

2019 MARKETING PLAN

BRAND ADVERTISING CAMPAIGN, SHOWCASING PROPERTIES

THE NEW YORK TIMES	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
REAL ESTATE SLIDESHOW SPONSORSHIP	█	█	█	█	█	█	█	█	█	█	█	█
PAID POST (EDITORIAL & VIDEO CONTENT)		█			█			█			█	
HELLOSOCIETY CURATE SOCIAL CONTENT			█	█	█	█	█	█	█	█	█	█
NEWSROOM GUIDE					█				█			
CROSS PLATFORM BANNER ADS	█	█	█	█	█	█	█	█	█	█	█	█
FIND A HOME VIDEO MODULE	█	█	█	█	█	█	█	█	█	█	█	█
PROPERTY LISTING SYNDICATION	█	█	█	█	█	█	█	█	█	█	█	█

THE WALL STREET JOURNAL	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
FRIDAY REAL ESTATE ARTICLE TAKEOVER	█	█	█	█	█	█	█	█	█	█	█	█
NEWS IQ & UNRULY VIDEO SPONSORSHIP			█		█		█		█			
MOJO MOBILE SPONSORSHIP		█			█					█		
GLOBAL NETWORK BANNER ADS	█	█	█	█	█	█	█	█	█	█	█	█

MANSSION GLOBAL	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
FRIDAY REAL ESTATE ARTICLE SPONSORSHIP	█	█	█	█	█	█	█	█	█	█	█	█
HOMEPAGE HERO & FEATURED PROPERTY PROMOTION	█	█	█	█	█	█	█	█	█	█	█	█
RESIDE CUSTOM VIDEO CONTENT SERIES			█			█			█			█
CROSS PLATFORM BANNER ADS	█	█	█	█	█	█	█	█	█	█	█	█
FEATURED PROPERTY INSTAGRAM POST		█		█	█	█	█	█	█		█	

THE FINANCIAL TIMES	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
PROPERTY LISTING & VIDEO SYNDICATION	█	█	█	█	█	█	█	█	█	█	█	█
30% SPONSORSHIP OF ALL PROPERTY LISTINGS	█	█	█	█	█	█	█	█	█	█	█	█
EXCLUSIVE LIFESTYLE SECTION SPONSORSHIP	█	█	█	█	█	█	█	█	█	█	█	█
15 FEATURED PROPERTY LISTINGS			█	█	█	█	█	█	█			
FULL PAGE PRINT ADS	█		█		█		█		█		█	

ARCHITECTURAL DIGEST	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
REAL ESTATE PAGE SPONSORSHIP	█	█	█	█	█	█	█	█	█	█	█	█
REAL ESTATE TARGETED MEDIA			█	█					█	█		
FEATURED PROPERTY INSTAGRAM POSTS					█				█			
PREMIUM CONTENT BRAND ADS	█	█	█	█	█	█	█	█	█	█	█	█
CONDÉ NAST PORTFOLIO BANNER ADS	█	█	█	█	█	█	█	█	█	█	█	█
AD MEXICO: EXCLUSIVE SPONSORSHIP OF THE ARCHITECTURE AND DESIGN SECTION (52 FRIDAYS AND SATURDAYS)	█	█	█	█	█	█	█	█	█	█	█	█
AD MEXICO: CROSS PLATFORM BANNER ADS			█			█			█	█		

DWELL	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
MONTHLY PROPERTY LISTING FEATURES	█	█	█	█	█	█	█	█	█	█	█	█
HOMES CHANNEL SPONSORSHIP	█	█	█	█	█	█	█	█	█	█	█	█
FEATURED PROPERTY INSTAGRAM POSTS	█		█		█		█		█		█	
CROSS PLATFORM BANNER ADS	█	█	█	█	█	█	█	█	█	█	█	█

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ELLE DÉCOR	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
ELLEVATED ENTERTAINING CUSTOM CONTENT SERIES												
HOMEPAGE TAKEOVER												
CROSS PLATFORM BANNERS ADS												

