

- **800,000** Subscribers
- Open Rate: **32%**
- Average CTR: **3%**

NEWSLETTER TOP & JOURNAL ARTICLE

Price: \$9,000

NEWSLETTER SECOND POSITION & JOURNAL ARTICLE

Position after top position + Custom Article.

Price: \$7,900

NEWSLETTER TRENDING & JOURNAL ARTICLE

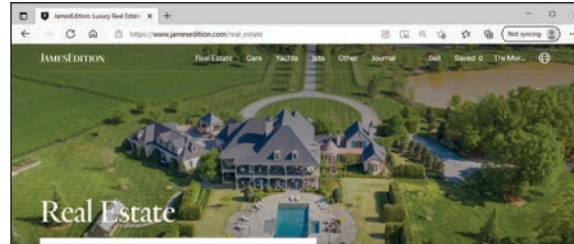
Lower Position in the Newsletter + Personalized Article.

Price: \$3,900

NEWSLETTER LISTING FEATURING

Brief Description in Center Position

Price: \$1,700



HERO SLIDER PLACEMENTS

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

Pricing:

Real Estate Page: **\$2,400** for 30 days

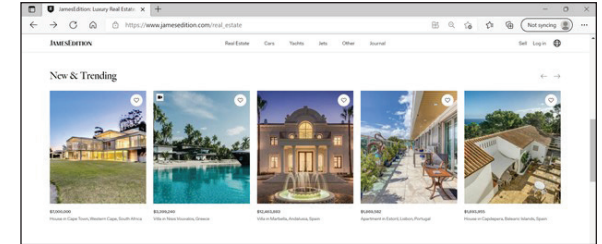
Main Page: **\$3,200** for 30 days

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: \$2,000



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.

Pricing:

Real Estate Page: **\$1,400**

Home Page: **\$1,800** for 30 days

UPGRADE LISTING PACKAGE

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.

Custom Pricing

JAMES EDITION.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.

- **160,000** Instagram Followers
- **36,000** Facebook Page Likes
- **134,000** TikTok Followers
- **3.6** Million Accounts Reached
- **2.3M** Total Organic Likes on TikTok
- **37.5** Million Views on #JamesEdition on TikTok



PHOTO

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

Price: \$800

PHOTO PLUS

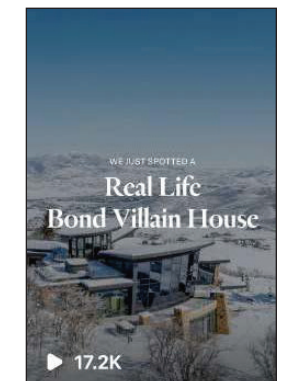
- 1-5 featured listings
- 1-10 photos + text
- Long caption
- Listing info box
- 1-3 tags on pictures & caption
- Link in bio
- Repost on stories

Price: \$1,000

VIDEO

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

Price: \$1,800



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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.



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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.

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



AVERAGE
NET WORTH

\$20.025M

AVERAGE INCOME

\$2.170M

PERCENTAGE OF
FEMALE READERS

57%

YEARS
AVERAGE AGE

41

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(212) 674-2402
sara@skyad.com

NOB HILL GAZETTE: *Print*

- Frequency: 12 times
- Year Established: 1993

Pricing:

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



AVERAGE
READERSHIP

155K

MEAN
HOME VALUE

\$4,100,500

CIRCULATION PER
ISSUE

31,600

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

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(212) 677-2671
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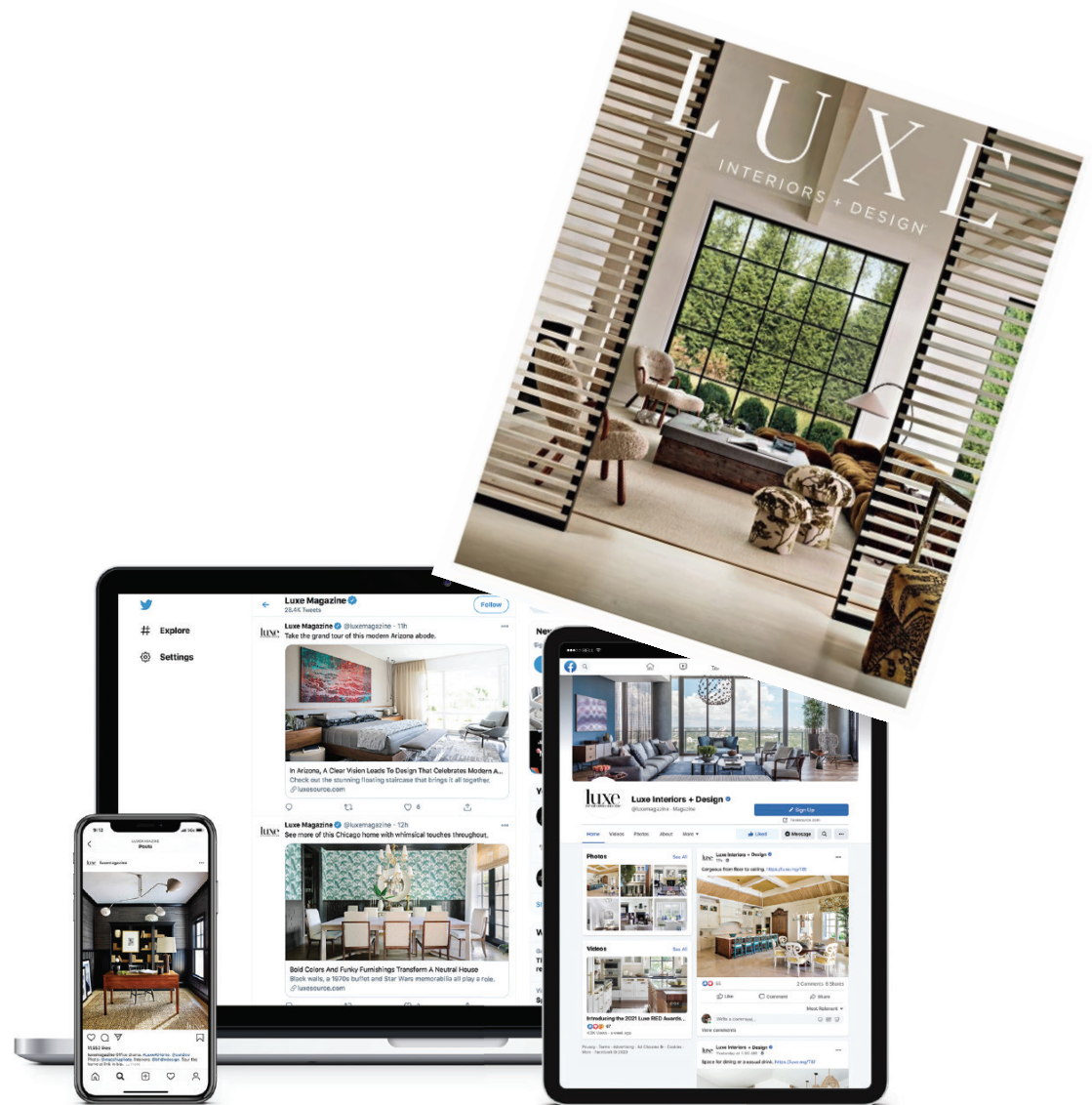
Janine Jones
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LUXE INTERIORS + DESIGN

