

Sotheby's
INTERNATIONAL REALTY



GLOBAL MEDIA
INTELLIGENTLY SHOWCASING PROPERTY



LEVERAGING
INNOVATION,
EXPERIENCE &
INTERNATIONAL
IMPACT

Cover property located in: Moscow, Russia

The Sotheby's International Realty® brand's global media plan is designed to deliver more than **1 billion media impressions**, solidifying our brand as the voice of luxury real estate. Our plan includes impactful, exclusive and first-to-market partnerships with an increased strategic focus on mobile and editorial content with some of the most preeminent media reaching all corners of the globe. Our goal is to present the properties represented by our worldwide network to a broad audience of potential buyers who value and seek the unique.

1 billion media impressions

IMAGINE

The New York Times

Unrivaled access to a global audience

Since 1851, *The New York Times* has been dedicated to providing exceptional depth of quality news and information surrounding the most important issues on a local, national and global level. Having won more Pulitzer Prizes than any other paper, the *Times* has consistently set the bar that leading news brands aspire to. With nytimes.com now serving 700 million pages per month, they have successfully applied the same expectations and meticulous standards to the digital world that they continue to do in print. Our brand will blend exclusivity, dominance and new trail-blazing technology with a strategic focus on mobile to reach *The New York Times'* global audience.

Distribution: Worldwide

Page views per month: 474,000,000

Unique monthly visits: 28,400,000

Average number of pages per visitor: 17

Median household income: \$102,205

Male skew: 51%

Female skew: 49%

Median age: 55



The Gallery Unit

Our custom gallery ad unit features the properties represented by our network in a unique and exclusive size designed to engage readers via our signature extraordinary imagery featured in a big and bold format. Expanding the reach and exposure of each property featured throughout *The New York Times*, our custom gallery ad unit will rotate in various sections including Business, Home & Garden, Real Estate, World News and in the Sunday Magazine.



Real Estate Slideshow Sponsorship

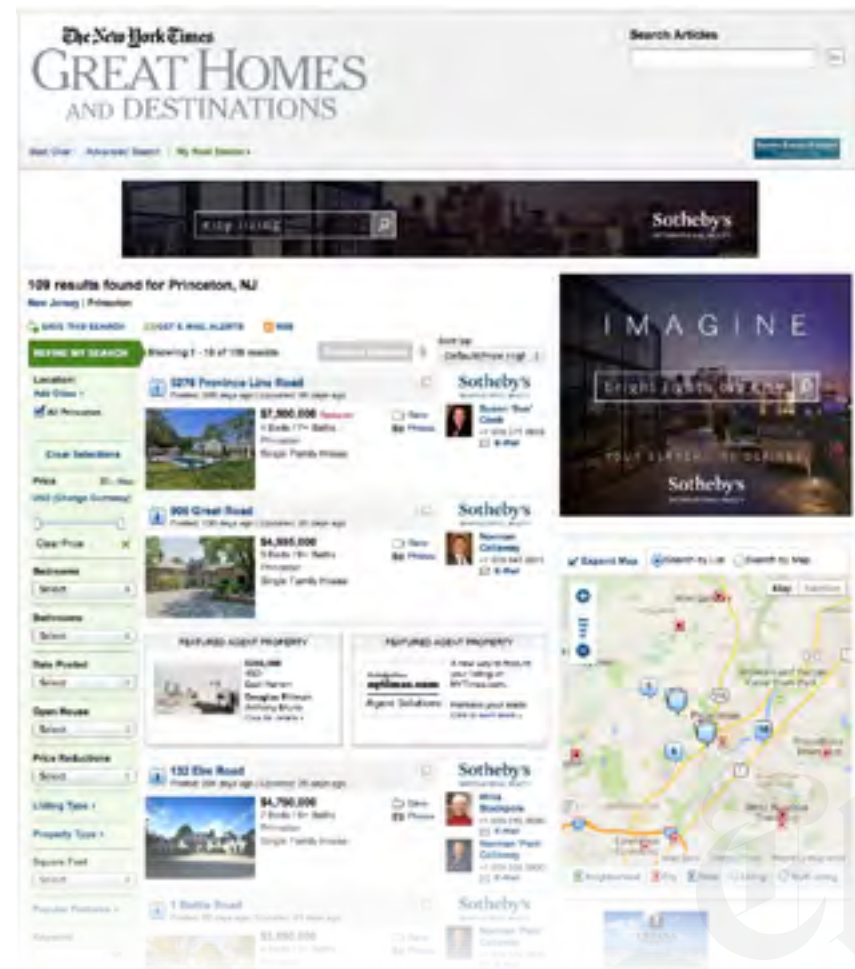
Our ongoing, exclusive sponsorship of *The New York Times* real estate slide shows provides high-impact branding and lead generation for featured listings. Designed to drive an estimated 12 million media impressions worldwide, this 100% share of voice ad unit incorporates listings for sale at the beginning and end of the slideshow. The highly engaged slideshow audience completes the entire slideshow 90% of the time.



IMAGINE

Great Homes and Destinations

We enjoy fixed and exclusive placement with the Great Homes and Destinations search results page, adding another element to our robust plan that drives incremental brand awareness and leads for the listings that are featured. The featured ad unit is dynamically updated and designed to deliver almost 6 million media impressions.

