

A photograph of a modern villa at dusk. The villa has a large swimming pool in the foreground, surrounded by a wooden deck and lounge chairs. The villa's interior lights are on, and the sky is a mix of blue and orange. The Sotheby's International Realty logo is in the top left corner.

Sotheby's
INTERNATIONAL REALTY

GLOBAL MEDIA
INTELLIGENTLY SHOWCASING PROPERTY



LEVERAGING INNOVATION, EXPERIENCE & INTERNATIONAL IMPACT

Cover property located in: Phuket, Thailand

The Sotheby's International Realty® brand's global media plan is strategically designed to deliver truly global impact while promoting properties represented by our worldwide network. Our plan includes significant, exclusive and first-to-market partnerships with an elevated focus on video integration, editorial alignment and omni-channel sponsorships in order to provide relevant content to potential clients in an always-on, anywhere environment. Brand marketing combined with property advertising allows the Sotheby's International Realty brand to present the properties represented by our network to a broad audience of buyers who value and seek the unique.

IMAGINE

The New York Times

Unrivaled Access to a Global Audience

Since 1851, *The New York Times* has been dedicated to providing exceptional depth of quality news and information surrounding the most important issues on a local, national and global level. Having won more Pulitzer Prizes than any other paper, the Times has consistently set the bar among leading news brands.

Now serving nearly 80 million unique global visitors per month, NYTimes.com has successfully applied the same expectations and meticulous standards to the digital world as with print. Our brand blends exclusivity, dominance and new trail-blazing technology with a strategic focus on mobile to reach an ever-expanding global audience.

Distribution: Worldwide

Page views per month: 482,000,000

Unique monthly visits: 61,852,000

Average number of pages per visitor: 8

Median household income: \$74,083

Male skew: 47.6%

Female skew: 52.4%

Median age: 49.5

I M A G I

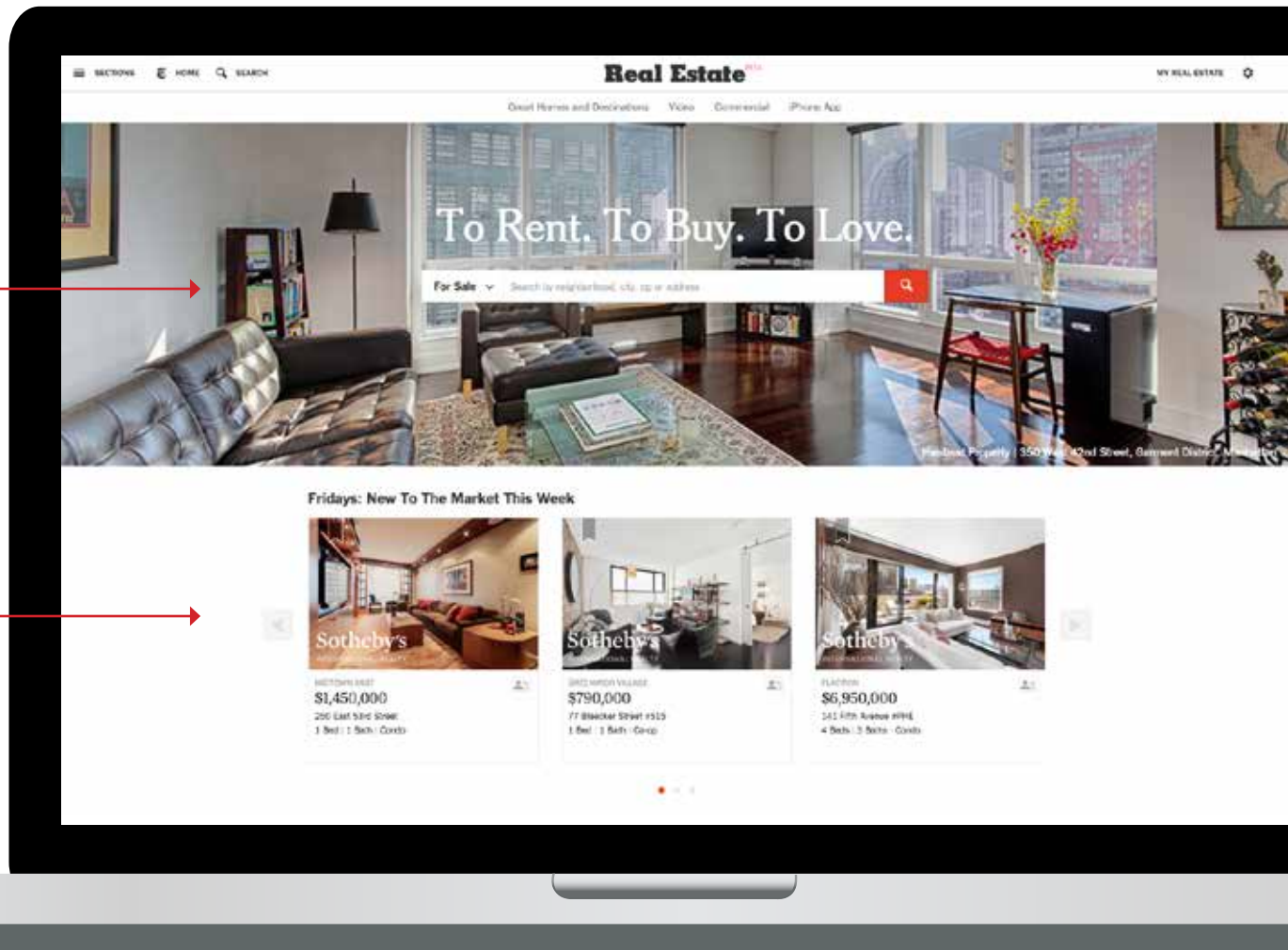
exclusive

Hero Carousel Dominance

Properties represented by the *Sotheby's International Realty* brand will dominate with native placement within the editorial carousel on the new "Find a Home" landing page.

Exclusive Video Block


The *Sotheby's International Realty* brand will be the launch sponsor and exclusively own the native video module built into the framework of the new "Find a Home" landing page. Only *Sotheby's International Realty* property video will be in this desirable space.



Great Homes and Destinations Cross-Platform Slideshow Sponsorship

Ongoing exclusive sponsorship of Real Estate section slide shows provides high-impact branding and lead generation for the featured properties. Designed to drive an estimated 12 million media impressions worldwide, this 100% share of voice ad unit incorporates properties for sale at the beginning and end of the slideshow. The highly engaged slideshow audience completes the entire slideshow 90% of the time. Now optimized for desktop, table and mobile to reach the consumer who is always-on.

Living In Silvermine, Conn.



IMAGINE

waterfront oasis






YOUR SEARCH BE DEFINED



Sothebys

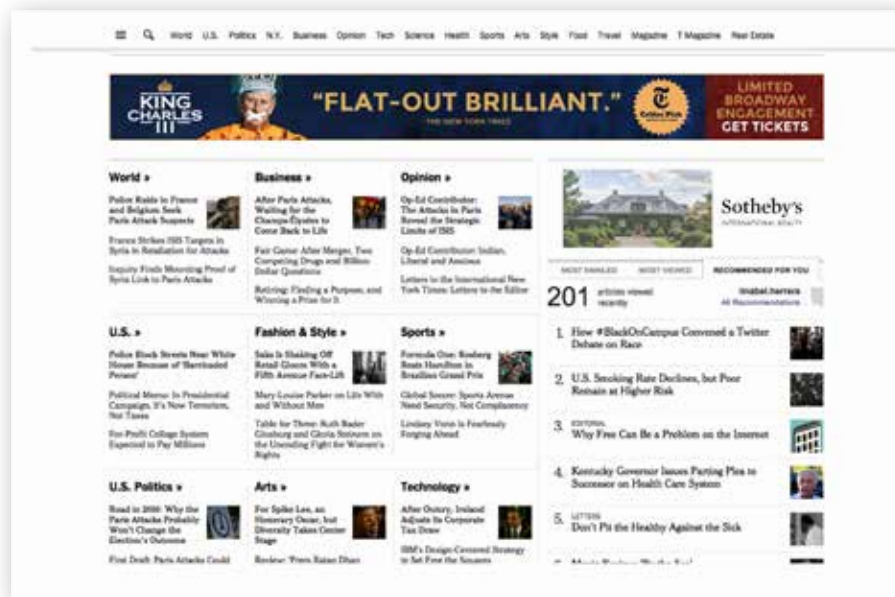
INTERNATIONAL REALTY

The old Silvermine Tavern, seen here from River Road, was once the social center of the area. The tavern property is currently undergoing a major makeover.

Douglas Hedley for The New York Times





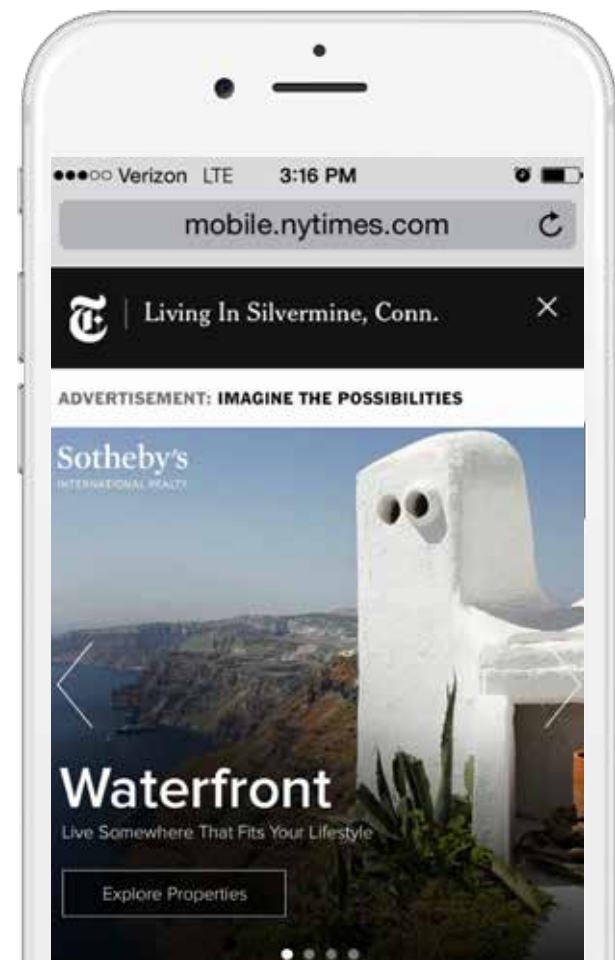


DealBook Dynamic Crown

Large-scale footprint to feature constantly refreshed properties represented by the *Sotheby's International Realty* brand within premium content. This placement will be targeted to users with an HHI \$250k+ across the NYTimes.com site, and to the DealBook Section Front, which covers the Wall Street ecosphere.

Mobile Moments

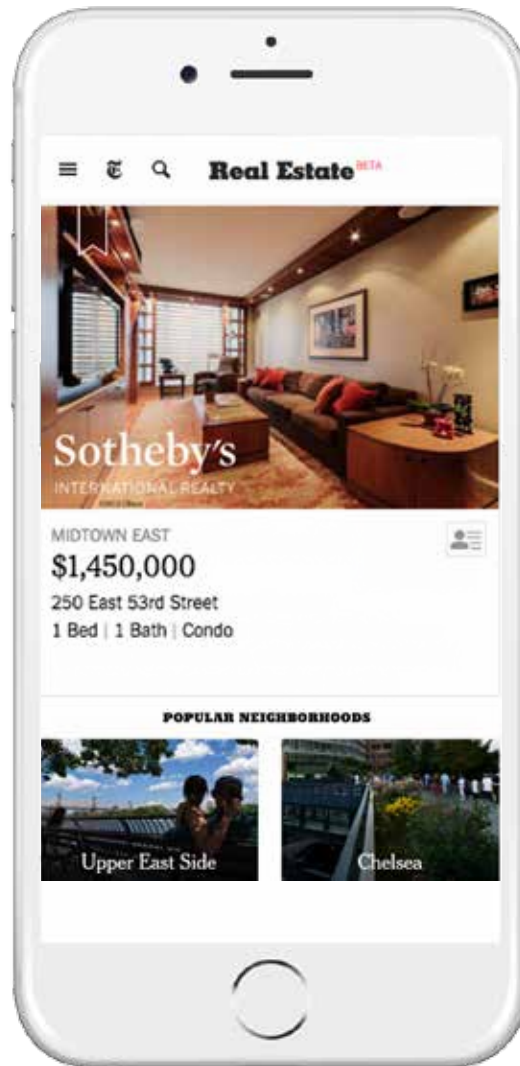
First-to-market, large-scale mobile unit (75% of screen), natively integrated into the news stories of the day will feature properties represented by the *Sotheby's International Realty* brand worldwide.



