

# Cooperative Advertising

## 2024 PRINT SCHEDULE

**Sotheby's**  
INTERNATIONAL REALTY

PRINT PUBLICATION/ISSUE	ADVERTISEMENT DATE	RESERVATION DEADLINE	MATERIALS DUE
SOTHEBY'S INTERNATIONAL REALTY			
Sotheby's Magazine- Property Gallery » INCLUDES DIGITAL PROMOTION			
	Spring- February/March 2024	Tuesday, January 2, 2024	Friday, January 5, 2024
	Summer 2024	Wednesday, March 6, 2024	Monday, March 18, 2024
	Fall 2024	Friday, June 14, 2024	Tuesday, June 18, 2024
	Winter 2024	Wednesday, September 11, 2024	Tuesday, September 17, 2024
Sotheby's Magazine Advertorial » INCLUDES DIGITAL PROMOTION			
	Spring- February/March 2024	Tuesday, January 2, 2024	Friday, January 5, 2024
	Summer 2024	Wednesday, March 6, 2024	Friday, March 8, 2024
	Fall 2024	Wednesday, June 12, 2024	Friday, June 14, 2024
	Winter 2024	Wednesday, September 11, 2024	Friday, September 13, 2024
Reside Marketplace »			
	Spring - Friday, April 5, 2024	Friday, January 19, 2024	Friday, February 16, 2024
	Summer - Friday, June 28, 2024	Monday, April 15, 2024	Tuesday, May 14, 2024
	Fall - Friday, September 27, 2024	Tuesday, July 16, 2024	Monday, August 12, 2024
Agent Reside Small Batch » [QUANTITIES OF 2,000 OR LESS]			
	Spring - Friday, April 5, 2024	Friday, January 19, 2024	Friday, February 16, 2024
	Summer - Friday, June 28, 2024	Monday, April 15, 2024	Tuesday, May 14, 2024
	Fall - Friday, September 27, 2024	Tuesday, July 16, 2024	Monday, August 12, 2024
NEWS/BUSINESS: EXCLUSIVE TAKEOVERS			
Chicago Tribune Takeover » INCLUDES DIGITAL PROMOTION			
	Sunday, March 17, 2024	Wednesday, February 21, 2024	Monday, February 26, 2024
	Sunday, May 19, 2024	Wednesday, April 24, 2024	Monday, April 29, 2024
	Sunday, October 6, 2024	Wednesday, September 11, 2024	Monday, September 16, 2024
Los Angeles Times Takeover » INCLUDES DIGITAL EDITION			
	Saturday, March 2, 2024	Wednesday, February 14, 2024	Tuesday, February 20, 2024
	Saturday, April 27, 2024	Wednesday, April 10, 2024	Monday, April 15, 2024
	Saturday, June 22, 2024	Wednesday, June 5, 2024	Monday, June 10, 2024
	Saturday, August 17, 2024	Wednesday, July 31, 2024	Monday, August 5, 2024
	Saturday, September 28, 2024	Wednesday, September 11, 2024	Monday, September 16, 2024
	Saturday, November 16, 2024	Wednesday, October 30, 2024	Monday, November 4, 2024

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

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

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

Published on 02.01.2024

PRINT PUBLICATION/ISSUE	ADVERTISEMENT DATE	RESERVATION DEADLINE	MATERIALS DUE
-------------------------	--------------------	----------------------	---------------

NEWS/BUSINESS: EXCLUSIVE TAKEOVERS

New York Times Takeover »  
INCLUDES DIGITAL PROMOTION

	Sunday, March 3, 2024	Tuesday, February 6, 2024	Monday, February 12, 2024
	Sunday, April 14, 2024	Tuesday, March 19, 2024	Monday, March 25, 2024
	Sunday, May 19, 2024	Tuesday, April 23, 2024	Monday, April 29, 2024
	Sunday, June 16, 2024	Tuesday, May 21, 2024	Tuesday, May 28, 2024
	Sunday, September 15, 2024	Tuesday, August 20, 2024	Monday, August 26, 2024
	Sunday, October 20, 2024	Tuesday, September 24, 2024	Monday, September 30, 2024
	Sunday, November 17, 2024	Tuesday, October 22, 2024	Monday, October 28, 2024

San Francisco Takeover »  
INCLUDES DIGITAL PROMOTION

	Sunday, March 31, 2024	Tuesday, March 5, 2024	Monday, March 11, 2024
	Sunday, October 13, 2024	Tuesday, September 17, 2024	Monday, September 23, 2024

NEWS/BUSINESS

New York Times Main News »

	Friday, February 9, 2024	Wednesday, January 24, 2024	Monday, January 29, 2024
	Friday, March 22, 2024	Wednesday, March 6, 2024	Monday, March 11, 2024
	Friday, May 17, 2024	Wednesday, May 1, 2024	Monday, May 6, 2024
	Friday, July 19, 2024	Wednesday, July 3, 2024	Monday, July 8, 2024
	Friday, September 20, 2024	Wednesday, September 4, 2024	Tuesday, September 10, 2024
	Friday, October 18, 2024	Wednesday, October 2, 2024	Tuesday, October 8, 2024
	Friday, December 13, 2024	Wednesday, November 27, 2024	Monday, December 2, 2024

New York Times International Edition »