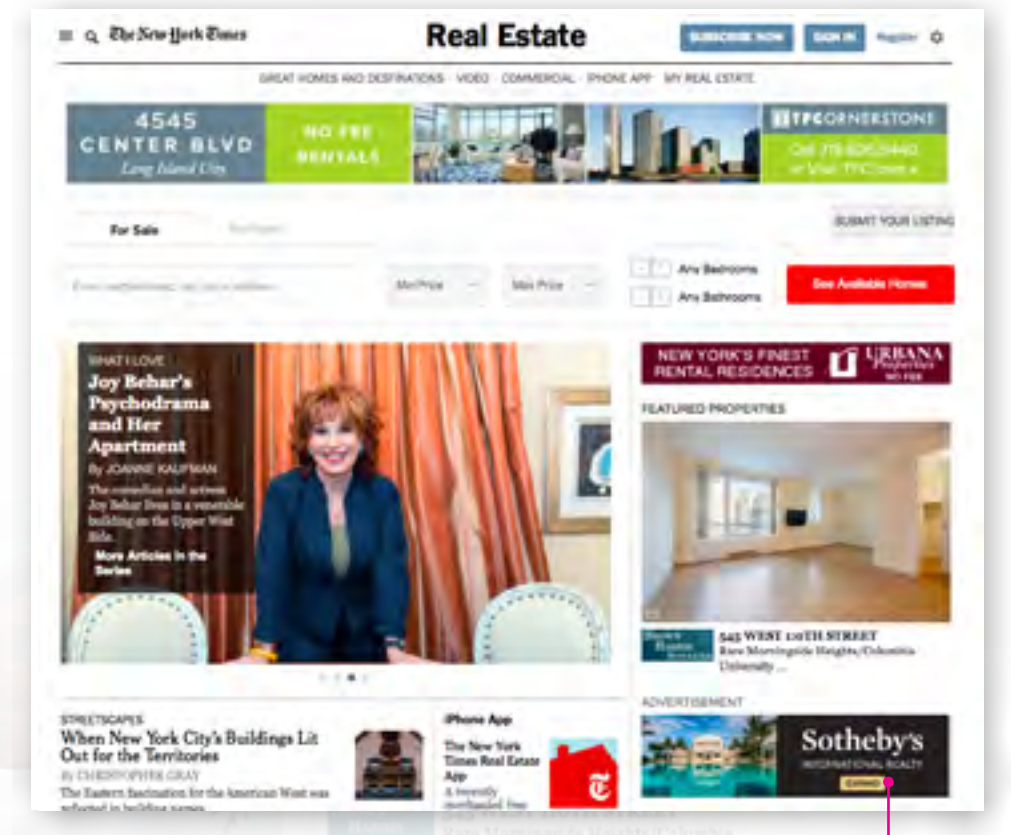


Rich Media Ribbon Ad

Rounding out our digital presence on nytimes.com, our Rich Media Ribbon ad unit integrates the *Sotheby's International Realty* brand in the prominent navigation bar that appears at the top of all article pages throughout the site. This highly viable and impactful Rich Media Ribbon will garner 3 million media impressions and be strategically aligned with Home & Garden, Real Estate and Travel content to capture real estate intenders through the global audience of *The New York Times*.

The Gateway Unit

As one of the most successful lead generators in 2014, our 100% share of voice Gateway unit – across both U.S. and global Real Estate Section Homepages – expands to a full-page width upon user initiation. Expected to deliver 107 million media impressions this year alone, this innovation ad unit allows our brand to continuously refresh listings at the gateway of the world's oldest and most respected Real Estate property section.



expands

The New York Times

The New York Times



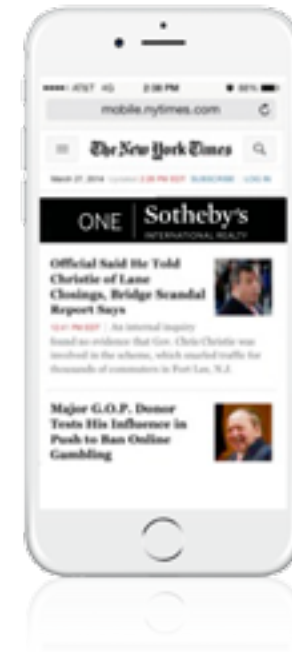
Mobile Carousel Unit

Featuring the extraordinary properties represented by our network, *The New York Times* will immerse users in an advertising execution native to the mobile experience, using a mixed variety of animations, illustrations, photography and text. Users tap through a series of pages to advance the story. This custom mobile platform provides us with the opportunity to gain access to the growing community of *The New York Times* readership that consumes content via their mobile device.



Mobile Impact Unit

With more consumers digesting content via their mobile device than ever before, a consistent and robust mobile presence greatly enhances the exposure of our brand, ultimately driving more leads to *sir.com* and the properties represented by our network. *The Sotheby's International Realty* brand reaches *The New York Times* mobile audiences via rotating creative banners. Over 700,000 media impressions will be delivered on *m.nytimes.com*.



Mobile Screenscape

With a strategic focus on accessing the mobile consumer, our brand also utilizes *The New York Times* innovative Rising Star unit native to the mobile platform to create engaging advertising experiences on Mobile Web and uniquely engage readers with the properties represented by our network.

I M A G I N E

The Wall Street Journal

Across print & digital, The Wall Street Journal delivers to the global business elite

Our partnership with *The Wall Street Journal* allows the Sotheby's International Realty brand to reach the global business elite and position the properties represented by our network in unique and exclusive positions. Published by Dow Jones, one of the world's largest news gathering operations with nearly 2,000 journalists in more than 80 bureaus, The Wall Street Journal now spans 12 editions in nine languages, engaging readers across newspapers, websites, magazines, social media and video. The Journal holds 35 Pulitzer Prizes for outstanding journalism and has a global readership of 3.6 million.

Distribution: Worldwide

Page views per month: 203,000,000

Unique monthly visits: 37,300,000

Average number of pages per visitor: 7

Median household income: \$84,167

Male skew: 65.8%

Female skew: 34.2%

Median age: 49.3

I M A G I N E

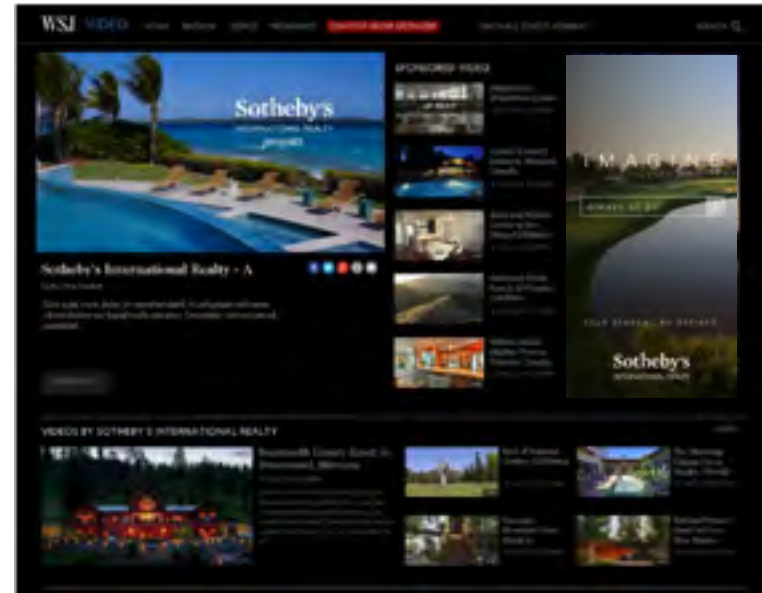
Exclusive Content Portfolio

Content marketing is quickly becoming the best way to attract and convert customers. Eight in 10 consumers say they would rather learn about a product or service via articles than a traditional advertisement. Our partnership, "Curating Extraordinary Lifestyles" is centered around a custom, branded digital hub built exclusively for the *Sotheby's International Realty* brand. Readers will be driven to the hub by high-impact teasers that captures attention and pull them deeper into the brand experience. Curating Extraordinary Lifestyles will seamlessly position property as content and serve to educate and inform the WSJ audience – the business elite.