IMAGINE

Geo Targeted Feature Property Mobile App

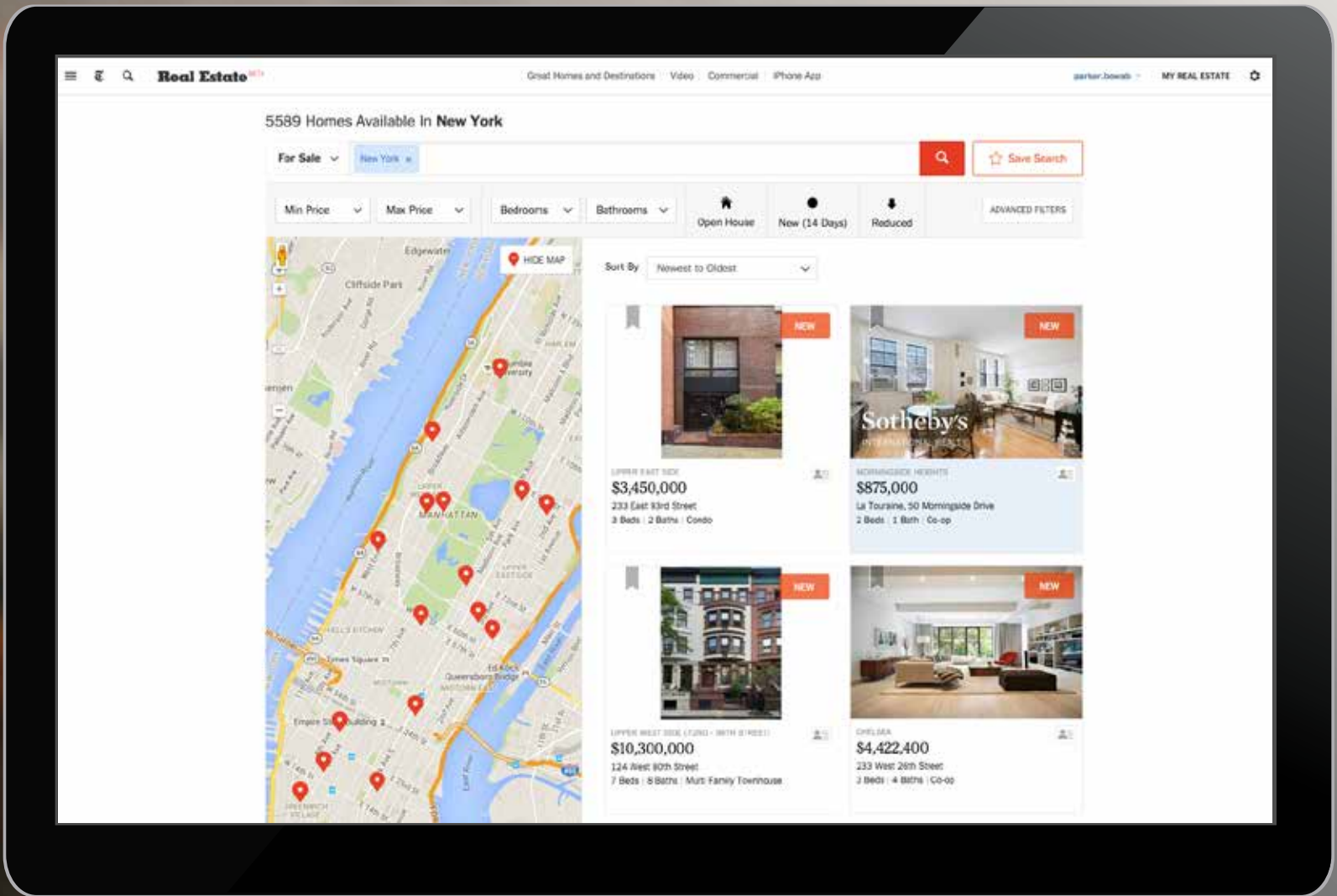
Properties represented by the *Sotheby's International Realty* brand will be natively integrated within in-stream search results on first-to-market NYT iOS Real Estate App. Upon launch, news feed is the first component on the app the user sees. This native placement pulls dynamically from all the properties represented by the *Sotheby's International Realty* brand worldwide.



Geo Targeted Feature Property

The *Sotheby's International Realty* brand will be the launch sponsor of fixed premium positioning within domestic and international property search results. This native placement pulls properties represented by our network dynamically to promote them within a consumers executed search.

The



New York Times

The Wall Street Journal

Delivering to the Global Business Elite

The Wall Street Journal is a global news organization that provides leading news, information, commentary and analysis. Published by Dow Jones, which has nearly 2,000 journalists in more than 75 bureaus around the world, *The Wall Street Journal* engages readers across print, digital, mobile, social, and video. Building on its heritage as the preeminent source of global business and financial news, the Journal includes coverage of U.S. and world news, politics, arts, culture, lifestyle, sports and health. It holds 36 Pulitzer Prizes for outstanding journalism.

Distribution: Worldwide

Page views per month: 262,000,000

Unique monthly visits: 27,865,000

Average number of pages per visitor: 9.3

Median household income: \$160,518

Male skew: 69%

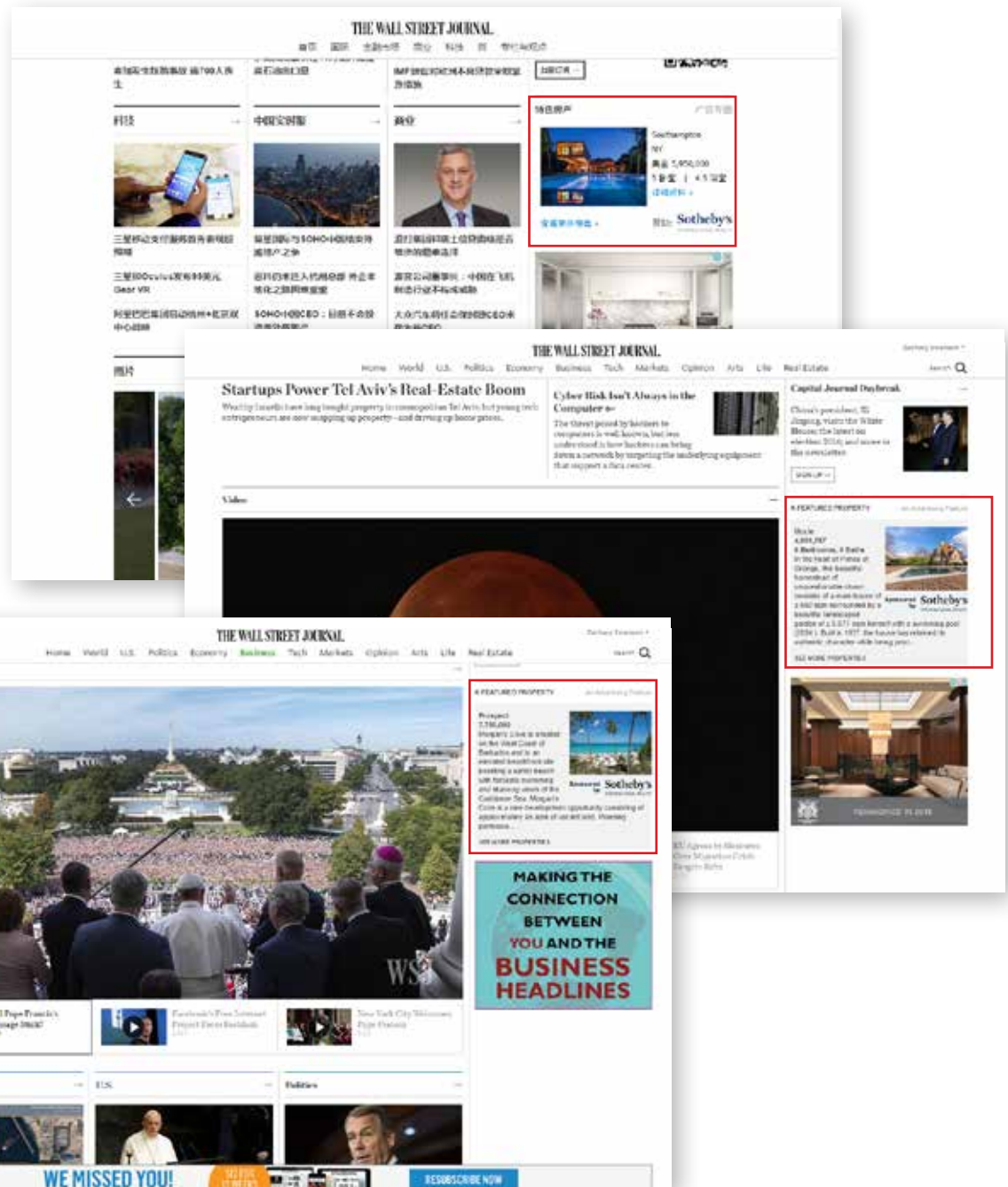
Female skew: 31%

Median age: 51.6

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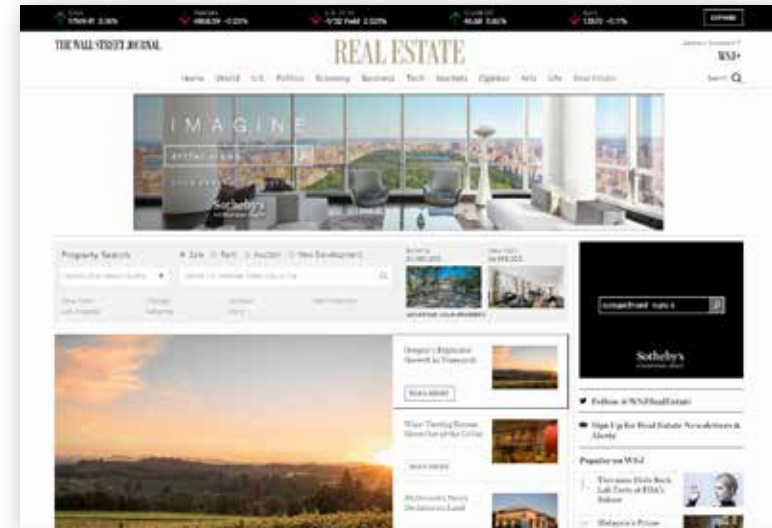
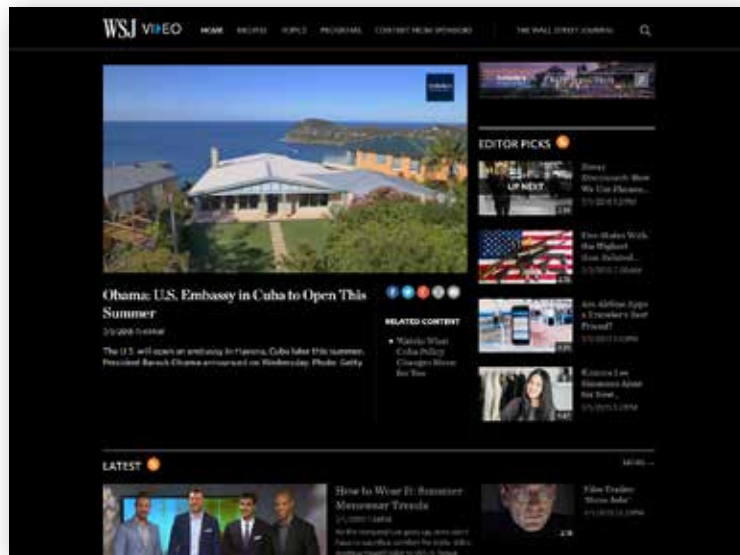
Featured Property Modules

The Featured Property module offers the *Sotheby's International Realty* brand homepage exposure on Europe, Asia and China WSJ sites. The module prominently features a photo and brief property description. In 2015, this module delivered over 50M impressions and 50,000 clicks to *sotheby.com*.



WSJDN Video Plus

Video Plus is a solution that connects properties represented by the *Sotheby's International Realty* brand with Journal readers at scale. Video Plus spans WSJDN and includes dedicated Journal channels across three of the web's biggest video portals - AOL, Yahoo and MSN.



