



COOPERATIVE ADVERTISING

TARGETED. GLOBAL. EFFICIENT.

Sotheby's
INTERNATIONAL REALTY

GLOBAL
EXPOSURE
FOR
DISTINCT
PROPERTY
ADVERTISING

Cover property located in: Castor Bay, Auckland, New Zealand

The Sotheby's International Realty® cooperative advertising program provides an array of options—both print and digital—for listing advertising needs. This program leverages high-profile, global media partners and offers targeted reach and vast worldwide exposure.

Our cooperative advertising program offers pre-negotiated, exclusive advertising rates for select placements by leveraging the strength of the *Sotheby's International Realty* network.

THE INTERNATIONAL HERALD TRIBUNE

is a sophisticated and comprehensive daily report for opinion leaders and business decision makers around the world. The mission of the *International Herald Tribune* is to enhance the global community by creating, collecting and distributing high-quality news information and entertainment. Its readers have levels of income and investments that can hardly be described as average—like the newspaper they enjoy reading, these levels reflect their highly mobile and affluent status. *International Herald Tribune* readers are people whose tastes tend toward the deluxe, leading active and upscale lifestyles.



Circulation: 226,267

Geographic Distribution: Europe, Asia, Pacific, Middle East, N. Africa, Americas

Readership: 607,400

Male/Female Skew: 76% Male | 24% Female

Average House Hold Income: 303,040 worldwide

Median Age: 45

Number of Listings Per Page: Up to 35

INTERNATIONAL
Herald Tribune
THE WORLD'S DAILY NEWSPAPER

INTERNATIONAL HERALD TRIBUNE EVENT WRAPS

CATHAY PACIFIC HONG KONG SEVENS HONG KONG, MARCH 22 – 24, 2013

The Hong Kong Sevens is the premier annual Rugby tournament on the IRB Sevens World Series. Organized by the Hong Kong Rugby Football Union (HKRFU), this world-class rugby event encapsulates sporting spirit and crowd participation and is often referred to as the “jewel in the crown” of the Series. In 2012 the event gathered nearly 120,000 spectators over the three days, welcoming 24 international teams to Asia’s World City.

Wrap Date: **March 23** | **Due Date: February 6**

CANNES FILM FESTIVAL FRANCE, MAY 15 – 26, 2013

The Cannes Film Festival is attended by world-leading film industry professionals and international celebrities. As well as being a most special place for film industry professionals to meet, the Festival is especially attentive to the talent of artists who contribute to the growth of the medium.

Wrap Date: **May 17** | **Due Date: April 18**

TENNIS CHAMPIONSHIPS AT WIMBLEDON LONDON, JUNE 24 – JULY 7, 2013

Attracting close to 500,000 people, The Lawn Tennis championships at Wimbledon is one of the most celebrated professional tennis tournaments. Players from over 60 nations compete in this high-profile event, attracting spectators from around the world.

Wrap Date: **July 5** | **Due Date: May 23**

MONACO YACHT SHOW MONTE CARLO, SEPTEMBER 25 – 28, 2013

This is the only international yacht show devoted exclusively to luxury yachting. The biggest in-water display in Europe of super mega-yachts, it attracts an exclusive audience of elite individuals.

Wrap Date: **September 27** | **Due Date: August 14**

MIPIM ASIA HONG KONG, NOVEMBER 6 – 8, 2013

The MIPIM Asia is a networking hub, where the property market's leading players converge to make contact, share knowledge and strike deals. Organized by Reed MIDEM, a leader in professional property events, MIPIM Asia opens the door to the entire Asian real estate industry in one single event.

Wrap Date: **November 7** | **Due Date: October 2**

DUBAI INTERNATIONAL FILM FESTIVAL DUBAI, DECEMBER 8 – 15, 2013

The Dubai International Film Festival (DIFF) is the leading film festival in the Middle East, Asia and Africa, serving as an influential platform for Arab filmmakers and talent at an international level by spearheading the cinema movement in the region. The DIFF has established itself as a major international festival, while continuing to serve as a premier showcase event for Arab cinema and contributing to the development and growth of the regional industry. DIFF has extended its platform to present and honor excellence in cinema from countries in Asia and Africa.

Wrap Date: **December 8** | **Due Date: November 8**

THE NEW YORK TIMES

(in the Thursday “Home” Section) *The New York Times* is widely recognized as the most influential news source for many of the world’s most sophisticated and loyal readers. Today’s *Times* is more influential in more ways than ever, with sections devoted to everything from the arts and entertainment to sports and science, business and technology to dining and home design. “Home” is the section for home enthusiasts showcasing engrossing articles on architecture, design, furnishings, gardening, home improvement and real estate, as well as expert advice on living comfortably and stylishly.

Circulation: 1,150,589

Geographic Distribution: U.S.

Readership: 2,636,354

Male/Female Skew: 53% Male /47% Female

Average House Hold Income: \$166,422

Median Age: 54

Number of Listings Per Page: Up to 30

Sotheby's INTERNATIONAL REALTY
unique impressions worldwide
sothebysrealty.com

EXUMA, BAHAMAS
Paradise Island, Bahamas
+1 242.962.4212 | SIB@sotheby.com

PARADISE ISLAND, BAHAMAS
Paradise Island, Bahamas
+1 242.962.4212 | SIB@sotheby.com

TREASURE CAI, ABACO, BAHAMAS
Treasure Cai, Abaco, Bahamas
+1 242.962.4212 | SIB@sotheby.com

OAKLAND, CA
Oakland, CA
East Bay Sotheby's International Realty
925.861.2121 | ebsi@sotheby.com

OAKLAND, CA
Oakland, CA
East Bay Sotheby's International Realty
925.861.2121 | ebsi@sotheby.com

SAN FRANCISCO, CA
San Francisco, CA
Sotheby's International Realty
415.774.1234 | sib@sotheby.com

PALM BEACH, FL
Palm Beach, FL
Sotheby's International Realty
561.991.2121 | sib@sotheby.com

PALM BEACH, FL
Palm Beach, FL
Sotheby's International Realty
561.991.2121 | sib@sotheby.com

ALPHARETTA, GA
Alpharetta, GA
Lopez Property Sotheby's International Realty
770.540.0222 | lpez@sotheby.com

BEDMINSTER, NJ
Bedminster, NJ
Sotheby's International Realty
908.621.8800 | sib@sotheby.com

PRINCETON, NJ
Princeton, NJ
Colony Sotheby's International Realty
908.621.8800 | sib@sotheby.com

PRINCETON, NJ
Princeton, NJ
Colony Sotheby's International Realty
908.621.8800 | sib@sotheby.com

SADDLE RIVER, NJ
Saddle River, NJ
Princeton Sotheby's International Realty
908.621.8800 | sib@sotheby.com

BRONXVILLE/PO. EASTCHESTER, NY
Bronxville/Po. Eastchester, NY
Sotheby's International Realty
914.386.1000 | sib@sotheby.com