	Saturday, March 2, 2024	Friday, February 16, 2024	Tuesday, February 20, 2024
	Saturday, April 20, 2024	Friday, April 5, 2024	Monday, April 8, 2024
	Saturday, September 14, 2024	Friday, August 30, 2024	Tuesday, September 3, 2024
	Saturday, October 19, 2024	Friday, October 4, 2024	Tuesday, October 8, 2024
	Saturday, December 14, 2024	November 26, 2024	Tuesday, December 3, 2024

REAL ESTATE

Country Life »  
INCLUDES DIGITAL PROMOTION

	Wednesday, March 27, 2024	Thursday, February 22, 2024	Wednesday, February 28, 2024
	Wednesday, May 29, 2024	Thursday, April 25, 2024	Wednesday, May 1, 2024
	Wednesday, June 26, 2024	Thursday, May 16, 2024	Wednesday, May 22, 2024
	Wednesday, September 25, 2024	Thursday, August 22, 2024	Tuesday, August 27, 2024
	Wednesday, October 23, 2024	Thursday, September 19, 2024	Wednesday, September 25, 2024

PRINT PUBLICATION/ISSUE	ADVERTISEMENT DATE	RESERVATION DEADLINE	MATERIALS DUE
REAL ESTATE			
Financial Times »			
	Saturday, February 10, 2024	Friday, January 26, 2024	Monday, January 29, 2024
	Saturday, March 16, 2024	Friday, March 1, 2024	Monday, March 4, 2024
	Saturday, April 13, 2024	Friday, March 29, 2024	Monday, April 1, 2024
	Saturday, May 11, 2024	Friday, April 26, 2024	Monday, April 29, 2024
	Saturday, June 8, 2024	Friday, May 24, 2024	Tuesday, May 28, 2024
	Saturday, July 20, 2024	Friday, July 5, 2024	Monday, July 8, 2024
	Saturday, September 14, 2024	Friday, August 30, 2024	Tuesday, September 3, 2024
	Saturday, October 12, 2024	Friday, September 27, 2024	Monday, September 30, 2024
	Saturday, November 9, 2024	Friday, October 25, 2024	Monday, October 28, 2024
	Saturday, December 7, 2024	Wednesday, November 20, 2024	Monday, November 25, 2024
Los Angeles Times Hot Property »			
INCLUDES 30 DAY DIGITAL LIGHTHOUSE PLACEMENT			
	Saturday, February 3, 2024	Friday, January 19, 2024	Monday, January 22, 2024
	Saturday, May 11, 2024	Friday, May 3, 2024	Monday, May 6, 2024
	Saturday, July 20, 2024	Wednesday, July 3, 2024	Monday, July 8, 2024
	Saturday, September 7, 2024	Wednesday, August 21, 2024	Monday, August 26, 2024
	Saturday, October 5, 2024	Wednesday, September 18, 2024	Monday, September 23, 2024
	Saturday, December 7, 2024	Wednesday, November 20, 2024	Monday, November 25, 2024
New York Times Sunday Real Estate Section »			
	Sunday, April 28, 2024	Friday, April 12, 2024	Monday, April 15, 2024
	Sunday, August 11, 2024	Friday, July 26, 2024	Monday, July 29, 2024
	Sunday, December 1, 2024	Friday, November 15, 2024	Monday, November 18, 2024
The Real Deal »			
	January	Tuesday, December 26, 2023	Friday, December 29, 2023
	February	Friday, January 26, 2024	Monday, January 29, 2024
	March	Friday, February 23, 2024	Monday, February 26, 2024
	April	Monday, March 25, 2024	Thursday, March 28, 2024
	May	Tuesday, April 23, 2024	Friday, April 26, 2024
	June	Friday, May 24, 2024	Tuesday, May 28, 2024
	July	Friday, June 21, 2024	Monday, June 24, 2024
	August	Wednesday, July 24, 2024	Friday, July 26, 2024
	September	Friday, August 23, 2024	Tuesday, August 27, 2024
	October	Tuesday, September 24, 2024	Friday, September 27, 2024
	November	Friday, October 25, 2024	Monday, October 28, 2024
	December	Monday, November 25, 2024	Tuesday, November 26, 2024

PRINT PUBLICATION/ISSUE	ADVERTISEMENT DATE	RESERVATION DEADLINE	MATERIALS DUE
REAL ESTATE			
Proprietes Le Figaro »			
	March/April	Tuesday, January 23, 2024	Friday, January 26, 2024
	May/June	Tuesday, March 19, 2024	Friday, March 22, 2024
	July/August	Tuesday, May 21, 2024	Friday, May 24, 2024
	September/October	Tuesday, July 23, 2024	Friday, July 26, 2024
	November/December	Tuesday, September 24, 2024	Friday, September 27, 2024
	January/February	Tuesday, November 26, 2024	Monday, December 2, 2024
Wall Street Journal »			
INCLUDES 30 DAY DIGITAL FEATURED PROPERTY UPGRADE			
	Friday, February 16, 2024	Friday, February 2, 2024	Monday, February 5, 2024
	Friday, March 15, 2024	Friday, March 1, 2024	Monday, March 4, 2024
	Friday, April 19, 2024	Friday, April 5, 2024	Monday, April 8, 2024
	Friday, May 17, 2024	Friday, May 3, 2024	Monday, May 6, 2024
	Friday, June 14, 2024	Friday, May 31, 2024	Monday, June 3, 2024
	Friday, July 12, 2024	Friday, June 28, 2024	Monday, July 1, 2024
	Friday, August 9, 2024	Friday, July 26, 2024	Monday, July 29, 2024
	Friday, September 13, 2024	Friday, August 30, 2024	Tuesday, September 3, 2024
	Friday, October 11, 2024	Friday, September 27, 2024	Monday, September 30, 2024
	Friday, November 8, 2024	Friday, October 25, 2024	Monday, October 28, 2024
	Friday, December 13, 2024	Friday, November 29, 2024	Monday, December 2, 2024
LIFESTYLE			
Billionaire Magazine »			
INCLUDES DIGITAL PROMOTION			
	Friday, March 29, 2024	Tuesday, February 20, 2024	Monday, February 26, 2024
	Friday, June 28, 2024	Tuesday, May 21, 2024	Tuesday, May 28, 2024
	Monday, September 30, 2024	Tuesday, August 20, 2024	Monday, August 26, 2024
	Wednesday, December 18, 2024	Thursday, November 7, 2024	Friday, November 15, 2024