House Guest | Custom Video Series

This custom video partnership is centered around the *Sotheby's International Realty* brand's key lifestyle pillars. "The House Guest" identifies bold-faced names in certain fields -- A top chef, a professional skier or an international equestrian. They will visit the homes of recent clients that sync up with their specialty and share some tricks of the trade with the homeowners. "The House Guest" amplifies Sotheby's International Realty's extraordinary properties and lifestyles through WSJ Custom Studios unique storytelling capabilities.

This custom program will be a first for the real estate category and will be delivered through the most successful and engaging high impact ad units across WSJDN and Mansion Global, as well as through social.

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Mansion iPad Buyout

The WSJ iPad app features dedicated real estate section, Mansion, on Fridays. The *Sotheby's International Realty* brand's Mansion buyout brings Friday ownership across

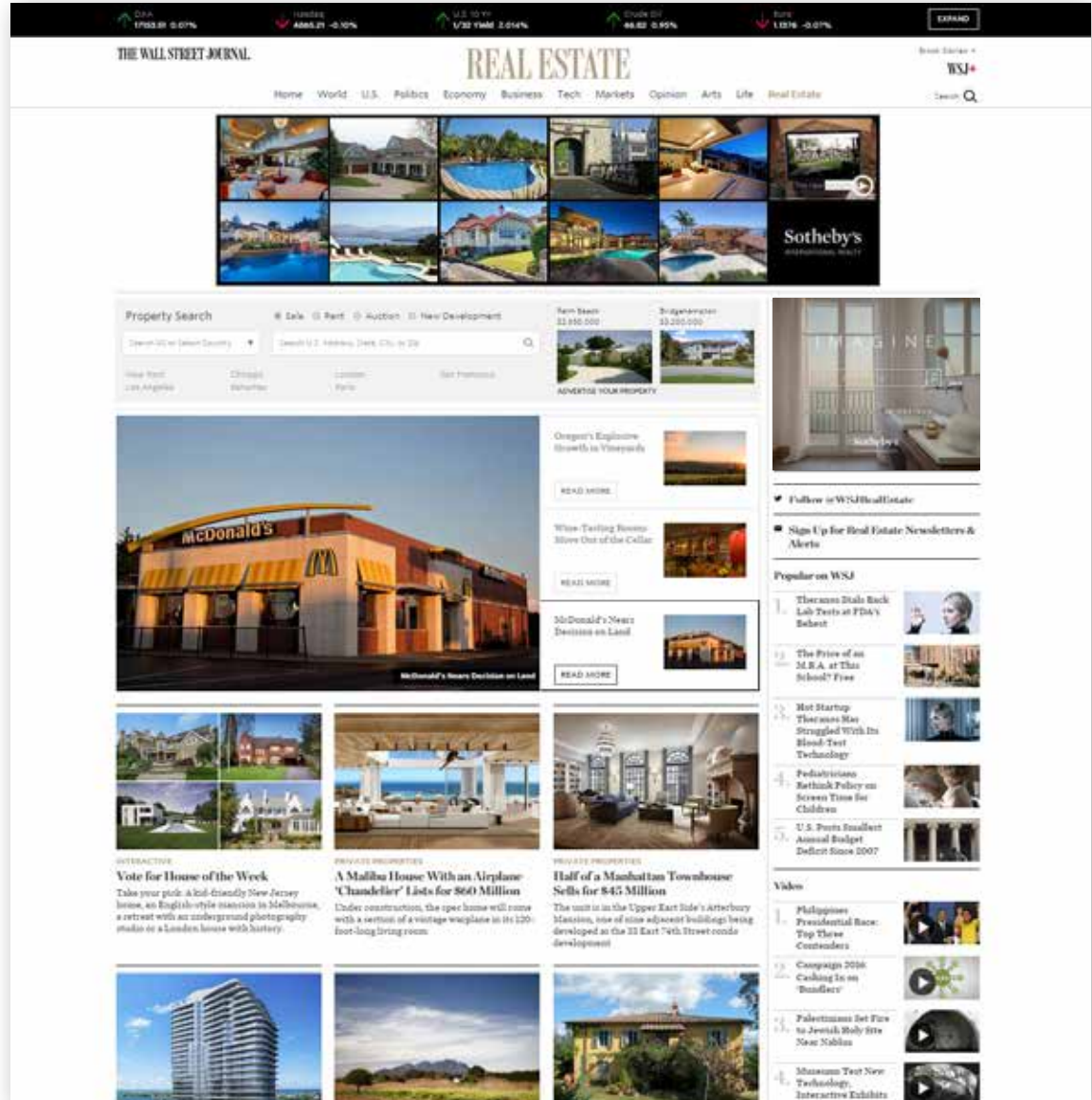
platforms and surrounds our brand with all things real estate.

WSJ's iPad audience is highly engaged: readers spend an average of 14 minutes per visit and read an average of 23 pages each time.



WSJ Real Estate Friday Ownership

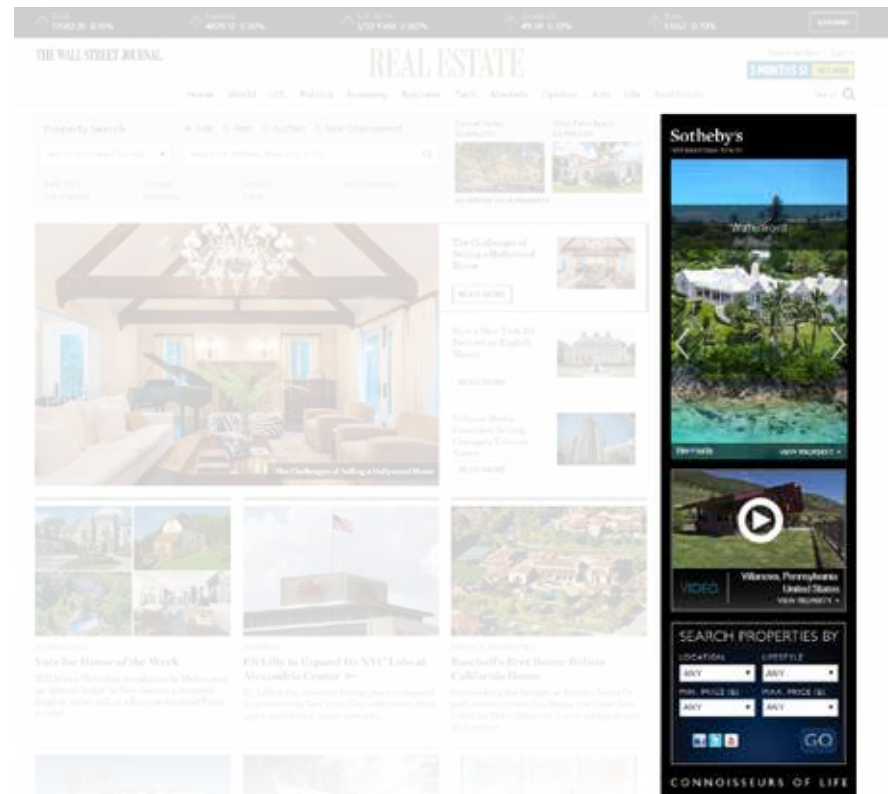
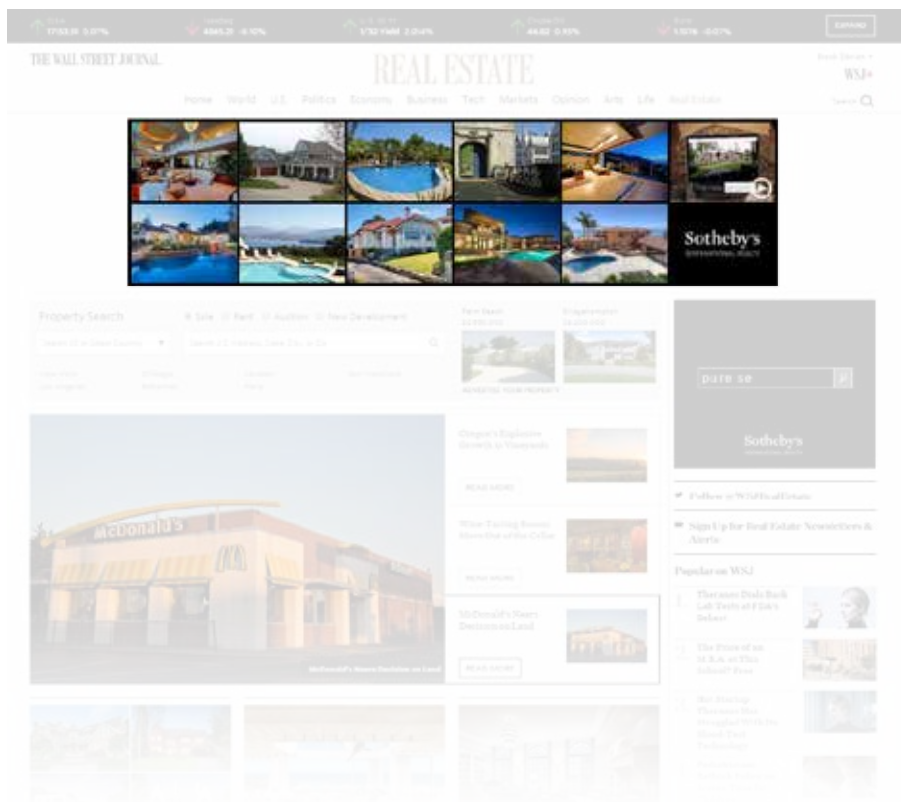
Friday is Real Estate day for WSJ – the anticipated day where new global real estate coverage appears in print and online. The *Sotheby's International Realty* brand will continue to own Fridays globally (US, Europe and Asia) with the following exclusive, fixed units on WSJ.com real estate section fronts, ensuring Sotheby's International Realty remains top-of-mind every real estate day.



Friday Ownership

Tile Unit

The Wall Street Journal has entrusted our brand to strategically integrate a *Sotheby's International Realty* brand Lifestyle Tile Unit. Featuring 30 different properties within this highly desired editorial space, our brand will continue to align with WSJ Real Estate intenders through this unique ad execution, driving traffic to sir.com.



Portrait Unit

The Portrait Unit features multi-media modules that promote properties represented by the *Sotheby's International Realty* brand. The Portrait Unit runs globally as part of our Real Estate buyout and audience targeted across the WSJDN network.

Mansion Global

Mansion Global is a luxury real estate destination connecting wealthy, international buyers with exceptional properties. Mansion Global provides insightful market data, in-depth analysis, and relevant news that empowers the affluent buyer to make intelligent purchase decisions.