LARCHMONT, NY
Larchmont, NY
Sotheby's International Realty
914.386.1000 | sib@sotheby.com

NEW YORK, NY
New York, NY
Sotheby's International Realty
212.696.7000 | sib@sotheby.com

NEW YORK, NY
New York, NY
Sotheby's International Realty
212.696.7000 | sib@sotheby.com

NEW YORK, NY
New York, NY
Sotheby's International Realty
212.696.7000 | sib@sotheby.com

ORANGE COUNTY, NY
Orange County, NY
Sotheby's International Realty
914.386.1000 | sib@sotheby.com

PELHAM, NY
Pelham, NY
Sotheby's International Realty
914.386.1000 | sib@sotheby.com

RYE, NY
Rye, NY
Sotheby's International Realty
914.386.1000 | sib@sotheby.com

TUXEDO PARK, NY
Tuxedo Park, NY
Sotheby's International Realty
914.386.1000 | sib@sotheby.com

WESLEY HILLS/HUDSON VALLEY, NY
Wesley Hills/Hudson Valley, NY
Sotheby's International Realty
914.386.1000 | sib@sotheby.com

KIAWAH ISLAND, SC
Kiawah Island, SC
Sotheby's International Realty
803.386.1000 | sib@sotheby.com

The New York Times
A Hands Shaken in Paris, an Larchmont Case Mystery
New York Case Exposed as FBI's
In House Case

The New York Times
Opinion

THE WALL STREET JOURNAL

(in the Friday "Mansion" Section) Through constant innovation, brand investment and inspiration, *The Wall Street Journal* remains the global authority for news and information. The *Journal* continues to be the leading environment for luxury home clients to connect with the world's most affluent home-buying audience. With the launch of "Mansion," *The Journal's* bold, new real estate section, we are able to further strengthen our brand, expand visibility and deliver our message with more resounding results through new and exciting content alignment opportunities. Our cooperative advertising in "Mansion" reaches the homes of *The Journal's* affluent, global audience.

Circulation: 1,715,553 Globally

Geographic Distribution: US, Europe, Asia

Readership: 3,615,483

Male/Female Skew: 68% Male/32% Female

Average HHI: \$313,000 (US), \$334,000 (Asia), \$335,000 (Europe)

Average Age: 49

Number of Listings Per Page: 35

Sotheby's INTERNATIONAL REALTY
unique impressions worldwide

HARBOUR ISLAND, BAHAMAS
Residence built. An intimate beachfront boutique hotel with 7 uniquely styled BR and 11 beds. Set on a 10.766 of elevated beachfront lot on the world famous Pink Sand Beach of Harbour Island. 100 ft lot facing offshore. WEB: 4000373709 US\$6,100,000 George Damiano Sotheby Realty.com

PARADISE ISLAND, BAHAMAS
Harrison Hale Martin. 12.9 acre site in the heart of Paradise Island. 1,007 on Nassau Harbour, extensive development potential. 90-slip marina, pool, beach, dock master's office. No income inheritance or capital taxes. WEB: 36659 US\$29,200,000 George Damiano Sotheby Realty.com

PARADISE ISLAND, BAHAMAS
Ocean Club Status. Beach house of boat dockage. 107' private dock. 87' canal. 7 BR, 7.5 bath, 16,000 of main house & 2,225 of guest cottage. Grand community golf, beach club, resort amenities. Franchise neutral Bahamas. WEB: 40033721 US\$4,995,000 N.K. Damiano Sotheby Realty.com

LAKE BROMPTON, QUÉBEC, CANADA
Woodstock architecturally acclaimed. Internationally appointed residence in the Eastern Townships with nearly 3,000 of living space set on 6 acres with views of Lake Brompton. This eco-friendly home was designed by internationally known architect with its environment. CAD \$13,175,000 Joseph Montanari

LAVAL, QUEBEC, CANADA
Grand Estate on Private Island. Magnificent stone mansion custom built in 2001 by Caline Dine and her family. Located on over 19 acres, this stunning 24,000 of estate is being sold turn-key with nearly all its contents. CAD \$26,655,500 Joseph Montanari

HIDDEN VALLEY, CA
World class estate on 24 acres with swimming oasis, private lake, entertainment pavilion, tennis court, pool, walled chapel, working vineyard, spectacular ocean/oak/legends. Visit Petrusville.com. WEB: 007616 US\$19,950,000 Patrick Martin & Suzanne Perkins

KENTFIELD, CA
Marin County Estate. Mt. Tamalpais view from elegant approximately 2,100 of residence on rare, approx 3 acre parcel. Grounds include pool, stone work, pergola, orchard and Italian gardens. Minutes to GG Bridge. WEB: 0243344 US\$1,895,000 Tina Shone

PASO ROBLES, CA
Panoramic view on 100 acres with prime calcareous soil in the heart of premium wine country.

SONOMA, CA
Approx 140 acre paradise. Approx 11,800 of home with 6 BR, lake, beach, equestrian, tennis, gardens, manager's building. 102 mins to Sonoma Plaza. 50+ mins to SF. WEB: 0243365. Price upon request. Donald Van de Mark, donald.vandemark@sothebyshomes.com

VAIL/ASPEN, CO
Home & Ranch Sotheby's International Realty. +1 805.434.9700 | winecountry.com

KEY LARGO, FL
Fuller BCV Sotheby's International Realty. +1 979.376.3617 | fullerbcv.com

CAPE COD, MA
Falmouth, Stunning, architecturally significant waterfront home. Resort-style pool area with pool house and summer kitchen. 1 BR, nothing grand. \$2,750,000. Pat Hutchins pat.hutchins@sothebyshomes.com

YORK, ME
Highland Farm is a luxury estate on 35 acres surrounded by 100 acres of conservation. With 6 BR, this property features a heated in-ground pool, 2 regulation tennis courts, barn and more. \$2,995,000. Real Estate: AnneErwin.com

CAPE COD, MA
Russell Post Sotheby's International Realty. +1 905.367.2027 | russellpost.com

CAPE COD, MA
Sotheby's International Realty Cape Cod Brokerage. +1 508.524.0440 | sothebyshomes.com

GIBSON, MA
Gibson Sotheby's International Realty. +1 978.565.5558 | gibsonair.com

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THE WALL STREET JOURNAL.

BLOOMBERG MARKETS

Bloomberg Markets is the highly read magazine of the “Global Financial Elite” serving 96% of Bloomberg Terminal Subscribers including banks, brokerages, hedge funds, government agencies and other arms of the financial industry. Readers are ultra affluent and influential; they take the lead in decision-making and are among the first to buy new products or services. Market readers are professional global citizens who live the ultimate luxury lifestyle driven by their discerning tastes and exclusive experiences. Our cooperative advertising opportunities are full page color advertisements distributed to either the domestic circulation or the International circulation.