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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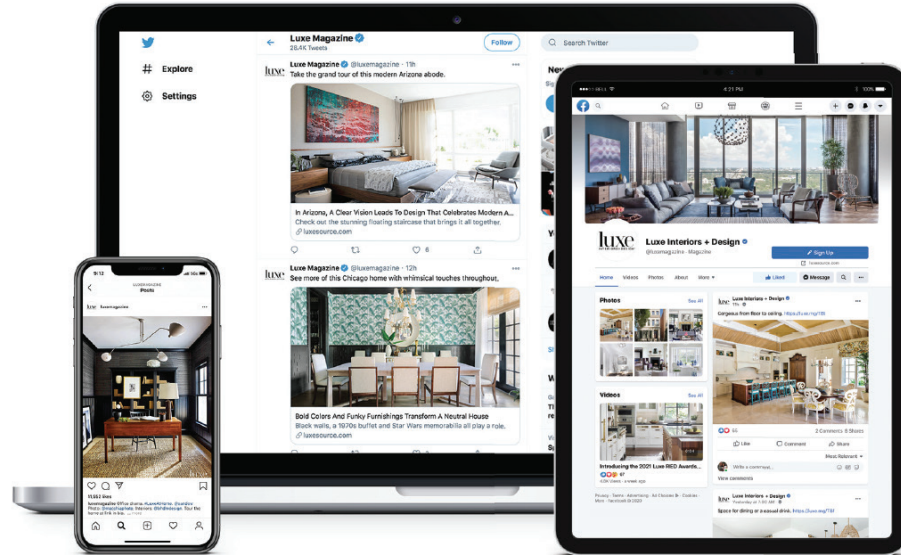
LUXE INTERIORS + DESIGN: *Digital*

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

Price: \$4,495



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.



READERSHIP AND DEMOGRAPHICS

READERSHIP

368K per issue

MEDIAN HHI

\$5.8M

MALE/FEMALE
SKEW

62% / 38%

MEDIAN AGE

57

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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

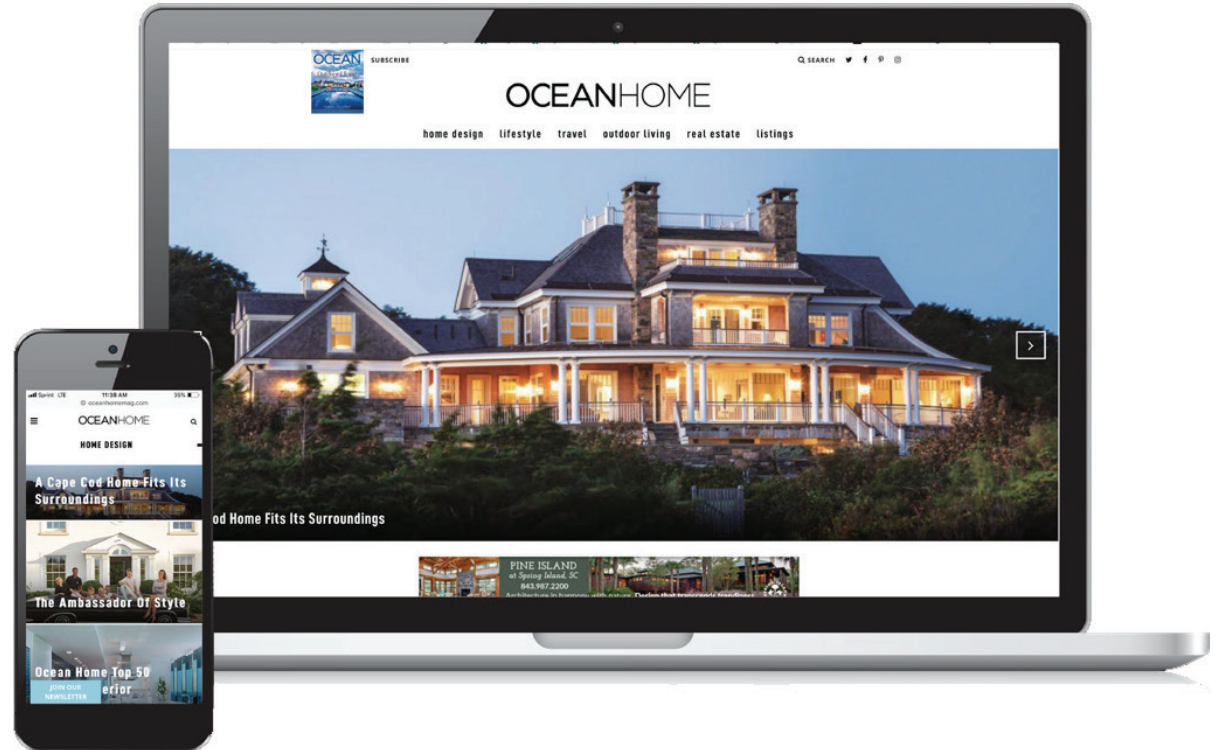
Pricing:

- Full Page: **\$1,750**
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

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

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OCEAN HOME: *Digital*



E-NEWSLETTER

- Subscribers: **22,000+**

Price: From \$750



CUSTOM E-MAIL

- Subscribers: **20,000+**

Price: \$3,000/week



FACEBOOK POST

- Followers: **21,600**

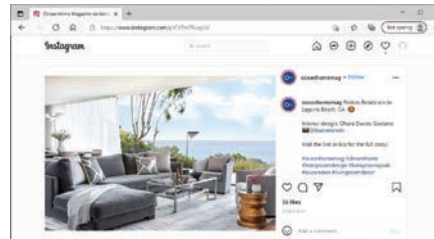
Price: \$800 per post



INSTAGRAM POST

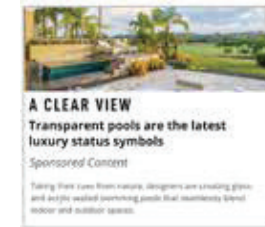
- Followers: **21.8K**

Price: \$800 per post



FACEBOOK/INSTAGRAM AD

Price: \$1,400/month



SPONSORED CONTENT

Price: \$3,000

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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