Distribution: Worldwide

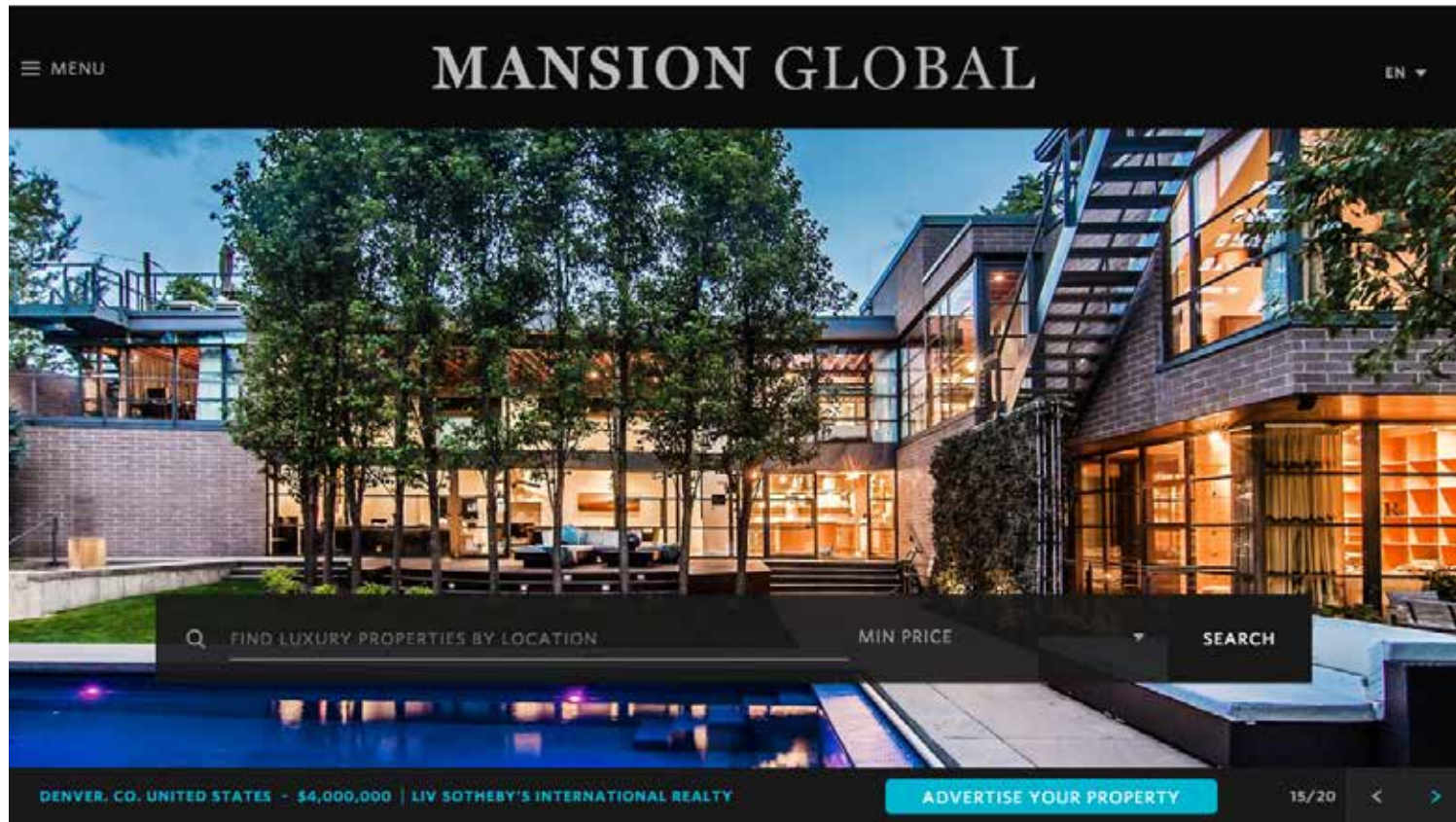
Page views per month: 2,735,751

Unique monthly visits: 607,746

Average number of pages per visitor: 3.6

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exclusive



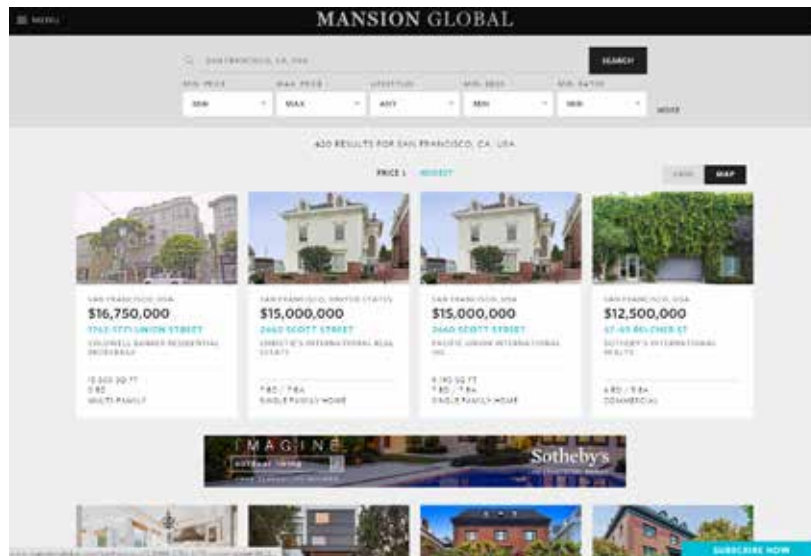
Homepage Carousel Dominance

Mansion Global's homepage hero carousel showcases the most exceptional properties on the site. The carousel is the dominate visual when entering the site. The *Sotheby's International Realty* brand will own 20% share-of-voice of the hero carousel, double the SOV offered to any other advertiser. Mansion Global requires the most extraordinary properties to appeal to their global audience and they have hand select our brand to provide the most valuable properties to showcase. Properties featured in this space receive 43x more unique visits, providing unparalleled exposure.

N E

Lifestyle Search Sponsorship

The Lifestyle Search sponsorship, created exclusively for the *Sotheby's International Realty* brand, is a custom execution allowing Mansion Global visitors to select one of the *Sotheby's International Realty* brand's lifestyle filters as an advanced search option, returning relevant results. A fixed, branded *Sotheby's International Realty* creative ad serves on all lifestyle-driven search results.



Homepage Featured Property

The Featured Properties module on the Mansion Global homepage allows the *Sotheby's International Realty* brand to showcase exceptional properties represented by our network. Properties promoted in the featured properties module are twice more likely to be viewed than listings not promoted in that position.

MANSION GLOBAL

The screenshot displays the Mansion Global website. The header includes a menu icon, the site name "MANSION GLOBAL", a language selector set to "EN", and a "FIND A PROPERTY" search bar. Below the header, a large image shows a view from a 9,000-square-foot villa in Agüadilla, Puerto Rico, featuring a swimming pool and ocean views. A caption below the image states: "The view from a 9,000-square-foot villa in Agüadilla. The property is on the market for \$4.2 million. PUERTO RICO ATTACHED BY INTERNATIONAL REALTY". To the right of the main image is a sidebar featuring a Sotheby's International Realty banner for a "Waterfront" property in "SANTO DOMINGO, DOMINICAN REPUBLIC" with a "VIEW PROPERTY" link. Below this is a "VIDEO" section for "Red Valley, Illinois" with a "VIEW PROPERTY" link. Further down is a "SEARCH PROPERTIES BY" section with filters for "LOCATION" (ANY), "LIFESTYLE" (ANY), "MIN. PRICE (\$)" (ANY), and "MAX. PRICE" (ANY), along with a "GO" button and social media icons. At the bottom of the sidebar, it says "CONNOISSEURS OF LIFE". The main content area below the villa image contains text about Puerto Rico's debt crisis and population decline, citing the U.S. Bureau of Labor Statistics and Pew Research Center.

PUERTO RICO IS BATTLING A ROUGHLY \$72 BILLION DEBT CRISIS THAT ITS GOVERNOR SAYS THE COMMONWEALTH WON'T BE ABLE TO PAY BACK.

Gov. Alejandro García Padilla laid out plans to tackle the island's debt load in a speech on Monday, which included calls for concessions from the island's creditors. "The public debt, considering the current level of economic activity, is not payable," the governor said in his speech, which he delivered in Spanish.

Here's some background on Puerto Rico's debt crisis, and what it could mean for the island's luxury real estate market.

1. PUERTO RICO'S POPULATION IS SHRINKING.

The island's unemployment rate reached 12.4% in May, according to the [U.S. Bureau of Labor Statistics](#). About 200,000 people left the island between 2010 and 2013, according to a [Pew Research Center](#) analysis of U.S. Census Bureau data. In a separate study, Pew found that 42% of immigrants who moved to the U.S. between 2006 and 2013 gave job-related reasons for relocating.

RECENT ARTICLES

Friday Ownership

Friday is "Real Estate" day for much of the world – the anticipated day where new global real estate coverage appears in print and online. The *Sotheby's International Realty* brand will now own Friday's on Mansion Global. Mansion Global is the perfect complement to our Friday ownership of the *Wall Street Journal*. Mansion Global delivers an audience that is 70% international and 30% US. This is a direct reversal of the 70% US and 30% international audience of the *WSJ* providing our brand and the properties represented by our network truly global impact on the most important day of the week for real estate.

Architectural Digest

The international authority in design and architecture

AD provides exclusive access to the world's most beautiful homes and the fascinating people who live in them, bringing its audience a wealth of information on architecture and interior design, art and antiques, travel destinations, and extraordinary products. Every day Architectural Digest inspires millions of affluent readers to redesign and refresh their lives through a multiplatform presence that includes print and digital editions, social media, signature events, and its website, ArchDigest.com.