Domestic Circulation

Circulation: 174,000

Geographic Distribution: North America, Canada, Mexico

Male/Female Skew: 90% / 10%

Average HHI: \$ 452,000

Median Age: 38

Number of Listings Per Page: 12

International Circulation

Circulation: 201,000

Geographic Distribution: Asia, Middle East, Europe, Africa, Caribbean, Central America, South America, Asia Pacific

Male/Female Skew: 90% / 10%

Average HHI: \$ 452,000

Median Age: 38

Number of Listings Per Page: 12

SOTHEBY'S AT AUCTION

A luxurious magazine that showcases the highlights from every Sotheby's sale worldwide, *Sotheby's At Auction* is sent gratis to the very top tier of Sotheby's auction clients. The publication is highly visual, with photos and descriptions of the rarest works of art and most coveted precious objects on the market today. It also includes an international museum calendar, profiles of famous collectors, interviews with artists and other articles pertaining to the art and auction markets. It also features a dedicated section to expose our listing inventory.

Circulation: 25,000

Geographic Distribution: Global

Number of Listings Per Page: 1, 2 or 3





THE ROBB REPORT COLLECTION

With a focus on collecting, craftsmen, artists, travel and recreational experiences, *Collection* appeals to wealthy enthusiasts (specialty automobiles, motorcycles, driving, boating, fishing, hunting, collecting, playing, and more). Advertising includes manufacturers, retailers, and service providers, as well as artists, craftsmen and boutique firms who serve and sell to high end consumers directly. Distributed as a supplement to Robb Report to individual subscribers and newsstands. Also delivered to professional sports teams by request.

Circulation: 90,000

Geographic Distribution: 90% U.S. / 10% International

Readership: 264,000

Male/Female Skew: 70% Male /30% Female

Average House Hold Income: \$1.2 MILLION

Median Age: 54.4

Number of Listings Per Page: 12



THE ROBB REPORT HOME & STYLE
(Formerly Exceptional Properties) Robb Report Home & Style magazine carves out a unique niche in the marketplace by celebrating luxury real estate offerings from around the world with a special emphasis on architecture, new home products and interior design, with special sections dedicated to the latest trends and guiding philosophies—all in one very comfortable place.

Circulation: 80,000

Geographic Distribution: 90% U.S. / 10% International

Readership: 150,000

Male/Female Skew: 70% Male /30% Female

Average House Hold Income: \$1.2 MILLION

Median Age: 54.4

Number of Listings Per Page: 12

Sotheby's
INTERNATIONAL REALTY

sothebysrealty.com

NEW PROVIDENCE, BAHAMAS
This 100-year-old colonial-style home is a true Bahamian gem. It features a grand carriage porch, a wrap-around porch, a large swimming pool, a tennis court, and a private beach. The property is located in a prime area of New Providence. For more information, please contact Sotheby's International Realty at 242.362.4311 | siibahamas.com

PARADISE ISLAND, BAHAMAS
This stunning 100-year-old home is a true Bahamian gem. It features a grand carriage porch, a wrap-around porch, a large swimming pool, a tennis court, and a private beach. The property is located in a prime area of Paradise Island. For more information, please contact Sotheby's International Realty at 242.376.1841 | siibahamas.com

GREENWICH, CT
This 100-year-old home is a true Greenwich gem. It features a grand carriage porch, a wrap-around porch, a large swimming pool, a tennis court, and a private beach. The property is located in a prime area of Greenwich. For more information, please contact Sotheby's International Realty at 203.865.4343 | sothebysrealty.com/Greenwich

GREENWICH, CT
This 100-year-old home is a true Greenwich gem. It features a grand carriage porch, a wrap-around porch, a large swimming pool, a tennis court, and a private beach. The property is located in a prime area of Greenwich. For more information, please contact Sotheby's International Realty at 203.865.4343 | sothebysrealty.com/Greenwich

WATERFORD, CT
This 100-year-old home is a true Waterford gem. It features a grand carriage porch, a wrap-around porch, a large swimming pool, a tennis court, and a private beach. The property is located in a prime area of Waterford. For more information, please contact Sotheby's International Realty at 203.865.4343 | sothebysrealty.com/Waterford

GEORGE TOWN, CAYMAN ISLANDS
This 100-year-old home is a true George Town gem. It features a grand carriage porch, a wrap-around porch, a large swimming pool, a tennis court, and a private beach. The property is located in a prime area of George Town. For more information, please contact Sotheby's International Realty at 242.362.4311 | siibahamas.com

A ISLAND, FL
This 100-year-old home is a true A Island gem. It features a grand carriage porch, a wrap-around porch, a large swimming pool, a tennis court, and a private beach. The property is located in a prime area of A Island. For more information, please contact Sotheby's International Realty at 407.350.8100 | sothebysrealty.com/AIsland

OCALA, FL
This 100-year-old home is a true Ocala gem. It features a grand carriage porch, a wrap-around porch, a large swimming pool, a tennis court, and a private beach. The property is located in a prime area of Ocala. For more information, please contact Sotheby's International Realty at 352.271.3344 | itric.com

CAMBRIDGE, MD
This 100-year-old home is a true Cambridge gem. It features a grand carriage porch, a wrap-around porch, a large swimming pool, a tennis court, and a private beach. The property is located in a prime area of Cambridge. For more information, please contact Sotheby's International Realty at 202.271.3344 | itric.com

BRONXVILLE, NY
This 100-year-old home is a true Bronxville gem. It features a grand carriage porch, a wrap-around porch, a large swimming pool, a tennis court, and a private beach. The property is located in a prime area of Bronxville. For more information, please contact Sotheby's International Realty at 914.620.8682 | JuliaR@SothebyRealty.com



COUNTRY LIFE

Published weekly in London, *Country Life* is the United Kingdom's market leader for property advertising. It is the ideal venue for advertising prestigious property to a readership of internationally affluent home buyers in more than 60 countries. *Country Life* readers are high-net worth individuals, and they read the publication specifically for the property advertising: 43% of readers own second homes and 42% of readers have bought a property as a result of seeing an advertisement in *Country Life*.

Circulation: 38,054

Geographic Distribution: 80% within the UK

Readership: 201,000 per week

Male/Female Skew: 58% Male/ 42% Female

Average House Hold Income: 25% of Readers in Excess of \$250,000

Median Age: 55

Number of Listings Per Page: 16

Sotheby's
INTERNATIONAL REALTY

LIKE NO OTHER

Local Experts.
Global Exposure.

CARIBOO REGION, BRITISH COLUMBIA
The Cariboo region is a beautiful area with stunning views and a rich history. It's a great place to live or invest.

SUN PRAYS, BRITISH COLUMBIA
Sun Prays is a beautiful area with stunning views and a rich history. It's a great place to live or invest.

LAURENTIANS, QUÉBEC
The Laurentians are a beautiful area with stunning views and a rich history. It's a great place to live or invest.

LAURENTIANS, QUÉBEC
The Laurentians are a beautiful area with stunning views and a rich history. It's a great place to live or invest.