PRINT PUBLICATION/ISSUE	ADVERTISEMENT DATE	RESERVATION DEADLINE	MATERIALS DUE
-------------------------	--------------------	----------------------	---------------

LIFESTYLE

Boat International - US Edition »  
INCLUDES DIGITAL EDITION

	March	Thursday, January 4, 2024	Tuesday, January 9, 2024
	April	Thursday, February 1, 2024	Monday, February 5, 2024
	May	Thursday, March 7, 2024	Monday, March 11, 2024
	June	Thursday, April 4, 2024	Monday, April 8, 2024
	July	Thursday, May 2, 2024	Monday, May 6, 2024
	August	Thursday, June 6, 2024	Monday, June 10, 2024
	September	Wednesday, July 3, 2024	Monday, July 8, 2024
	October	Thursday, August 8, 2024	Monday, August 12, 2024
	November	Thursday, September 5, 2024	Monday, September 9, 2024
	December	Thursday, October 3, 2024	Monday, October 7, 2024
	January	Monday, November 4, 2024	Friday, November 8, 2024

Boat International - International Issue »  
INCLUDES DIGITAL EDITION

	March	Thursday, January 4, 2024	Tuesday, January 9, 2024
	April	Thursday, February 1, 2024	Monday, February 5, 2024
	May	Thursday, March 7, 2024	Monday, March 11, 2024
	June	Thursday, April 4, 2024	Monday, April 8, 2024
	July	Thursday, May 2, 2024	Monday, May 6, 2024
	August	Thursday, June 6, 2024	Monday, June 10, 2024
	September	Wednesday, July 3, 2024	Monday, July 8, 2024
	October	Thursday, August 8, 2024	Monday, August 12, 2024
	November	Thursday, September 5, 2024	Monday, September 9, 2024
	December	Thursday, October 3, 2024	Monday, October 7, 2024
	January	Monday, November 4, 2024	Friday, November 8, 2024

PRINT PUBLICATION/ISSUE	ADVERTISEMENT DATE	RESERVATION DEADLINE	MATERIALS DUE
-------------------------	--------------------	----------------------	---------------

LIFESTYLE

Conde Nast Magazines »  
55 REGIONS INCLUDING MANHATTAN, LOS ANGELES, SAN FRANCISCO, CHICAGO, ATLANTA, BOSTON, SOUTH FLORIDA, CANADA AND MORE

	April	Monday, January 8, 2024	Friday, January 12, 2024
	May	Thursday, February 8, 2024	Monday, February 12, 2024
	June	Thursday, March 7, 2024	Tuesday, March 12, 2024
	July/August	Friday, April 5, 2024	Friday, April 12, 2024
	September	Friday, June 7, 2024	Wednesday, June 12, 2024
	October	Friday, July 5, 2024	Friday, July 12, 2024
	November	Wednesday, August 7, 2024	Friday, August 9, 2024
	December	Friday, September 6, 2024	Monday, September 9, 2024
	January	Monday, October 7, 2024	Wednesday, October 9, 2024
	February	Thursday, November 7, 2024	Friday, November 8, 2024
	March	Friday, December 6, 2024	Thursday, December 12, 2024

Dwell - Modern Market »  
INCLUDES DIGITAL EDITION

	March/April	Friday, January 12, 2024	Wednesday, January 24, 2024
	May/June	Friday, March 8, 2024	Tuesday, March 19, 2024
	July/August	Friday, May 3, 2024	Tuesday, May 21, 2024
	September/October	Friday, July 5, 2024	Tuesday, July 23, 2024
	November/December	Friday, September 6, 2024	Tuesday, September 17, 2024
	January/February	Tuesday, November 5, 2024	Monday, November 18, 2024

Elite Traveler »  
INCLUDES DIGITAL EDITION

	Spring: March/April/May	Friday, December 29, 2023	Friday, January 5, 2024
	Summer: June/July/August	Thursday, April 4, 2024	Monday, April 8, 2024
	Fall: September/October/November	Wednesday, June 26, 2024	Wednesday, July 3, 2024
	Winter: December/January/February	Wednesday, September 25, 2024	Wednesday, October 2, 2024
	Annual: December	Friday, November 1, 2024	Friday, November 8, 2024

Equestrian Living »  
INCLUDES DIGITAL EDITION

	March/April	Monday, January 29, 2024	Monday, February 5, 2024
	May/June	Monday, March 25, 2024	Monday, April 1, 2024
	July/August	Tuesday, May 28, 2024	Monday, June 3, 2024
	September/October	Monday, July 29, 2024	Monday, August 5, 2024
	November/December	Monday, September 23, 2024	Monday, September 30, 2024
	January/February	Monday, November 25, 2024	Monday, December 2, 2024