WSJ Posts

Rounding our content integration strategy with *The Wall Street Journal*, WSJ Posts is a new native content marketing platform that enables the *Sotheby's International Realty* brand to tell our stories directly on the home page of WSJ.com with 100% share of voice. From research to blogs to videos, we use the voice of the brand to deliver curated, expert content to generate leads.



WSJ Video Partner Channel

Sotheby's International Realty property videos seamlessly integrate into *The Wall Street Journal* video editorial playlist with a dedicated Partner Channel within the WSJ Live Video Center. These branded Partner Channels will be accessible on the WSJ Live Video Center via a sponsored in-stream section on the video homepage as well as on the navigation bar. With the business elite demanding video content more and more, our ability to closely align within an editorial space allows featured properties represented by our network additional exposure to this coveted audience.

Targeting real estate intenders specifically, *Sotheby's International Realty* property videos also come to life through the pre-roll video sponsorship on WSJ Mansion and real estate video content.

WSJ Mansion Cross Platform Ownership

With WSJ's mobile web traffic growing at an astounding rate year-over-year, our strategic focus on this medium provides immediate access to WSJ's elite audience across tablet and mobile devices. *The Sotheby's International Realty* brand has complete ownership of the Mansion Section on the award-winning WSJ iPad app, giving our brand a very unique

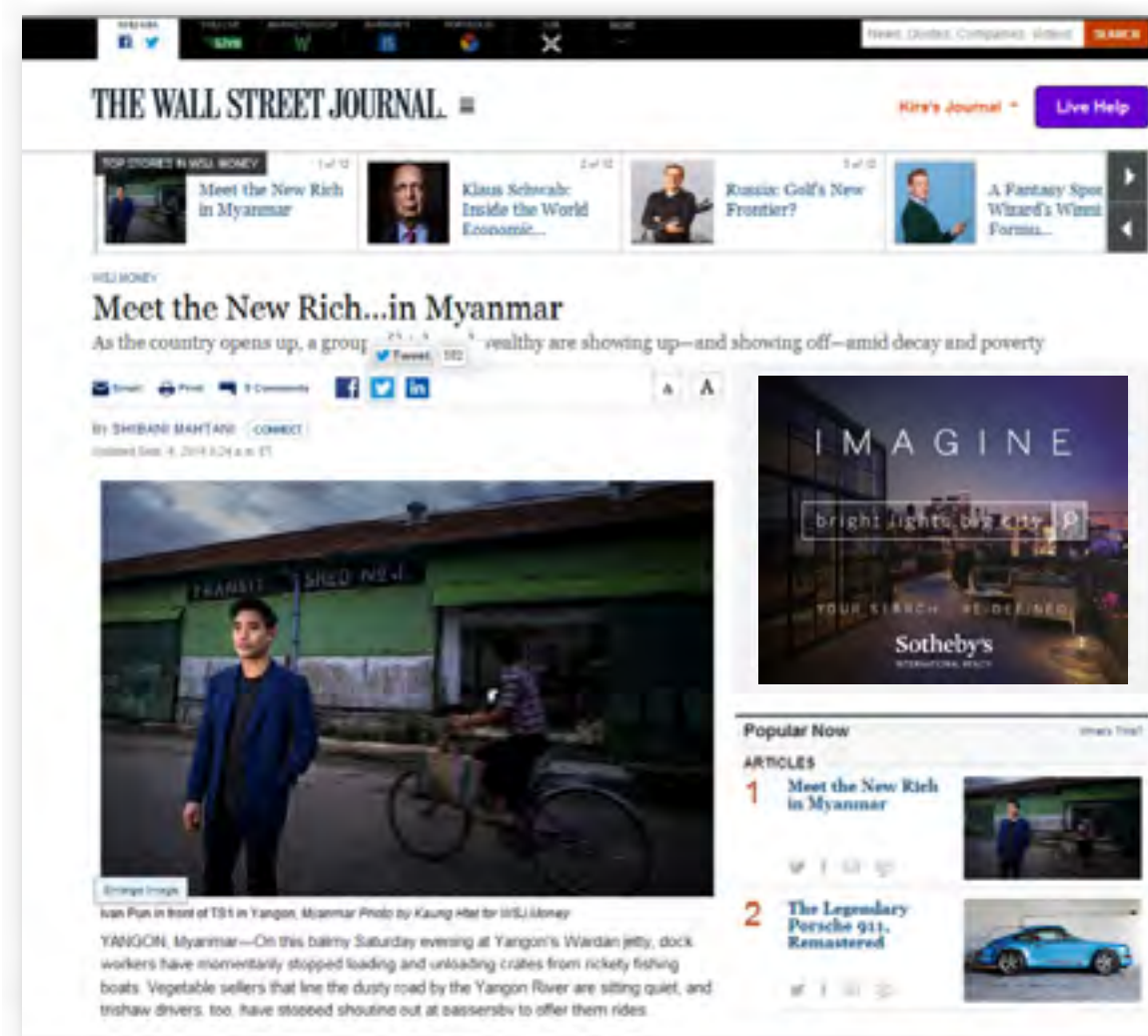
and exclusive position. This unit is bold and delivers impact to compel the consumer to engage. Last year, WSJ iPhone and iPad sponsorships delivered over 1.6 million impressions and 9,300 clicks to directly to the properties represented by our network on sir.com.