LAURENTIANS, QUÉBEC
The Laurentians are a beautiful area with stunning views and a rich history. It's a great place to live or invest.

MONTREAL, QUÉBEC
Montreal is a beautiful area with stunning views and a rich history. It's a great place to live or invest.

MONTREAL, QUÉBEC
Montreal is a beautiful area with stunning views and a rich history. It's a great place to live or invest.

MONTREAL, QUÉBEC
Montreal is a beautiful area with stunning views and a rich history. It's a great place to live or invest.

TORONTO, ONTARIO
Toronto is a beautiful area with stunning views and a rich history. It's a great place to live or invest.

TORONTO, ONTARIO
Toronto is a beautiful area with stunning views and a rich history. It's a great place to live or invest.

TORONTO, ONTARIO
Toronto is a beautiful area with stunning views and a rich history. It's a great place to live or invest.

Boards consider legal action over parent-teacher nights NEWS PAGE 10

AFRICA NEXT
Why trade, not aid, in transforming Africa?
Geoffrey York reports
Africa has the energy potential of tomorrow.

THE GLOBE AND MAIL WEEKEND
CANADA'S NATIONAL BUSINESS PAPER
SATURDAY, SEPTEMBER 20, 2014

What China wants
Free trade: 'It's high time!'
Human rights: 'Give us a break!'
Oil sands takeovers: 'Business is business!'
An exclusive interview with Beijing's man in Ottawa
NEWS PAGE 9

THE GLOBE AND MAIL

THE GLOBE AND MAIL

With over 900,000 copies read, *The Globe and Mail* is Canada's leading news source. In print for 165 years, *The Globe and Mail* has consistently delivered Canada's best and deepest coverage of national, international and business news. It is a daily must-read for Canadians who want to know about the essential issues, facts and opinions that affect our world. *The Globe and Mail* enjoys a wide and a highly loyal readership.

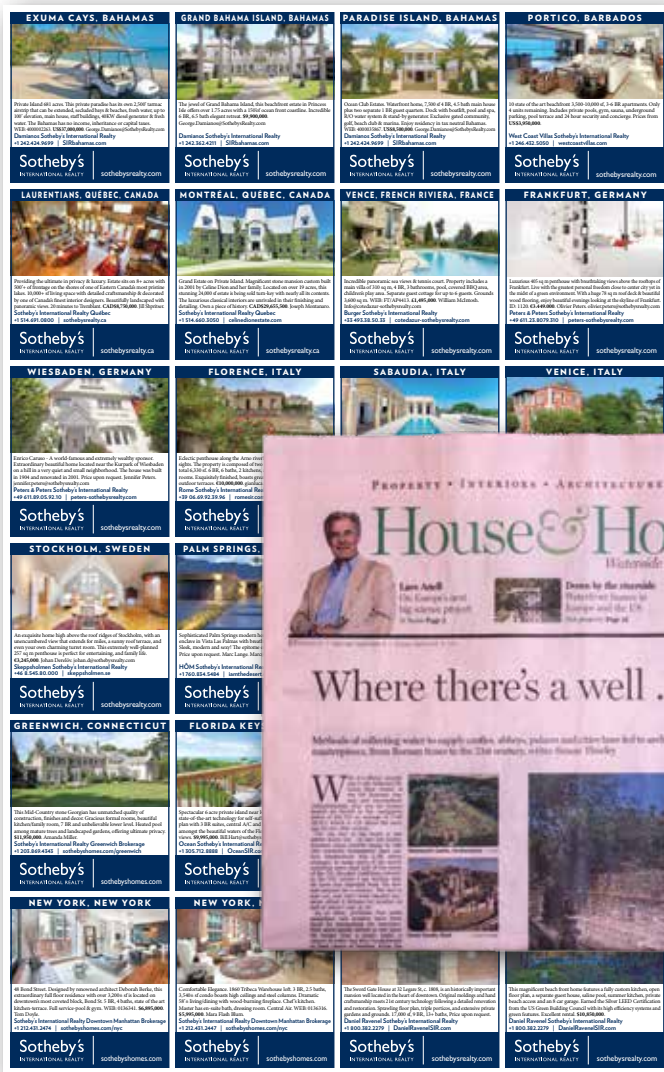
Geographic Distribution: Canada

Circulation: 372,468 (Saturday)

Readership: 1,101,100 (Saturday)

Household Income: \$100,000+

Number of Listings Per Page: 18



FINANCIAL TIMES

The *Financial Times* showcases the finest residential properties on the market and provides sage advice to a discerning audience of high-end private owners, as well as investors, every Saturday in its stand-alone "House & Home" section. Targeting upscale readers who are passionate about home and living, this full-color supplement is the world's only weekly property and lifestyle section, which is internationally-focused and globally-distributed every weekend.



Circulation: 375,000

Geographic Distribution: Global

Readership: 1,290,000

Male/Female Skew: 64% Male /36% Female

Average House Hold Income: \$365,000

Median Age: 49

Number of Listings Per Page: 24

FINANCIAL TIMES

LP MAGAZINE

With primary circulation in Asia, *LP Magazine* features upscale articles written in both English and simplified Chinese. *LP Magazine* targets elite, high-net worth individuals looking for outstanding properties located in Asia, Europe, America, Australia and the Middle East. *LP Magazine* delivers rich lifestyle editorial focusing on the latest luxury product trends, as well as real estate market analysis and investment tips. Each issue features a “Property Finder,” pointing readers to some of the world’s most impressive real estate on the market today.



Geographic Distribution: Asia

Readership: 102,200

Male/Female Skew: 65% / 35%

Number of Listings Per Page: 4



THE LAND REPORT

Edited by *New York Times* best-selling ghost writer of T. Boone Pickens, *The First Billion is the Hardest*, Eric O'Keefe, *The Land Report* editorializes topics of interest to land buyers, investors, sellers and land owners nationwide. *The Land Report* readers are your best prospects for your real estate marketing efforts and as the premier source of news and insight into America's most valuable natural resource: Land.

Circulation: 40,000 USA national plus over 15,000 digital copy readers

Number of Listings Per Page: 12

MOUNTAIN LIVING

Mountain Living delivers the high country's finest architecture, interior design and real estate through content that offers insider knowledge and valuable take-away. Its affluent readers seek, source and buy products as a direct result of its editorial and advertisements. *Mountain Living* has been attracting mountain enthusiasts and prospective home buyers for 18 years, making it the most established, well-respected mountain home design brand in the United States.