JUWAI	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
LUXE LISTING PROMOTION												
FEATURED LISTING ENHANCEMENTS IN SEARCH RESULTS												
BRAND LIFESTYLE AND PROPERTY PAGE												
BRAND COMPANY PAGE (CHINESE TRANSLATED)												
CROSS PLATFORM BANNER ADS												
COUNTRY TARGETED BANNER ADS												
LUXE HOME BANNER ADS												
BRAND EDITORIAL CONTENT PROMOTION (CHINESE TRANSLATED)												
PROPERTY VIDEO PROMOTION												
WEIBO AND WECHAT POSTING												
BRAND EDITORIAL CONTENT PROMOTION ON TOUTIAO												
CHINA HELP DESK SERVICE												

EMIRATES	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
IN-FLIGHT VIDEO												

PROPGOLUXURY	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
PROPERTY LISTING SYNDICATION												
CROSS PLATFORM BANNER ADS												
FEATURED PROPERTY FACEBOOK AND TWITTER POSTS												
FEATURED PROPERTY PUSH NOTIFICATIONS												
E-NEWSLETTER												

LUXURY ESTATE	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
FEATURED LISTING ENHANCEMENTS IN SEARCH RESULTS												
LISTING PAGE AND SEARCH RESULTS PAGE BANNER ADS												
MONTHLY SHOWCASE												
PROPERTY VIDEO AND VIRTUAL TOUR 360 SYNDICATION												
BRAND EDITORIAL CONTENT PROMOTION												

NIKKEI	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
PROPERTY LISTING AND VIDEO SYNDICATION												
BANNERS ADS												
BRAND EDITORIAL CONTENT PROMOTION												
E-NEWSLETTER												
PRINT ADS												
BRAND CONTENT ADS												

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ECONOMIC TIMES	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
HOME PAGE AND CROSS PLATFORM BANNER ADS												
ROBB REPORT	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
PROPERTY LISTING SYNDICATION												
CROSS PLATFORM BANNER ADS												
INMAN	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
LEADING IN LUXURY												
TARGETED DISPLAY ADVERTISING												
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
CONDÉ NAST, HEARST MEDIA & DOW JONES AUDIENCE MODELING												
FACEBOOK, INSTAGRAM & LINKEDIN AUDIENCE TARGETING												
GOOGLE DISPLAY NETWORK - REMARKETING & SIMILAR AUDIENCES												
SIGNATURE PUBLICATIONS												
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
RESIDE: QUARTERLY PUBLICATION												
SOTHEBY'S MAGAZINE												
PREFERRED MAGAZINE												
PRINT PROPERTY ADVERTISING PROGRAM												
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
THE WALL STREET JOURNAL												
THE NEW YORK TIMES MAIN NEWS SECTION												
THE NEW YORK TIMES INTERNATIONAL EDITION												
THE NEW YORK TIMES INTERNATIONAL EDITION WRAPS												
BLOOMBERG MARKETS												
BOSTON MAGAZINE												
CONDÉ NAST REGIONAL MAGAZINES												
FINANCIAL TIMES												
OCEAN HOME												
ROBB REPORT												
THE SUNDAY TIMES (UK)												
DIGITAL PROPERTY ADVERTISING PROGRAM (PLANS BY LIFESTYLE, FEEDER MARKET)												
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
JUWAI.COM												
NYTIMES.COM BANNERS												
PROPGOLUXURY.COM BANNERS												
WSJ.COM FEATURED PROPERTY UPGRADE												
ROBBREPORT.COM REAL ESTATE MEDIA BAR												

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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	SPONSORSHIP PACKAGES AVAILABLE											
LOCATION PAGES ON SOTHEBYS.COM												
BANNERS ON HOMEPAGE OF SOTHEBYS.COM												

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												

LISTING SYNDICATION (ALL SITES LISTED ON THE "GRID" PLUS THE FOLLOWING)												
	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)												

CONFIDENTIAL (PRIVATE LISTINGS PROGRAM)												
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
PREFERRED NEWSLETTER (SOTHEBY'S CLIENTS)												
DOW JONES CUSTOM DATABASE												
TOP AGENTS DISTRIBUTION												