PRINT PUBLICATION/ISSUE	ADVERTISEMENT DATE	RESERVATION DEADLINE	MATERIALS DUE
LIFESTYLE			
Land Report » INCLUDES DIGITAL EDITION			
	Texas Issue - Monday, April 22, 2024	Wednesday, February 28, 2024	Friday, March 1, 2024
	Spring - Monday, June 17, 2024	Wednesday, May 1, 2024	Friday, May 3, 2024
	Summer - Monday, August 19, 2024	Wednesday, July 3, 2024	Friday, July 5, 2024
	Fall - Monday, October 28, 2024	Wednesday, September 4, 2024	Friday, September 6, 2024
	Winter - Tuesday, January 7, 2025	Wednesday, November 13, 2024	Friday, November 15, 2024
Luxe Interiors + Design » INCLUDES DIGITAL EDITION			
	March/April	Friday, December 22, 2023	Wednesday, January 3, 2024
	May/June	Tuesday, February 20, 2024	Monday, February 26, 2024
	July/August	Monday, April 22, 2024	Monday, April 29, 2024
	September/October	Tuesday, June 25, 2024	Tuesday, July 2, 2024
	November/December	Tuesday, September 3, 2024	Monday, September 9, 2024
	January/February	Monday, October 21, 2024	Thursday, October 24, 2024
Ocean Home » INCLUDES DIGITAL EDITION			
	April/May	Friday, February 23, 2024	Wednesday, February 28, 2024
	June/July	Friday, April 5, 2024	Friday, April 12, 2024
	August/September	Thursday, June 6, 2024	Thursday, June 13, 2024
	October/November	Friday, August 2, 2024	Friday, August 9, 2024
	December/January	Friday, October 4, 2024	Friday, October 11, 2024
	February/March	Thursday, December 12, 2024	Monday, December 16, 2024
Private Air Luxury Homes » INCLUDES DIGITAL PROMOTION			
	March/April	Monday, January 29, 2024	Thursday, February 1, 2024
	May/June	Monday, March 25, 2024	Friday, March 29, 2024
	July/August	Tuesday, May 28, 2024	Friday, May 31, 2024
	September/October	Monday, July 29, 2024	Friday, August 2, 2024
	November/December	Friday, September 27, 2024	Wednesday, October 2, 2024
	January/February	Friday, November 22, 2024	Tuesday, November 26, 2024

PRINT PUBLICATION/ISSUE	ADVERTISEMENT DATE	RESERVATION DEADLINE	MATERIALS DUE
LIFESTYLE			
Quest »			
	February	Tuesday, January 2, 2024	Monday, January 8, 2024
	March	Friday, February 2, 2024	Friday, February 9, 2024
	April	Monday, February 26, 2024	Monday, March 4, 2024
	May	Monday, April 1, 2024	Monday, April 8, 2024
	June	Monday, April 29, 2024	Monday, May 6, 2024
	July	Friday, May 24, 2024	Monday, June 3, 2024
	August	Wednesday, June 26, 2024	Wednesday, July 3, 2024
	September	Friday, July 26, 2024	Friday, August 2, 2024
	October	Tuesday, August 27, 2024	Tuesday, September 3, 2024
	November	Thursday, September 26, 2024	Thursday, October 3, 2024
	December	Friday, October 25, 2024	Friday, November 1, 2024
Robb Report »			
INCLUDES DIGITAL EDITION			
	March	Tuesday, January 16, 2024	Friday, January 19, 2024
	April	Tuesday, February 13, 2024	Friday, February 16, 2024
	May	Tuesday, March 19, 2024	Friday, March 22, 2024
	June/July	Tuesday, April 23, 2024	Friday, April 26, 2024
	August	Tuesday, June 18, 2024	Friday, June 21, 2024
	September	Wednesday, July 24, 2024	Friday, July 26, 2024
	October	Monday, August 12, 2024	Thursday, August 15, 2024
	November	Tuesday, September 17, 2024	Friday, September 20, 2024
	December	Tuesday, October 15, 2024	Friday, October 18, 2024
	February	Tuesday, December 10, 2024	Friday, December 13, 2024
Robb Report Luxury Property Showcase »			
	Select issues		
Robb Report Luxury Property Guide »			
	December	Monday, September 23, 2024	Thursday, September 26, 2024
Simply Abu Dhabi »			
INCLUDES DIGITAL EDITION			
	April	Wednesday, March 13, 2024	Wednesday, March 20, 2024
	July	Thursday, June 13, 2024	Thursday, June 20, 2024
	November	Friday, October 11, 2024	Friday, October 18, 2024



