COOPERATIVE ADVERTISING

TARGETED. GLOBAL. EFFICIENT.

Sotheby's
INTERNATIONAL REALTY

GLOBAL EXPOSURE FOR DISTINCT PROPERTY ADVERTISING

Cover property located in: Melbourne, Victoria, Australia

THE INTERNATIONAL NEW YORK TIMES

(formerly 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 New York Times* 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 New York Times* 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 NEW YORK TIMES WRAPS In addition to cooperative advertising opportunities within the *International New York Times*, our program includes full-color *International New York Times* wraps that are distributed at some of the most prestigious events around the world. Event wraps are placed around thousands of copies of the *International New York Times* newspapers and are distributed in hotel rooms and on site during large events.

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 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 property 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

The New York Times

THE WALL STREET JOURNAL

The Wall Street Journal represents credibility and influence and continues to be the leading environment for luxury real estate clients to connect with the world's most affluent home-buying audience.

With new and exciting content alignment opportunities in "Mansion" WSJ's global luxury real estate section, we are able to further strengthen our brand, expand visibility and deliver our message with more resounding results than ever before.

Circulation: 1,499,413 Globally

Geographic Distribution: US, Europe, Asia

Readership: 3,710,132

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

Average HHI: $277,431 (US), $334,000 (Asia), $335,000 (Europe)

Average Age: 50.7

Number of Listings Per Page: 35

Sources: September 2013 AAM Snapshot Report; ABC UK Jan-Jun 2013; BPA Worldwide Jan-Jun 2013; 2013 Ipsos Affluent Survey, HHI $100K+; Wall Street Journal Asia/Europe Subscriber Studies;