Distribution: Worldwide

Page views per month: 20,223,254

Unique monthly visits: 848,053

Average number of pages per visitor: 13.7

Median household income: \$102,500

Male skew: 49%

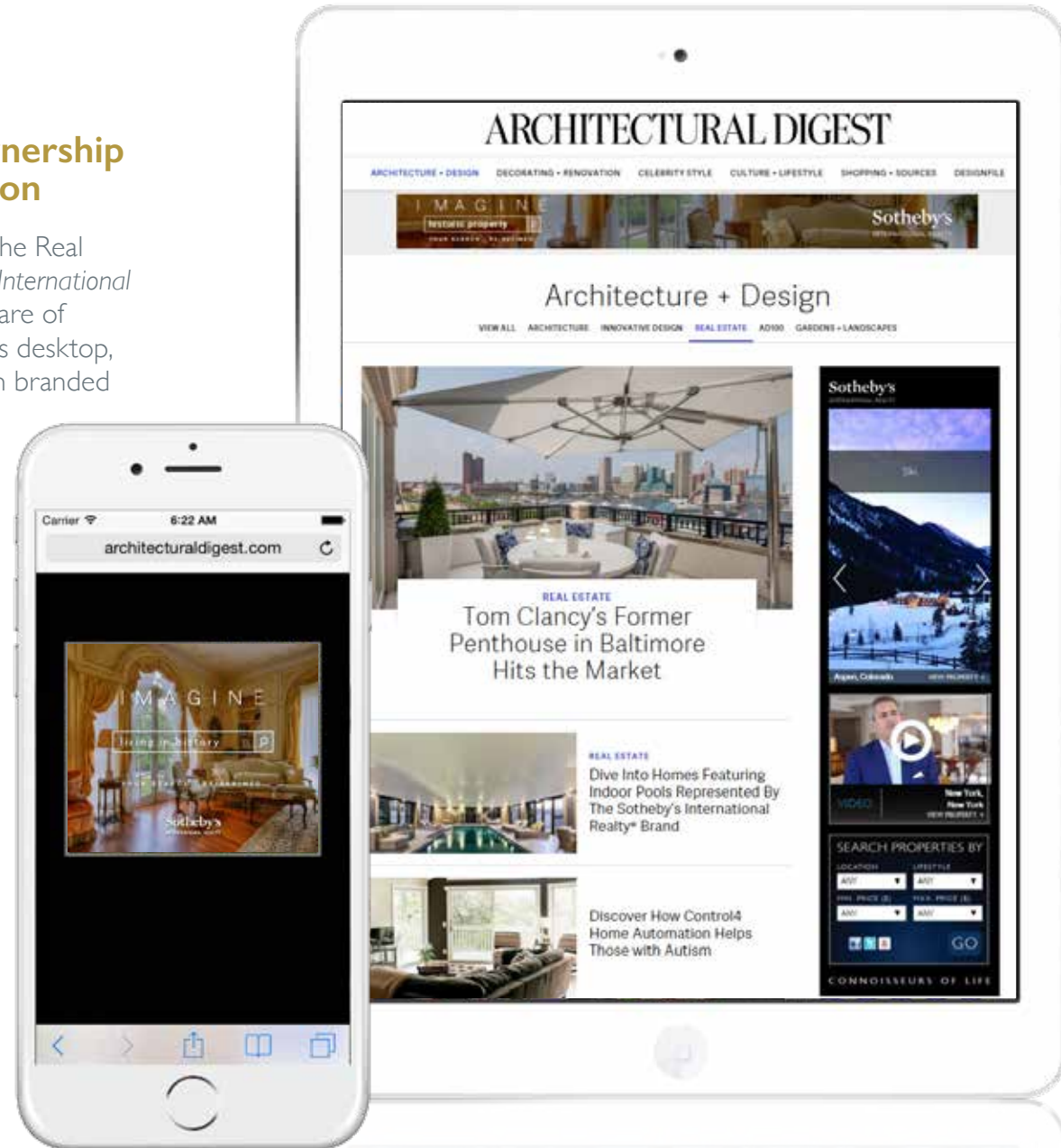
Female skew: 50%

Median age: 50

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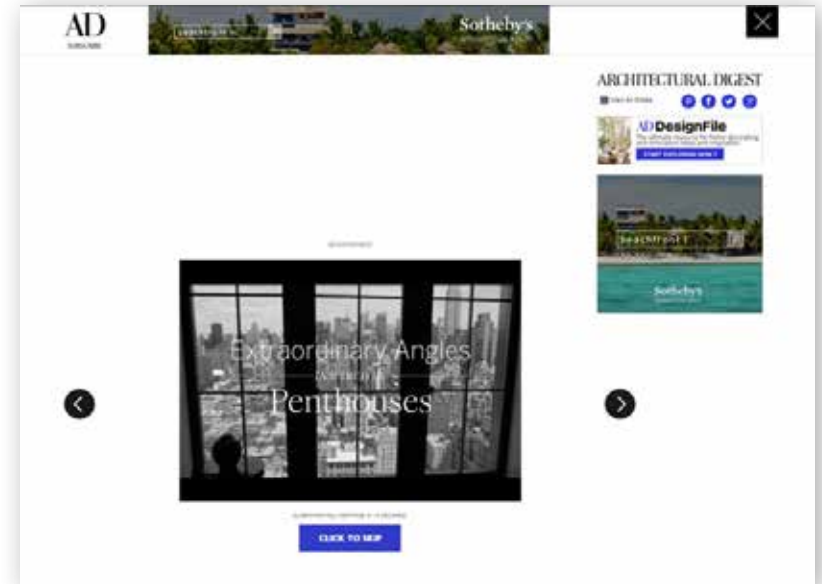
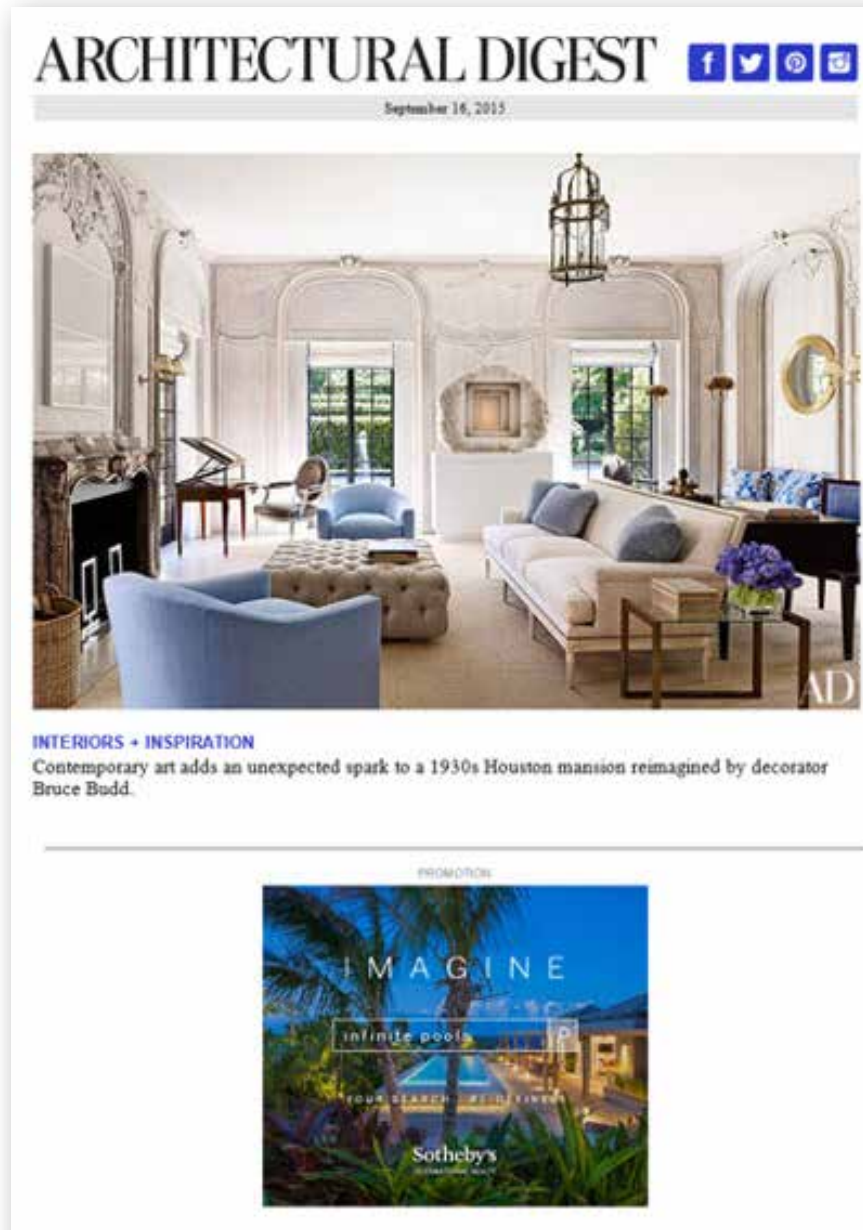
Cross Platform Ownership of Real Estate Section

As the marquee partner of the Real Estate section, the *Sotheby's International Realty* brand enjoys 100% share of voice throughout 2016 across desktop, tablet and mobile. Always-on branded content channel positions the *Sotheby's International Realty* brand in an impactful way to drive brand awareness and a unique search experience for all properties represented by our network. Real Estate articles will be sponsored by the *Sotheby's International Realty* brand in February, March, April, June and September.



Editorial eNEWSLETTER Sponsorship

150,000 opt-in Architectural Digest readers from around the globe engage with their weekly e-newsletter to discover and connect with curated content directly from the AD editorial team. In addition to impactful branding support, various e-newsletters will be co-branded and feature specific *Sotheby's International Realty* brand property and content directly integrated into AD editorial.



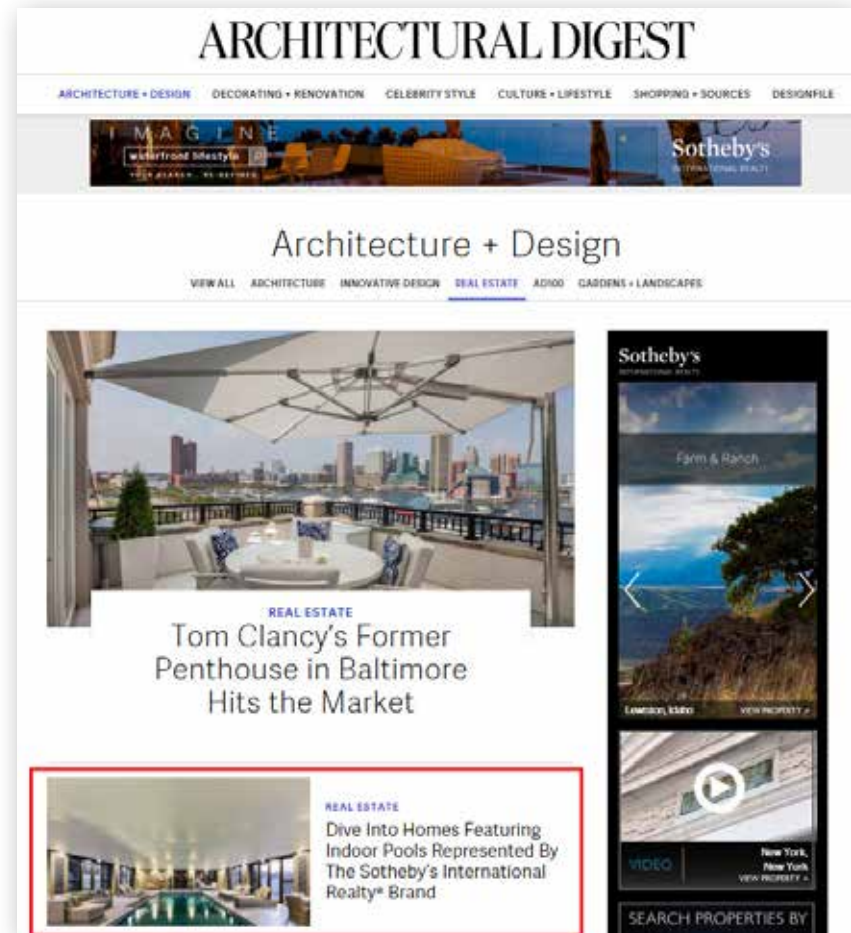
Celebrity Homes Video Interstitial

AD editorially curates content featuring celebrity homes for sale. Celebrity content is one of the most popular categories on archdigest.com. The *Sotheby's International Realty* brand is the exclusive sponsor of this content and enjoys 100% share-of-voice via video interstitial within the slideshow in an oversized space. Seamlessly integrating featured property videos from our global network into this highly popular space provides direct exposure to the AD readership.

exposure

Homepage Takeover

The *Sotheby's International Realty* brand will dominate the homepage for archdigest.com 36 times throughout the year with 100% share of voice to align with our Real Estate Channel ownership across desktop, tablet and mobile devices. This brand dominance reinforces our strategic alignment with the international design authority and drives targeted consumers to your property on sothebysrealty.com.



Brand Immersed Content and Slideshow

With content more a part of our overall marketing strategy than ever before, AD offers our brand the opportunity to continue to organically reach their audience through bespoke content on archdigest.com. Positioning properties represented from around the world in an educational and informative format allows our brand to connect with the AD readership outside of traditional advertising methods. Native content ideally complements our overall strategy and partnership with AD. We use the voice of the brand to deliver curated, expert content to generate leads.

Dwell.com

As the leading voice for modern design, architecture and interiors, Dwell.com reaches an affluent, sophisticated and design-savvy audience. Reaching over 27MM monthly users, Dwell.com has been a modern design icon for the past 15 years. As Dwell.com's exclusive real estate partner, the Sotheby's International Realty brand will leverage Dwell.com's dedicated audience of architects, registered designers and home design enthusiasts to uniquely showcase the modern properties represented by our network. Dwell.com also offers high-impact, rich media units running throughout the site, highlighting the most coveted Sotheby's International Realty properties for sale, globally.

Distribution: Worldwide

Page views per month: 11,000,000

Unique monthly visits: 2,000,000

Average number of pages per visitor: 3.8

Median household income: \$82,250

Male skew: 54%

Female skew: 46%

Median age: 37.5

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Custom Content Slideshow

Dwell.com will collaborate with *Sotheby's International Realty* brand to create native stories; explorations of where our brands intersect in design. These curated modern or contemporary slideshows will highlight selected properties from our global network and be featured on Dwell.com's homepage.

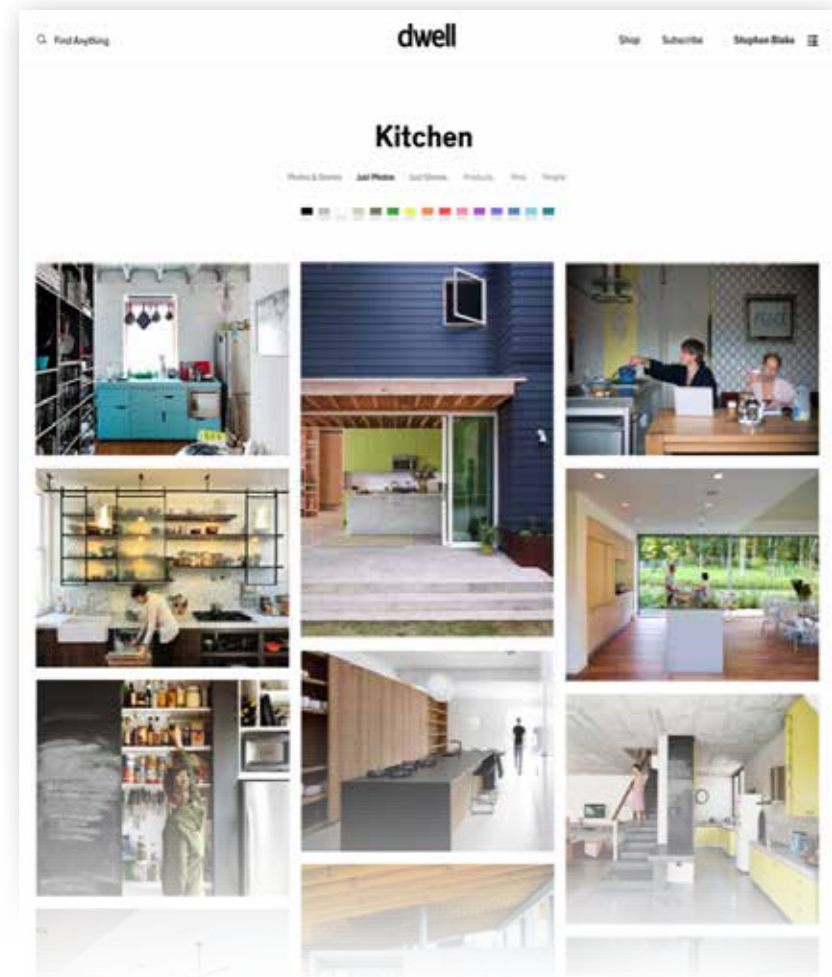
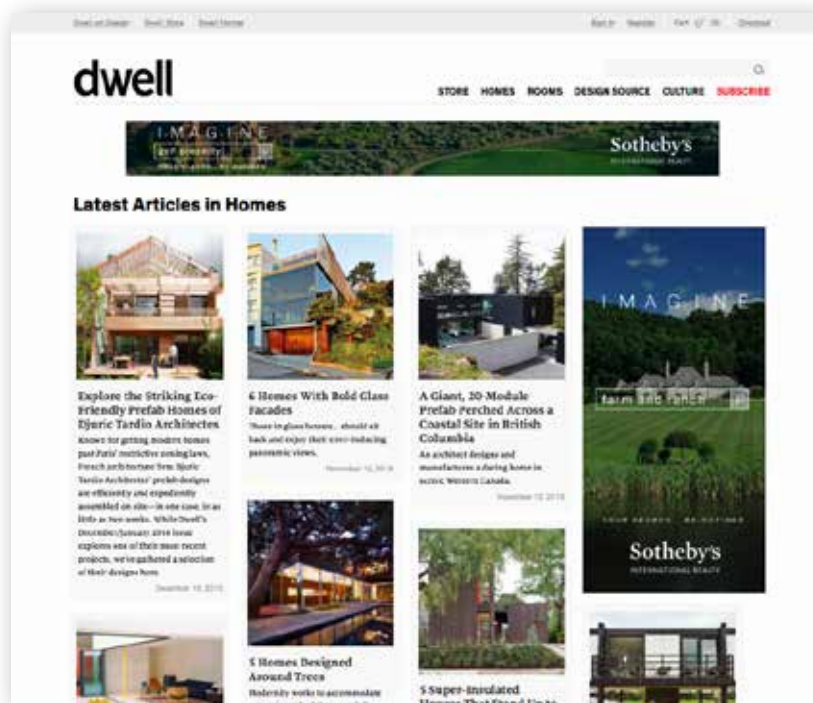
Native Content Slider

