

Cooperative Advertising

2025 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

\$1,315/quarter page; \$2,630/half page; \$5,260/full page

March/April 2025	Wednesday, February 26, 2025	Monday, December 9, 2024	Monday, January 6, 2025
May/June 2025	Monday, May 19, 2025	Monday, March 10, 2025	Thursday, March 13, 2025
September 2025	Tuesday, September 2, 2025	Tuesday, June 17, 2025	Tuesday, June 24, 2025
October/November 2025	Monday, October 13, 2025	Thursday, August 7, 2025	Monday, August 11, 2025
December 2025/January 2026	Wednesday, November 26, 2025	Thursday, September 18, 2025	Tuesday, September 23, 2025

Sotheby's Magazine Advertorial »

INCLUDES DIGITAL PROMOTION

2 Page: \$10,500, 4 pages: \$18,800

March/April 2025	Wednesday, February 26, 2025	Monday, December 9, 2024	Monday, January 6, 2025
May/June 2025	Monday, May 19, 2025	Monday, March 10, 2025	Thursday, March 13, 2025
September 2025	Tuesday, September 2, 2025	Tuesday, June 17, 2025	Tuesday, June 24, 2025
October/November 2025	Monday, October 13, 2025	Thursday, August 7, 2025	Monday, August 11, 2025
December 2025/January 2026	Wednesday, November 26, 2025	Thursday, September 18, 2025	Tuesday, September 23, 2025

Reside Marketplace »

Custom Pricing

Spring - Friday, April 4, 2025	Friday, January 17, 2025	Friday, February 14, 2025
Summer - Friday, June 27, 2025	Monday, April 14, 2025	Tuesday, May 13, 2025
Fall - Friday, September 26, 2025	Tuesday, July 15, 2025	Monday, August 11, 2025

Agent Reside Small Batch »

[QUANTITIES OF 2,000 OR LESS]

Custom Pricing

Spring - Friday, April 4, 2025	Friday, January 17, 2025	Friday, February 14, 2025
Summer - Friday, June 27, 2025	Monday, April 14, 2025	Tuesday, May 13, 2025
Fall - Friday, September 26, 2025	Tuesday, July 15, 2025	Monday, August 11, 2025

NEWS/BUSINESS: EXCLUSIVE TAKEOVERS

Chicago Tribune Takeover »

INCLUDES DIGITAL PROMOTION

**\$725/Full Page - \$975/Inside Front Cover
\$975/Inside Back Cover - \$1,300/Back Cover**

Sunday, March 16, 2025	Wednesday, February 19, 2025	Monday, February 24, 2025
Sunday, May 18, 2025	Wednesday, April 23, 2025	Monday, April 28, 2025
Sunday, October 12, 2025	Wednesday, September 17, 2025	Monday, September 22, 2025

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 02.07.2025

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

NEWS/BUSINESS: EXCLUSIVE TAKEOVERS

Los Angeles Times Takeover »
INCLUDES DIGITAL EDITION

\$660/Full Page - \$1,500/Inside Front Cover
\$1,500/Inside Back Cover - \$1,600/Back Cover

	Saturday, March 8, 2025	Wednesday, February 19, 2025	Monday, February 24, 2025
	Saturday, April 26, 2025	Wednesday, April 9, 2025	Monday, April 14, 2025
	Saturday, June 21, 2025	Wednesday, June 4, 2025	Monday, June 9, 2025
	Saturday, August 2, 2025	Wednesday, July 16, 2025	Monday, July 21, 2025
	Saturday, September 27, 2025	Wednesday, September 10, 2025	Monday, September 15, 2025
	Saturday, November 8, 2025	Wednesday, October 22, 2025	Monday, October 27, 2025

New York Times Takeover »
INCLUDES DIGITAL PROMOTION

\$750/Full Page - \$1,150/Inside Front Cover
\$1,150/Inside Back Cover - \$1,500/Back Cover

	Sunday, March 2, 2025	Tuesday, February 4, 2025	Monday, February 10, 2025
	Sunday, April 13, 2025	Tuesday, March 18, 2025	Monday, March 24, 2025
	Sunday, May 18, 2025	Tuesday, April 22, 2025	Monday, April 28, 2025
	Sunday, June 22, 2025	Tuesday, May 27, 2025	Monday, June 2, 2025
	Sunday, September 21, 2025	Tuesday, August 26, 2025	Tuesday, September 2, 2025
	Sunday, November 2, 2025	Tuesday, October 7, 2025	Tuesday, October 14, 2025
	Sunday, December 14, 2025	Tuesday, November 18, 2025	Monday, November 24, 2025