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% Male / 10% Female

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% Male / 10% Female

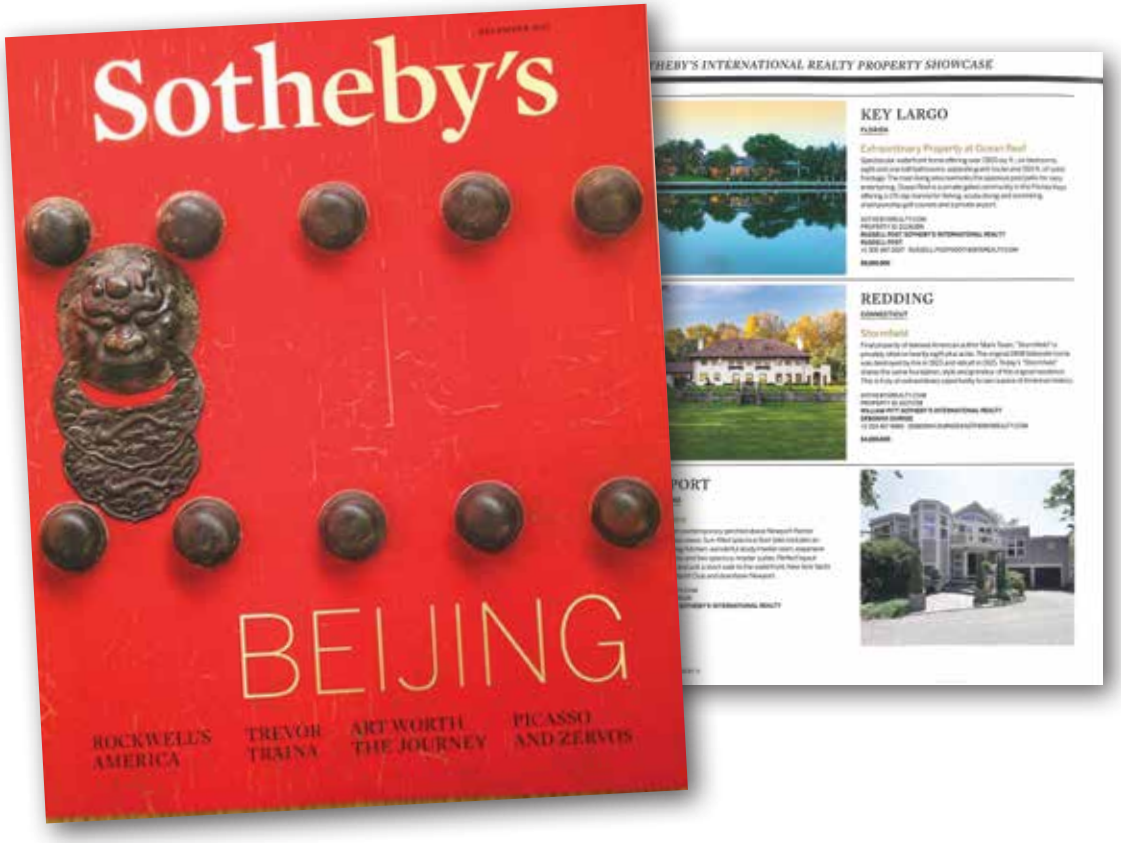
Average HHI: $452,000

Median Age: 38

Number of Listings Per Page: 12

SOTHEBY'S MAGAZINE

Sotheby's magazine, the prestigious publication of Sotheby's auction house keeps clients informed of the best in art sales and happenings around the world. The magazine's reach extends across continents and is read by the world's most affluent, influential and educated individuals. Their readers turn to *Sotheby's* magazine not only to learn about the unparalleled masterpieces and precious objects that come to auction, but for the rich editorial features and their insider perspective on art world topics and events. Each issue provides ample opportunity to reach readers who are accustomed to nothing but the best and includes a dedicated section to exclusively showcase listing inventory represented only by *Sotheby's International Realty* network members.



Circulation: 28,000

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. It is distributed as a supplement to Robb Report to individual subscribers and newsstands.

Circulation: 90,000

Geographic Distribution: 90% US / 10% International

Readership: 264,000

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

Average House Hold Income: $1,200,000

Median Age: 54.4

Number of Listings Per Page: 12

THE ROBB REPORT HOME & STYLE

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. It is distributed as a supplement to *Robb Report* to individual subscribers and newsstands.

