

# Marketing Plan

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# 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:*

**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

JamesEdition

ELLEDECOR

Google

YouTube

VANITY FAIR

THE ECONOMIC TIMES

AD  
MEXICO

NIKKEI

居外  
Juwai.com

VOGUE

dwll

Emirates

ONLY WITH ONE

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