San Francisco Takeover »
INCLUDES DIGITAL PROMOTION

\$725/Full Page - \$1,125/Inside Front Cover
\$1,125/Inside Back Cover - \$1,475/Back Cover

	Sunday, March 16, 2025	Tuesday, February 18, 2025	Monday, February 24, 2025
	Sunday, May 4, 2025	Tuesday, April 8, 2025	Monday, April 14, 2025
	Sunday, October 12, 2025	Tuesday, September 16, 2025	Monday, September 22, 2025

NEWS/BUSINESS

New York Times Main News »

\$760/Spot | Can Combine Spots for a Larger Placement

	Friday, February 7, 2025	Wednesday, January 22, 2025	Monday, January 27, 2025
	Friday, March 21, 2025	Wednesday, March 5, 2025	Monday, March 10, 2025
	Friday, June 6, 2025	Wednesday, May 21, 2025	Tuesday, May 27, 2025
	Friday, July 18, 2025	Wednesday, July 2, 2025	Monday, July 7, 2025
	Friday, September 12, 2025	Wednesday, August 27, 2025	Tuesday, September 2, 2025
	Friday, October 17, 2025	Wednesday, October 1, 2025	Tuesday, October 7, 2025
	Friday, November 21, 2025	Wednesday, November 5, 2025	Monday, November 10, 2025

New York Times International Edition »

\$650/Spot | Can Combine Spots for a Larger Placement

	Saturday, March 1, 2025	Friday, February 14, 2025	Tuesday, February 18, 2025
	Saturday, April 19, 2025	Friday, April 4, 2025	Monday, April 7, 2025
	Saturday, September 13, 2025	Friday, August 29, 2025	Tuesday, September 2, 2025
	Saturday, October 18, 2025	Friday, October 3, 2025	Tuesday, October 7, 2025
	Saturday, December 13, 2025	Tuesday, November 25, 2025	Tuesday, December 2, 2025

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

REAL ESTATE

Country Life »

INCLUDES DIGITAL PROMOTION

**\$1,150/Quarter Page - \$2,000/Half Page - \$3,300/Full Page
\$6,400/Double Page Spread - \$4,500/Full Page Advertorial - \$8,900/Double Page Advertorial**

	Wednesday, March 26, 2025	Thursday, February 20, 2025	Wednesday, February 26, 2025
	Wednesday, May 28, 2025	Thursday, April 24, 2025	Wednesday, April 30, 2025
	Wednesday, June 25, 2025	Thursday, May 15, 2025	Wednesday, May 21, 2025
	Wednesday, September 24, 2025	Thursday, August 21, 2025	Tuesday, August 26, 2025
	Wednesday, October 22, 2025	Thursday, September 18, 2025	Wednesday, September 24, 2025

Financial Times »

\$750/Spot | Can Combine Spots for a Larger Placement

	Saturday, February 8, 2025	Friday, January 24, 2025	Monday, January 27, 2025
	Saturday, March 15, 2025	Friday, February 28, 2025	Monday, March 3, 2025
	Saturday, April 12, 2025	Friday, March 28, 2025	Monday, March 31, 2025
	Saturday, May 10, 2025	Friday, April 25, 2025	Monday, April 28, 2025
	Saturday, June 7, 2025	Friday, May 23, 2025	Tuesday, May 27, 2025
	Saturday, July 19, 2025	Thursday, July 3, 2025	Monday, July 7, 2025
	Saturday, September 13, 2025	Friday, August 29, 2025	Tuesday, September 2, 2025
	Saturday, October 11, 2025	Friday, September 26, 2025	Monday, September 29, 2025
	Saturday, November 8, 2025	Friday, October 24, 2025	Monday, October 27, 2025
	Saturday, December 13, 2025	Wednesday, November 26, 2025	Monday, December 1, 2025

Los Angeles Times Hot Property »