First-to-market in 2016, Dwell.com's Native Content Slider, will allow the Sotheby's International Realty brand to be featured prominently throughout the site. The Native Content Slider will display the brand's Custom Content Slideshows while associating relevant Dwell.com content that integrates modern lifestyle messaging. This dynamic unit expands and plays *Sotheby's International Realty* brand property video to further engage consumers in a rich brand experience like no other.



Dwell.com Homes Channel Sponsorship

Exclusively owned by the *Sotheby's International Realty* brand, the Homes Channel will feature only our brand's bold and compelling creative units positioning properties represented by our network in a impactful way to the modern enthusiast.



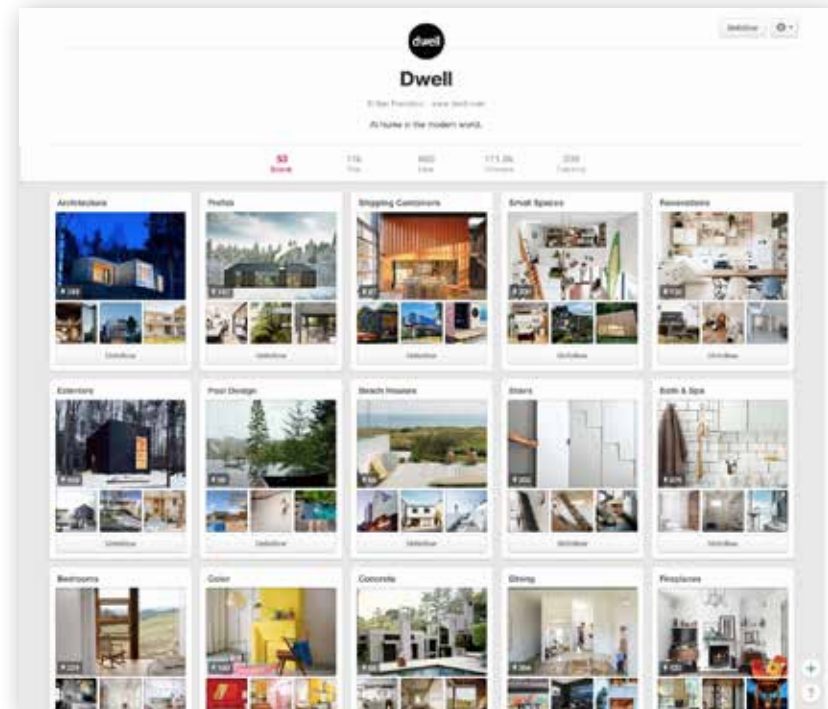
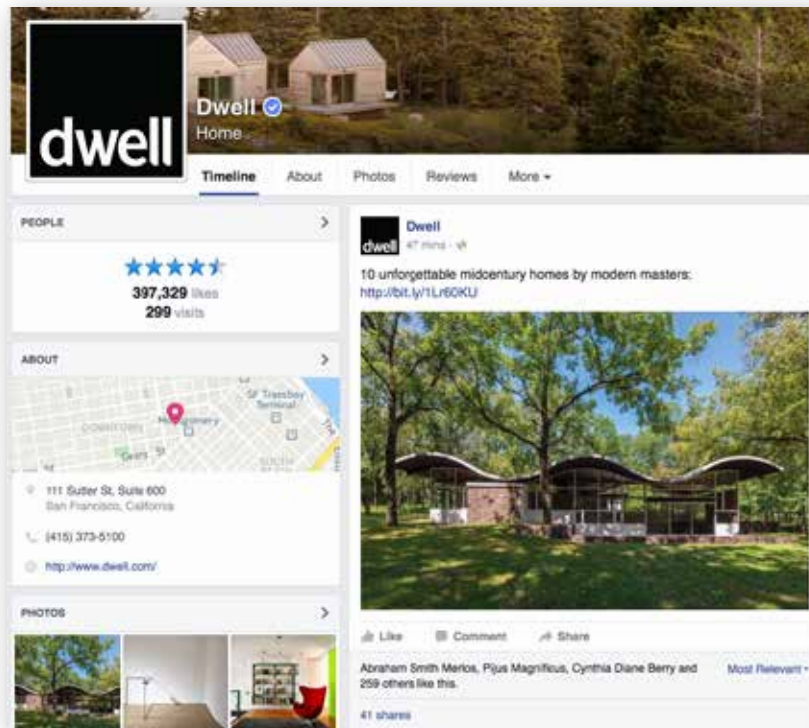
Fixed Search Term Sponsorship

Dwell.com made it incredibly easy for users find whatever they want. Simply start typing to begin a new search, or take suggestions and start down a new path of discovery. The *Sotheby's International Realty* brand will own specific search terms, like "Kitchen." The results would include brand stories, user-generated content, user created collaborations, design professionals and more with a laser focus on integrating our brand and properties represented by our network and the Dwell.com consumer.

IMAGINE

Social Connect

Leveraging the almost 750K+ social community that Dwell.com engages with daily, the *Sotheby's International Realty* brand will receive promotions on Dwell.com's Facebook and Twitter pages to further increase the reach of our Custom Content Slideshows and expose these properties to this important segment of the Dwell.co audience.



Pinterest Collaboration

Recently named among the Top 10 in growth for Pinterest boards, Dwell.com leverages its 167k+ Pinterest followers to further drive *Sotheby's International Realty* brand awareness and ownership in the modern space. Dwell.com's digital editor curates a board comprised of Dwell.com visuals, integrated exclusively with properties represented by the *Sotheby's International Realty* brand.

Bloomberg

Reaching the right audience

As today's business leaders turn to the Sotheby's International Realty brand as the voice of luxury real estate, they also turn to Bloomberg for unparalleled global business news mixed with cultural pursuits to enrich their professional and personal lives. Bloomberg's readership connects our brand with high-net-worth individuals with 40% of their audience coming from outside the United States. Bloomberg Media covers the business world like no other, with more than 2,400 multimedia professionals in 72 countries – the largest reporting network in the world – providing unrivaled business news coverage and deep engagement.

Distribution: Worldwide

Page views per month: 523,000,000

Unique monthly visits: 83,100,000

Average number of pages per visitor: 13.3

Median household income: \$155,157

Average household income: \$271,528

Male skew: 70%

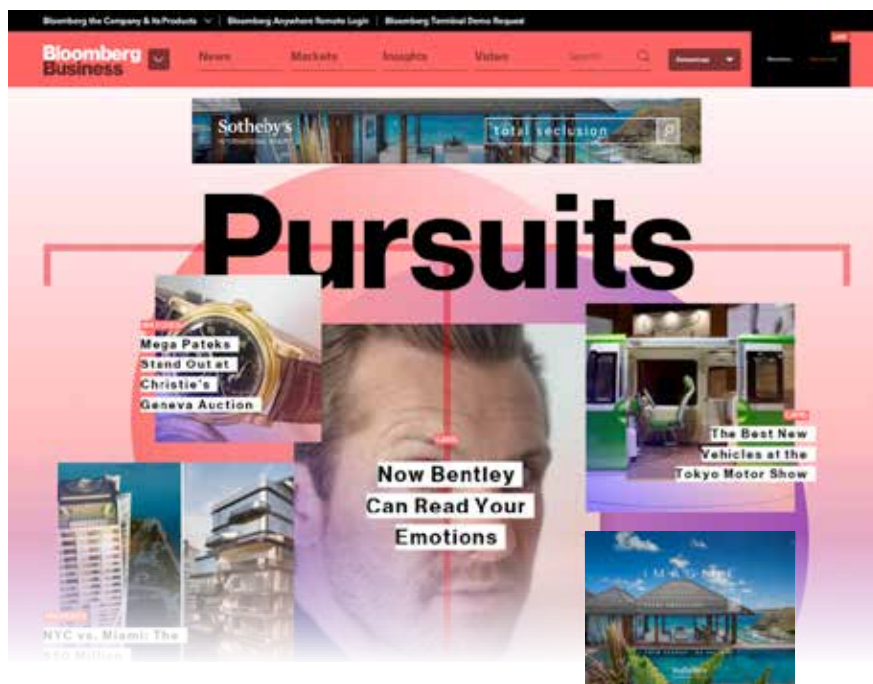
Female skew: 30%

Median age: 43

innovation

Dedicated Pursuits Sponsorship

Bloomberg Pursuits brings a level of intelligence, depth and wit to luxury that is unmatched. Bloomberg's special brand of luxury lifestyle editorial delivers the same authority and credibility readers expect from Bloomberg reporting, but is also amusing, entertaining and seriously fun. Across categories and spanning the globe, Bloomberg Pursuits explores what's worth wearing, drinking, eating, driving, visiting, living in and more. With a precise focus on lifestyle, this sponsorship allows our brand to uniquely connect with business minded consumers who see real estate as an investment class.



Live TV & Video-on-Demand Pre-Roll

Bloomberg offers unparalleled access to an ideal audience whether they are watching live network TV or selecting from thousands of videos within the vast Bloomberg library. Select *Sotheby's International Realty* brand properties represented by our global network with exceptional video will be served directly to the Bloomberg audience via Bloomberg Video.

Elle Decor

Where style and design meet. It is the interiors destination for the fashion forward, the guide to luxe living for those whom great design is not an option – it is essential.