WSJ Social Connect

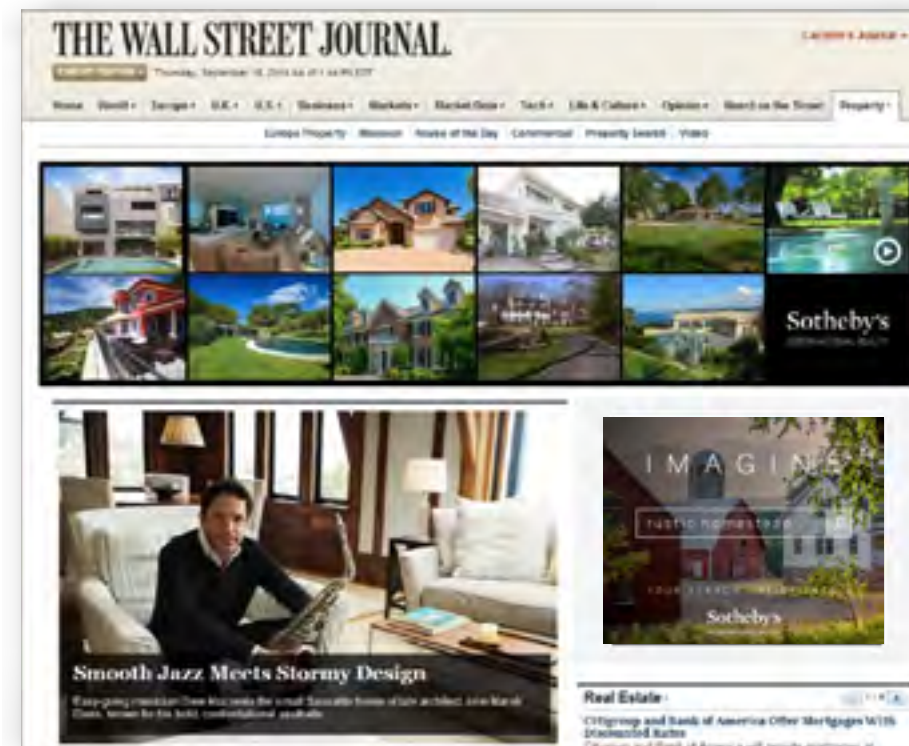
When used artfully, social media is not only a buzzword but a powerful marketing vehicle. It has massive global reach as well as the ability to engage and interact in real time and create lasting connections anywhere, anytime.

The WSJ Social Buyout execution delivers the *Sotheby's International Realty* brand the first unique impression from any Facebook or Twitter referral via our bold creative campaign. About 85% of WSJDN users are active on social media, and with over 1.1 billion users on Facebook alone, our strategic engagement in the social space will provide access to a completely new set of target audience members of *The Wall Street Journal* Digital Network.



Real Estate Tile Unit

Last year, *The Wall Street Journal* entrusted our brand to strategically integrate a *Sotheby's International Realty* exclusive: the Lifestyle Tile Unit. Featuring 30 different properties within the editorial space, our brand will continue to align with WSJ Real Estate editorial through a unique ad execution, driving directly to sir.com. With over 11,000 interactions last year, the Lifestyle Tile Unit provides not only dominant brand awareness, but quality leads from *The Wall Street Journal's* global audience.



Exclusive Featured Property

For global brand dominance on WSJ.com, the *Sotheby's International Realty* brand has exclusive ownership of the property modules on the Europe & Asia editions' homepages. These units average 5.25 million monthly listings impressions and 7,000 premium clicks. Last year, the premium listings on WSJ Europe and WSJ Asia delivered 47.1 million impressions and 60,000 clicks directly to sir.com providing impactful lead generation and connecting buyers and sellers of property around the world.

Mansion Global

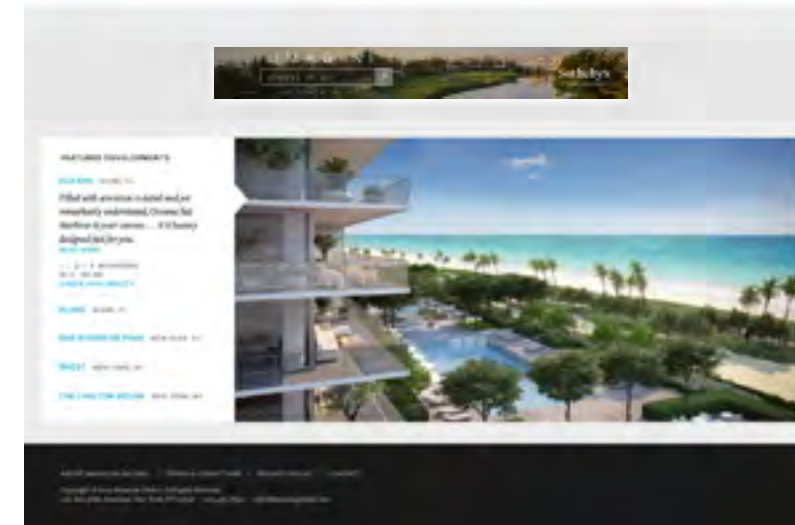
Mansion Global will be a standalone, luxury real estate website and mobile handset app that connects wealthy global buyers with extraordinary properties. With original & curated real estate content from across News Corporation, Mansion Global will provide insightful market data, in-depth analysis, and relevant news—all to empower the luxury buyer to make intelligent purchase decisions.



exclusive

Cover Takeover

Sotheby's International Realty listings will be front & center on the Mansion Global homepage via the Homepage Hero carousel. This is the most impactful opportunity to reach the Mansion Global audience when they first land on mansionglobal.com.

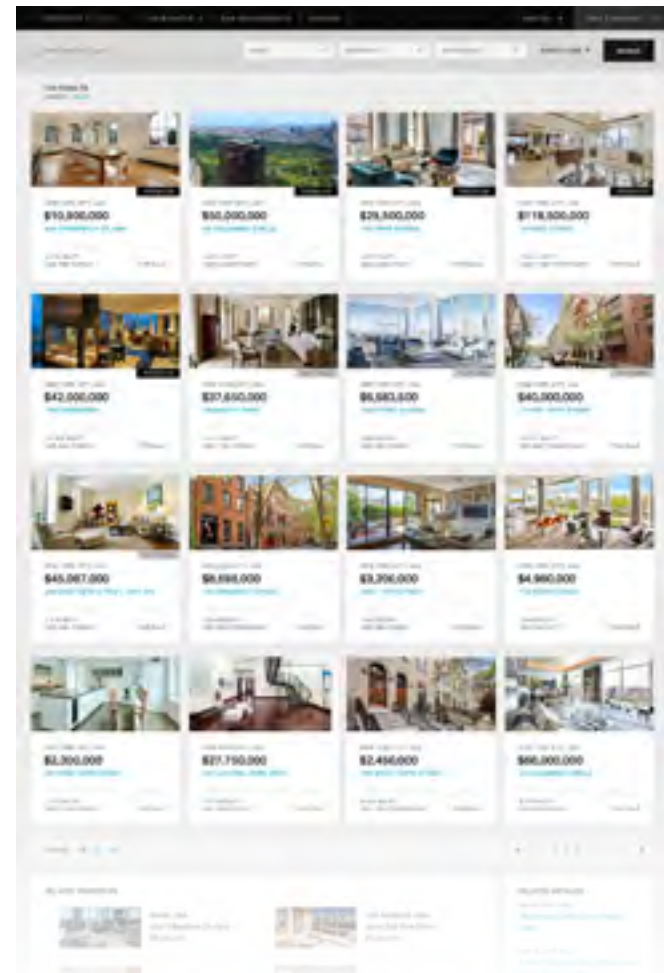


Featured Properties

A rotating carousel of listings from around the world, the Featured Properties Module on the homepage of Mansion Global is another great way for Sotheby's International Realty agents to promote their extraordinary listings to an audience of serious high net worth buyers globally.

