

## 2016 MARKETING PLAN

	JAN	FEB	MAR	APR	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC
<b>ONLINE PROPERTY ADVERTISING</b>												
New York Times												
Wall Street Journal												
Mansion Global												
Dwell												
James Edition												
PropGo Luxury												
Financial Times												
<b>MOBILE ADVERTISING</b>												
New York Times												
Bloomberg												
Architectural Digest												
Mansion Global												
PropGoLuxury												
Tatler												
<b>SOCIAL MEDIA</b>												
Wall Street Journal Social Connect												
Bloomberg Social Connect												
Dwell												
Financial Times												
<b>BRAND MARKETING</b>												
New York Times												
Wall Street Journal												
Mansion Global												
Bloomberg												
Architectural Digest												
Dwell												
Financial Times												
Financial Times China												
James Edition												
PropGoLuxury												
<b>PRINT PROPERTY ADVERTISING</b>												
Wall Street Journal												
Sotheby's Art & Home												
Sotheby's Preferred												
Sotheby's New York Auction Preview												
New York Times Home Section												
Robb Report Collection												
Robb Report Home & Style												
Country Life												
International New York Times												
INYT Wrap												
Luxury Properties Magazine												
Financial Times												
Globe & Mail												
Boston Magazine												
Ocean Home												
RESIDE Regional Spring Issue												
Bloomberg Markets												
The Sunday Times												

## 2016 MARKETING PLAN

	JAN	FEB	MAR	APR	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC
<b>INTEGRATED PARTNERSHIPS</b>												
NYTimes.com Gallery Unit												
NYTimes.com Great Homes Slideshow Sponsorship												
NYTimes.com Mobile Carousel Unit												
NYTimes.com Gateway Unit												
WSJ.com Exclusive Social Connect												
WSJ.com Exclusive Real Estate Sponsorship												
WSJ.com iPad Mansion Exclusive Sponsorship												
WSJ.com Custom Partner Video												
WSJDN.com Global Network Video												
MansionGlobal.com Lifestyle Search Ownership												
MansionGlobal.com Exclusive Video Ownership												
MansionGlobal.com Homepage Featured Properties												
MansionGlobal.com Mobile App Sponsorship												
MansionGlobal.com Cover Takeover												
FT Distinctive Living Co-branded print ads												
FT.com Distinctive Living Co-branded Banners												
FT.com Distinctive Living Sponsorship												
FT.com Distinctive Living Homepage Carousel												
FT.com Distinctive Living Email Promotion												
FT.com Property Display Units												
FT Property Print Promotion												
FT.com Property Enewsletter Content												
FT.com Property Editorial Articles												
FT.com Homepage Roadblock												
FT.com Launch Listings Sponsorship												
Bloomberg.com Editorial Units & Articles												
Bloomberg.com Social Connect												
Bloomberg.com High Net & Luxury Consumer Individual Audience Targeting												
AD.com Blogvertorial Sponsorship												
AD.com e-Newsletter Sponsorship												
AD.com Exclusive Sponsorship of Celebrity Homes for Sale												
AD.com Exclusive Sponsorship of Estates for Sale												
AD.com Homepage Roadblock												
Dwell.com Custom Sponsored Posts												
Dwell.com #ModernMondays Twitter Integration												
Dwell.com Homepage Parallax Unit with Video												
Dwell.com Real Estate Partner Exclusivity												
<b>SEARCH ENGINE MARKETING</b>												
Google												
Yahoo!												
Bing.com												
Yandex												
YouTube												
eGallery												
SIR Touch Gallery												
INTERNATIONAL SIGNIFICANT SALES												
BRAND PUBLIC RELATIONS												

DELIVERING OVER 800 MILLION IMPRESSIONS WORLDWIDE