INCLUDES 30 DAY DIGITAL LIGHTHOUSE PLACEMENT

\$425/Spot | Can Combine Spots for a Larger Placement

	Saturday, February 8, 2025	Wednesday, January 22, 2025	Monday, January 27, 2025
	Saturday, May 10, 2025	Wednesday, April 23, 2025	Monday, April 28, 2025
	Saturday, July 19, 2025	Wednesday, July 2, 2025	Monday, July 7, 2025
	Saturday, September 6, 2025	Wednesday, August 20, 2025	Monday, August 25, 2025
	Saturday, October 4, 2025	Wednesday, September 17, 2025	Monday, September 22, 2025
	Saturday, December 6, 2025	Wednesday, November 19, 2025	Monday, November 24, 2025

New York Times Sunday Real Estate Section »

\$760/Spot | Can Combine Spots for a Larger Placement

	Sunday, April 27, 2025	Friday, April 11, 2025	Monday, April 14, 2025
	Sunday, August 10, 2025	Friday, July 25, 2025	Monday, July 28, 2025
	Sunday, December 7, 2025	Friday, November 21, 2025	Monday, November 24, 2025

Cooperative Advertising

2025 PRINT SCHEDULE

Sotheby's

INTERNATIONAL REALTY

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

REAL ESTATE

The Real Deal »

\$5,000/Full Page - \$9,500/Two Page Spread

January	February	Tuesday, December 26, 2023	Friday, December 29, 2023
February	March	Friday, January 26, 2024	Monday, January 29, 2024
March	April	Friday, February 23, 2024	Monday, February 26, 2024
April	May	Monday, March 25, 2024	Thursday, March 28, 2024
May	June	Tuesday, April 23, 2024	Friday, April 26, 2024
June	July	Friday, May 24, 2024	Tuesday, May 28, 2024
July	August	Friday, June 21, 2024	Monday, June 24, 2024
August	September	Wednesday, July 24, 2024	Friday, July 26, 2024
September	October	Friday, August 23, 2024	Tuesday, August 27, 2024
October	November	Tuesday, September 24, 2024	Friday, September 27, 2024
November	December	Friday, October 25, 2024	Monday, October 28, 2024
December		Monday, November 25, 2024	Tuesday, November 26, 2024

Proprietes Le Figaro »

\$2,500/Full Page - \$3,000/Full Page Advertorial

January/February	March/April	Tuesday, November 26, 2024	Monday, December 2, 2024
May/June	July/August	Tuesday, January 21, 2025	Friday, January 24, 2025
September/October	November/December	Tuesday, March 18, 2025	Friday, March 21, 2025
		Tuesday, May 20, 2025	Friday, May 23, 2025
		Tuesday, July 22, 2025	Friday, July 25, 2025
		Tuesday, September 23, 2025	Friday, September 26, 2025

Wall Street Journal »

INCLUDES 30 DAY DIGITAL FEATURED PROPERTY UPGRADE

\$795/Spot | Can Combine Spots for a Larger Placement

Friday, February 14, 2025	Friday, March 14, 2025	Friday, January 31, 2025	Monday, February 3, 2025
Friday, April 11, 2025	Friday, May 16, 2025	Friday, February 28, 2025	Monday, March 3, 2025
Friday, June 13, 2025	Friday, July 11, 2025	Friday, March 28, 2025	Monday, March 31, 2025
Friday, August 8, 2025	Friday, September 12, 2025	Friday, May 2, 2025	Monday, May 5, 2025
Friday, October 10, 2025	Friday, November 7, 2025	Friday, May 30, 2025	Monday, June 2, 2025
Friday, December 12, 2025		Friday, June 27, 2025	Monday, June 30, 2025
		Friday, July 25, 2025	Monday, July 28, 2025
		Friday, August 29, 2025	Tuesday, September 2, 2025
		Friday, September 26, 2025	Monday, September 29, 2025
		Friday, October 24, 2025	Monday, October 27, 2025
		Friday, November 28, 2025	Monday, December 1, 2025

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 02.07.2025

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

LIFESTYLE

Billionaire Magazine »
INCLUDES DIGITAL PROMOTION

From \$8,125/Full Page

	Friday, March 28, 2025	Tuesday, February 18, 2025	Monday, February 24, 2025
	Friday, June 27, 2025	Tuesday, May 20, 2025	Tuesday, May 27, 2025
	Monday, September 29, 2025	Tuesday, August 19, 2025	Monday, August 25, 2025
	Wednesday, December 17, 2025	Thursday, November 6, 2025	Friday, November 14, 2025