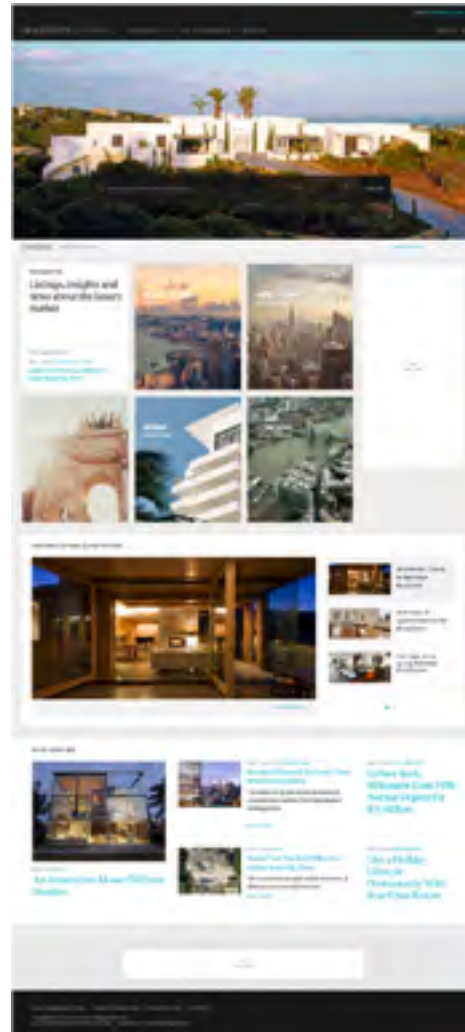
Lifestyle Search Results Ownership

Lifestyle is important to the wealthy, global buyer. Through a special search filter on the advanced search page of Mansion Global, users will be able to choose from *Sotheby's International Realty's* unique lifestyle offerings e.g. Farm & Ranch, Skiing, Equestrian, leading them to *Sotheby's International Realty* listings that fit their preferred lifestyle criteria.



Run-of-site Display Advertising: Mansion Global Site & App

Sotheby's International Realty will have a presence throughout Mansion Global via run-of-site advertising featuring properties represented by our network.



MANSSION GLOBAL

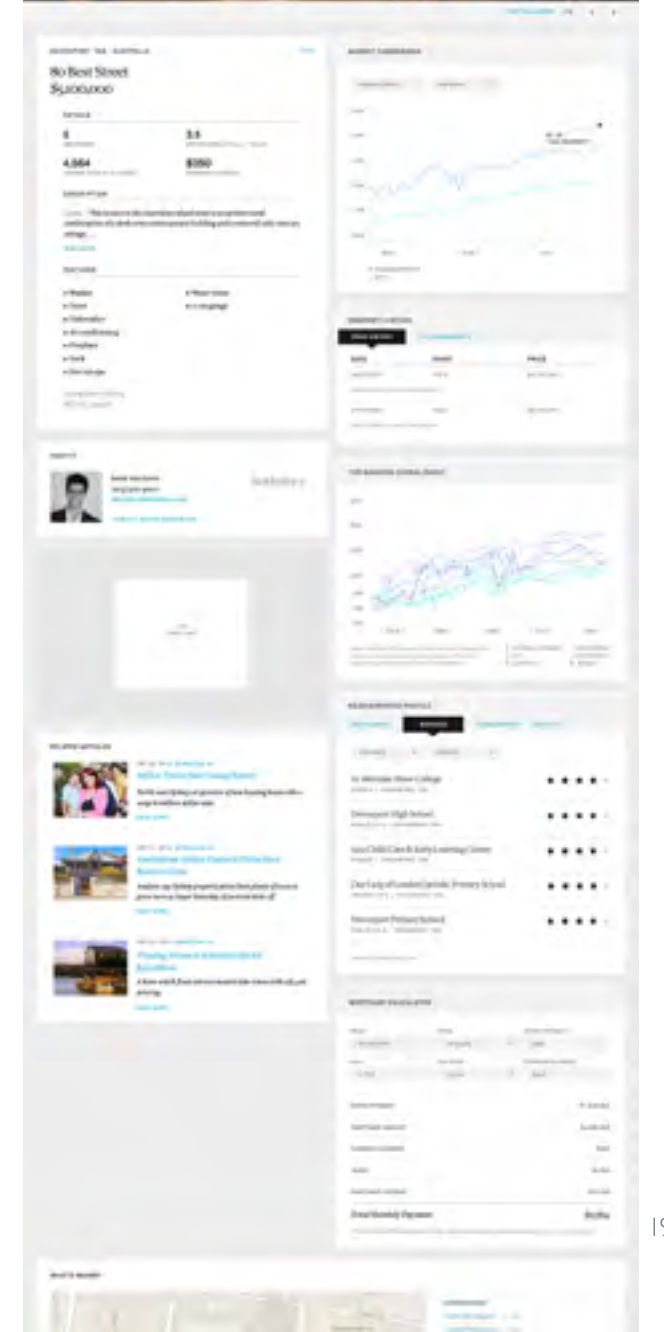
Properties

Launching April 1st, SIR listings above IM+ will appear on Mansion Global in three languages—English, Chinese & Spanish. Mansion Global offers *Sotheby's International Realty* agents and affiliates several opportunities to enhance and promote their listings to an audience of affluent global buyers.



Video Preview

There are numerous opportunities to showcase original and curated real estate video on Mansion Global. *Sotheby's International Realty* ads will appear as pre-roll before video of relevant content.



IMAGINE

Financial Times

The International Business Authority

The Financial Times created a custom content series exclusively for *Sotheby's International Realty* themed, "Distinctive Living." This integrated partnership increases awareness by exciting our ultra high net worth audience with original reporting focused around *Sotheby's International Realty's* key markets and engaging them in a high impact new format.

