

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												
OCEAN HOME												
BLOOMBERG MARKETS												
BOSTON MAGAZINE												
THE SUNDAY TIMES OF LONDON												
ROBB REPORT												
KINGDOM												

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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	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 (ADSSERVEDTOCONSUMERSAFTERTHEYVISITSOTHEBYSREALTY.COM)												
IN-MARKET&INTERESTTARGETING(TARGETTINGINDIVIDUALSWITHSPECIFICPROFILES)												