Pricing:

Full Page: **\$2,850**

Full Page with E-newsletter Spot: **\$3,375**



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

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

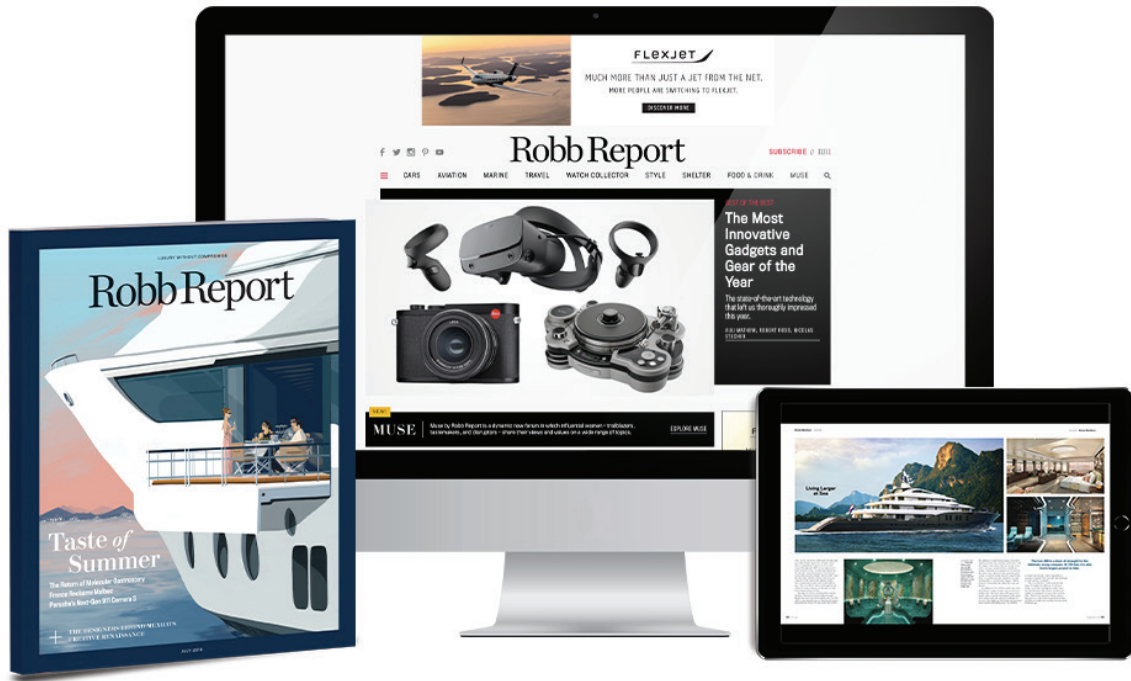
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ROBB REPORT

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

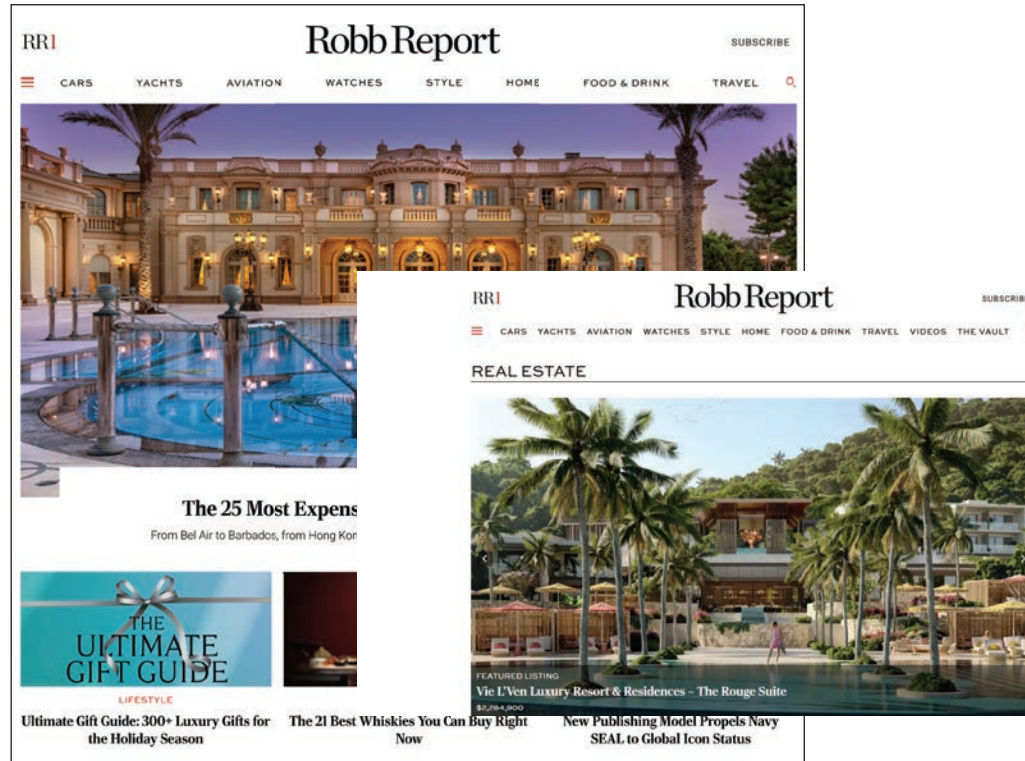
Large, scrolling display at the top of the real estate page – a great option to highlight a special property alongside Robb Report’s real estate articles; some of the most read content. This carousel includes having the listing searchable in the Luxury Property Listings Platform.

Price: \$1,700/month

REAL ESTATE NEWSLETTER

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

Price: From \$5,500/week



CIRCULATION AND DEMOGRAPHICS

MONTHLY VISITS

2.7MM+

MONTHLY
UNIQUES VISITS

2MM+

MONTHLY PAGE
VIEWS

13.6MM+

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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.