Distribution: Worldwide

Page views per month: 3,000,000

Unique monthly visits: 536,000

Average number of pages per visitor: 6

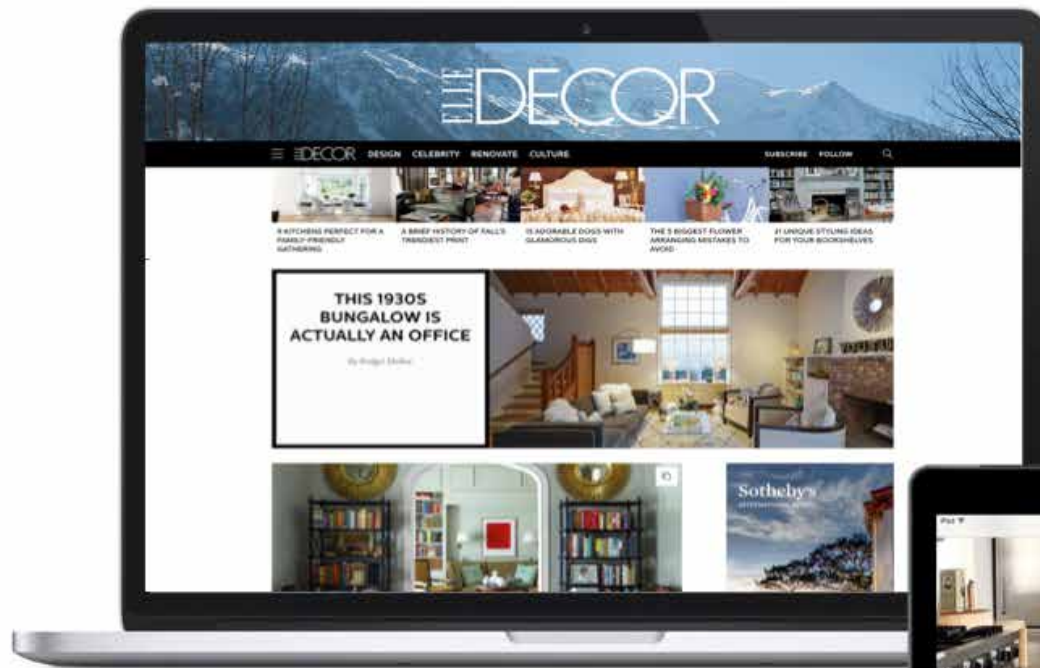
Median household income: \$95,747

Male skew: 16%

Female skew: 84%

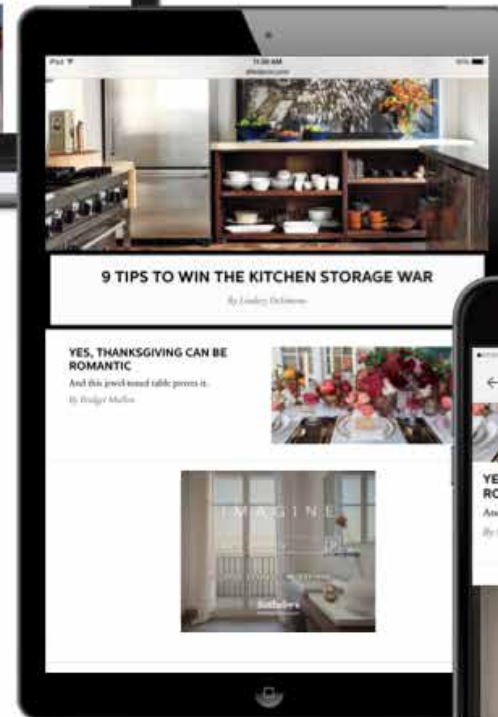
Median age: 52

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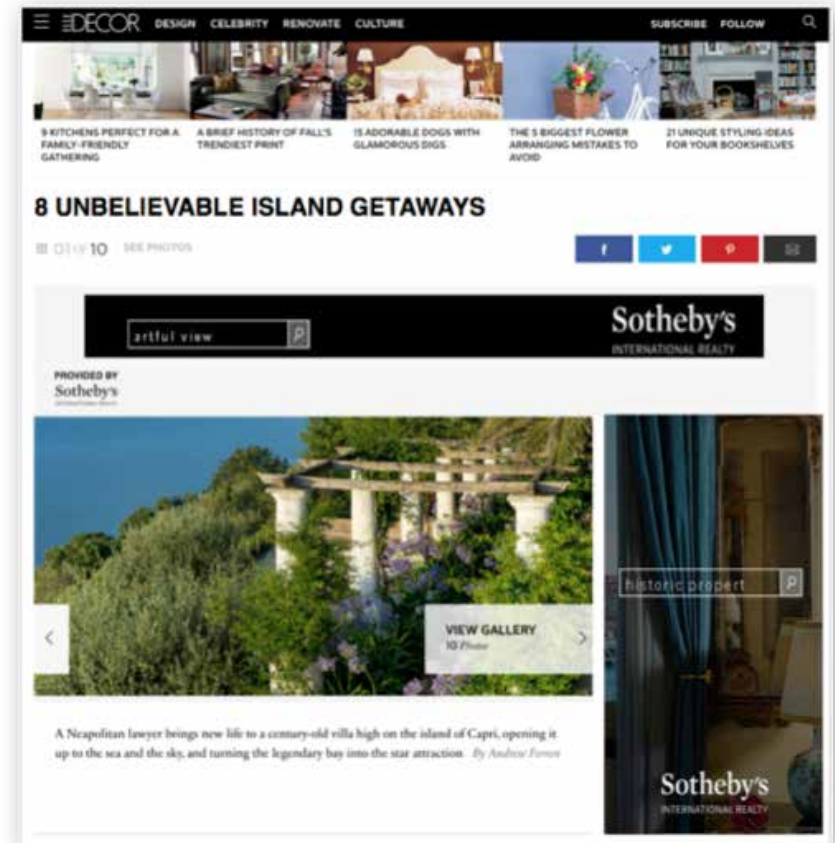
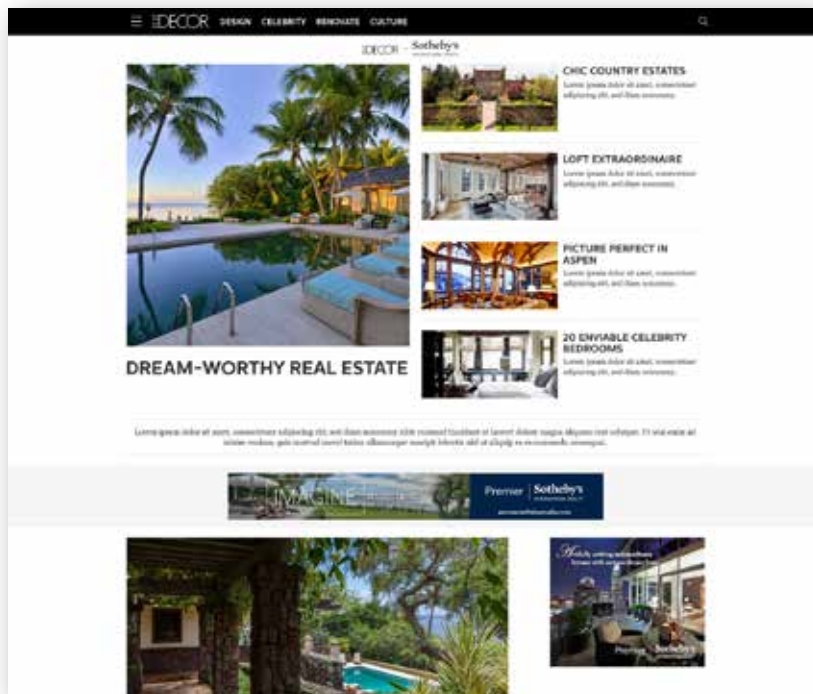
Cross Platform Hero Unit

For the first time ever, Hearst Digital Media has dedicated the “hot spot” of their sites – where readers’ eyes spend the most time – into a full-scale Hero Unit. Incorporating properties represented by the Sotheby’s International Realty brand, video and lifestyle content, this unit will run across Heart Design Group sites as well as Harper’s Bazaar.



Property Gallery Destination

A deeply customized Property Galleries Destination features properties represented by the *Sotheby's International Realty* brand, alongside the editors' favorite, most inspirational content curated to align with design themes from the brand on *Elle Décor*:



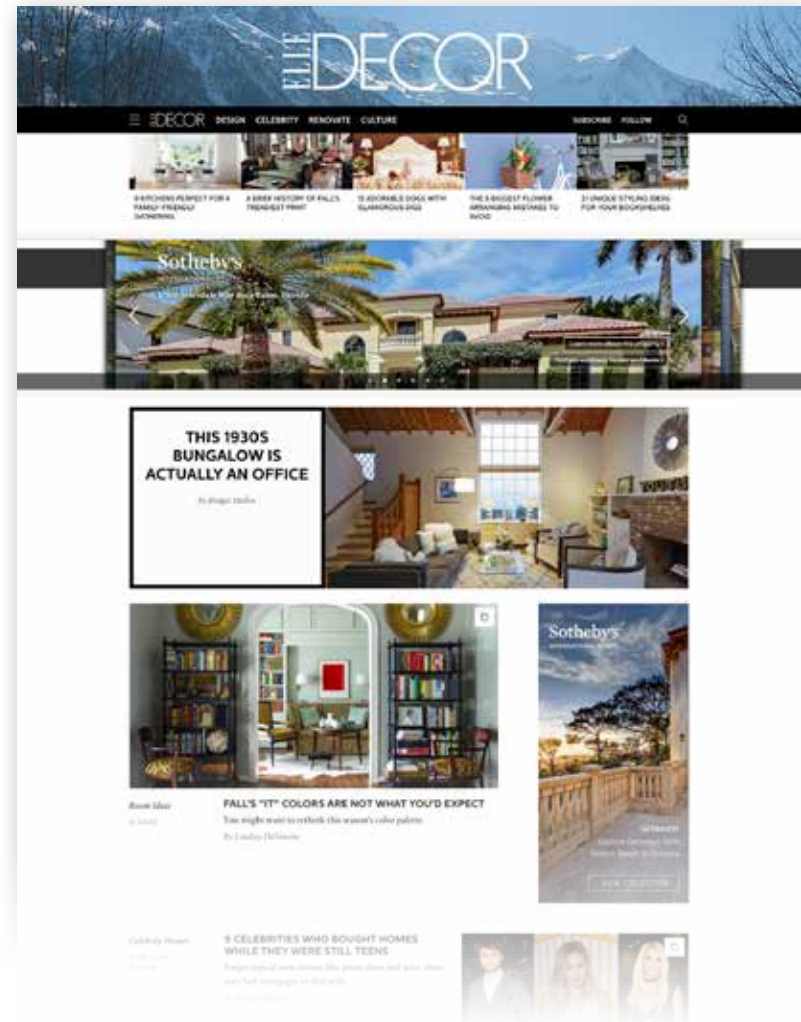
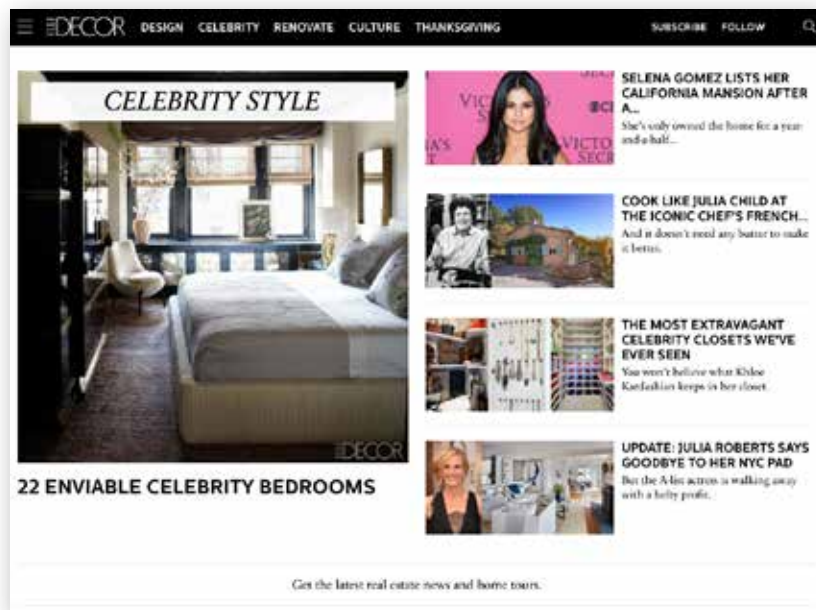
Custom Property Gallery

Elle Décor editors bring property content represented by the *Sotheby's International Realty* brand to life via a series of stunning Custom Galleries designed for large-scale rich imagery.

digital media

Celebrity Content, International, Cross Platform Targeting

For the first time ever, Hearst created a Celebrity Content Targeting series for the *Sotheby's International Realty* brand that will target the brand's creative to the most popular and engaging dream-worthy pieces of celebrity homes as well as the Celebrity channel. Exclusively for the *Sotheby's International Realty* brand, Hearst zeros in on its deeply influential and sophisticated global audience through International Targeting that guarantees real estate intenders around the world engage with the brand's message and content in a meaningful way. Readers engage with the *Sotheby's International Realty* brand creative across all devices through Cross-Platform Content Targeting distributed through mobile, desktop and tablet.



Homepage Sponsorship

The *Sotheby's International Realty* brand will have exclusive ownership of the most influential touch points across Hearst Luxury & Design Group properties through Homepage Sponsorships throughout the year.

Financial Times

The International Business Authority

The definitive home for business intelligence on the web, FT.com provides the global business community with trusted news, analysis, data, and tools. As a result, it attracts an exceptionally high-value audience. With over 6 million registered users, Financial Times reaches the world's most influential budget-holders, opinion-formers and purchase decision-makers.