Average Household Income: \$363,500

Average Net Worth: \$2,019,940

Average Age: 52

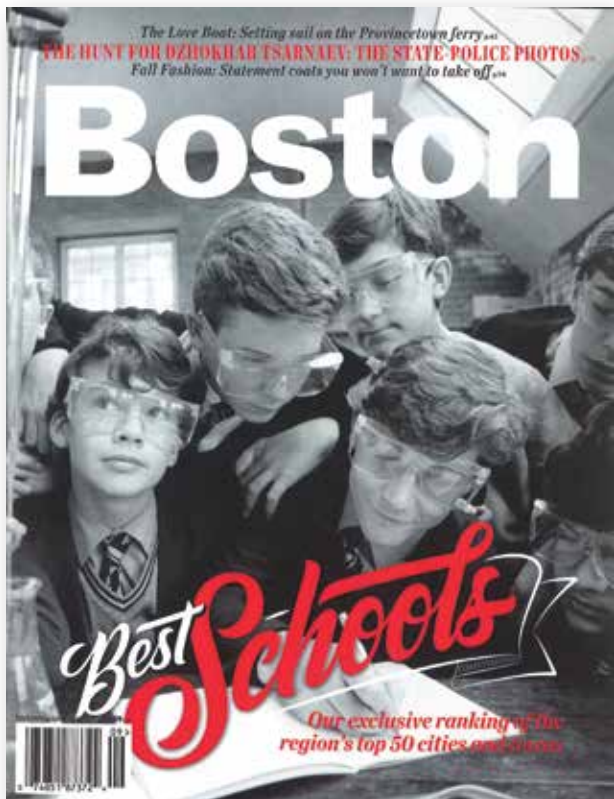
Male/Female Skew: 35% Male / 65% Female

Married: 84%

College Graduate: 92%

Number of Listings Per Page: 16





BOSTON MAGAZINE

For more than 40 years, *Boston* magazine's experienced writers, editors and designers have captured all sides of our city with award-winning and insightful writing and groundbreaking reporting and design. Our expository features, narratives, profiles and investigative features tell our half-million monthly readers how this city works, while our unsurpassed, sophisticated service journalism helps them get the most out of it. We report which towns and neighborhoods are the most desirable, which schools and workplaces are at the top of the heap, which doctors are first-rate and which restaurants, stores and services are the Best of Boston®.

DEMOGRAPHICS

Sunday Circulation: 95,357

Average Net Worth: \$1.2 Million

Average HHI: \$221,000 (median)

Average Value of Primary Residence: \$495,000

Home Owners: 88%

2013 ADVERTISING RATES

\$495 Per Spot ADVERTISING

SOTHEBY'S INTERNATIONAL REALTY® RESIDE® MAGAZINE

RESIDE magazine is the celebration of home, art and living. Each issue combines rich lifestyle editorial while showcasing extraordinary listings only represented by the *Sotheby's International Realty* network.

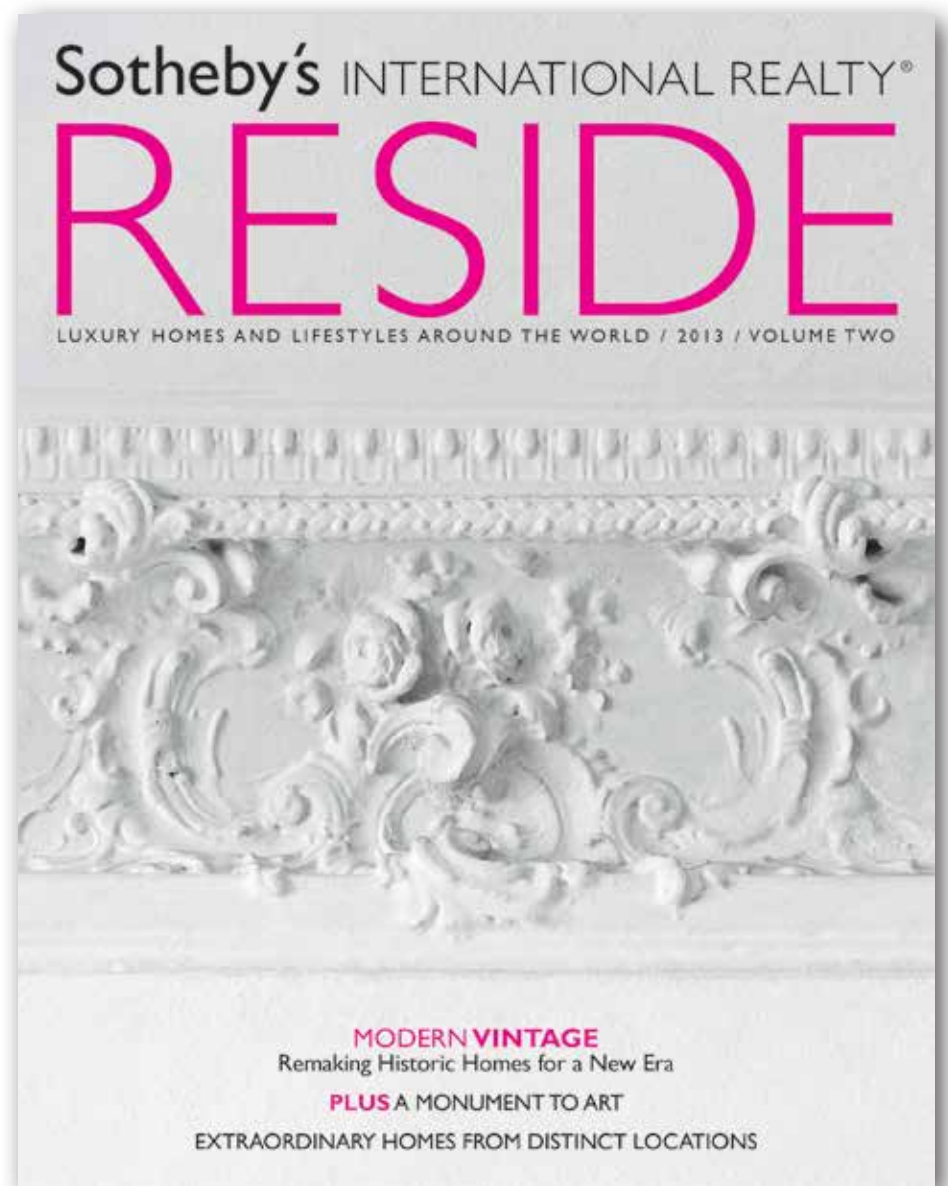
RESIDE is published as highly targeted regional editions, providing readers with exclusive relevant content, while allowing you to geographically target the advertising for your listing.

In addition, listings from each regional edition are incorporated into one MASTER EDITION which is poly-bagged with an issue of *Sotheby's* magazine, extending your listing's exposure to the high-profile clientele of the Sotheby's Auction House.

