

Wall Street Journal

Flight

Exclusivity



WSJ Real Estate Friday Ownership

Friday is Real Estate day for WSJ – the anticipated day where new global real estate coverage appears in print and online. The *Sotheby's International Realty* brand will continue to own Fridays globally (US, Europe and Asia) with the following exclusive, fixed units on WSJ.com real estate section fronts, ensuring *Sotheby's International Realty* remains top-of-mind every real estate day.

Full Year

✓



Featured Property Modules

The Featured Property module offers the *Sotheby's International Realty* brand homepage exposure on Europe, Asia and China WSJ sites. The module prominently features a photo and brief property description. In 2015, this module delivered over 50M impressions and 50,000 clicks to sothebysrealty.com.

Full Year

✓



Mansion iPad Buyout

The WSJ iPad app features a dedicated real estate section, Mansion, on Fridays. *Sotheby's International Realty* Mansion buyout brings Friday ownership across platforms and surrounds our brand with all things real estate. WSJ's iPad audience is highly engaged: readers spend an average of 14 minutes per visit and read an average of 23 pages each time.

March, May, June,
September, October,
November

✓

Wall Street Journal Cont. **Flight** **Exclusivity**



The House Guest – Custom Video Series

This custom video partnership is centered around *Sotheby's International Realty's* key lifestyle pillars. "The House Guest" identifies bold-faced names in certain fields -- A top chef, a professional skier or an international equestrian. They will visit the homes of recent clients that sync up with their specialty and share some tricks of the trade with the homeowners. "The House Guest" amplifies *Sotheby's International Realty's* extraordinary properties and lifestyles through WSJ Custom Studios unique storytelling capabilities.

This custom program will be a first for the real estate category and will be delivered through the most successful and engaging high impact ad units across WSJDN and Mansion Global, as well as through social.

1 per quarter



Mansion Global **Flight** **Exclusivity**



Lifestyle Search Sponsorship

The Lifestyle Search sponsorship, created exclusively for the *Sotheby's International Realty* brand, is a custom execution allowing Mansion Global visitors to select one of *Sotheby's International Realty's* lifestyle filters as an advanced search option, returning relevant results. A fixed, branded *Sotheby's International Realty* creative ad serves on all lifestyle-driven search results.

Full Year



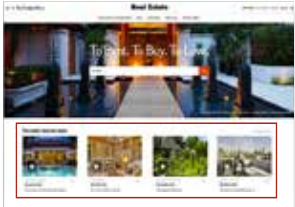
Friday Ownership

Friday is "Real Estate" day for much of the world – the anticipated day where new global real estate coverage appears in print and online. The *Sotheby's International Realty* brand will now own Friday's on Mansion Global. Mansion Global is the perfect complement to our Friday ownership of the WSJ. Mansion Global delivers an audience that is 70% international and 30% US. This is a direct reversal of the 70% US and 30% international audience of the WSJ providing our brand and the properties represented by our network truly global impact on the most important day of the week for real estate.

Full Year



New York Times **Flight** **Exclusivity**

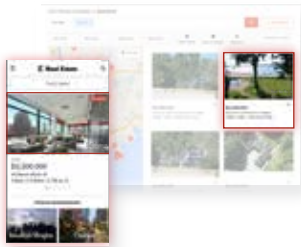


Exclusive Video Block

The *Sotheby's International Realty* brand will be the launch sponsor and exclusively own the native video module built into the framework of the new "Find a Home" landing page. Only *Sotheby's International Realty* property video will be in this desirable space.

April* - December

✓

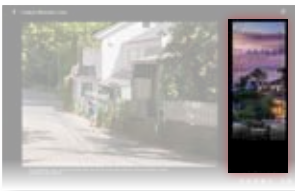


Geo-Targeted Feature Property

The *Sotheby's International Realty* brand will be the launch sponsor of fixed premium positioning within domestic and international property search results. This native placement pulls properties represented by our network dynamically to promote them within a consumer's executed search. *(Excluding Manhattan)*

Full Year

✓



Great Homes and Destinations Cross-Platform Slideshow Sponsorship

Ongoing exclusive sponsorship of Real Estate section slide shows provides high-impact branding and lead generation for the featured properties. Designed to drive an estimated 12 million media impressions worldwide, this 100% share of voice ad unit incorporates properties for sale at the beginning and end of the slideshow. The highly engaged slideshow audience completes the entire slideshow 90% of the time. Now optimized for desktop, tablet and mobile to reach the consumer who is always-on.

Full Year

✓

Architectural Digest **Flight** **Exclusivity**



Homepage Takeover

The *Sotheby's International Realty* brand will dominate the homepage for *archdigest.com* 36 times throughout the year with 100% share of voice to align with our Real Estate Channel ownership across desktop, tablet and mobile devices. This brand dominance reinforces our strategic alignment with the international design authority and drives targeted consumers to your property on *sothebysrealty.com*.

Feb 7, 14, 21, 26, 27, 28;
Mar 6, 13, 20, 25, 26, 27;
April 3, 10, 17, 22, 23, 24;
June 5, 12, 19, 24, 25, 26;
Sept 4, 11, 18, 23, 24, 25;
Oct/Nov Dates TBD

✓

Architectural Digest Cont.

