

Marketing Plan

2 0 1 8 P R O G R A M

LISTING EXPOSURE



* LISTINGS UNDER \$1M MAY BE SUBJECT TO EXCLUSION DUE TO REQUIREMENTS FROM THE PUBLICATION.

Advertising Opportunities

Our affiliation with such a strong, global brand grants us exposure opportunities unlike those of any other company. Co-op ad opportunities allow you to advertise your listing in publications such as The International New York Times, The Financial Times and proprietary publications that reach the top art collectors in the world – all at heavily discounted rates just for Sotheby's International Realty associates.

Print

Wall Street Journal
New York Times Main News Section
Financial Times
New York Times Int'l Edition
New York Times Int'l Edition Wraps
Barron's Penta
Luxury Properties

Ocean Home
Bloomberg Markets
Boston Magazine
The Sunday Times of London
Robb Report
Kingdom
Nonstop Gulfstream

SIGNATURE PUBLICATIONS:

ONE Life
RESIDE Northeast
RESIDE California
RESIDE Mountain
Art & Home / Sotheby's Magazine
Sotheby's Preferred

Digital

MONTHLY PACKAGES AVAILABLE

Guaranteed Impressions + Click-Thrus
NYTimes.com Banners
PropGOLuxury.com Banners

WSJ.com Featured Property Upgrade
RobbReport.com Real Estate Media Bar
Selects Newsletter

BRAND EXPOSURE

Digital Marketing

The Sotheby's International Realty brand is consistently marketed through some of the world's most renowned digital publications. These opportunities, available year-round unless otherwise noted, strengthen our identity as a team and increase our global reach.

Brand Social Media Exposure Opportunities

Extraordinary Property of the Day

Featured on Facebook, Twitter, Instagram, Google+, LinkedIn and Pinterest

Extraordinary Living Blog

YouTube: Daily Property Video Features

Targeted Display Advertising

Audience-Centric / Mastercard Data

Re-Marketing

Ads served to consumers after they visit SothebysRealty.com

In-Market & Interest Targeting

Targeting individuals with specific profiles

Targeted Display Advertising

- Apple TV**
- SIR Mobile**
- SIR Touch Gallery**
- Cascading Websites:**
Distribution to over 140 websites connected to SothebysRealty.com



Search Engine Marketing

Google

Bing

Yahoo!

YouTube

World-Class Partnerships

WALL STREET JOURNAL

The New York Times

MANSION GLOBAL

FINANCIAL TIMES

THE TIMES

LUXURYESTATE

PropGOLuxury.com

ARCHITECTURAL DIGEST

AD MEXICO

NIKKEI

ELLE DECOR

Google

YouTube

VANITY FAIR

THE ECONOMIC TIMES

JamesEdition

dwel

VOGUE

居外 Juwai.com

Emirates

ONLY WITH ONE