Boat International - US Edition »
INCLUDES DIGITAL EDITION

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

January	Monday, November 4, 2024	Friday, November 8, 2024
February	Tuesday, December 3, 2024	Friday, December 6, 2024
March	Thursday, January 2, 2025	Tuesday, January 7, 2025
April	Thursday, January 30, 2025	Monday, February 3, 2025
May	Thursday, March 6, 2025	Monday, March 10, 2025
June	Thursday, April 3, 2025	Monday, April 7, 2025
July	Thursday, May 1, 2025	Monday, May 5, 2025
August	Thursday, June 5, 2025	Monday, June 9, 2025
September	Wednesday, July 2, 2025	Monday, July 7, 2025
October	Thursday, August 7, 2025	Monday, August 11, 2025
November	Thursday, September 4, 2025	Monday, September 8, 2025
December	Thursday, October 2, 2025	Monday, October 6, 2025

Boat International - International Issue »
INCLUDES DIGITAL EDITION

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

January	Monday, November 4, 2024	Friday, November 8, 2024
February	Tuesday, December 3, 2024	Friday, December 6, 2024
March	Thursday, January 2, 2025	Tuesday, January 7, 2025
April	Thursday, January 30, 2025	Monday, February 3, 2025
May	Thursday, March 6, 2025	Monday, March 10, 2025
June	Thursday, April 3, 2025	Monday, April 7, 2025
July	Thursday, May 1, 2025	Monday, May 5, 2025
August	Thursday, June 5, 2025	Monday, June 9, 2025
September	Wednesday, July 2, 2025	Monday, July 7, 2025
October	Thursday, August 7, 2025	Monday, August 11, 2025
November	Thursday, September 4, 2025	Monday, September 8, 2025
December	Thursday, October 2, 2025	Monday, October 6, 2025

Cooperative Advertising

2025 PRINT SCHEDULE

Sotheby's
INTERNATIONAL REALTY

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

Starting at \$2,350

March	Friday, December 6, 2024	Tuesday, December 10, 2024
April	Monday, January 6, 2025	Friday, January 10, 2025
May	Thursday, February 6, 2025	Monday, February 10, 2025
June	Thursday, March 6, 2025	Tuesday, March 11, 2025
July/August	Friday, April 4, 2025	Friday, April 11, 2025
September	Friday, June 6, 2025	Wednesday, June 11, 2025
October	Thursday, July 3, 2025	Friday, July 11, 2025
November	Wednesday, August 6, 2025	Friday, August 8, 2025
December	Friday, September 5, 2025	Monday, September 8, 2025
January	Monday, October 6, 2025	Wednesday, October 8, 2025
February	Thursday, November 6, 2025	Friday, November 7, 2025
March	Friday, December 5, 2025	Thursday, December 11, 2025

duPont Registry Magazine »

\$3,000/Editorial Full Page

March, 2025	Tuesday, January 7, 2025	Tuesday, January 7, 2025
April, 2025	Wednesday, January 29, 2025	Monday, February 3, 2025
May, 2025	Wednesday, February 26, 2025	Monday, March 3, 2025
June, 2025	Wednesday, April 2, 2025	Monday, April 7, 2025
July, 2025	Wednesday, April 30, 2025	Monday, May 5, 2025
August, 2025	Wednesday, June 4, 2025	Monday, June 9, 2025
September, 2025	Wednesday, July 2, 2025	Monday, July 7, 2025
October, 2025	Wednesday, July 30, 2025	Monday, August 4, 2025
November, 2025	Wednesday, September 3, 2025	Monday, September 8, 2025
December, 2025	Wednesday, October 1, 2025	Monday, October 6, 2025
January, 2026	Wednesday, October 29, 2025	Monday, November 3, 2025
February, 2026	Wednesday, November 26, 2025	Monday, December 1, 2025

Dwell - Modern Market »

INCLUDES DIGITAL EDITION

Starting at \$1,800

March/April	Friday, January 10, 2025	Wednesday, January 22, 2025
May/June	Friday, March 7, 2025	Tuesday, March 18, 2025
July/August	Friday, May 2, 2025	Tuesday, May 20, 2025
September/October	Thursday, July 3, 2025	Tuesday, July 22, 2025
November/December	Friday, September 5, 2025	Tuesday, September 16, 2025
January/February	Tuesday, November 4, 2025	Monday, November 17, 2025