DIGITAL PLACEMENT	ADVERTISEMENT DATE	RESERVATION DEADLINE	PRICING
SOTHEBY'S INTERNATIONAL REALTY			
Sotheby's Selects E-Newsletter »			
	Every Saturday	Two weeks before send date	\$2,585
Sotheby's Preferred E-Newsletter »			
	January	Monday, December 16, 2024	\$3,000/Deployment
	February	Monday, January 15, 2024	\$3,000/Deployment
	March	Monday, February 12, 2024	\$3,000/Deployment
	April	Monday, March 11, 2024	\$3,000/Deployment
	May	Monday, April 22, 2024	\$3,000/Deployment
	June	Monday, May 13, 2024	\$3,000/Deployment
	July	Monday, June 10, 2024	\$3,000/Deployment
	August	Monday, July 8, 2024	\$3,000/Deployment
	September	Monday, August 12, 2024	\$3,000/Deployment
	October	Monday, September 9, 2024	\$3,000/Deployment
	November	Monday, October 14, 2024	\$3,000/Deployment
	December	Monday, November 11, 2024	\$3,000/Deployment
Sotheby's Bespoke Geo-Targeted E-mails »			
UP TO 5 LOCATIONS (CITIES OR STATES) PER DEPLOYMENT			
	Weekly	Two weeks before send date	\$2,500/Deployment
CUSTOM DIGITAL			
Impressions/Guaranteed Click-Throughs »			
250,000 Impressions / Month	Start Any Time	Reservations Any Time	\$1,195/Month (3 Month Minimum)
500,000 Impressions / Month	Start Any Time	Reservations Any Time	\$1,625/Month (3 Month Minimum)
1 Million Impressions / Month	Start Any Time	Reservations Any Time	\$2,450/Month (3 Month Minimum)
Impressions Blast »			
Short Robust Campaign (One Property) - 100K Impressions	Start Any Time	Reservations Any Time	\$900/Two Weeks
Google AdWords (3 Month Minimum) »			
	Start Any Time	Reservations Any Time	Campaign Set Up \$750 One Time Charge + Starting from \$850/Month
Facebook Ad Campaigns (3 Month Minimum) »			
	Start Any Time	Reservations Any Time	Starting from \$1,500
	Start Any Time	Reservations Any Time	\$1,500 60,000 Impressions per Month 15–30-mile radius
	Start Any Time	Reservations Any Time	\$2,000 80,000 Impressions per Month 35–60-mile radius
	Start Any Time	Reservations Any Time	\$2,500 100,000 Impressions per Month 60–100-mile radius

# Cooperative Advertising

2024 DIGITAL SCHEDULE

**Sotheby's**  
INTERNATIONAL REALTY

DIGITAL PLACEMENT	ADVERTISEMENT DATE	RESERVATION DEADLINE	PRICING
<b>CUSTOM DIGITAL</b>			
<b>LinkedIn Ad Campaigns (3 Month Minimum) »</b>			
	Start Any Time	Reservations Any Time	Starting from \$2,000/Month
<b>Smart Solutions Custom Targeted E-mail »</b>			
1 Deployment + Reminder E-mail	Start Any Time	Reservations Any Time	Starting at \$2,350
<b>Geofencing Location and Event Targeting »</b>			
Geofencing	Start Any Time	Reservations Any Time	From \$1,500/Month
<b>LUUX Media (3 Month Minimum) »</b>			
	Start Any Time	Reservations Any Time	\$6,250 for 30 Days
<b>Connected TV (CTV) &amp; OTT (3 Month Minimum) »</b>			
	Start Any Time	Reservations Any Time	From \$2,500/Month
<b>Social Mirror »</b>			
100,000 Impressions	Start Any Time	Reservations Any Time	From \$1,500/Month
<b>Native Display »</b>			
100,000 Impressions	Start Any Time	Reservations Any Time	From \$1,500/Month
<b>Online Audio »</b>			
30,000 Impressions	Start Any Time	Reservations Any Time	From \$1,500/Month
<b>BUSINESS &amp; FINANCE</b>			
<b>Chief Executive.net »</b>			
Banners	Start Any Time	Reservations Any Time	\$4,425/50K Impressions
E-Newsletter Banner Ad Placement	Start Any Time	Reservations Any Time	\$3,825/Week
E-Newsletter Sponsored Content Placement	Start Any Time	Reservations Any Time	\$4,425/Week
<b>Corporate Board Member »</b>			
Banners	Start Any Time	Reservations Any Time	\$4,425/50K Impressions
E-Newsletter Banner Ad Placement	Start Any Time	Reservations Any Time	\$3,125/Week
<b>NY Times »</b>			
NY Times Flex Frame Banner Slideshow	Start Any Time	Reservations Any Time	\$12,500 Minimum Spend
NY Times Digital	Start Any Time	Reservations Any Time	\$12,500 Minimum Spend

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

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

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

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

Published on 02.01.2024

DIGITAL PLACEMENT	ADVERTISEMENT DATE	RESERVATION DEADLINE	PRICING
<b>BUSINESS &amp; FINANCE</b>			
<b>Nikkei Business Publications »</b>			
E-mail Marketing	Start Anytime	Reservations Any Time	From \$3,750/Flight
<b>REAL ESTATE</b>			
<b>Country Life »</b>			
Newsletter Takeover	Start Any Time	Reservations Any Time	\$1,950
Dedicated E-Newsletter	Start Any Time	Reservations Any Time	\$2,250
Video/Image Social Post	Start Any Time	Reservations Any Time	\$3,665
Standard Click Amplified Social Post	Start Any Time	Reservations Any Time	\$5,150
Custom Content	Start Any Time	Reservations Any Time	\$3,665
<b>Chicago Tribune »</b>			
Custom E-mail - 50K recipients	Start Any Time	Reservations Any Time	\$1,200
Custom E-mail - 100K recipients	Start Any Time	Reservations Any Time	\$1,950
Custom E-mail - 150 recipients	Start Any Time	Reservations Any Time	\$2,375
Paid Social - 2 Social Platforms	Start Any Time	Reservations Any Time	\$2,025
Extended Network Display - 150K Impressions	Start Any Time	Reservations Any Time	\$2,025
High-Impact Display - 200K Impressions	Start Any Time	Reservations Any Time	\$2,675
<b>CIRCA Old Houses »</b>			
90 Day Listing + Instagram Story	Start Any Time	Reservations Any Time	\$270
<b>Conde Nast UK Real Estate IG Channel »</b>			
Instagram Post	Start Any Time	Reservations Any Time	\$2,750/Post
<b>Crains »</b>			
Real Estate Daily (Red) Alert Newsletter	Start Any Time	Reservations Any Time	\$3,150 for 5 Sends (M-F) - 33% SOV + 25K ROS Display Impressions
ROS Display	Start Any Time	Reservations Any Time	\$2,650 for 50,000 Impressions
<b>Dwell.com »</b>			
Real Estate Package 2 - Custom Article, E-Newsletter & Facebook Promotion	Start Any Time	Reservations Any Time	\$6,000
<b>Nob Hill Gazette »</b>			
E-Newsletter	OTM (On the Market)		\$500/Listing