Circulation: 80,000

Geographic Distribution: 90% US / 10% International

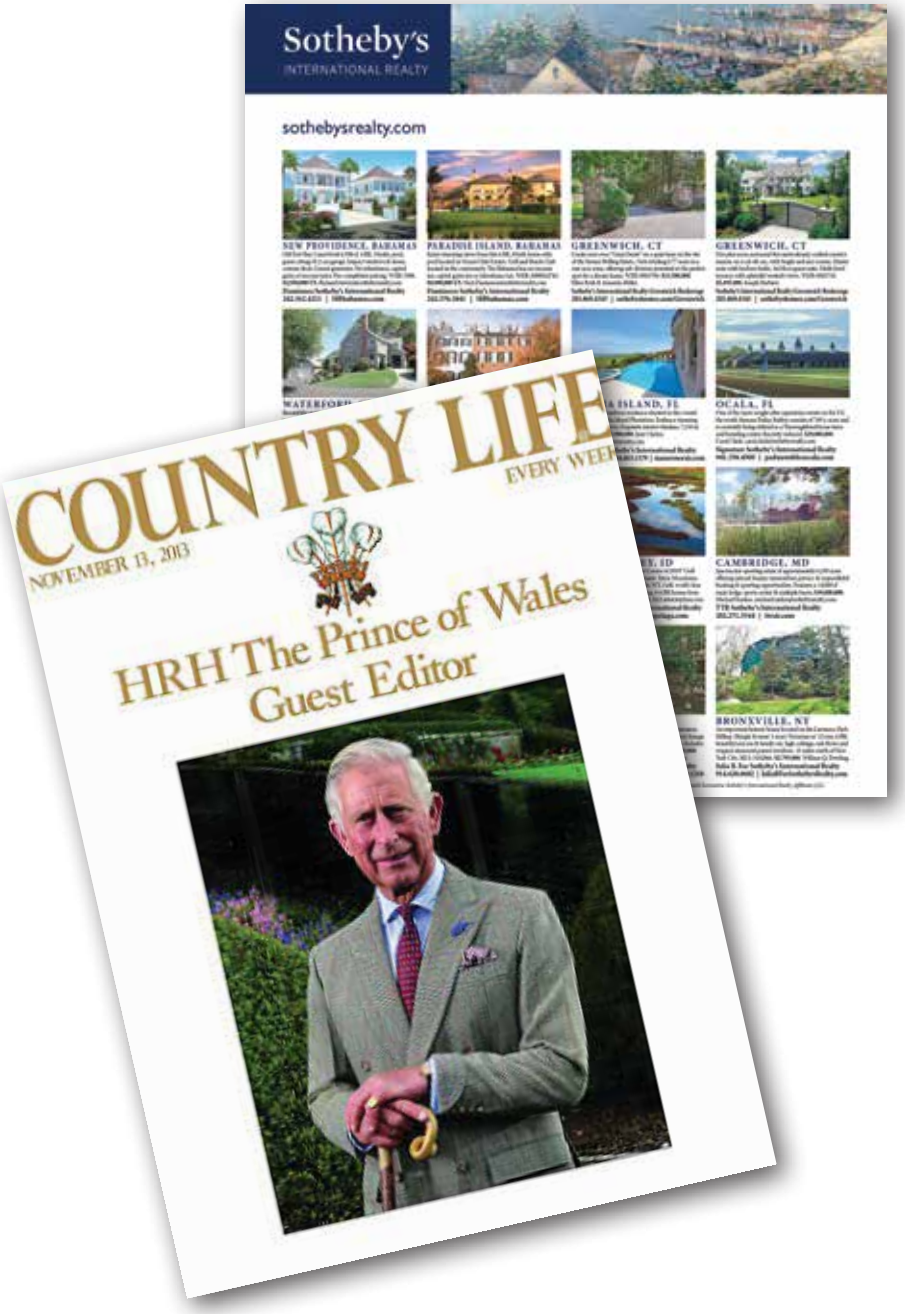
Readership: 150,000

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

Average House Hold Income: $1,200,000

Median Age: 54.4

Number of Listings Per Page: 12



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: 38,246

Geographic Distribution: 80% within the UK

Readership: 201,938 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

THE GLOBE AND MAIL

With more than 900,000 readers, *The Globe and Mail* is Canada's leading news source. In print for 169 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

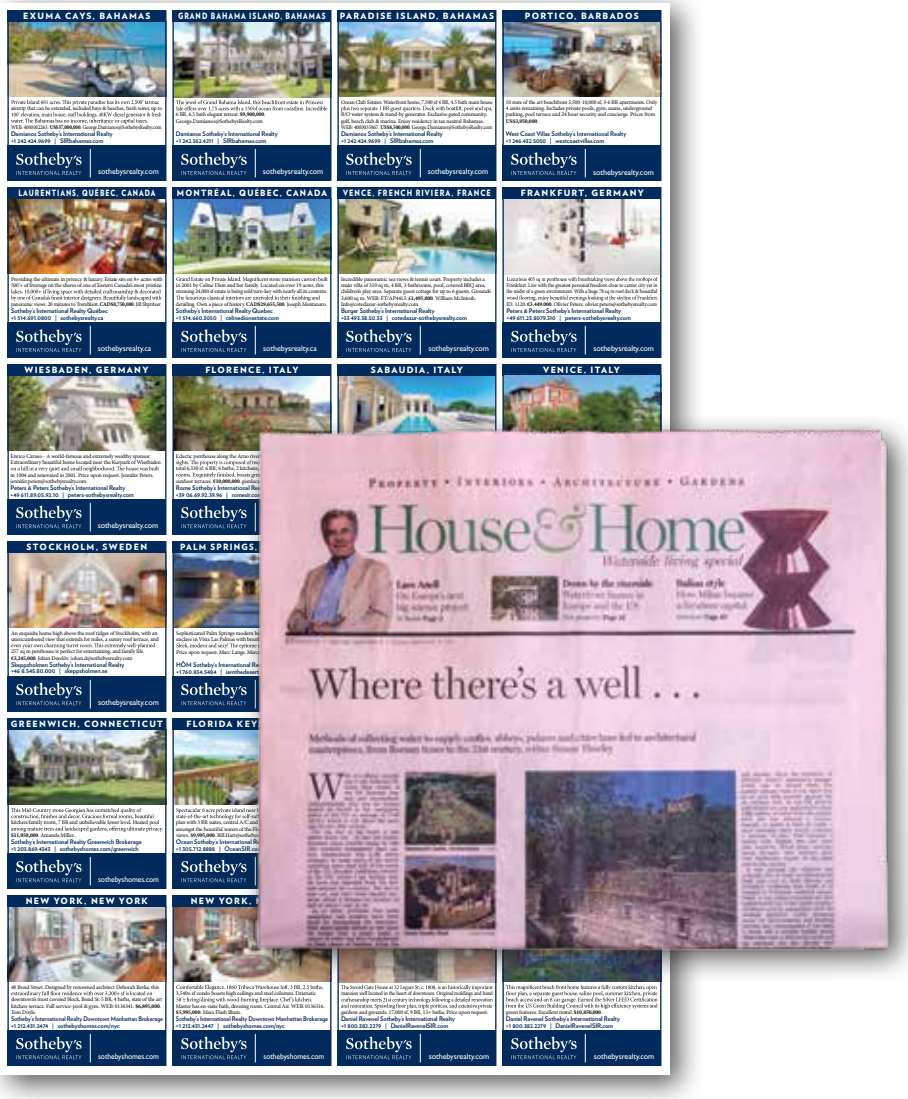
Circulation: 356,640 (Saturday)