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 02.07.2025

PRINT PUBLICATION/ISSUE	ADVERTISEMENT DATE	RESERVATION DEADLINE	MATERIALS DUE
LIFESTYLE			
Elite Traveler » INCLUDES DIGITAL EDITION			Starting at \$4,500
	Spring: March/April/May	Friday, December 27, 2024	Friday, January 3, 2025
	Summer: June/July/August	Thursday, April 3, 2025	Monday, April 7, 2025
	Fall: September/October/November	Wednesday, June 25, 2025	Wednesday, July 2, 2025
	Winter: December/January/February	Wednesday, September 24, 2025	Wednesday, October 1, 2025
	Annual: December	Friday, October 31, 2025	Friday, November 7, 2025
Equestrian Living Magazine » INCLUDES DIGITAL EDITION			Starting at \$1,300
	March/April	Monday, January 27, 2025	Monday, February 3, 2025
	May/June	Monday, March 24, 2025	Monday, March 31, 2025
	July/August	Tuesday, May 27, 2025	Monday, June 2, 2025
	September/October	Monday, July 28, 2025	Monday, August 4, 2025
	November/December	Monday, September 22, 2025	Monday, September 29, 2025
	January/February	Monday, November 24, 2025	Monday, December 1, 2025
Land Report » INCLUDES DIGITAL EDITION			\$4,900/Full Page
	Monday, April 21, 2025	Wednesday, February 26, 2025	Friday, February 28, 2025
	Monday, June 16, 2025	Wednesday, April 30, 2025	Friday, May 2, 2025
	Monday, August 18, 2025	Wednesday, July 2, 2025	Thursday, July 3, 2025
	Monday, October 27, 2025	Wednesday, September 3, 2025	Friday, September 5, 2025
	Tuesday, January 6, 2026	Wednesday, November 12, 2025	Friday, November 14, 2025
Luxe Interiors + Design » INCLUDES DIGITAL EDITION			From \$3,450/Full Page
	March/April	Friday, December 20, 2024	Thursday, January 2, 2025
	May/June	Tuesday, February 18, 2025	Monday, February 24, 2025
	July/August	Monday, April 21, 2025	Monday, April 28, 2025
	September/October	Tuesday, June 24, 2025	Tuesday, July 1, 2025
	November/December	Tuesday, September 2, 2025	Monday, September 8, 2025
	January/February	Monday, October 20, 2025	Thursday, October 23, 2025

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

LIFESTYLE

Ocean Home »

INCLUDES DIGITAL EDITION

\$2,850/Full Page; \$3,250/Full Page + E-Newsletter

February/March	Thursday, December 12, 2024	Monday, December 16, 2024
April/May	Friday, February 21, 2025	Wednesday, February 26, 2025
June/July	Friday, April 4, 2025	Friday, April 11, 2025
August/September	Thursday, June 5, 2025	Thursday, June 12, 2025
October/November	Friday, August 1, 2025	Friday, August 8, 2025
December/January	Friday, October 3, 2025	Friday, October 10, 2025

Quest »

\$4,900/Full Page

February	Tuesday, December 31, 2024	Monday, January 6, 2025
March	Friday, January 31, 2025	Friday, February 7, 2025
April	Monday, February 24, 2025	Monday, March 3, 2025
May	Monday, March 31, 2025	Monday, April 7, 2025
June	Monday, April 28, 2025	Monday, May 5, 2025
July	Friday, May 23, 2025	Monday, June 2, 2025
August	Wednesday, June 25, 2025	Wednesday, July 2, 2025
September	Friday, July 25, 2025	Friday, August 1, 2025
October	Tuesday, August 26, 2025	Tuesday, September 2, 2025
November	Thursday, September 25, 2025	Thursday, October 2, 2025
December	Friday, October 24, 2025	Friday, October 31, 2025

Robb Report »

INCLUDES DIGITAL EDITION

\$6,000/Half Page - \$8,500/Full Page

February	Tuesday, December 10, 2024	Friday, December 13, 2024
March	Tuesday, January 14, 2025	Friday, January 17, 2025
April	Tuesday, February 11, 2025	Friday, February 14, 2025
May	Tuesday, March 18, 2025	Friday, March 21, 2025
June/July	Tuesday, April 22, 2025	Friday, April 25, 2025
August	Tuesday, June 17, 2025	Friday, June 20, 2025
September	Wednesday, July 23, 2025	Friday, July 25, 2025
October	Monday, August 11, 2025	Thursday, August 14, 2025
November	Tuesday, September 16, 2025	Friday, September 19, 2025
December	Tuesday, October 14, 2025	Friday, October 17, 2025
February	Tuesday, December 9, 2025	Friday, December 12, 2025