Distribution: Worldwide

Page views per month: 76,531,999

Unique monthly visits: 11,694,372

Average number of pages per visitor: 6.54

Median household income: \$250,811

Male skew: 82%

Female skew: 17%

Median age: 46

global reach



Distinctive Living

The yearlong Distinctive Living editorial series will be brought to life using photography, video, articles and data journalism in a brand new responsive format that lends itself to rich storytelling. This will be the first time this format is sponsored commercially.

Properties

FT Property Listings is slated to launch in 2015. The fully responsive Property Listings will connect FT's global audience with Sotheby's International Realty's complete portfolio of properties across all devices.



I M A G I N E

Architectural Digest

The international design authority and global destination for the best in architecture

In print since 1920, *Architectural Digest* is home to a discerning audience of architects, interior designers and affluent design enthusiasts. Through print and digital editions, architecturaldigest.com, social media and signature events, *Architectural Digest* provides an exclusive view into the world's most beautiful homes, inspiring its millions of influential readers to redesign and refresh their lives.

Distribution: Worldwide

Page views per month: 12,900,000

Unique monthly visits: 848,053

Average number of pages per visitor: 13.1

Median household income: \$106,796

Male skew: 48%

Female skew: 52%

Median age: 50

Estates for Sale

The digital adaptation of AD's most read print section is also the most read area of architecturaldigest.com, providing online visitors with a premier look inside celebrity homes and an ongoing tour of some of the most extraordinary properties in the world. As the marquee partner of Estates for Sale, the *Sotheby's International Realty* brand is the exclusive sponsor, enjoying 100% share of voice and impactful interactive portrait units are dominantly positioned to drive brand awareness and a unique search experience for all properties represented by our network.



Celebrity Home Video Interstitial

For the first time ever, AD is editorially curating content featuring celebrity homes for sale. Celebrity content and Estates are the number one and two traffic drivers to architecturaldigest.com. The *Sotheby's International Realty* brand will be the exclusive sponsor of this content and enjoy 100% SOV via video interstitial within the slideshow in an oversized space. Seamlessly integrating featured property videos from our global network into this highly popular space will provide direct exposure to the AD readership.

exposure

Homepage Featured Editorial

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 architecturaldigest.com. Positioning the properties we represent 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. From research to blogs to videos, we will use the voice of the brand to deliver curated, expert content to generate leads.

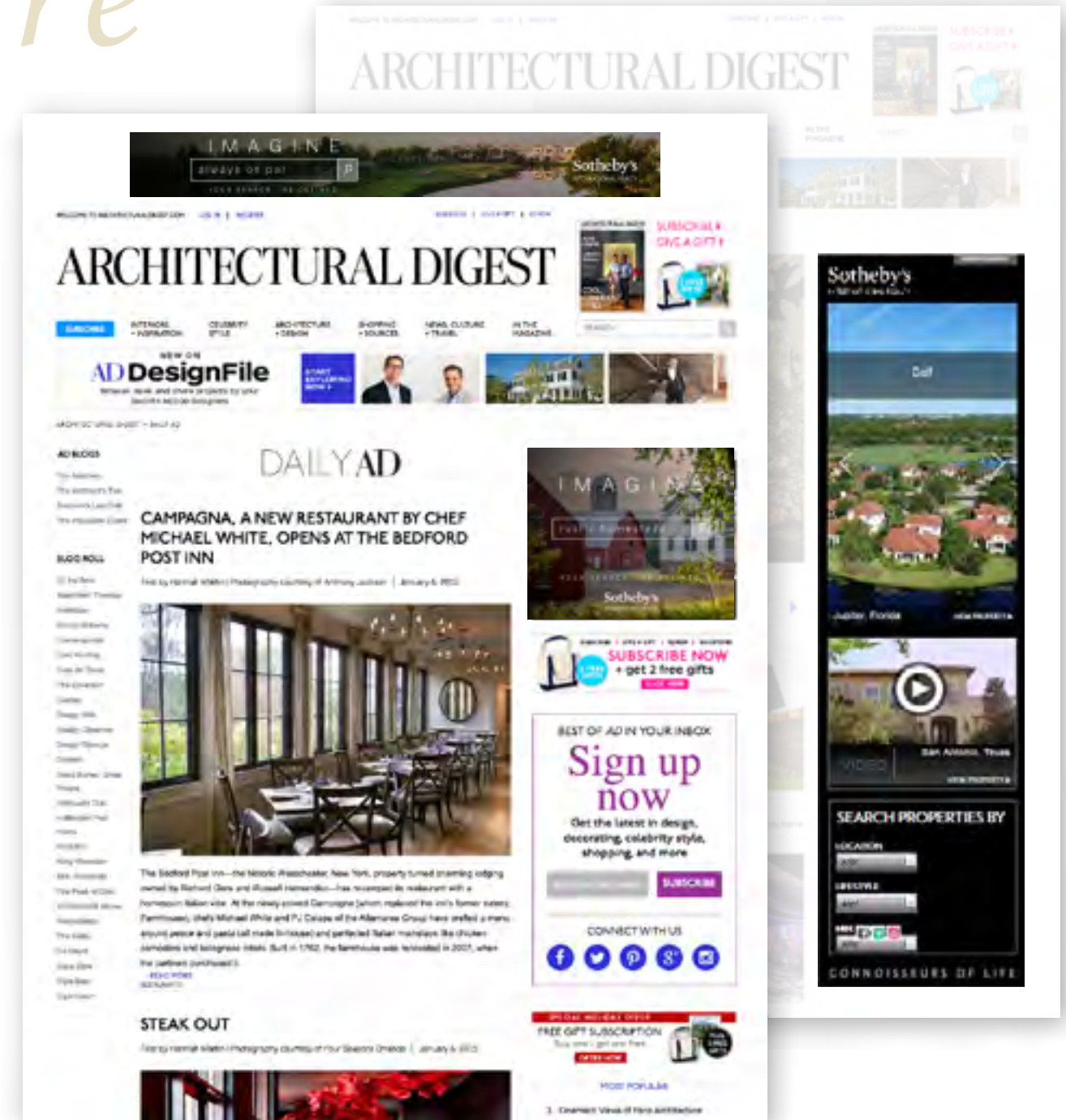


Blogvertorial Sponsorship

AD's exceedingly popular suite-of-blogs provide the foundation to feature our brand in a very powerful and eloquent manner. Custom blogvertorials combine compelling banner ad units along with brand developed editorial content that runs periodically throughout the year to keep readers engaged with our brand and drive awareness of the properties we represent. The blogvertorial units will be featured within the AD Blog River on Daily AD, an online blog on ArchDigest.com inspired by our "Discoveries" editorial department.