For information or to request an edition covering your region, contact:

reside@sothebysrealty.com

+1.727.741.4141



Inside RESIDE

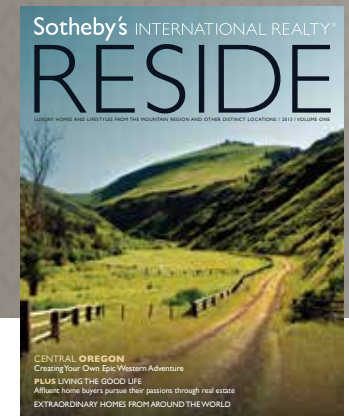
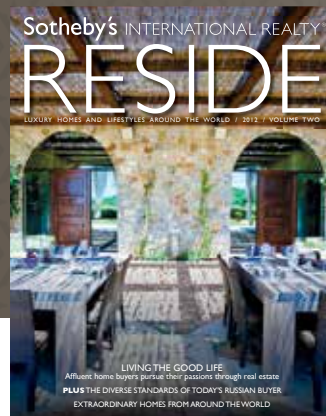
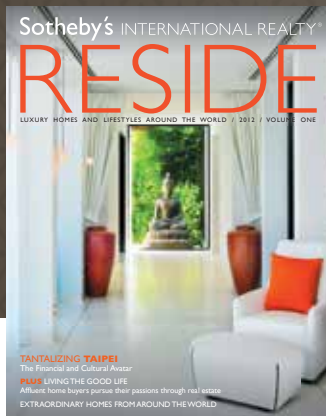
Each issue features up to 10 pages of luxury lifestyle and real estate editorial including a region specific article. Each edition features an exclusive gallery of listings represented by the Sotheby's International Realty® network.

Defined Distribution

- ▶ Regional Editions are distributed through high-profile media channels including *The Wall Street Journal* inserts, as well as through advertiser distribution. Additional local distribution channels are also evaluated for each edition.
- ▶ Master Editions are inserted into the upcoming edition of *Sotheby's* magazine, reaching thousands of the most current clients of the Sotheby's Auction House.
- ▶ All editions, including the Master Edition, are published as a digital magazine viewable on PC and portable devices for even further distribution.

Upcoming Editions

Upcoming Regional Editions of RESIDE MAGAZINE include: Northeast, California, Mountain Living, Europe and more! New additions are added throughout the year.



INSPIRING CONNECTIONS
GLOBAL APPEAL
LOCAL IMPRESSIONS

DIGITAL COOPERATIVE ADVERTISING PROGRAM

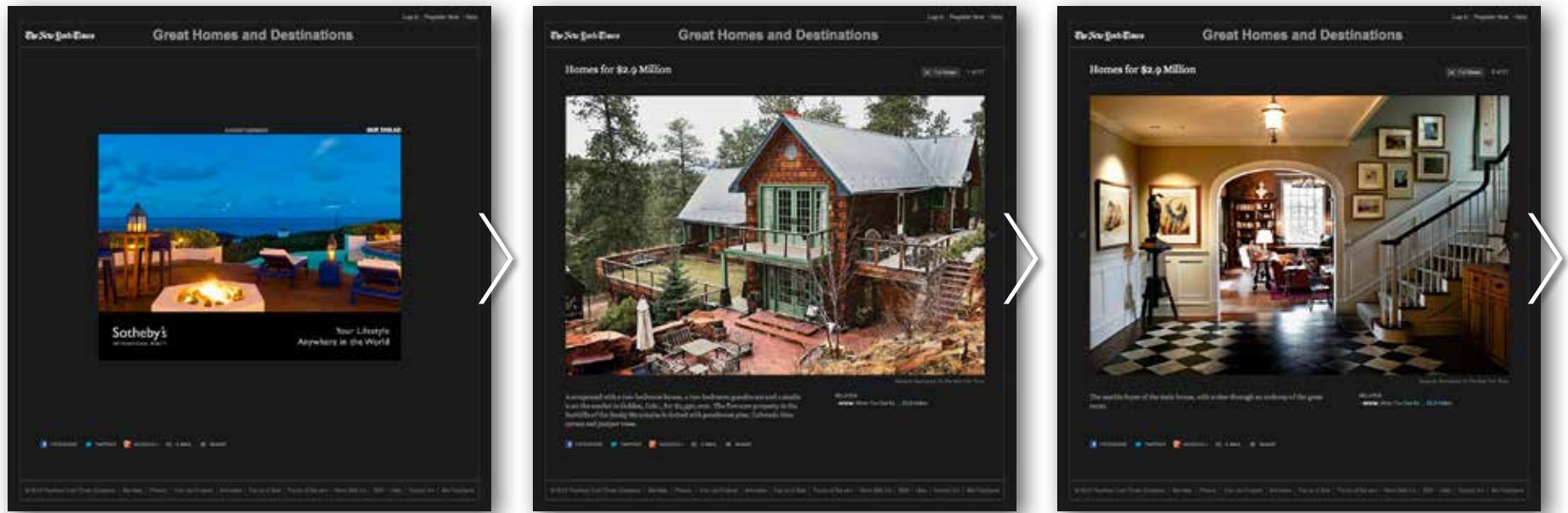
The Sotheby's International Realty® digital cooperative advertising program provides a turnkey opportunity to leverage the *Sotheby's International Realty* brand online campaigns to enhance your firm's marketing and drive local awareness.

Our digital cooperative advertising offerings provide high-profile online impressions with our globally renowned media partners, through localized targeting and efficient rates.

THE NEW YORK TIMES Serving nearly 30.5 million unique monthly visitors online, NYTimes.com is one of the most influential news websites reaching more than 1 in 8 active internet users.

The New York Times reader demographics include: high education, senior executives, high household/ personal incomes and expensive homes. In addition, with 21.9 average page views and 34.8 average minutes per visitor, NYTimes.com provides an engaged and powerful audience.

Our New York Times Digital Coop program is EXCLUSIVE to the Sotheby's International Realty network offering an impactful geo-targeted synched banner placement across Great Homes & Destinations, The luxury real estate section of NYTimes.com. Our program helps you capture the qualified affluent real estate intender while they are actively searching on NYTimes.com, at almost an 80% discount. Now, agents/brokers can own a specific location within search pages. Dominate your market within search pages though "smart search", providing highly impactful and targeted impressions.



The New York Times
GREAT HOMES AND DESTINATIONS

Search Articles Go

HOME DESTINATIONS LIFESTYLES MULTIMEDIA BLOG

Property Search For Sale For Rent

Enter a country, city, neighborhood or US ZIP


Min. Price (\$) Max. Price (\$) Bedrooms Property Type

Any Any Any Any Go

Show Only: Open Houses New Developments

Help / FAQ / Advanced Search

What You Get for ... \$2.9 Million
 By MIZZ POWELL




Single House for The New York Times

A compound with a two-bedroom house, a two-bedroom guesthouse and a studio is on the market in Golden, Colo., for \$2,950,000.

A horse-country house in California, a mountain house in Colorado and a town house in Chicago.

Slide Show


House Hunting in ... Nevis
 By ALISON GREGOR



On this Caribbean island, a government program enabling foreigners to obtain citizenship has been a boon for real estate sales.

Slide Show

ON LOCATION
Where There's a Wall, There's a Way
 By JOYCE WADLER



A classic Upper West Side apartment is reconfigured to gain light and space.