Cooperative Advertising

2025 PRINT SCHEDULE

Sotheby's

INTERNATIONAL REALTY

PRINT PUBLICATION/ISSUE	ADVERTISEMENT DATE	RESERVATION DEADLINE	MATERIALS DUE
LIFESTYLE			
Robb Report Luxury Property Showcase »			\$9,000/Full Page
Select issues			
Robb Report Luxury Property Guide »			\$3,500/Full Page
December	Monday, September 22, 2025	Thursday, September 25, 2025	
Private Air Luxury Homes »			\$1,925/Full Page - \$1,550/Full Page in 3 Issues - \$1,450/Full Page in 6 Issues
INCLUDES DIGITAL PROMOTION			Includes Social Media and email inclusion
March/April	Monday, January 27, 2025	Thursday, January 30, 2025	
May/June	Monday, March 24, 2025	Friday, March 28, 2025	
July/August	Tuesday, May 27, 2025	Friday, May 30, 2025	
September/October	Monday, July 28, 2025	Friday, August 1, 2025	
November/December	Friday, September 26, 2025	Wednesday, October 1, 2025	
January/February	Friday, November 21, 2025	Tuesday, November 25, 2025	
Simply Abu Dhabi »			\$7,500/Double Page Spread + 2 Instagram Posts
INCLUDES DIGITAL EDITION			\$10,625/Double Page Spread, 4-Page Editorial Feature + 2 Instagram Posts
April	Wednesday, March 12, 2025	Wednesday, March 19, 2025	
July	Thursday, June 12, 2025	Friday, June 20, 2025	
November	Friday, October 10, 2025	Friday, October 17, 2025	

Cooperative Advertising

2025 DIGITAL SCHEDULE

Sotheby's
INTERNATIONAL REALTY

DIGITAL PLACEMENT	ADVERTISEMENT DATE	RESERVATION DEADLINE	PRICING
-------------------	--------------------	----------------------	---------

SOTHEBY'S INTERNATIONAL REALTY

Sotheby's Selects E-Newsletter »

	Every Saturday	Starts Any Time	\$2,585/Deployment
--	----------------	-----------------	--------------------

Sotheby's Preferred E-Newsletter »

January	Monday, December 2, 2024	\$3,000/Deployment
February	Thursday, January 2, 2025	\$3,000/Deployment
March	Monday, February 3, 2025	\$3,000/Deployment
April	Monday, March 3, 2025	\$3,000/Deployment
May	Tuesday, April 1, 2025	\$3,000/Deployment
June	Thursday, May 1, 2025	\$3,000/Deployment
July	Monday, June 2, 2025	\$3,000/Deployment
August	Tuesday, July 1, 2025	\$3,000/Deployment
September	Friday, August 1, 2025	\$3,000/Deployment
October	Monday, September 1, 2025	\$3,000/Deployment
November	Wednesday, October 1, 2025	\$3,000/Deployment
December	Monday, November 3, 2025	\$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

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 02.07.2025

DIGITAL PLACEMENT	ADVERTISEMENT DATE	RESERVATION DEADLINE	PRICING
CUSTOM DIGITAL			
LinkedIn Ad Campaigns (3 Month Minimum) »			
	Start Any Time	Reservations Any Time	Starting from \$2,000/Month
Smart Solutions Custom Targeted E-mail »			
1 Deployment + Reminder E-mail	Start Any Time	Reservations Any Time	Starting at \$2,350
Geofencing Location and Event Targeting »			
Geofencing	Start Any Time	Reservations Any Time	From \$1,500/Month
Connected TV (CTV) & OTT (3 Month Minimum) »			
	Start Any Time	Reservations Any Time	From \$2,500/Month
Social Mirror »			
100,000 Impressions	Start Any Time	Reservations Any Time	From \$1,500/Month
Native Display »			
100,000 Impressions	Start Any Time	Reservations Any Time	From \$1,500/Month
Online Audio »			
30,000 Impressions	Start Any Time	Reservations Any Time	From \$1,500/Month
BUSINESS & FINANCE			
Chief Executive.net »			
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
Corporate Board Member »			
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
NY Times »			
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