DIGITAL PLACEMENT	ADVERTISEMENT DATE	RESERVATION DEADLINE	PRICING
<b>REAL ESTATE</b>			
<b>JamesEdition.com »</b>			
Real Estate Page Hero Slider	Start Any Time	Reservations Any Time	\$1,600/30 Days
Main Page Hero Slider	Start Any Time	Reservations Any Time	\$2,000/30 Days
New & Trending Home Page Position	Start Any Time	Reservations Any Time	\$1,200/30 Days
New & Trending Real Estate Position	Start Any Time	Reservations Any Time	\$1,000/30 Days
Newsletter Featured Listing	Start Any Time	Reservations Any Time	\$1,500
Article + E-Newsletter - Top	Start Any Time	Reservations Any Time	\$10,000
Article + E-Newsletter - First Feature	Start Any Time	Reservations Any Time	\$5,500
Article + E-Newsletter - Trending	Start Any Time	Reservations Any Time	\$3,300
Upgrade Listing Package	Start Any Time	Reservations Any Time	Custom Pricing
Social Media Photo	Start Any Time	Reservations Any Time	\$500
Social Media Photo Plus	Start Any Time	Reservations Any Time	\$1,000
Social Media Video	Start Any Time	Reservations Any Time	\$1,800
<b>Juwai.com »</b>			
Hot Property Upgrade - 30 Days	Start Any Time	Reservations Any Time	\$425 for 30 Days
Luxe Channel Property Listing - 6 Months	Start Any Time	Reservations Any Time	\$425 for 6 Months
Annual Agent Page with five 30 day Listings	Start Any Time	Reservations Any Time	\$750 per Year \$300/ Each Additional Listing
Display Banner Ads - Luxe Channel	Start Any Time	Reservations Any Time	\$750 for 30 Days
Super Leaderboard	Start Any Time	Reservations Any Time	\$300 for 30 Days
Creative Editorial & Social Media Posting	Start Any Time	Reservations Any Time	\$2,355 per Article and Posting
Developer Marketing Solution	Start Any Time	Reservations Any Time	\$7,500 - \$10,000 for 6 Month Campaign
<b>Prop Go Luxury »</b>			
Featured Listing & Regional Showcase	Start Any Time	Reservations Any Time	\$700/30 Days
Development Package	Start Any Time	Reservations Any Time	Custom Pricing on Request
<b>LA Times »</b>			
Lighthouse Fixed Position - Hot Property Page	Start Any Time	Reservations Any Time	\$325/30 Days
Custom E-mail	Start Any Time	Reservations Any Time	\$1,750/Send
<b>Land.com »</b>			
Platinum Listing	Start Any Time	Reservations Any Time	\$750/30 Days
Signature Listings	Start Any Time	Reservations Any Time	\$125/30 Days
Dedicated E-mails - targeted*	Start Any Time	Reservations Any Time	From \$1,500

DIGITAL PLACEMENT	ADVERTISEMENT DATE	RESERVATION DEADLINE	PRICING
REAL ESTATE			
Land Report »			
Portfolio Listing	Start Any Time	Reservations Any Time	\$1,300 Set Up Fee + \$1,250/Month
Social Media Post	Start Any Time	Reservations Any Time	\$1,450/Post
E-Newsletter	Start Any Time	Reservations Any Time	\$1,950/Send
Custom Content	Start Any Time	Reservations Any Time	\$1,300 Set Up Fee + \$1,250/Month
Le Figaro »			
Headline Search Results	Start Any Time	Reservations Any Time	\$795/City/Month
Retargeting on Social Networks	Start Any Time	Reservations Any Time	\$895 - 600 Clicks Guaranteed
Native Ad	Start Any Time	Reservations Any Time	\$500/City/Month
Web Advertorial + Ad Campaign	Start Any Time	Reservations Any Time	\$4,850
ListGlobally »			
Global Agent Program: Enhanced and Elevated Listings and one Elite Promotion	Start Any Time	Reservations Any Time	TBD
Global Office Premium: Up to 100 Listings + 1 Bonus Elite Promotion	Start Any Time	Reservations Any Time	TBD
Global Office Premium: 101-200: Listings + 2 Bonus Elite Promotion	Start Any Time	Reservations Any Time	TBD
Each Additional 50 Listings	Start Any Time	Reservations Any Time	TBD
Luxury Estate »			
Exclusive Homepage showcase Listing + Elite Listing - 1 Month	Start Any Time	Reservations Any Time	\$1,100
Exclusive Homepage showcase Listing + Elite Listing - 3 Months	Start Any Time	Reservations Any Time	\$3,250
Exclusive Homepage showcase Listing + Elite Listing- 6 Months	Start Any Time	Reservations Any Time	\$5,100
Exclusive Homepage showcase Listing + Elite Listing -12 Months	Start Any Time	Reservations Any Time	\$8,000
10 Elite Listings	Start Any Time	Reservations Any Time	\$6,350
25 Elite Listings	Start Any Time	Reservations Any Time	\$15,875
20 Prestige Listings	Start Any Time	Reservations Any Time	\$5,645
NY Times »			
Featured Property Module	Start Any Time	Reservations Any Time	\$3,000/2 Weeks 4X Minimum Purchase
Real Deal (Minimum Spend \$6,250) »			
E-blast - National	Start Any Time	Reservations Any Time	\$8,500
E-blast - New York	Start Any Time	Reservations Any Time	\$6,000
E-blast - South Florida	Start Any Time	Reservations Any Time	\$5,000
E-blast - Los Angeles	Start Any Time	Reservations Any Time	\$4,000
E-blast - Chicago	Start Any Time	Reservations Any Time	\$3,000
Sponsored Content	Start Any Time	Reservations Any Time	\$6,500
Social Post - FB, Instagram, LinkedIn, Twitter	Start Any Time	Reservations Any Time	\$1,250