Slide Show

Longtime Renter Fashions a Corner of Quiet in Bangkok
 By SHAWN HUTCHINSON


Ted Carter, a former hotelier in New York who now teaches hotel management at a Thai university, says he cannot help adapting his living space to suit his personality.

Italian Villa, Rich in History, Has Access to Private Beach
 By A. L. FREEMAN

A seven-bedroom Tuscan villa that belonged to the Agnelli family is now up for sale.


Slide Shows

A Three-Bedroom House in an Old Sugar Mill on Nevis
 Vervain Mill, converted in 1980 and renovated in the 1990s, is on the market for \$2.95 million.




Slide Show

Homes for \$2.9 Million
 Properties in Ballard, Calif., Golden, Colo., and Chicago.



Slide Show


ON LOCATION
Getting the Walls Out of the Way
 Reconfiguring an Upper West Side apartment to let in the light.



Slide Show

Related Article

On The Market | Second Homes in Aspen, Colo.
 A Red Mountain traditional, a downtown condo, a landmark Victorian, a contemporary compound and an East End European.



Slide Show

From the Archive


BIG DEAL
 Art and Real Estate Tango in Miami

Vacation Rentals

Post an Ad List Your Homes on NYTimes.com



My Real Estate
 Save your favorite listings, searches and create customized e-mail alerts.

FEATURED PROPERTIES




Sotheby's 9944 Brassie Bend
 This elegantly appointed estate home with ...

ADVERTISEMENT

350 North Bigwood Drive
 It is all about Baldy from this spectacular ...



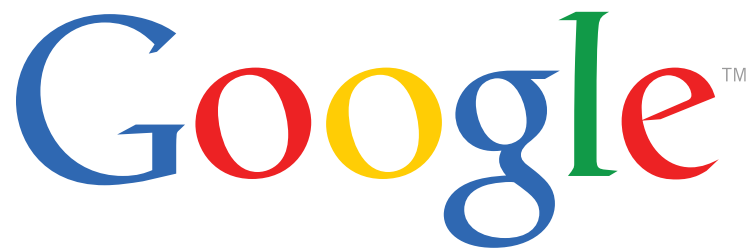
Sotheby's INTERNATIONAL REALTY

ADVERTISEMENT

Select one or more markets totaling up to 100,000 impressions
COST: \$575 per month*

**3 month minimum for all campaigns*

For space reservations contact
 Phil Kaminowitz at Sky Advertising
phil@skyad.com | +1 212.677.2500



GOOGLE Implement your own customized campaign with one of the world's most premier media franchises, Google, with three turnkey solutions for Search, Display and Mobile Advertising. Mobile search and display is also included in the below costs.

- 1. SEARCH** With search engines driving over 90% of traffic to real estate websites, it is essential to leverage this locally. Instantly create a prime search engine strategy and have qualified leads delivered to your site through the #1 search engine in the world, Google.
- 2. DISPLAY** The Google Display Network (GDN) offers banner advertising on mass media to niche sites, helping you find the most engaged audience while placing ads featuring your own properties and logo lock-up on the most real estate relevant websites. Featuring best-in-class contextual targeting, powered by Google Search technology, the GDN offers a powerful suite of targeting tools. In addition, the GDN offers robust reporting tools so you can see what is working best for your campaign, site by site.
TURNKEY TEXT ADS FEATURING
YOUR LOCAL INFORMATION
Keyword list of up to 3800 real estate terms that will be localized for your market
- 3. MOBILE** Reach 65 million unique high-end device users through Google's Ad Mob mobile display network. Our one-stop Google mobile advertising program connects your mobile display ads to global luxury mobile websites and apps.

AFFILIATE PROGRAM 2013

TIER	BENEFITS	INVESTMENT*
Platinum	<ul style="list-style-type: none"> • pre-structured and optimized search strategy • tested display targeting and best practices • AdMob mobile banner ad placement • monthly 1:1 call with google account manager <ul style="list-style-type: none"> • ask account specific questions • receive recommendations and optimizations • access to quarterly google digital learning webinar 	\$8,150/month
Gold	<ul style="list-style-type: none"> • pre-structured and optimized search strategy • tested display targeting and best practices • AdMob mobile banner ad placement • access to quarterly google digital learning webinar 	\$4,150/month
Silver	<ul style="list-style-type: none"> • pre-structured and optimized search strategy • tested display targeting and best practices • access to quarterly google digital learning webinar 	\$2,650/month
Bronze	<ul style="list-style-type: none"> • pre-structured and optimized search strategy <p style="text-align: center;">OR</p> <ul style="list-style-type: none"> • tested display targeting and best practices 	\$1,250/month