Readership: 1,069,000 (Saturday)

Household Income: $100,000+ (49% vs population's 29%)

Number of Listings Per Page: 18

Source: NADbank 2012 – 47 Ntl Readership Mkts & AAM Sept 2012 Audit



FINANCIAL TIMES

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

LP MAGAZINE

With primary circulation in Asia, *LP Magazine* (Luxury Properties) 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: 110,000

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

Number of Listings Per Page: 4

THE LAND REPORT

Edited by Eric O'Keefe, who is *The New York Times* best-selling ghost writer of T. Boone Pickens' *The First Billion is the Hardest, 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

BOSTON MAGAZINE

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

DEMOGRAPHICS

Monthly Circulation: 95,357

Average Net Worth: $1,200,000

Average HHI: $221,000 (median)

Average Value of Primary Residence: $495,000

Home Owners: 88%

Number of Listings per Page: 12

OCEAN HOME MAGAZINE

Published bi-monthly, *Ocean Home* puts the luxurious lifestyle of oceanfront living into the palms of their readers hands. From high-end developments in the Caribbean to private beachfront estates in Malibu, California; Palm Beach, Fort Lauderdale, and Miami Florida; Newport, Rhode Island; Nantucket, Massachusetts; Coastal Maine and everyplace in between. *Ocean Home* not only unveils the dream homes of the world's wealthiest real estate investors, but also reveals the best travel destinations, the top designs for ocean homes, and interviews the key players in the next generation of luxury oceanfront living.

The Sotheby's International Realty® EXCLUSIVE cooperative advertising insertion will run in an engaging gatefold advertising unit, in conjunction with the "On the Market" section, which runs in the first quarter of the magazine.

Distribution: 80,000
Readership: 216,000
Geographic Breakdown: United States coastal areas, Canada, Caribbean
Average age: 51
Male / Female Skew: Male 49% / Female 51%
Average HHI: $1.2 million
Number of Listings per Page: 12

DIE WELT
WELT am SONNTAG

DIE WELT

Die Welt is a national daily, and one of Europe's leading quality papers. It has more major themes, is more thoroughly researched and more extensively commented on. In the departments of Politics, Business & Finance and Culture, *Die Welt* offers clearly structured news, analyses and commentaries reaching 699,000 exclusive readers.