DIGITAL PLACEMENT	ADVERTISEMENT DATE	RESERVATION DEADLINE	PRICING
REAL ESTATE			
RobbReport.com »			
Featured Listing Carousel - 1 Property	Start Any Time	Reservations Any Time	\$1,350/Month
Branded Listing Carousel - Up to 10 Properties	Start Any Time	Reservations Any Time	\$3,500/Month
Real Estate Newsletter - 3 Sends	Start Any Time	Reservations Any Time	\$3,750-\$5,000/Week
Luxury Property Listings - Manual 1 Listing	Start Any Time	Reservations Any Time	\$450/Month
Luxury Property Listings - Manual up to 10 Listings	Start Any Time	Reservations Any Time	\$1,135/Month
Luxury Property Listings - Manual up to 25 Listings	Start Any Time	Reservations Any Time	\$1,770/Month
Luxury Property Listings - Manual up to 50 Listings	Start Any Time	Reservations Any Time	\$2,065/Month
Luxury Property Listings - Manual up to 100 Listings	Start Any Time	Reservations Any Time	\$2,653/Month
Luxury Property Listings - Feed Sourced up to 100 Listings	Start Any Time	Reservations Any Time	\$1,185/Month
Luxury Property Listings - Feed Sourced up to 1000 Listings	Start Any Time	Reservations Any Time	\$1,750/Month
Mansion Global »			
Homepage Hero Banner - Shared Slot In Banner	Monday, January 15, 2024	Tuesday, January 2, 2024	\$650/Listing
30 Day Feature, Maximum 5 Properties per Homepage Hero Banner	Thursday, February 15, 2024	Thursday, February 1, 2024	\$650/Listing
	Friday, March 15, 2024	Friday, March 1, 2024	\$650/Listing
	Monday, April 15, 2024	Monday, April 1, 2024	\$650/Listing
	Wednesday, May 15, 2024	Wednesday, May 1, 2024	\$650/Listing
	Monday, June 17, 2024	Monday, June 3, 2024	\$650/Listing
	Monday, July 15, 2024	Monday, July 1, 2024	\$650/Listing
	Thursday, August 15, 2024	Thursday, August 1, 2024	\$650/Listing
	Monday, September 16, 2024	Tuesday, September 3, 2024	\$650/Listing
	Tuesday, October 15, 2024	Tuesday, October 1, 2024	\$650/Listing
	Friday, November 15, 2024	Friday, November 1, 2024	\$650/Listing
	Monday, December 16, 2024	Monday, December 2, 2024	\$650/Listing
WSJ.com/Mansion Global »			
10 Featured Property Upgrades	Start Any Time	Reservations Any Time	\$1,200/Year
25 Featured Property Upgrades	Start Any Time	Reservations Any Time	\$2,070/Year
100 Featured Property Upgrades	Start Any Time	Reservations Any Time	\$5,500/Year
Mansion Top Markets Page Tile	Start Any Time	Reservations Any Time	\$575/Month
Mansion Global Homepage Hero	Start Any Time	Reservations Any Time	\$2,150/Month
WSJ.com Weekly E-Newsletter	Wed/Fri	Reservations Any Time	\$3,500/Week
Mansion Global Weekly E-Newsletter	Saturdays	Reservations Any Time	\$2,380/Week
Mansion Global Daily E-Newsletter with Native Unit	Daily M-F	Reservations Any Time	\$3,680/Week
Mansion Global Custom E-mail	Start Any Time	Reservations Any Time	\$6,000/Send
Mansion Global New Development Profile page (3 Months Minimum)	Start Any Time	Reservations Any Time	\$1,000/Month
Mansion Global Homepage Featured Listing Module	Start Any Time	Reservations Any Time	\$1,275/Month
Mansion Global Instagram (No boost)	Start Any Time	Reservations Any Time	\$1,775/Post
Mansion Global Instagram + Boost	Start Any Time	Reservations Any Time	\$7,000/Flight

