

2018 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: LIVE VIDEO SERIES												
WALL STREET JOURNAL: BANNER ACROSS GLOBAL NETWORK												
WALL STREET JOURNAL: CHINA AND EUROPE SEARCH WIDGET												
WALL STREET JOURNAL: BANNER AD ACROSS REAL ESTATE SECTION												
WALL STREET JOURNAL: SOCIAL CONTENT BANNER												
NEW YORK TIMES: CROSS PLATFORM HIGH IMPACT UNIT												
NEW YORK TIMES: GREAT HOMES SLIDESHOW												
NEW YORK TIMES: PAID POST (EDITORIAL + VIDEO CONTENT)												
NEW YORK TIMES: FIND A HOME VIDEO MODULE												
NEW YORK TIMES: NEWSROOM GUIDE												
MANSION GLOBAL: HOMEPAGE HERO												
MANSION GLOBAL: LONDON MARKET SPONSORSHIP												
MANSION GLOBAL: DUBAI MARKET SPONSORSHIP												
MANSION GLOBAL: PROMOTIONAL MEDIA												
MANSION GLOBAL: FEATURED PROPERTY MODULE												
MANSION GLOBAL: FRIDAY BUYOUTS												
ARCHITECTURAL DIGEST: REAL ESTATE CHANNEL SPONSORSHIP												
ARCHITECTURAL DIGEST CLEVER TARGETED MEDIA + YOUNG COLLECTOR'S CONTENT												
ARCHITECTURAL DIGEST: REAL ESTATE INDEX PAGE												
ARCHITECTURAL DIGEST: MEXICO ADVERTISING												
ELLE DECOR ELEVATED ENTERTAINING EDITORIAL												
ELLE DECOR SUPER HERO BANNER												
ELLE DECOR NEWSLETTERS												
ELLE DECOR, HOUSE BEAUTIFUL, ELLE, VERANDA, TOWN & COUNTRY, HARPER'S BAZAAR SUPER HERO UNIT												
ELLE DECOR, HOUSE BEAUTIFUL, ELLE, VERANDA, TOWN & COUNTRY, HARPER'S BAZAAR RUN OF SITE BANNER ADS												
ELLE DECOR, HOUSE BEAUTIFUL, ELLE, VERANDA, TOWN & COUNTRY, HARPER'S BAZAAR PROMOTIONAL MEDIA												
NIKKEI BRANDED LISTINGS CHANNEL												
NIKKEI FEATURED ARTICLE												
NIKKEI LISTING & VIDEO FEED												
NIKKEI DIGITAL ADVERTISING												
NIKKEI PRINT ADVERTISING												
EMIRATES IN-FLIGHT VIDEOS												
DWELL SPONSORSHIP OF HOMES CHANNEL												
DWELL SPONSORSHIP OF REAL ESTATE SECTION												
DWELL MAGAZINE INSTAGRAM SPONSORSHIP												
DWELL ADS ON THE HOMEPAGE & ARTICLE PAGES												
THE TIMES (UK) BRICKS & MORTAR SPONSORSHIP												
FINANCIAL TIMES PROPERTY SPONSORSHIP												
FINANCIAL TIMES COBRANDED PRINT ADVERTISING												
FINANCIAL TIMES NEWSLETTER SPONSORSHIP												

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FINANCIAL TIMES LISTINGS & VIDEO SYNDICATION												
FINANCIAL TIMES EXCLUSIVE LIFESTYLE SEARCH SPONSORSHIP												
FINANCIAL TIMES REAL ESTATE SPONSORSHIP												
JAMES EDITION PROPERTY LISTING SYNDICATION												
LUXURY ESTATE PROPERTY LISTINGS AND PROMOTION PREMIUM LISTINGS (6X PROMOTION)												
LUXURY ESTATE PROPERTY LISTINGS AND PROMOTION COLLECTION LISTINGS (3X PROMOTION)												
PROPGOLUXURY EDITORIAL SPONSORSHIPS												
PROPGOLUXURY PROPERTY LISTINGS AND PROMOTION												
PROPGOLUXURY LOCAL/REGIONAL SPOTLIGHT BANNERS												
JUWAI BRAND PAGE												
JUWAI EDITORIAL SPONSORSHIP												
JUWAI FEATURED LUXURY LISTINGS												
JUWAI CHINESE LANGUAGE SUPPORT DESK												
ECONOMIC TIMES HOMEPAGE BILLBOARD												
ECONOMIC TIMES ADVERTISING WITHIN EDITORIAL												
ECONOMIC TIMES BRAND MICROSITE												
CONDÉ NAST LIFESTYLE HOMEPAGE TAKEOVER												
CONDÉ NAST LIFESTYLE: AUDIENCE TARGETING: REAL ESTATE INTENDERS												
FACEBOOK & INSTAGRAM 'GENERATIONS' BRAND CAMPAIGNS												
GOOGLE DISPLAY NETWORK: REMARKETING & SIMILAR AUDIENCES												

TARGETED DISPLAY ADVERTISING

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
CONDÉ NAST LIFETYSLE HOMEPAGE TAKEOVER												
CONDÉ NAST LIFESTYLE: AUDIENCE TARGETING: REAL ESTATE INTENDERS												
FACEBOOK & INSTAGRAM 'GENERATIONS' BRAND CAMPAIGNS												
GOOGLE DISPLAY NETWORK: REMARKETING & SIMILAR AUDIENCES												

SIGNATURE PUBLICATIONS

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
RESIDE: QUARTERLY PUBLICATION: LAUNCH DATE TO BE CONFIRMED												
SOTHEBY'S MAGAZINE												
PREFERRED MAGAZINE												

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												
OCEAN HOME												
BLOOMBERG MARKETS												
BOSTON MAGAZINE												
THE SUNDAY TIMES (UK)												
ROBB REPORT												
CONDÉ NAST REGIONAL MAGAZINES												

2018 MARKETING PLAN

DIGITAL PROPERTY ADVERTISING PROGRAM

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
DIGITAL ADVERTISING PLANS BY LIFESTYLE, FEEDER MARKET	MONTHLY PACKAGES AVAILABLE											
JUWAI.COM	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	SPONSORSHIP PACKAGES AVAILABLE											
SELECTS, PREFERRED AND OTHER EMAIL OPPORTUNITIES	PACKAGES AVAILABLE											
LOCATION PAGES ON SOTHEBYS.COM												
BANNERS ON HOMEPAGE OF SOTHEBYS.COM												
QUARTERLY CONFIDENTIAL PUBLICATION												

SOCIAL MEDIA

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

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 100 WEBSITES CONNECTED TO SOTHEBYSREALTY.COM)												

[PLAN IS SUBJECT TO CHANGE]

