

2016 MARKETING PLAN

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
ONLINE PROPERTY DISTRIBUTION												
NEW YORK TIMES / INTERNATIONAL NEW YORK TIMES												
WALL STREET JOURNAL												
MANSION GLOBAL												
DWELL												
JAMES EDITION												
PROPGOLUXURY												
LUXURYESTATE												
FINANCIAL TIMES												
MOBILE ADVERTISING												
NEW YORK TIMES												
BLOOMBERG												
ARCHIECTURAL DIGEST												
MANSION GLOBAL												
PROPGOLUXURY												
FINANCIAL TIMES												
ELLE DÉCOR												
APPLE												
ONLINE BANNERS												
NEW YORK TIMES												
WALL STREET JOURNAL												
MANSION GLOBAL												
BLOOMBERG												
ARCHITECTURAL DIGEST												
DWELL												
FINANCIAL TIMES												
ELLE DÉCOR												
JAMES EDITION												
PROPGOLUXURY												
LUXURYESTATE												
SCMP (NANZAO.COM/NANZAOCHINAN.COM)												
BRAND MARKETING												
NEW YORK TIMES												
WALL STREET JOURNAL												
MANSION GLOBAL												
BLOOMBERG												
ARCHITECTURAL DIGEST												
DWELL												
FINANCIAL TIMES												
HEARST												
JAMES EDITION												
PROPGOLUXURY												
PROPERTY ADVERTISING												
WALL STREET JOURNAL												
SOTHEBY'S ART & HOME												
SOTHEBY'S PREFERRED												
NEW YORK TIMES												
ROBB REPORT COLLECTION												
COUNTRY LIFE												
INTERNATIONAL NEW YORK TIMES												
INNYT WRAP												
LUXURY PROPERTIES MAGAZINE												
FINANCIAL TIMES												
BOSTON MAGAZINE												
OCEAN HOME												
RESIDE REGIONAL												
BLOOMBERG MARKETS												
THE SUNDAY TIMES												
SEARCH ENGINE MARKETING												
GOOGLE												
YAHOO!												
BING.COM												
YANDEX												
YOUTUBE												

2016 MARKETING PLAN

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
INTEGRATED PARTNERSHIPS												
NYTIMES.COM VIDEO INTEGRATION												
NYTIMES.COM HERO CAROUSEL IN REAL ESTATE: FIND A HOME												
NYTIMES.COM SPONSORED PROPERTY IN REAL ESTATE SEARCH SALES												
NYTIMES.COM MOBILE IN-STREAM FEATURED PROPERTY												
NYTIMES.COM CROSS-PLATFORM REAL ESTATE SLIDESHOW SPONSORSHIP												
NYTIMES.COM INTERNATIONAL HOME PAGE REAL ESTATE MODULE												
NYTIMES.COM PROPERTY LISTINGS												
NYTIMES.COM MOBILE FLEX FRAME												
WSJ.COM EXCLUSIVE FRIDAY REAL ESTATE OWNERSHIP												
WSJ.COM IPAD MANSION EXCLUSIVE SPONSORSHIP												
WSJ.COM CUSTOM VIDEO SERIES "HOUSE GUEST"												
WSJDN.COM GLOBAL NETWORK VIDEO												
MANSIONGLOBAL.COM EXCLUSIVE FRIDAY HOMEPAGE OWNERSHIP												
MANSIONGLOBAL.COM LIFESTYLE SEARCH OWNERSHIP												
MANSIONGLOBAL.COM HOMEPAGE FEATURED PROPERTIES MODULE												
MANSIONGLOBAL.COM HOMEPAGE HERO UNIT												
FT CO-BRANDED PROPERTY PRINT PROMOTION 18X 1/4 PAGE												
FT.COM DISTINCTIVE LIVING CO-BRANDED BANNERS												
FT.COM LAUNCH LISTINGS SPONSORSHIP												
BLOOMBERG.COM LIVE TV AND VOD PRE-ROLL VIDEO												
BLOOMBERG.COM HIGH NET & LUXURY CONSUMER INDIVIDUAL AUDIENCE TARGETING												
AD.COM EXCLUSIVE HOMEPAGE TAKEOVER												
AD.COM E-NEWSLETTER INTEGRATION												
AD.COM EXCLUSIVE SPONSORSHIP OF CELEBRITY HOMES FOR SALE												
AD.COM OWNERSHIP OF REAL ESTATE INDEX PAGE												
AD.COM OWNERSHIP OF REAL ESTATE SUBCHANNEL												
AD.COM NATIVE SLIDESHOW												
DWELL.COM CUSTOM SPONSORED POSTS W/PROPERTY SLIDESHOW												
DWELL.COM NATIVE POSTS W/VIDEO + SOCIAL PROMOTION												
DWELL.COM SPONSORED COLLABORATIVE COLLECTION (5 ARTICLES)												
DWELL.COM FIXED SEARCH TERM SPONSORSHIP												
DWELL.COM SOCIAL PROMOTION (2X FB, 2X TWITTER)												
DWELL.COM PINTEREST BOARD COLLABORATION												
DWELL.COM LISTINGS PAGE												
DWELL.COM REAL ESTATE PARTNER EXCLUSIVITY												
JAMESEDITION.COM CUSTOM PROPERTY LISTINGS												
LUXURYESTATE.COM LISTINGS												
LUXURYESTATE.COM EDITORIAL												
PROPGOLUXURY LISTINGS												
PROPGOLUXURY EDITORIAL NEWS FEATURE												
ELLE DÉCOR PROPERTY GALLERIES DESTINATION (LISTINGS)												
ELLE DÉCOR CROSS PLATFORM CONTENT ROADBLOCK												
ELLE DÉCOR CUSTOM HERO UNIT												
ELLE DÉCOR NATIVE TOUT												
ELLE DÉCOR CONTENT IGNITION												
ELLE DÉCOR HOMEPAGE SPONSORSHIP												
ELLE DÉCOR CUSTOM MARQUEE												
ELLE DÉCOR CELEBRITY HOMES SPONSORSHIP												
SOCIAL MEDIA												
WALL STREET JOURNAL												
DWELL												
ELLE DÉCOR												
SCMP (NANZAO.COM/NANZAOCHINAN.COM)												
eGallery												
SIR Touch Gallery												
INTERNATIONAL SIGNIFICANT SALES												
BRAND PUBLIC RELATIONS												

BORN FROM TRADITION. BUILT FOR INNOVATION.