DIGITAL PLACEMENT	ADVERTISEMENT DATE	RESERVATION DEADLINE	PRICING
LIFESTYLE - LUXURY			
Atomic Ranch »			
Instagram + Facebook - 3 Stories Package	Start Any Time	Reservations Any Time	\$850
Instagram + Facebook - Feed Posts	Start Any Time	Reservations Any Time	\$1,500
Billionaire »			
Custom Content + E-Newsletter	Start Any Time	Reservations Any Time	\$4,500
Custom Content + Social Campaign	Start Any Time	Reservations Any Time	\$6,000
Cottages & Garden »			
Instapartnership	Start Any Time	Reservations Any Time	\$2,950
Decanter (Wine) »			
E-Newsletter	Start Any Time	Reservations Any Time	\$750/Week
Facebook Campaign	Start Any Time	Reservations Any Time	\$2,350/Post
Dezeen »			
Instagram Grid Post	Start Any Time	Reservations Any Time	\$5,650
Instagram Targeted Post	Start Any Time	Reservations Any Time	\$2,950
Elite Traveler »			
Online Real Estate Showcase	Start Any Time	Reservations Any Time	\$2,500/Article
E-Newsletter	Start Any Time	Reservations Any Time	\$2,500/Week
Dedicated E-blast	Start Any Time	Reservations Any Time	\$6,000/Week
Social Media Post - FB, Instagram & Twitter	Start Any Time	Reservations Any Time	\$8,825/Post
Instagram Story	Start Any Time	Reservations Any Time	\$8,825/Post
Jet Set »			
Annual Global Digital Campaign	Start Any Time	Reservations Any Time	\$2,500 for One Year
Luxe Interiors + Design »			
Custom E-mail	Start Any Time	Reservations Any Time	\$2,350
Editorial E-Newsletter Regional Banners	Start Any Time	Reservations Any Time	\$1,185
IG + Facebook Sponsored Ad	Start Any Time	Reservations Any Time	\$3,000 for 166K Impressions
Native Content + Social Marketing	Start Any Time	Reservations Any Time	\$4,425
Modern Luxury »			
E-mail to Ultra-High Income List	Start Any Time	Reservations Any Time	\$6,250 for 30 Days

DIGITAL PLACEMENT	ADVERTISEMENT DATE	RESERVATION DEADLINE	PRICING
LIFESTYLE - LUXURY			
Simply Abu Dhabi »			
Instagram Post (2 Post Minimum)	Start Any Time	Reservations Any Time	\$1,375/Post
Tatler Asia »			
E-Newsletter	Start Any Time	Reservations Any Time	\$2,950-\$6565/Month
Instagram Story	Start Any Time	Reservations Any Time	\$2,575/Post
Yellowtrace »			
Instagram Post	Start Any Time	Reservations Any Time	\$2,750/Post
Bundle Option - 1 IG Post + 1 IG Story	Start Any Time	Reservations Any Time	\$3,450/Post
LIFESTYLE - BOATING			
Boat International »			
E-Newsletter	Start Any Time	Reservations Any Time	\$750/Deployment
Cruising World »			
E-Newsletter	Start Any Time	Reservations Any Time	\$1,400/Deployment
Ocean Home »			
E-Newsletter	Start Any Time	Reservations Any Time	Starting at \$750/Month
Custom E-mail	Start Any Time	Reservations Any Time	\$2,750/Send
Facebook Post	Start Any Time	Reservations Any Time	\$675/Post
Instagram Post	Start Any Time	Reservations Any Time	\$800/Post
Facebook/Instagram Ad	Start Any Time	Reservations Any Time	\$1,400/Month
Sponsored Content	Start Any Time	Reservations Any Time	\$3,000/Article
Sailing World »			
E-Newsletter	Start Any Time	Reservations Any Time	\$600/Deployment
Yachts and Yachting »			
E-Newsletter	Start Any Time	Reservations Any Time	\$695/Deployment
LIFESTYLE - EQUESTRIAN			
EQ Living »			
EQ Living Sponsored E-blast	Start Any Time	Reservations Any Time	\$1,500 or \$1,175 with Print Purchase
EQ Living Real Estate Online - Featured Property	Start Any Time	Reservations Any Time	\$800/Month
E-Newsletter	Start Any Time	Reservations Any Time	\$900/Deployment
Instagram, Facebook, Pinterest, and Twitter	Start Any Time	Reservations Any Time	\$800/Deployment
Custom Multi-Media Package #1	Start Any Time	Reservations Any Time	\$3,000
Custom Multi-Media Package #2	Start Any Time	Reservations Any Time	\$3,500



DIGITAL PLACEMENT	ADVERTISEMENT DATE	RESERVATION DEADLINE	PRICING
LIFESTYLE - EQUESTRIAN			
Equine Chronicle »			
E-Newsletter	Start Any Time	Reservations Any Time	\$995/Deployment
The Plaid Horse »			
Display Sidebar - ROS	Start Any Time	Reservations Any Time	\$2,725/2 Months
E-Newsletter	Start Any Time	Reservations Any Time	\$1,825/Deployment
Instagram Posts	Start Any Time	Reservations Any Time	\$1,450/Post
Article/Press Relief	Start Any Time	Reservations Any Time	Client Provided Content - \$700
Article/Press Relief	Start Any Time	Reservations Any Time	Content Written by TBH - \$1,500
Practical Horseman »			
E-Newsletter	Start Any Time	Reservations Any Time	\$625/Deployment