Target, Run-of-Site Branding

Holistically rounding out our partnership with the international design authority, branding ads appear throughout architecturaldigest.com, and are strategically placed including video interstitial, our Portrait Unit, display banners and homepage takeovers all featuring properties represented from the Sotheby's International Realty network.



IMAGINE

Cross Platform Branding

With more consumers than ever accessing content and their favorite sites via mobile devices, our strategy incorporates iPad and mobile branding ads to effectively drive traffic to sir.com where all of the properties represented by our network are featured and searchable by lifestyle or location.



E-Newsletter Sponsorship

60,000 opt-in *Architectural Digest* 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.



strategic impact

Bloomberg

Reaching the right audience

As today's business leaders turn to the *Sotheby's International Realty* brand as the voice of luxury real estate, they also turn to *Bloomberg* for unparalleled global business news mixed with cultural pursuits to enrich their professional and personal lives. Bloomberg's readership connects our brand with high-net-worth individuals with 40% of their audience coming from outside the United States. Bloomberg Media covers the business world like no other, with more than 2,400 multimedia professionals in 72 countries – the largest reporting network in the world – providing unrivaled business news coverage and deep engagement.

Distribution: Worldwide

Page views per month: 374,000,000

Unique monthly visits: 25,000,000

Median household income: \$163,975

Male skew: 76%

Female skew: 24%

Median age: 48

Brand Voices

With global business leaders frequently visiting Bloomberg.com to access the day's most popular investment and business news, aligning the *Sotheby's International Realty* brand with their most engaged content ideally drives traffic to *sir.com* where all of the properties represented by our network are featured. Through a custom ad unit which dynamically pairs Bloomberg's top trending story with *Sotheby's International Realty* impactful

creative, users click on the "top story," driving to the article page in which our brand will have 100% share of voice, dominating the day's top investment news stories with *Sotheby's International Realty* branding, driving awareness and generating leads.



IMAGINE

Social Connect

Every day, the editors of *Bloomberg* news and *Bloomberg BusinessWeek* share the day's top stories-the biggest news, the most interesting developments and the hottest trends-with 2.4mm Twitter followers. When a user clicks on this article within the Twitter post, it will drive to a 100% SOV owned article page, allowing the *Sotheby's International Realty* brand to continue its dominant presence throughout Bloomberg.com.



Luxury Lifestyle Ownership

The *Sotheby's International Realty* brand and Bloomberg Media will partner to seek out and engage the affluent business and cultural elite through "Pursuits"-Bloomberg's luxury lifestyle editorial platform based on the award-winning *Bloomberg Pursuits* magazine, that will premiere

with the launch of *Bloomberg's* revolutionary new digital site, *BloombergBusiness.com*. Our brand will own the new Pursuits luxury space on *Bloomberg Business* with 100% share-of-voice roadblocks. Over 15 million media impressions will target potential real estate consumers.



Bloomberg

Dwell

Leading the conversation as the modern design icon

As the leading voice for modern design, architecture and interiors, Dwell.com reaches an affluent, sophisticated and design-savvy audience. Reaching over 27MM monthly users, Dwell has been a modern design icon for the past 15 years. As Dwell's exclusive real estate partner, the *Sotheby's International Realty* brand will leverage Dwell's dedicated audience of architects, registered designers and home design enthusiasts to uniquely showcase the modern properties represented by our network. Dwell also offers high-impact, rich media units running throughout the site, highlighting the most coveted *Sotheby's International Realty* properties for sale, globally.