Pricing:

Half Page: **\$6,000**

Full Page: **\$8,500**

Luxury Property Guide: **From \$3,850 for Full Page**

CIRCULATION AND DEMOGRAPHICS

CIRCULATION

103,000+

MALE/FEMALE
SKEW

70% / 30%

MEDIAN AGE

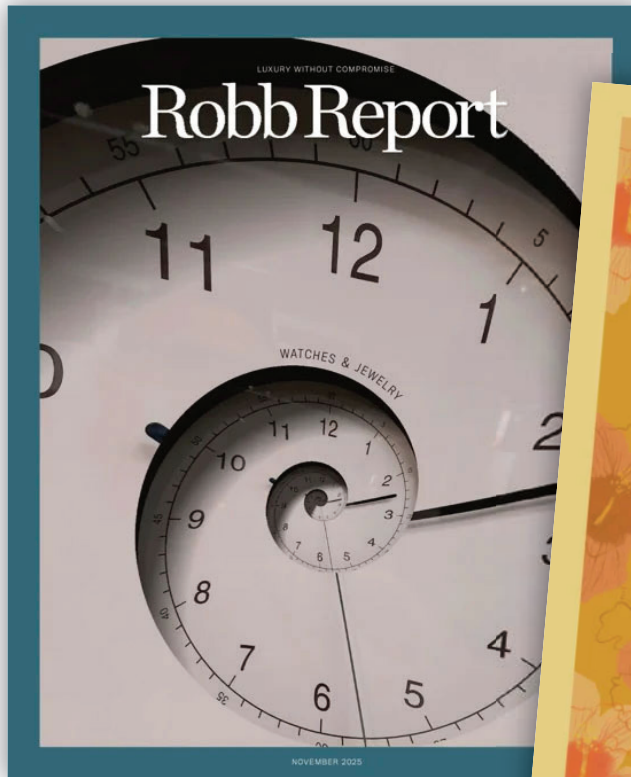
40

AVERAGE HHI

\$720,000

AVERAGE HHNW

\$4M+



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.



CIRCULATION AND DEMOGRAPHICS

ONLINE USERS

481M

SOCIAL USERS

271M

AVERAGE
GLOBAL MONTHLY
PAGEVIEWS

905.1K

SPEND UP TO 30
EUROS ON AN
EVERYDAY BOTTLE
OF WINE

87%

SPEND BETWEEN
50-200 EUROS ON
A BOTTLE OF WINE

42%

HAVE MORE
THAN 1K BOTTLES
STORED AT HOME

20%

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

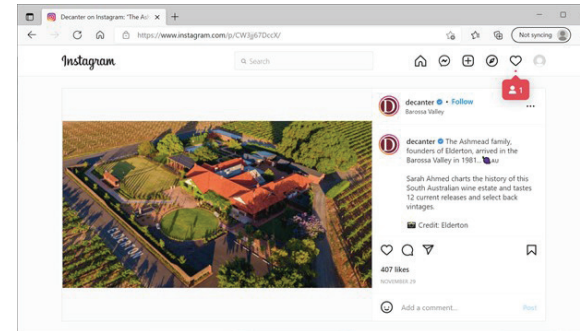
DECANTER: *Digital*



MONTHLY E-NEWSLETTER PACKAGE

- Subscribers: **28,000**
- One per week (4x)

Price: \$2,500



SOCIAL MEDIA

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

Pricing:

Facebook Post: **\$3,500**

Instagram Post: **\$3,500**

DECANTER: *Print*

Decanter magazine is Europe's best-selling wine magazine, read in over 100 countries across the world by experts, enthusiasts and collectors alike with the US representing over 30% of Decanter.com total audience.

Decanter is the essential magazine for all the latest industry news and views, detailed vintage and regional guides and dependable bottle recommendations.

Price: \$5,000 per page



CIRCULATION AND DEMOGRAPHICS

GLOBAL PRINT
CIRCULATION:

43K

MALE/FEMALE
RATION:

55% / 45%

EARN MORE THAN
£100K PER YEAR:

42%

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paula@skyad.com

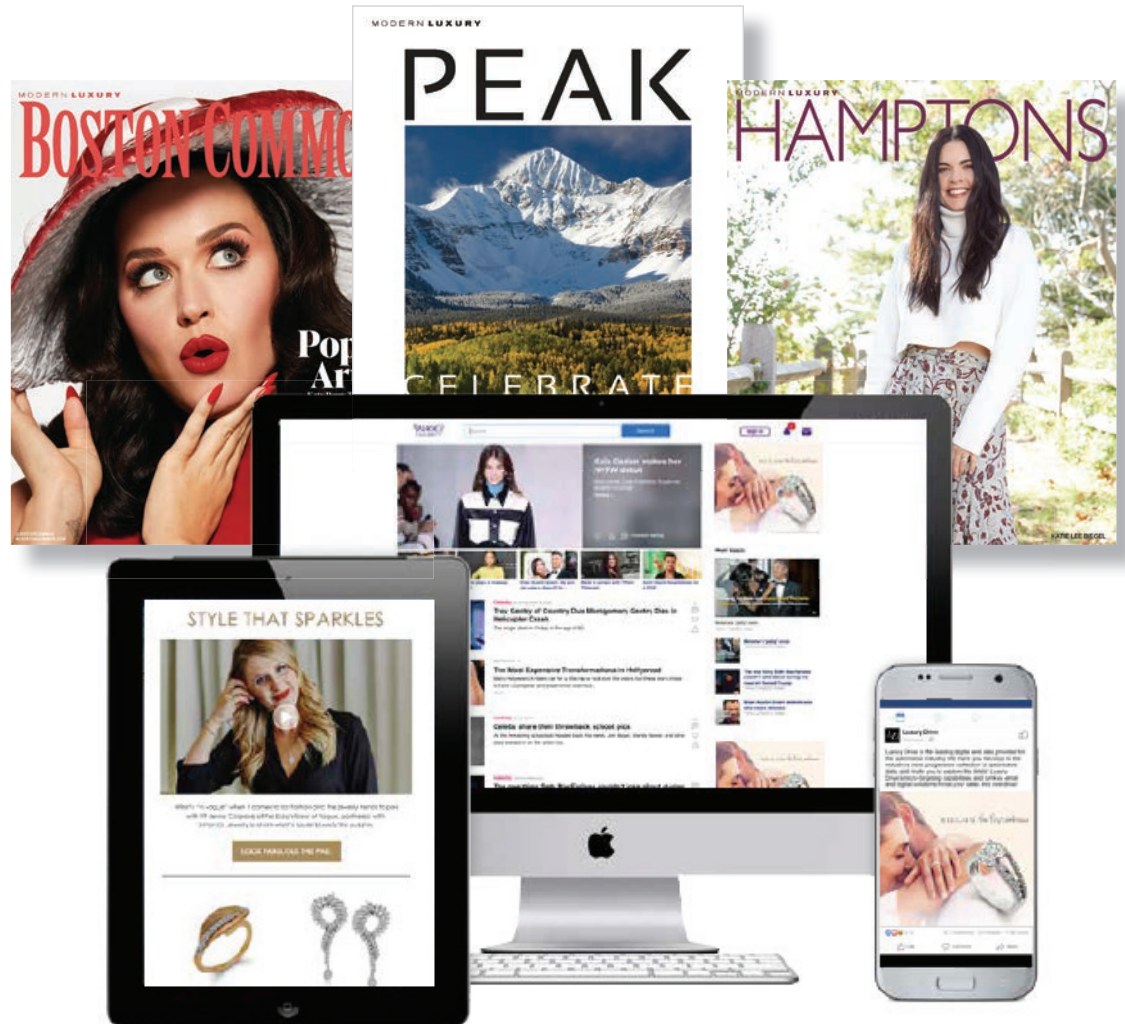
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sara@skyad.com

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.



