

2017 MARKETING PLAN

BRAND ADVERTISING CAMPAIGN, SHOWCASING PROPERTIES

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
WALL STREET JOURNAL GLOBAL: FRIDAY TAKEOVERS OF ALL REAL ESTATE ARTICLES												
WALL STREET JOURNAL: HOUSEGUEST VIDEO SERIES												
WALL STREET JOURNAL: CHINA AND EUROPE SEARCH WIDGET												
MY FUN FRIDAY BUYOUTS: 35 FRIDAYS												
THE TIMES: BRICK AND MORTAR SPONSORSHIP: 50 FRIDAYS												
NEW YORK TIMES: GREAT HOMES SLIDE												
NEW YORK TIMES: HIGH END SPONSORSHIP												
NEW YORK TIMES: HELLO SOCIETY INFLUENCER PROGRAM												
NEW YORK TIMES: FIND A HOME VIDEO MODULE												
MANSION GLOBAL: HOMEPAGE HERO												
MANSION GLOBAL: FRIDAY BUYOUTS: 50 DAYS												
FINANCIAL TIMES: REAL ESTATE SPONSORSHIP INCL. LISTINGS, PRINT ADS AND DISPLAY												
FINANCIAL TIMES: LIFESTYLE SEARCH SPONSORSHIP												
ARCHITECTUAL DIGEST: REAL ESTATE SUB-CHANNEL SPONSORSHIP												
ARCHITECTUAL DIGEST: INSTAGRAM POSTS												
ARCHITECTUAL DIGEST: REAL ESTATE INDEX PAGE												
ELLE DÉCOR: CURATED HOMES GALLERY AND PROMOTION												
ELLE, HOUSE BEAUTIFUL, VERANDA												
JAMES EDITION: PROPERTY LISTINGS												
LUXURY ESTATE: PROPERTY LISTINGS AND PROMOTION												
PROPGOLUXURY: PROPERTY LISTINGS AND PROMOTION												
PROPGOLUXURY: LOCAL REGION SPOTLIGHT BANNERS												
FORBES: PROPERTY BANNERS												
FORBES: HOME SECTION SPONSORSHIP												
JUWAI: PROPERTY LISTINGS CHINESE LANGUAGE												
JUWAI: FEATURED LUXURY LISTINGS												
JUWAI - CHINESE LANGUAGE SUPPORT DESK												
ECONOMIC TIMES												

PRINT PROPERTY ADVERTISING PROGRAM

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
WALL STREET JOURNAL												
NEW YORK TIMES MAIN NEWS SECTION												
FINANCIAL TIMES												
NEW YORK TIMES INTERNATIONAL EDITION												
NEW YORK TIMES INTERNATIONAL EDITION WRAPS												
BARRON'S PENTA												
LUXURY PROPERTIES												
OCEAN HOME												
BLOOMBERG MARKETS												
BOSTON MAGAZINE												
THE SUNDAY TIMES OF LONDON												
ROBB REPORT												
KINGDOM												
NONSTOP GULFSTREAM												

2017 MARKETING PLAN

SIGNATURE PUBLICATIONS

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
RESIDE NORTHEAST				■	■				■	■		
RESIDE CALIFORNIA				■	■				■	■		
RESIDE MOUNTAIN	■					■	■					■
ART & HOME / SOTHEBY'S MAGAZINE		■	■	■	■	■	■	■	■	■	■	■
SOTHEBY'S PREFERRED		■	■	■	■	■	■	■	■	■	■	■

DIGITAL PROPERTY ADVERTISING PROGRAM

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
GUARANTEED IMPRESSIONS + CLICK-THRU'S	MONTHLY PACKAGES AVAILABLE											
NYTIMES.COM BANNERS	MONTHLY PACKAGES AVAILABLE											
PROPGOLUXURY.COM BANNERS	MONTHLY PACKAGES AVAILABLE											
WSJ.COM FEATURED PROPERTY UPGRADE	MONTHLY PACKAGES AVAILABLE											
ROBBREPORT.COM REAL ESTATE MEDIA BAR	MONTHLY PACKAGES AVAILABLE											

SEARCH ENGINE MARKETING

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
GOOGLE	■	■	■	■	■	■	■	■	■	■	■	■
BING	■	■	■	■	■	■	■	■	■	■	■	■
YAHOO!	■	■	■	■	■	■	■	■	■	■	■	■
YOUTUBE	■	■	■	■	■	■	■	■	■	■	■	■

SOTHEBY'S AUCTION HOUSE ADVERTISING OPPORTUNITIES

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
EVENTS (SPRING NY)	SPONSORSHIP PACKAGES AVAILABLE											
REGIONAL NEWSLETTERS	QUARTERLY INSTERTIONS AVAILABLE											
SELECTS NEWSLETTER	WEEKLY INSERTIONS AVAILABLE											
DIGITAL ART & HOME	WEEKLY INSERTIONS AVAILABLE											
LOCATION PAGES ON SOTHEBYS.COM	■	■	■	■	■	■	■	■	■	■	■	■
BANNERS ON HOMEPAGE OF SOTHEBYS.COM	■	■	■	■	■	■	■	■	■	■	■	■

BRAND SOCIAL MEDIA EXPOSURE OPPORTUNITIES

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
EXTRAORDINARY PROPERTY OF THE DAY (FEATURED ON FACEBOOK, TWITTER, INSTAGRAM, GOOGLE+, LINKEDIN AND PINTEREST)	■	■	■	■	■	■	■	■	■	■	■	■
EXTRAORDINARY LIVING BLOG	■	■	■	■	■	■	■	■	■	■	■	■
YOUTUBE: DAILY PROPERTY VIDEO FEATURES	■	■	■	■	■	■	■	■	■	■	■	■

LISTING SYNDICATION [IN ADDITION TO ALL MEDIA PARTNERS LISTED ON THE GRID]

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
APPLE TV	■	■	■	■	■	■	■	■	■	■	■	■
SIR MOBILE	■	■	■	■	■	■	■	■	■	■	■	■
SIR TOUCH GALLERY	■	■	■	■	■	■	■	■	■	■	■	■
CASCADING WEBSITES: DISTRIBUTION TO OVER 140 WEBSITES CONNECTED TO SOTHEBYSREALTY.COM	■	■	■	■	■	■	■	■	■	■	■	■

TARGETED DISPLAY ADVERTISING

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
AUDIENCE-CENTRIC / MASTERCARD DATA	■	■	■	■	■	■	■	■	■	■	■	■
RE-MARKETING (ADS SERVED TO CONSUMERS AFTER THEY VISIT SOTHEBYSREALTY.COM)	■	■	■	■	■	■	■	■	■	■	■	■
IN-MARKET & INTEREST TARGETING (TARGETTING INDIVIDUALS WITH SPECIFIC PROFILES)	■	■	■	■	■	■	■	■	■	■	■	■