Net Paid Circulation: 229,137 (Saturday)
Geographic Distribution: Germany
Readership: 862,000 (Saturday)
Net household income: >EUR 3,000 (54%)
Male/Female Skew: 58% / 42%

WELT am SONNTAG

Welt am Sonntag is the market leader for quality Sunday newspapers and is also one of the best-designed newspapers in the world. *Welt am Sonntag* is a writers' paper that emphasizes polished writing and sound arguments with surprising background stories, up-to-date analysis, exclusive interviews and entertaining topics.

Net Paid Circulation: 402,708 (Sunday)
Geographic Distribution: Germany
Readership: 972,000 (Sunday)
Net household income: >EUR 3,000 (57%)
Male/Female Skew: Male 65% / Female 35%
Number of listings per page: 12

*Source: ma 2013 Presse

Inside RESIDE

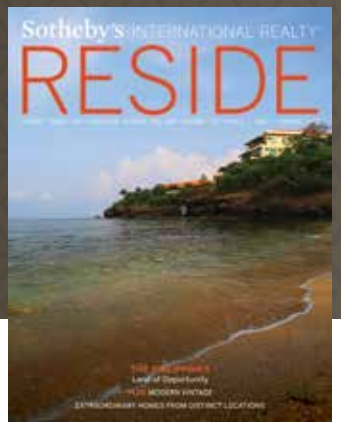
Each issue features up to 10 pages of luxury lifestyle and real estate editorial including a region specific article. Each edition features an exclusive gallery of listings represented by the Sotheby's International Realty® network.

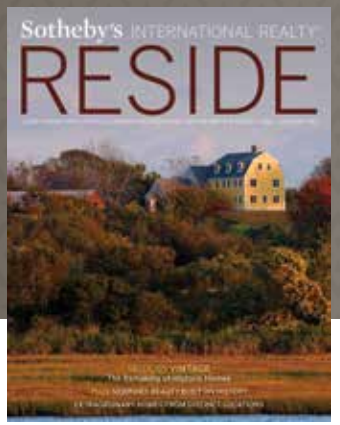
Defined Distribution

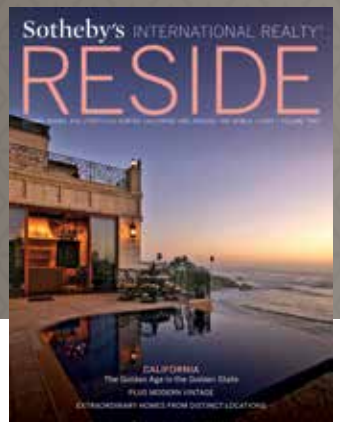
- Regional Editions are distributed through high-profile media channels including *The Wall Street Journal* inserts, as well as through advertiser distribution. Additional local distribution channels are also evaluated for each edition.
- Master Editions are inserted into the upcoming edition of *Sotheby's* 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.