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

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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: **\$6,250** per campaign



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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: From \$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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 reservations go to or contact:
skyadgroup.com/coldwellbanker

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THE REAL DEAL

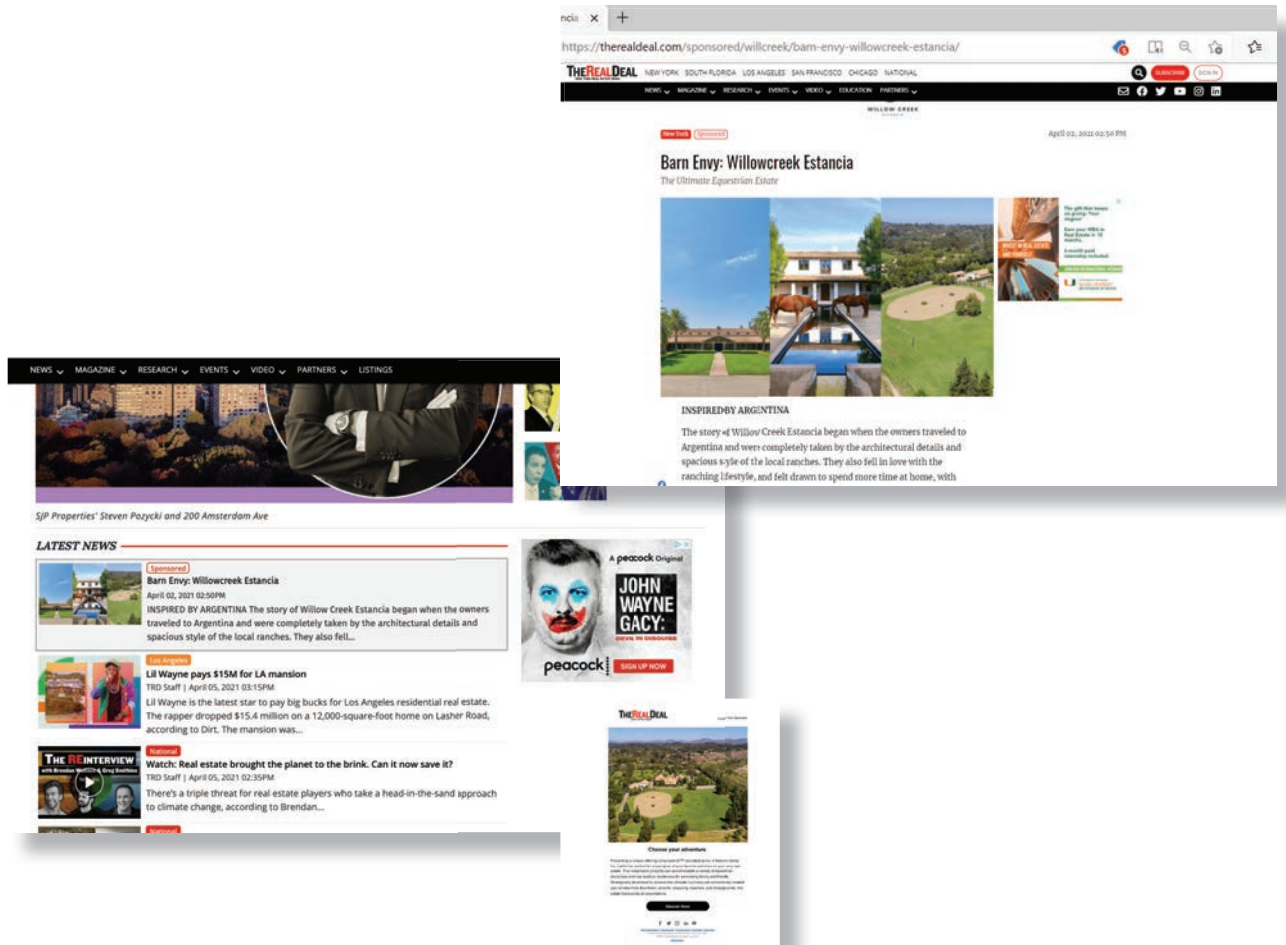
The Real Deal, often referred to as ‘the bible’ for the real estate industry, reaches millions of real estate professionals nationally. The Real Deal brings together the most influential people in the world — 95% of the two million subscribers are C-Suite, business owners, board members or senior managers.

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+
- Average Time Spent on Site: 2:03

Price: \$22,500 per post

SOCIAL PROMOTION

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

Price: \$4,000 per post

Followers

- Facebook: **134K+**
- Instagram: **440K+**
- X: **97K+**
- LinkedIn: **169K**

\$12,500 minimum spend for The Real Deal

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

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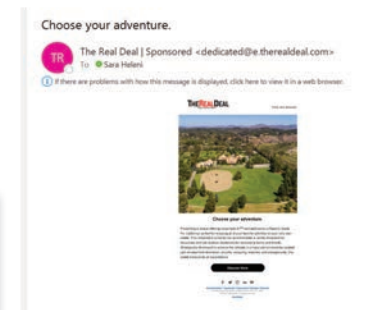
Sara Heleni
(212) 674-2402
sara@skyad.com

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.

Price:

- National: **\$10,000**
- New York: **\$7,500**
- South Florida: **\$5,500**
- Los Angeles: **\$4,500**
- Chicago: **\$3,500**
- San Francisco: **\$3,000**
- Texas: **\$3,000**



THE REAL DEAL: *Print*

For over 17 years The Real Deal's mission has remained consistent to empower real estate professionals with up-to-date news and information to stay informed. The Real Deal is the premier real estate news outlet in the US, reaching millions of professionals daily through digital, print, social media and events.

THE NATIONAL ISSUE

The Real Deal 's National issue has all the same hard-hitting journalism and industry insights real estate professionals count on for their local regions – with a national twist.