Distribution: Worldwide

Page views per month: 11,000,000

Unique monthly visits: 2,000,000

Average number of pages per visitor: 3.8

Median household income: \$82,250

Male skew: 54%

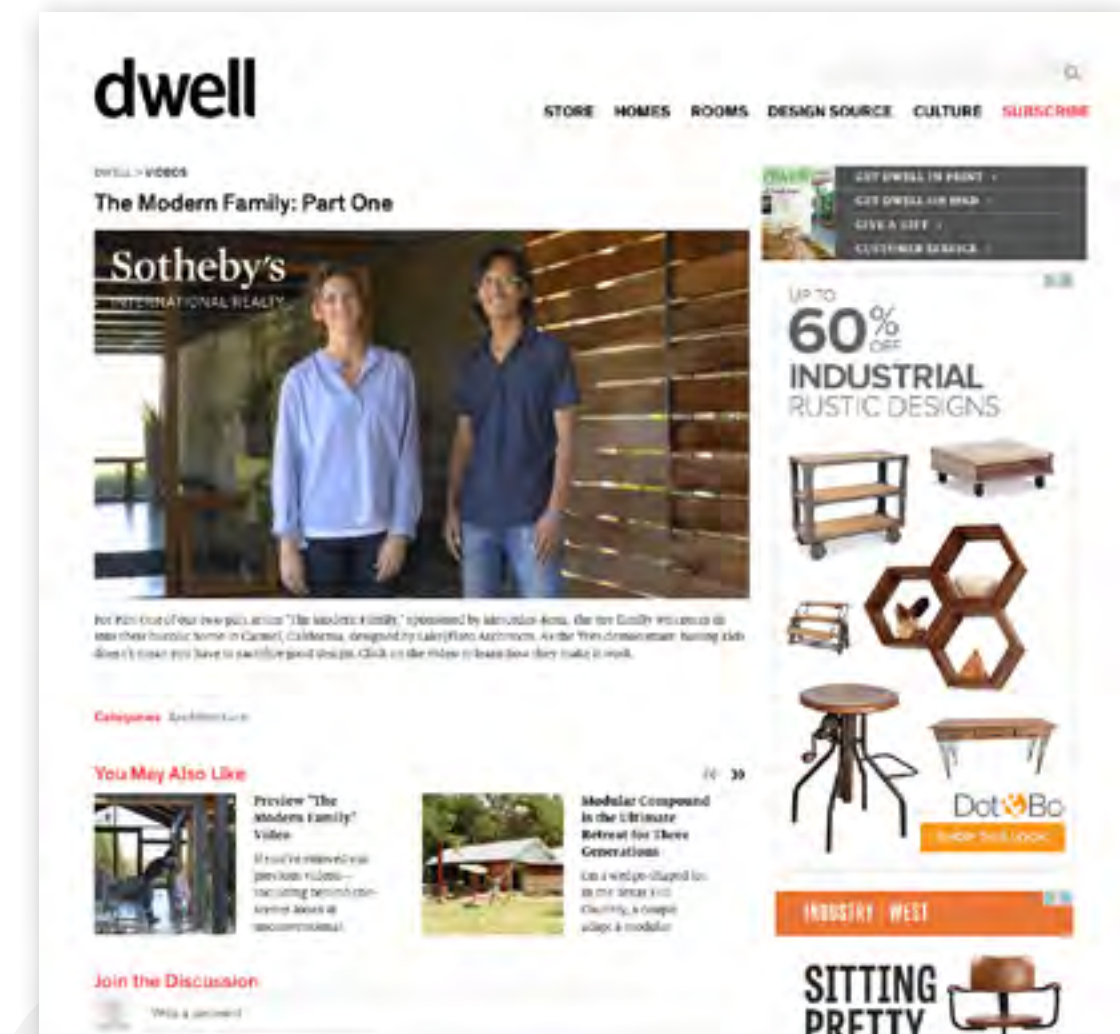
Female skew: 46%

Median age: 37.5

I M A G I N E

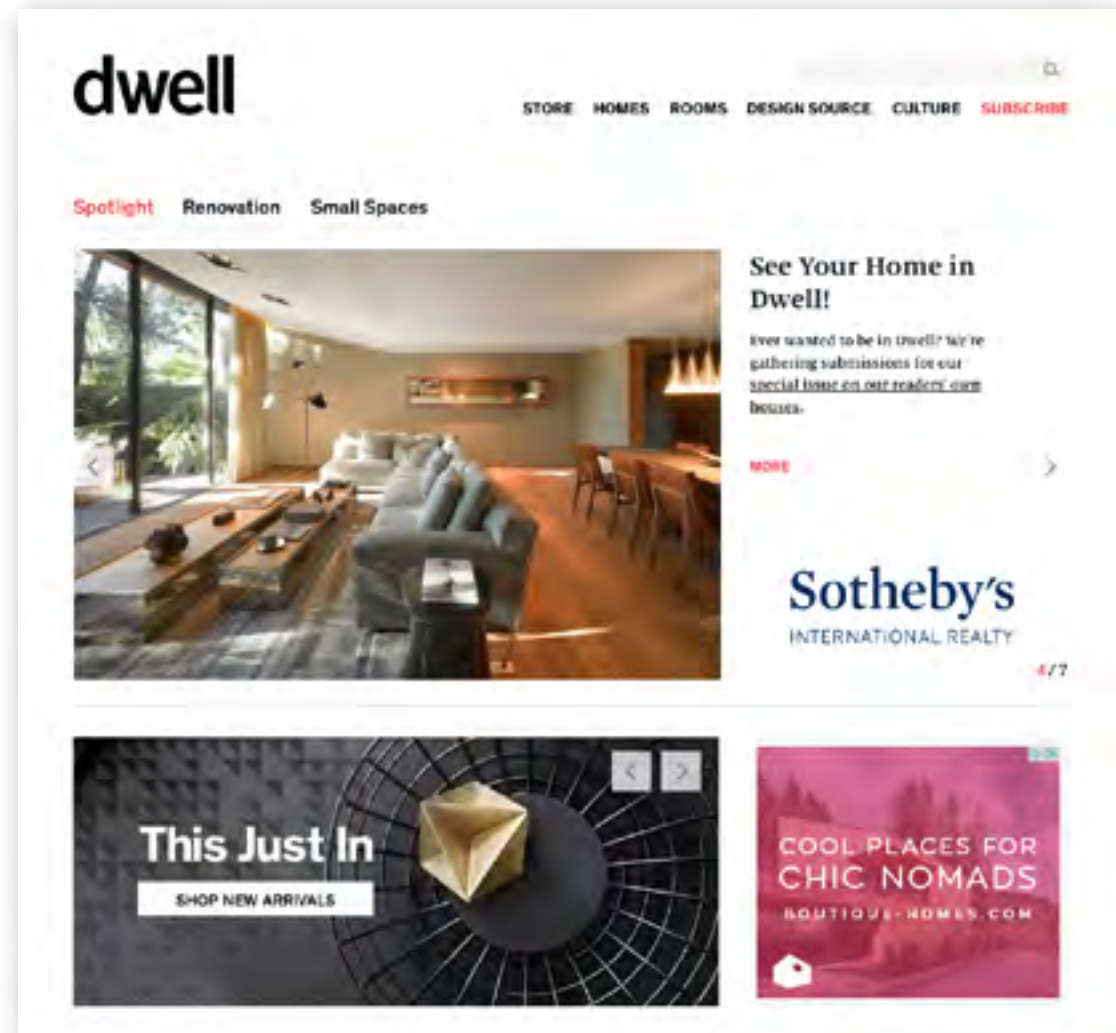
High Impact Video

Dwell's original video series brings the print magazine to life with bonus footage from the photo shoots and additional commentary. Our partnership will feature modern homes represented by our network in pre- and post-roll video positions, ultimately engaging the Dwell audience to explore more on sir.com.



Homepage Carousel Ownership

Highly impactful and visually stunning, our Homepage Parallax unit is the first of its kind for Dwell.com and showcases the properties represented by our network in the modern home niche through video, property slideshow and extraordinary photography. This unit provides extensive visitor engagement directly from the homepage of Dwell.com, creating powerful branding and driving traffic to the modern homes in our network.



Rich Media, Run-of-Site

Our partnership positions the *Sotheby's International Realty* brand in front of Dwell's readership through impactful creative, featuring the unique and modern homes represented by our network globally, run-of-site and channel targeted media designed for reach and frequency to hit every possible Dwell audience member regardless of where they are searching for content on Dwell.com. Dwell has also created a rich media unit exclusively for the *Sotheby's International Realty* brand that will feature an in-unit search widget. This rich media will bring our digital content to the Dwell audience directly throughout the site.



IMAGINE



#ModernMondays

As social media continues to impact consumers' daily lives, the *Sotheby's International Realty* brand recognizes the opportunity to strategically access and influence this additional subset of Dwell readers. Our brand sponsors several #ModernMonday chats, including promotion and conversation integration while leading the discussion on modern and unique homes from around the world. Expanding our reach to the Dwell readership in the social space allows our brand to be positioned as the global expert this niche property type.

IMAGINE

an extraordinary brand

Sotheby's
INTERNATIONAL REALTY