DIGITAL PLACEMENT	ADVERTISEMENT DATE	RESERVATION DEADLINE	PRICING
BUSINESS & FINANCE			
Nikkei Business Publications »			
E-mail Marketing	Start Anytime	Reservations Any Time	From \$3,750/Flight
REAL ESTATE			
Country Life »			
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
Chicago Tribune »			
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
Conde Nast UK Real Estate IG Channel »			
Instagram Post	Start Any Time	Reservations Any Time	\$3,300/Post
Crains »			
Real Estate Daily (Red) Alert Newsletter	Start Any Time	Reservations Any Time	\$2,650 for 5 Sends (M-F) or \$4,200 100% SOV
ROS Display	Start Any Time	Reservations Any Time	\$2,650 for 50,000 Impressions
Luxury Home Spotlight	Start Any Time	Reservations Any Time	\$5,500
Dwell.com »			
Real Estate Package - Custom Article, E-Newsletter & Facebook Promotion	Start Any Time	Reservations Any Time	\$6,000
Nob Hill Gazette »			
E-Newsletter	OTM (On the Market)		\$500/Listing

DIGITAL PLACEMENT	ADVERTISEMENT DATE	RESERVATION DEADLINE	PRICING
REAL ESTATE			
JamesEdition.com »			
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
Agent Interview	Start Any Time	Reservations Any Time	\$2,000
Article + E-Newsletter - Top	Start Any Time	Reservations Any Time	\$8,500
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
Agent Interview + First Feature Position	Start Any Time	Reservations Any Time	\$6,000
Agent Interview + Trending Position	Start Any Time	Reservations Any Time	\$3,800
Upgrade Listing Package	Start Any Time	Reservations Any Time	Custom Pricing
Social Media Photo	Start Any Time	Reservations Any Time	\$800
Social Media Photo Plus	Start Any Time	Reservations Any Time	\$1,000
Social Media Video	Start Any Time	Reservations Any Time	\$1,800
Juwai.com »			
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	\$1,600 per Article and Posting
Developer Marketing Solution	Start Any Time	Reservations Any Time	\$7,500 - \$10,000 for 6 Month Campaign
Prop Go Luxury »			
Featured Listing & Regional Showcase	Start Any Time	Reservations Any Time	\$750/30 Days
Development Package	Start Any Time	Reservations Any Time	Custom Pricing on Request
LA Times »			
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
Run of Site Cube	Start Any Time	Reservations Any Time	\$500 per weekend
Land.com »			
Platinum Listing	Start Any Time	Reservations Any Time	\$750/30 Days
Signature Listings	Start Any Time	Reservations Any Time	\$175/30 Days
Enewsletter Listing	Start Any Time	Reservations Any Time	TBD

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
Editor's Desk E-Newsletter Sponsorship	Start Any Time	Reservations Any Time	\$5,885/Deployment
Editor's Desk Display Ads	Start Any Time	Reservations Any Time	\$3,550 -\$4,125
Editor's Desk On the Market Display Ads	Start Any Time	Reservations Any Time	\$2,950/Deployment
Publisher's Picks Premier Placement	Start Any Time	Reservations Any Time	\$5,885/Deployment
Publisher's Picks Standard Placement	Start Any Time	Reservations Any Time	\$2,375/Deployment
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 + 1 Elite 3 Months	Start Any Time	Reservations Any Time	\$200/Month - 3 Month Minimum
Global Agent + 1 Elite 6 Months	Start Any Time	Reservations Any Time	\$150/Month - 6 Month Minimum
Global Office Program	Start Any Time	Reservations Any Time	Price upon request
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