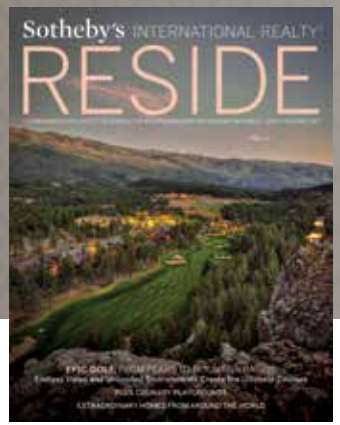
Upcoming Editions

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



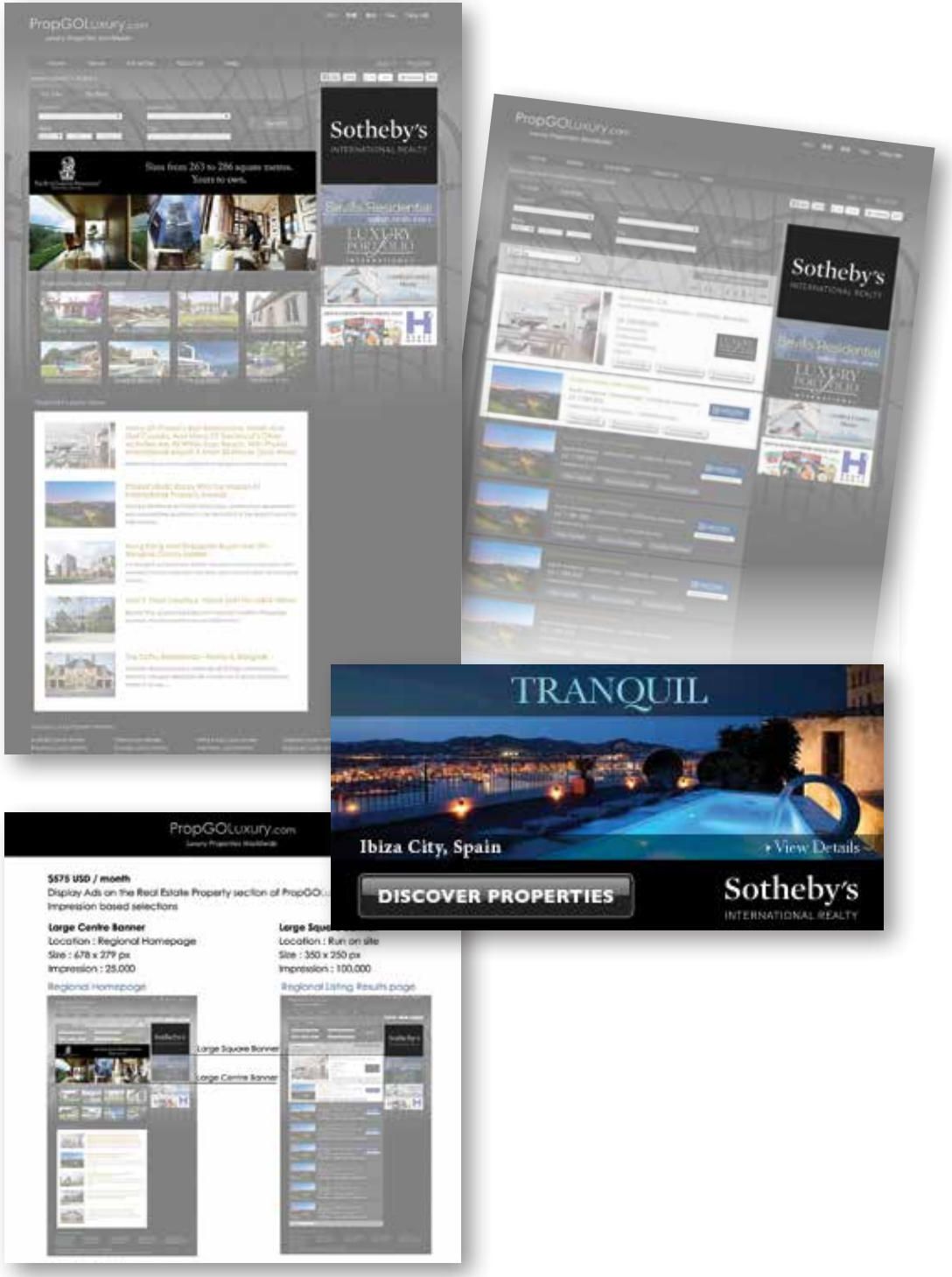






PROPGOLUXURY
OFFERING

- Geo-Targeted search banners
- Located **within the search results** for your chosen region and on the regional homepage
- Combination **678x279** and dual **300x250** banners served simultaneously
- Select one or more markets totaling up to…
  - 100,000 impressions on search result page
  - 25,000 impressions on regional homepage



DATA

- 90% of home buyers begin their search online
- #1 most important traffic driver to every real estate website

OFFERING

- Implement your own turnkey customized Search and Display advertising campaign, designed directly by the world's largest search engine and one of the most premier media franchises, Google.
- Search campaigns targeted directly to your local and feeder markets, driving only the most relevant traffic.
- Optional Google Display Network placement on target luxury partner websites (Nasdaq, Forbes, Realtor.com, Reuters, Fodors, etc.)
- Millions of additional website options available based on your local needs