Flight

Exclusivity



Cross Platform Ownership of Real Estate Section

As the marquee partner of the Real Estate section, the *Sotheby's International Realty* brand enjoys 100% share of voice throughout 2016 across desktop, tablet and mobile. Always-on branded content channel positions the *Sotheby's International Realty* brand in an impactful way to drive brand awareness and a unique search experience for all properties represented by our network. Real Estate articles will be sponsored by the *Sotheby's International Realty* brand in February, March, April, June and September.

January, February,
March, April, May,
September



Brand Immersed Content and Slideshow

With content more a part of our overall marketing strategy than ever before, AD offers our brand the opportunity to continue to organically reach their audience through bespoke content on archdigest.com. Positioning properties represented from around the world in an educational and informative format allows our brand to connect with the AD readership outside of traditional advertising methods. Native content ideally complements our overall strategy and partnership with AD. We use the voice of the brand to deliver curated, expert content to generate leads.

April, May, June,
September, October,
November



Celebrity Homes Video Interstitial

AD editorially curates content featuring celebrity homes for sale. Celebrity content is one of the most popular categories on archdigest.com. The *Sotheby's International Realty* brand is the exclusive sponsor of this content and enjoys 100% share-of-voice via video interstitial within the slideshow in an oversized space. Seamlessly integrating featured property videos from our global network into this highly popular space provides direct exposure to the AD readership.

March, June, September,
December



Architectural Digest *Cont.*

Flight

Exclusivity



Editorial eNEWSLETTER Sponsorship

150,000 opt-in AD readers from around the globe engage with their weekly e-newsletter to discover and connect with curated content directly from the AD editorial team. In addition to impactful branding support, various e-newsletters will be co-branded and feature specific *Sotheby's International Realty* property and content directly integrated into AD editorial.

5 Days – Dates TBD



Dwell

Flight

Exclusivity



Custom Content Slideshow

Dwell.com will collaborate with *Sotheby's International Realty* to create native stories; explorations of where our brands intersect in design. These curated modern or contemporary slideshows will highlight selected properties from our global network and be featured on Dwell.com's homepage.

1 week per quarter - Dates TBD



Native Content Slider

First-to-market in 2016, Dwell.com's Native Content Slider; will allow the *Sotheby's International Realty* brand to be featured prominently throughout the site. The Native Content Slider will display the brand's Custom Content Slideshows while associating relevant Dwell.com content that integrates modern lifestyle messaging. This dynamic unit expands and plays *Sotheby's International Realty* property video to further engage consumers in a rich brand experience like no other.

Jan - June



Dwell Cont. **Flight** **Exclusivity**



Dwell.com Homes Channel Sponsorship

Exclusively owned by the *Sotheby's International Realty* brand, the Homes Channel will feature only our brand's bold and compelling creative units positioning properties represented by our network in a impactful way to the modern enthusiast.

Jan - June

✓



Pinterest Collaboration

Recently named among the Top 10 in growth for Pinterest boards, Dwell.com leverages its 167k+ Pinterest followers to further drive *Sotheby's International Realty* brand awareness and ownership in the modern space. Dwell.com's digital editor curates a board comprised of Dwell.com visuals, integrated exclusively with properties represented by the *Sotheby's International Realty* brand.

Jan - June

✓



Sotheby's International Realty® Owned Listings Page

Everyone now has their own place on Dwell. This is where people go to learn about *Sotheby's International Realty*, read the native content, comment and share with other interested users and search through current luxury listings. This page is custom and exclusive to *Sotheby's International Realty*.

Full Year

✓

Hearst/Elle Décor **Flight** **Exclusivity**



Cross Platform Hero Unit

For the first time ever, Hearst Digital Media has dedicated the "hot spot" of their sites – where readers' eyes spend the most time – into a full-scale Hero Unit. Incorporating properties represented by the *Sotheby's International Realty* brand, video and lifestyle content, this unit will run across Hearst Design Group sites as well as Harper's Bazaar.

April 2016 – April 2017

✓

Hearst/Elle Décor Cont.

Flight

Exclusivity



Property Gallery Destination

A deeply customized Property Gallery Destination features properties represented by the *Sotheby's International Realty* brand, alongside the editors' favorite, most inspirational content curated to align with design themes from the brand on Elle Décor.

March - December

✓



Custom Property Gallery

Elle Décor editors bring property content represented by the *Sotheby's International Realty* brand to life via a series of stunning Custom Galleries designed for large-scale rich imagery.

March - December

✓



Celebrity Content, International, Cross Platform Targeting

For the first time ever, Hearst created a Celebrity Content Targeting series for the *Sotheby's International Realty* brand that will target the brand's creative to the most popular and engaging dream-worthy pieces of celebrity homes as well as the Celebrity channel. Exclusively for the *Sotheby's International Realty* brand, Hearst zeros in on its deeply influential and sophisticated global audience through International Targeting that guarantees real estate intenders around the world engage with the brand's message and content in a meaningful way. Readers engage with the *Sotheby's International Realty* brand creative across all devices through Cross-Platform Content Targeting distributed through mobile, desktop and tablet.

March - December

✓



Homepage Sponsorship

The *Sotheby's International Realty* brand will have exclusive ownership of the most influential touch points across Hearst Luxury & Design Group properties through Homepage Sponsorships throughout the year.

April (1 week TBD)

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