- Markets: **New York City, Long Island, Westchester, The Hamptons, New Jersey, Connecticut, Chicago, South Florida, Los Angeles.**
- Circulation: **45,000**
- Readership: **150,000 monthly readers**
- Audience HHI: **500K**
- Audience Age: **34-55**
- Male / Female: **55% / 45%**

Price: \$5,000 for Full Page



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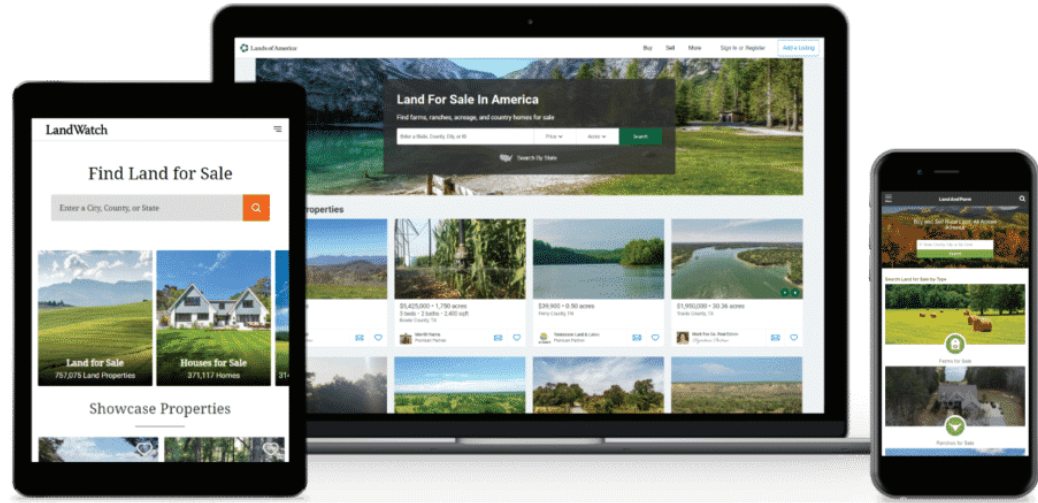
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FARM & RANCH

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.

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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

Pricing:

\$175 Single Listing – 30 days

\$480 Three Listings

\$1,680 Twelve Listings



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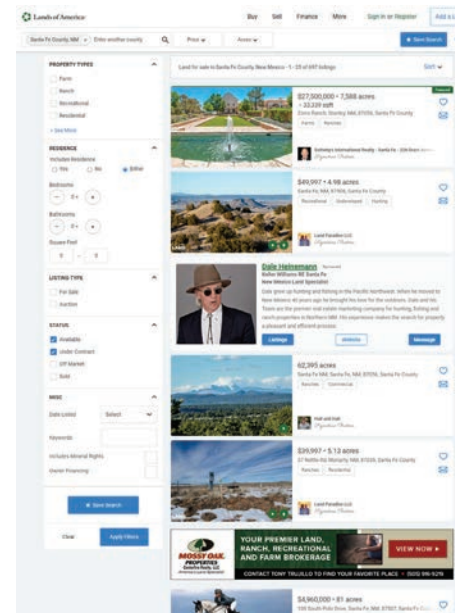
Sara Heleni
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sara@skyad.com

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

Price: \$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 HHNW

\$140M+

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THE LAND REPORT: *Digital*

The Land Report's digital audience consists of **25,000** opt-in newsletter subscribers and **72,329** followers on social media.

ON THE MARKET: PROPERTY AND AUCTION PROMOTIONS

The Land Report Premier Auctions & Listings are a curated selection of top properties on the market.

Price: \$5,000/Gold; \$3,500/Silver

EDITOR'S DESK ON THE MARKET DISPLAY AD

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

Price: \$2,500 per spot

SOCIAL MEDIA POST

A post to one of Land Report's social media channels.

Price: From \$1,000

SPONSORED CONTENT

Share information, your expertise and insight with informative sponsored content that appears as an article, highlighted on landreport.com and featured in a monthly send of the Editor's Desk e-newsletter.

Price: \$10,000

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.

Price: \$4,900 per page



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INTERNATIONAL

CONDÉ NAST: *Digital*

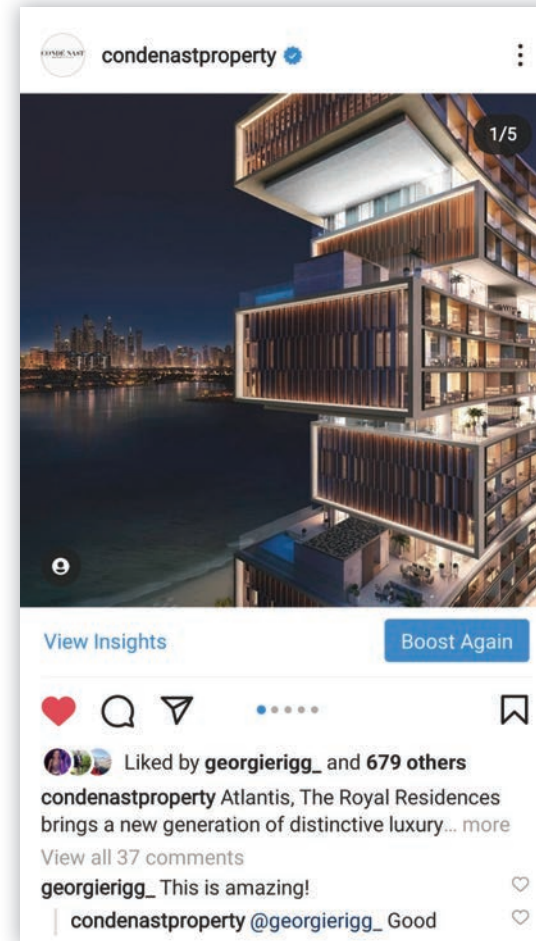
CONDÉ NAST UK REAL ESTATE INSTAGRAM POST

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: \$3,750

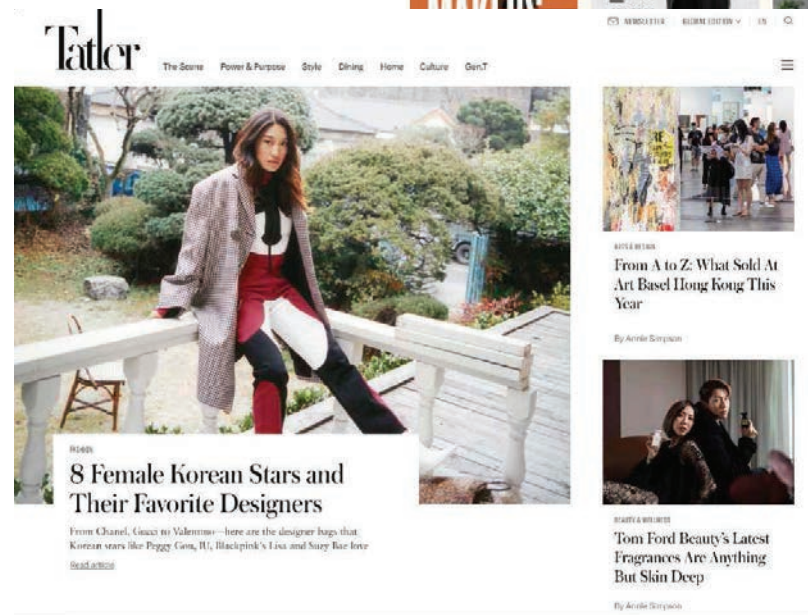
FOLLOWERS

267,000 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.