For space reservations contact

Phil Kaminowitz | phil@skyad.com | +1 212.677.2500

**3 month minimum for all campaigns*

2013 Print Co-op Property Media Schedule

FOR SPACE RESERVATIONS CONTACT

Phil Kaminowitz | +1 212.677.2500 | Phil@skyad.com

Publication	Issue Date	Affiliate Deadline	Cost	Publication	Issue Date	Affiliate Deadline	Cost
Wall Street Journal	Friday, March 8, 2013	Tuesday, February 19, 2013	\$690	International Herald Tribune	Friday, March 1, 2013	Wednesday, February 13, 2013	\$565
Wall Street Journal	Friday, April 12, 2013	Monday, March 25, 2013	\$690	International Herald Tribune	Friday, April 5, 2013	Wednesday, March 20, 2013	\$565
Wall Street Journal	Friday, May 17, 2013	Wednesday, May 1, 2013	\$690	International Herald Tribune	Friday, June 21, 2013	Wednesday, June 5, 2013	\$565
Wall Street Journal	Friday, June 14, 2013	Wednesday, May 29, 2013	\$690	International Herald Tribune	Friday, September 6, 2013	Wednesday, August 21, 2013	\$565
Wall Street Journal	Friday, July 19, 2013	Wednesday, July 3, 2013	\$690	International Herald Tribune	Friday, October 4, 2013	Wednesday, September 18, 2013	\$565
Wall Street Journal	Friday, August 16, 2013	Wednesday, July 31, 2013	\$690	International Herald Tribune	Friday, November 8, 2013	Wednesday, October 23, 2013	\$565
Wall Street Journal	Friday, September 13, 2013	Wednesday, August 28, 2013	\$690	IHT Wrap - Cathay Pacific Hong Kong Sevens	Saturday, March 23, 2013	Wednesday, February 6, 2013	\$490
Wall Street Journal	Friday, October 11, 2013	Wednesday, September 25, 2013	\$690	IHT Wrap - Cannes Film Festival	Thursday, May 17, 12	Thursday, April 18, 2013	\$490
Wall Street Journal	Friday, November 15, 2013	Wednesday, October 30, 2013	\$690	IHT Wrap - Wimbledon Tennis	Friday, July 5, 2013	Thursday, May 23, 2013	\$490
Sotheby's At Auction	May	Thursday, March 7, 2013	\$1,265	IHT Wrap - Monaco Yacht Show	Thursday, September 27, 12	Wednesday, August 14, 2013	\$490
Sotheby's At Auction	June	Thursday, March 28, 2013	\$1,265	IHT Wrap - MIPIM Asia	Thursday, November 7, 2013	Wednesday, October 2, 2013	\$490
Sotheby's At Auction	July	Thursday, April 25, 2013	\$1,265	IHT Wrap - Dubai International Film Festival	Sunday, December 8, 2013	Friday, November 8, 2013	\$490
Sotheby's At Auction	September/October	Thursday, July 25, 2013	\$1,265	Luxury Properties Magazine	May/June	Thursday, February 28, 2013	\$330
Sotheby's At Auction	November	Thursday, September 5, 2013	\$1,265	Luxury Properties Magazine	July/August	Wednesday, April 24, 2013	\$330
Sotheby's At Auction	December	Thursday, October 3, 2013	\$1,265	Luxury Properties Magazine	September/October	Wednesday, June 26, 2013	\$330
Sotheby's At Auction	January/February 2014	Wednesday, December 4, 2013	\$1,265	Luxury Properties Magazine	November/December	Wednesday, August 21, 2013	\$330
				Luxury Properties Magazine	January/February 2014	Wednesday, October 23, 2013	\$330
Country Life	Wednesday, March 6, 2013	Wednesday, February 6, 2013	\$390	Financial Times	Saturday, March 16, 2013	Wednesday, February 27, 2013	\$665
Country Life	Wednesday, April 3, 2013	Monday, March 4, 2013	\$390	Financial Times	Saturday, April 20, 2013	Wednesday, March 27, 2013	\$665
Country Life	Wednesday, May 29, 2013	Monday, April 22, 2013	\$390	Financial Times	Saturday, May 18, 2013	Wednesday, April 24, 2013	\$665
Country Life	Wednesday, June 19, 2013	Monday, May 20, 2013	\$390	Financial Times	Saturday, June 8, 2013	Wednesday, May 15, 2013	\$665
Country Life	Wednesday, July 17, 2013	Tuesday, July 8, 2013	\$390	Financial Times	Saturday, September 7, 2013	Wednesday, August 14, 2013	\$665
Country Life	Wednesday, September 11, 2013	Sunday, August 12, 12	\$390	Financial Times	Saturday, October 19, 2013	Wednesday, September 25, 2013	\$665
Country Life	Wednesday, October 2, 2013	Wednesday, September 4, 2013	\$390	Financial Times	Saturday, November 23, 2013	Wednesday, October 30, 2013	\$665
Country Life	Wednesday, November 6, 2013	Monday, October 7, 2013	\$390				
New York Times Home Section	Thursday, February 14, 2013	Friday, February 1, 2013	\$690	*International Bloomberg Markets	April	Friday, February 1, 2013	\$755
New York Times Home Section	Thursday, March 14, 2013	Friday, March 1, 2013	\$690	*Domestic Bloomberg Markets	May	Friday, March 1, 2013	\$755
New York Times Home Section	Thursday, April 18, 2013	Friday, April 5, 2013	\$690	International Bloomberg Markets	June	Friday, April 5, 2013	\$755
New York Times Home Section	Thursday, May 9, 2013	Friday, April 26, 2013	\$690	Domestic Bloomberg Markets	August	Friday, May 31, 2013	\$755
New York Times Home Section	Thursday, June 6, 2013	Friday, May 24, 2013	\$690	International Bloomberg Markets	September	Monday, July 1, 2013	\$755
New York Times Home Section	Thursday, July 11, 2013	Wednesday, June 26, 2013	\$690	Domestic Bloomberg Markets	October	Thursday, August 1, 2013	\$755
New York Times Home Section	Thursday, August 22, 2013	Wednesday, August 7, 2013	\$690	International Bloomberg Markets	November	Thursday, August 29, 2013	\$755
New York Times Home Section	Thursday, September 19, 2013	Friday, September 6, 2013	\$690	Domestic Bloomberg Markets	February 2014	Friday, December 6, 2013	\$755
New York Times Home Section	Thursday, October 17, 2013	Wednesday, October 2, 2013	\$690	Globe & Mail	Saturday, March 16, 2013	Friday, February 15, 2013	\$575
New York Times Home Section	Thursday, November 21, 2013	Friday, November 8, 2013	\$690	Globe & Mail	Saturday, April 20, 2013	Friday, March 22, 2013	\$575
Robb Report Collection	April	Thursday, January 31, 2013	\$440	Globe & Mail	Saturday, May 18, 2013	Friday, April 19, 2013	\$575
Robb Report Collection	June	Friday, March 29, 2013	\$440	Globe & Mail	Saturday, June 15, 2013	Friday, May 17, 2013	\$575
Robb Report Collection	August	Friday, May 31, 2013	\$440	Globe & Mail	Saturday, September 14, 2013	Friday, August 16, 2013	\$575
Robb Report Collection	October	Wednesday, July 31, 2013	\$440	Globe & Mail	Saturday, October 19, 2013	Friday, September 20, 2013	\$575
Robb Report Collection	December	Monday, September 30, 2013	\$440	Globe & Mail	Saturday, November 16, 2013	Friday, October 18, 2013	\$575
Robb Report Collection	February 2014	Friday, November 29, 2013	\$440	Mountain Living	July	Wednesday, April 24, 2013	\$330
Robb Report Home & Style	May/June	Thursday, February 28, 2013	\$415	Mountain Living	September/October	Monday, July 8, 2013	\$330
Robb Report Home & Style	July/August	Tuesday, April 30, 2013	\$415	Mountain Living	November/December	Friday, September 6, 2013	\$330
Robb Report Home & Style	September/October	Friday, June 28, 2013	\$415	Land Report	Spring 2013	Monday, February 4, 2013	\$565
Robb Report Home & Style	November/December	Friday, August 30, 2013	\$415	Land Report	Summer 2013	Wednesday, May 1, 2013	\$565
Robb Report Home & Style	January/February 2014	Thursday, October 31, 2013	\$415	Land Report	Fall 2013	Thursday, August 1, 2013	\$565
RESIDE® Magazine	Issue 1, 2013	Wednesday, February 13, 2013	Varies	Land Report	Winter 2014	Friday, November 1, 2013	\$565
RESIDE® Magazine	Issue 2, 2013	Wednesday, August 14, 2013	Varies	Boston Magazine	December 20, 2013	December 3, 2013	\$495
				Boston Magazine	January 24, 2014	January 10, 2014	\$495
				Boston Magazine	February 21, 2014	February 7, 2014	\$495

Our cooperative advertising program offers pre-negotiated, exclusive advertising rates for select placements by leveraging the strength of the Sotheby's International Realty[®] network.

Sotheby's
INTERNATIONAL REALTY

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