DIGITAL PLACEMENT	ADVERTISEMENT DATE	RESERVATION DEADLINE	PRICING
REAL ESTATE			
Real Deal (Minimum Spend \$12,500) »			
E-blast - National	Start Any Time	Reservations Any Time	\$10,000
E-blast - New York	Start Any Time	Reservations Any Time	\$8,250
E-blast - South Florida	Start Any Time	Reservations Any Time	\$5,300
E-blast - Los Angeles	Start Any Time	Reservations Any Time	\$4,725
E-blast - Chicago	Start Any Time	Reservations Any Time	\$3,550
E-blast - San Francisco	Start Any Time	Reservations Any Time	\$3,550
E-blast - Texas	Start Any Time	Reservations Any Time	\$3,550
Sponsored Content	Start Any Time	Reservations Any Time	From \$15,625
Social Post - FB, Instagram, LinkedIn, Twitter	Start Any Time	Reservations Any Time	\$1,250
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	\$4,125/Week
Featured Listing in Real Estate E-Newsletter - 3 Sends	Start Any Time	Reservations Any Time	\$1,875/Week
Travel Newsletter	Start Any Time	Reservations Any Time	\$7,000/Week
Luxury Property Listings - Single Listing	Start Any Time	Reservations Any Time	\$850/3 Months
Mansion Global »			
Homepage Hero Banner - Shared Slot In Banner	Wednesday, January 15, 2025	Monday, January 13, 2025	\$650/Listing
30 Day Feature, Maximum 5 Properties per Homepage Hero Banner	Monday, February 17, 2025	Friday, February 14, 2025	\$650/Listing
	Monday, March 17, 2025	Friday, March 14, 2025	\$650/Listing
	Tuesday, April 15, 2025	Monday, April 14, 2025	\$650/Listing
	Thursday, May 15, 2025	Wednesday, May 14, 2025	\$650/Listing
	Tuesday, June 17, 2025	Monday, June 16, 2025	\$650/Listing
	Tuesday, July 15, 2025	Monday, July 14, 2025	\$650/Listing
	Friday, August 15, 2025	Thursday, August 14, 2025	\$650/Listing
	Monday, September 15, 2025	Friday, September 12, 2025	\$650/Listing
	Wednesday, October 15, 2025	Tuesday, October 14, 2025	\$650/Listing
	Monday, November 17, 2025	Friday, November 14, 2025	\$650/Listing
	Monday, December 15, 2025	Friday, December 12, 2025	\$650/Listing

DIGITAL PLACEMENT	ADVERTISEMENT DATE	RESERVATION DEADLINE	PRICING
REAL ESTATE			
WSJ.com/Mansion Global »			
Single Property Upgrade - 90 Days	Start Any Time	Reservations Any Time	\$500
10 Featured Property Upgrades	Start Any Time	Reservations Any Time	\$1,386/Year
25 Featured Property Upgrades	Start Any Time	Reservations Any Time	\$2,420/Year
100 Featured Property Upgrades	Start Any Time	Reservations Any Time	\$6,600/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	Wednesday	Reservations Any Time	\$2,500
WSJ.com Weekly E-Newsletter	Friday	Reservations Any Time	\$2,500
WSJ.com Display	Start Any Time	Reservations Any Time	\$5,000/Campaign
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	\$2,000/Post
Mansion Global Instagram + Boost	Start Any Time	Reservations Any Time	\$7,000/Flight
WSJ Real Estate Instagram + Boost	Start Any Time	Reservations Any Time	\$10,000/Flight
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
E-Newsletter	Start Any Time	Reservations Any Time	\$1,450
Stand-Alone E-Blast	Start Any Time	Reservations Any Time	\$2,525
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 »			
Spotlight + Property of Note	Start Any Time	Reservations Any Time	\$2,950
Daily Deeds	Start Any Time	Reservations Any Time	\$3,000/2 Weeks, \$5,000 per Month
ROS Impressions	Start Any Time	Reservations Any Time	\$2,250 per Month
Decanter (Wine) »			
E-Newsletter	Start Any Time	Reservations Any Time	\$2,650/Month 4 Sends
Facebook Campaign	Start Any Time	Reservations Any Time	\$2,350/Post

DIGITAL PLACEMENT	ADVERTISEMENT DATE	RESERVATION DEADLINE	PRICING
LIFESTYLE - LUXURY			
duPont Registry »			
Branded Content Post	Start Any Time	Reservations Any Time	\$1,295
Single Dedicated Email Blast	Start Any Time	Reservations Any Time	\$15,000
Dedicated Email Blast (2 or more)	Start Any Time	Reservations Any Time	\$12,500/Post
Dezeen »			
Instagram Grid Post	Start Any Time	Reservations Any Time	\$9,000
Instagram Targeted Post	Start Any Time	Reservations Any Time	\$4,000
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	\$2,650/Deployment
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 »			
Custom Packages Available	Start Any Time	Reservations Any Time	From \$30,000
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
Dedicated E-Newsletter Listing	Start Any Time	Reservations Any Time	\$2,600/Send \$1,350 add on pricing if combined with an Instagram purchase

DIGITAL PLACEMENT	ADVERTISEMENT DATE	RESERVATION DEADLINE	PRICING
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
Yachts and Yachting Network »			
30 Day Multi-Media Campaign	Start Any Time	Reservations Any Time	\$875/month
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	\$1,275/3 Months
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
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