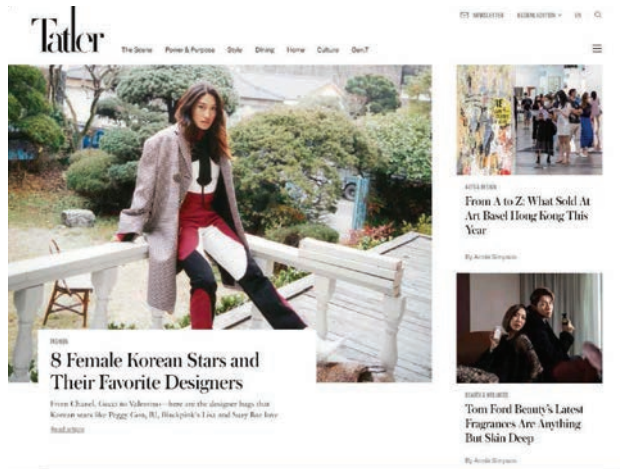


ASIA TATLER: *Digital*

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: **Price based on location**



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): **Price based on location**

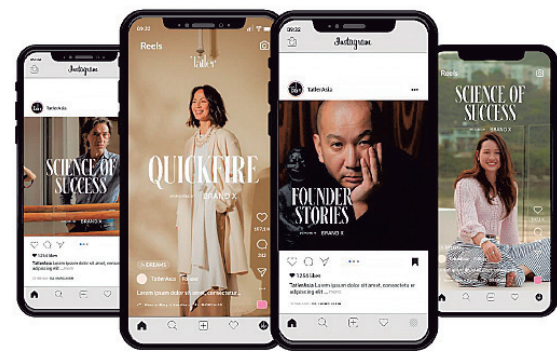
Price for Tatler eDM Inclusion: **Price based on location**

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 locations upon request

Price based on location



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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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



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+**



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JUWAI

SUPER LEADERBOARD

- 1 Position
- SOV: 25%

Price: \$300/month

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: \$1,600 per article and posting

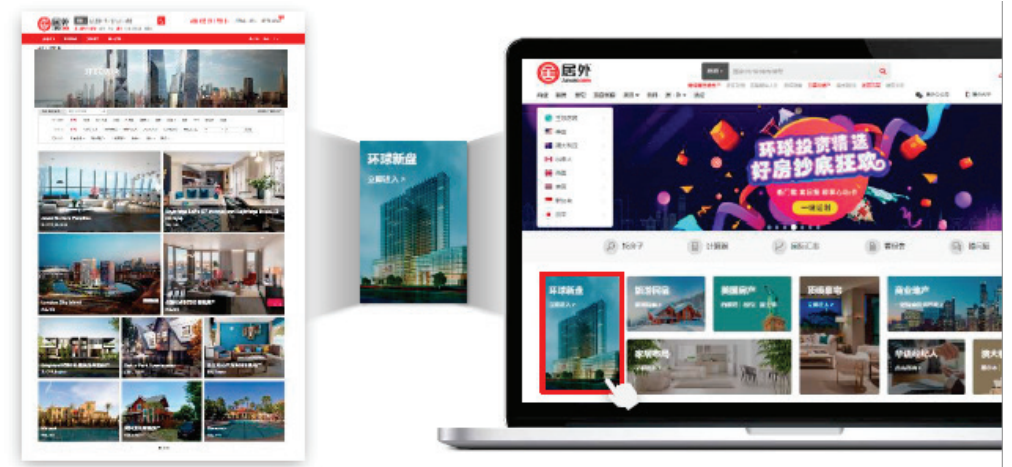
DEVELOPER MARKETING SOLUTION

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

Pricing:

\$7,500 per 6 Month Campaign

\$10,000 with Joint Live Event (Juwau TV and Social Media)



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

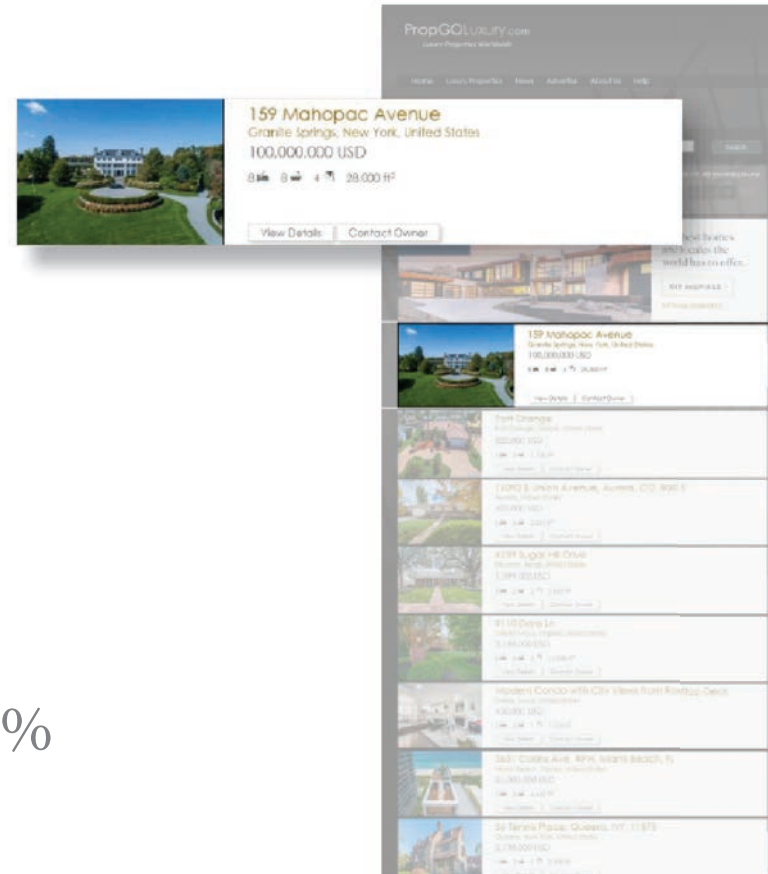
Display your property prominently in search area listings

- Generate up to 11x more leads than standard listings.

Price: \$750 for 30 Day Featured Listing

CIRCULATION AND DEMOGRAPHICS

ENGLISH AVERAGE INCOME	\$298,900 USD	OWN A SECOND HOME (EN):	54%
CHINESE AVERAGE INCOME:	\$312,400 USD	OWN A SECOND HOME (CN):	66%



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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

PAGE VIEWS

890,000 /month

WEB VISITORS

2.7M visitors/month

PROPRIÉTÉS LE FIGARO - *Digital*

PROPRIÉTÉS LE FIGARO.COM - FRANCE

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



PROPRIÉTÉS LE FIGARO.COM - INTERNATIONAL

- **431,000** sessions per month
(Top 5 audience: US, UK, Germany, Switzerland, Canada)

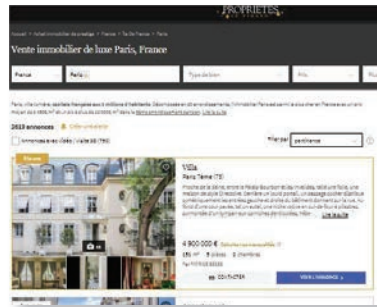


PROPRIÉTÉS LE FIGARO - Digital

HEADLINE SEARCH RESULTS

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

Price: \$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

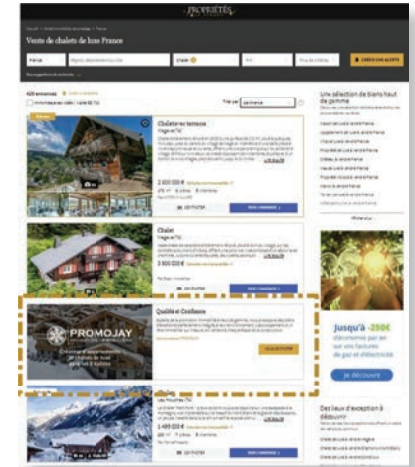
Price: \$895 - 600 Clicks Guaranteed



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.).

Price: \$850/ City/ Month



WEB ADVERTORIAL + AD CAMPAIGN

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

Price: \$6,250

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%**

Pricing:

Full Page: **\$2,850**

Full Page Advertorial: **\$3,100**

PROPRIÉTÉS
LE FIGARO

Le plus grand choix de BELLES MAISONS et de BEAUX APPARTEMENTS

**BIEN INVESTIR
DANS LA PIERRE**

NOV - DÉC 2025 • OCT 2025 • 12€ • FRANCE & INTERNATIONAL
proprietes.lefigaro.fr

Se constituer un patrimoine, rêver la vie de château, choisir une résidence au vert...

PROPRIÉTÉS
LE FIGARO

Le plus grand choix de BELLES MAISONS et de BEAUX APPARTEMENTS

**L'ÉMOTION
IMMOBILIÈRE**

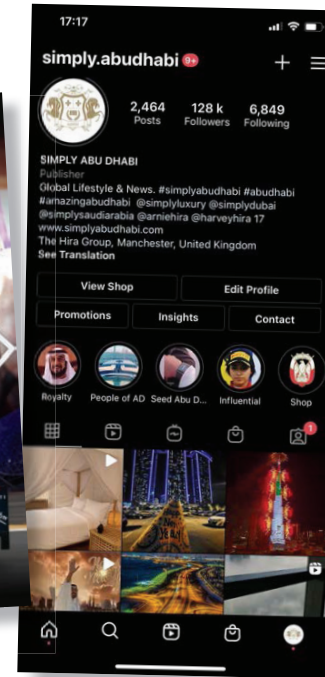
NOV - DÉC 2025 • OCT 2025 • 12€ • FRANCE & INTERNATIONAL
proprietes.lefigaro.fr

*Villas, châteaux, hôtels particuliers... notre sélection de biens inspirants pour acheter ou pour rêver.

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

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

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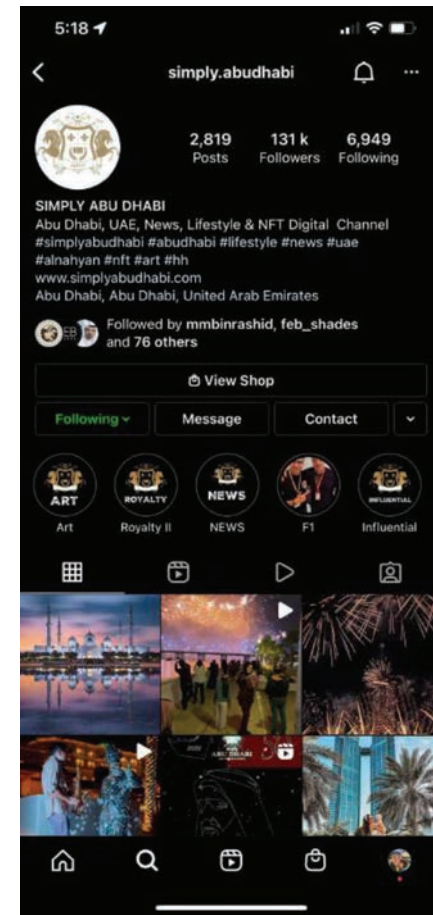
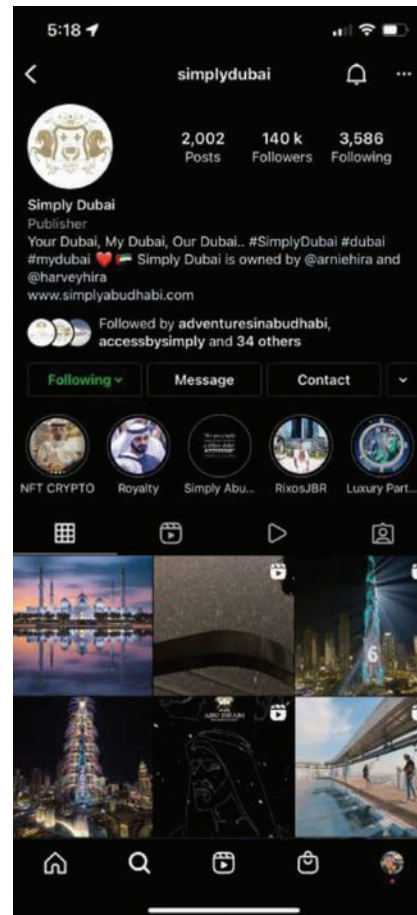
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