Distribution: Worldwide

Page views per month: 82,442,161

Unique monthly visits: 13,437,574

Average number of pages per visitor: 2.84

Median household income: \$251,706

Male skew: 81%

Female skew: 19%

Median age: 50

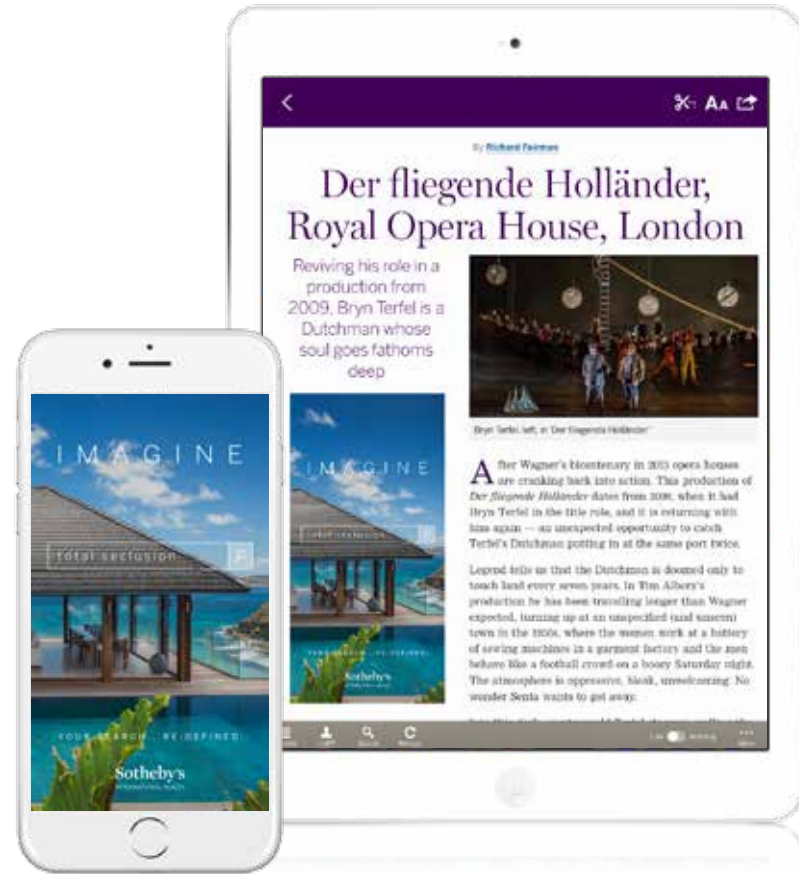
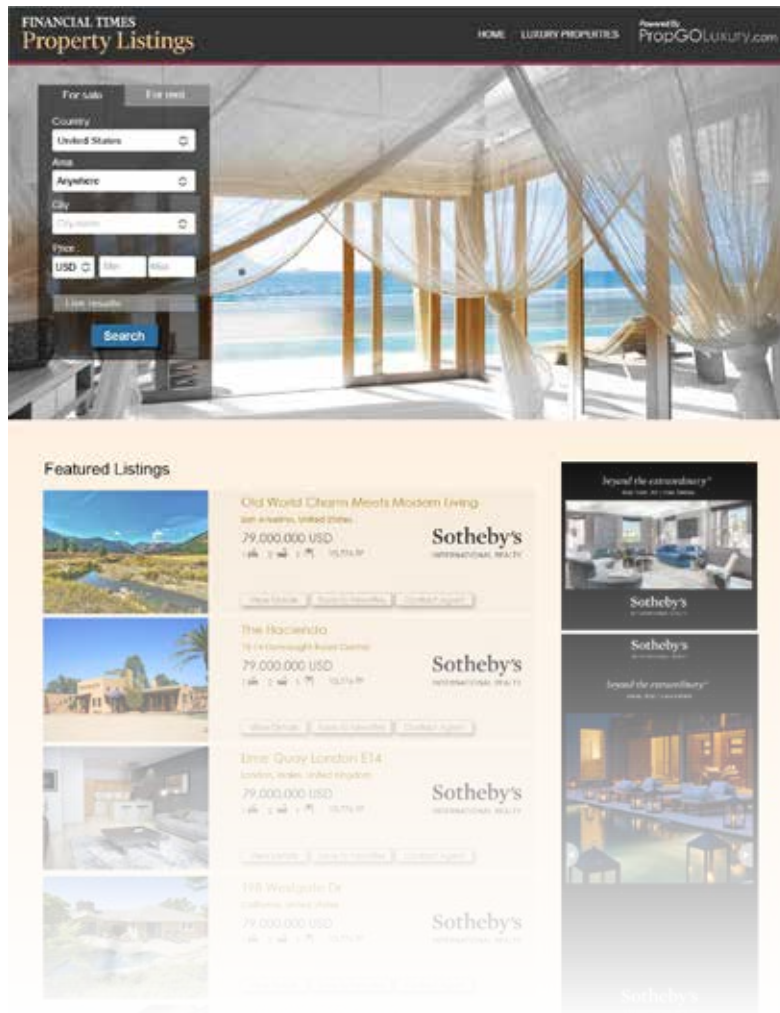
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global reach

FT Property Listings

The new FT Property Listings is a showcase of the world's finest properties, including many one-of-a-kind, award-winning homes.

Brand campaigns featuring properties represented by the *Sotheby's International Realty* brand network will appear in the super leaderboard section as well as on property details pages.



Mobile and Tablet Brand Takeover

The FT has set the pace among global media organizations for tablet editions, winning a prestigious Apple Design Award amongst others for their iPad app and huge acclaims for its mobile apps. Full and half page takeovers featuring properties represented by our network within our brand campaign deliver deep engagement for the *Sotheby's International Realty* brand in front of a highly affluent user.

South China Morning Post

Reaching the Asian Pacific Consumer

Since 1903, the South China Morning Post has been the gold standard of news publishing in the region, and has continued to build this reputation around the world. The South China Morning Post is still going strong after more than a century. Her credibility is founded on years of award-winning, world-class journalism, plus our deep understanding and interpretation of the issues locally, regionally and internationally. She delivers insights and exposes important issues, earning us a reputation as the regional authority on current affairs. Proven to be the most influential paper for elite business readers in Hong Kong, the South China Morning Post continues to maintain its widely respected position as the most important voice for reaching discerning audiences.

Distribution: Worldwide

Page views per month: 12,400,000

Unique monthly visits: 3,800,000

Average number of pages per visitor: 3.3

Median household income: \$200,000

Male skew: 60%

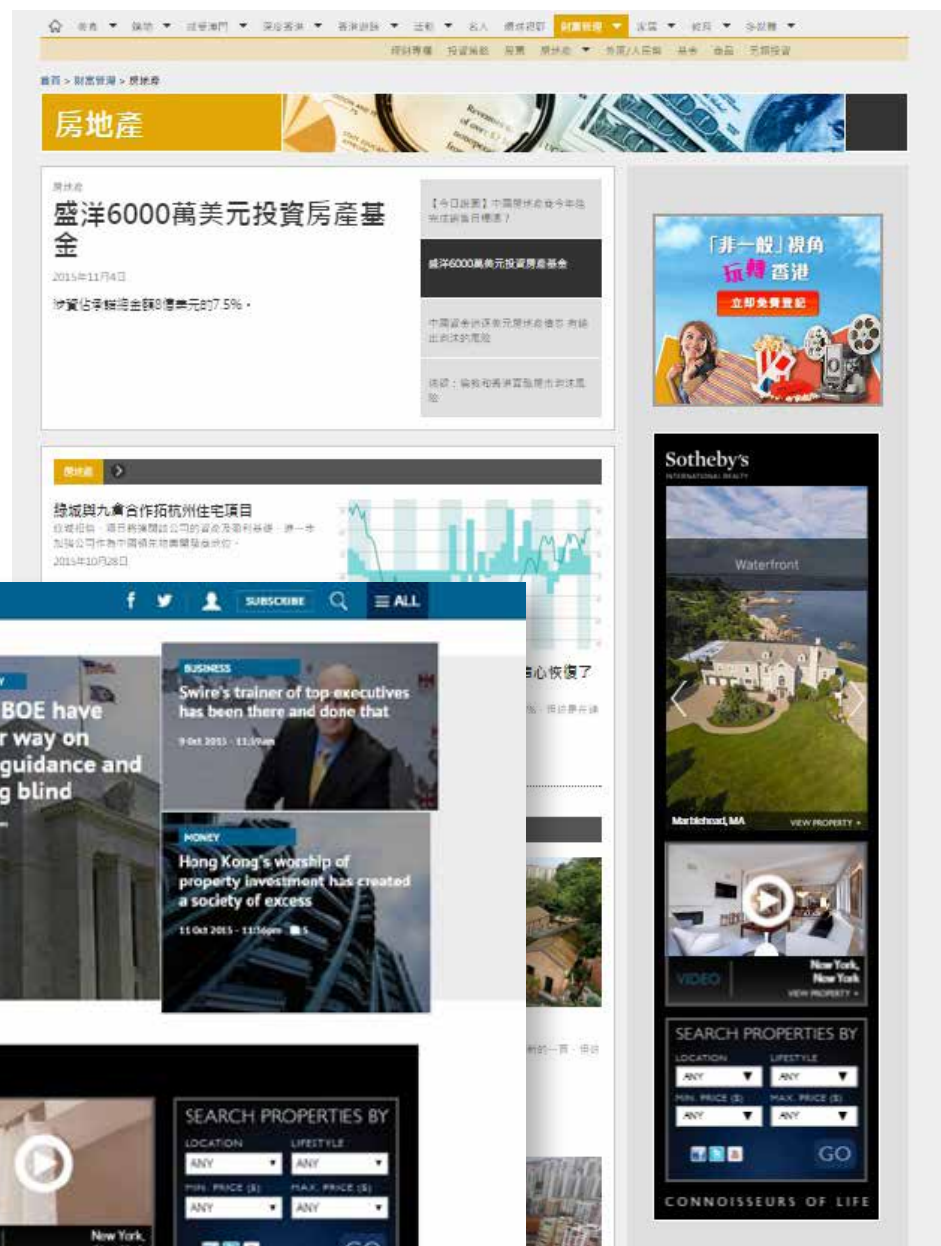
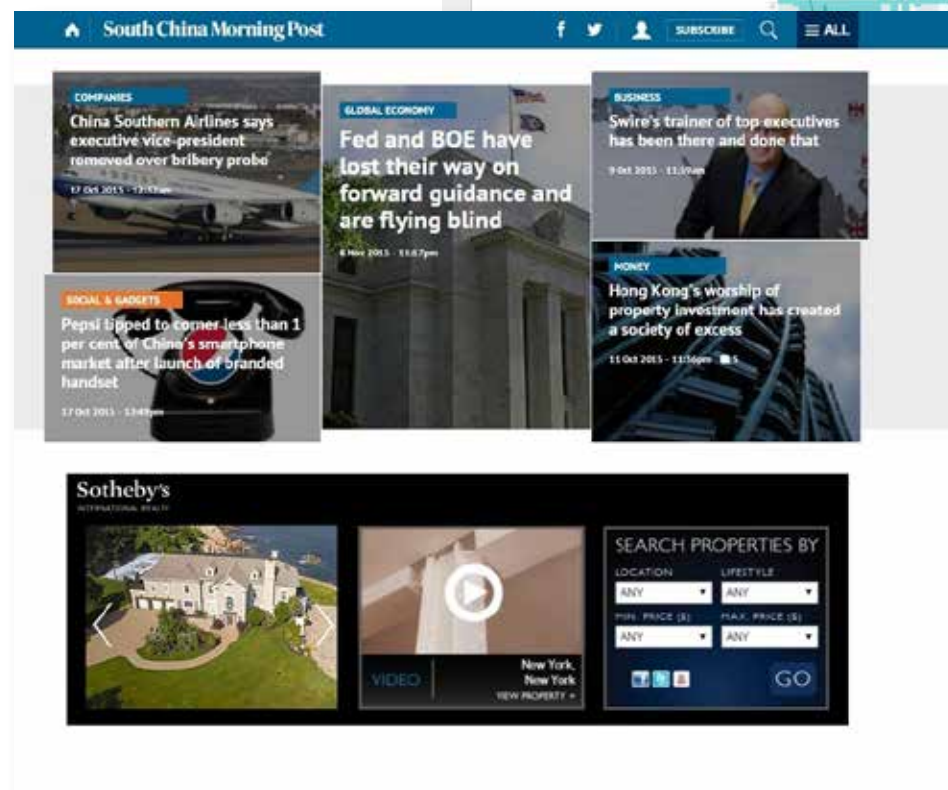
Female skew: 40%

Median age: 39

I M A G I

Search Widget

The widget provides a media space short cut to a larger application that facilitates the Sotheby's International Realty brand property search tool, videos and property listings Readers attention on Sotheby's International Realty properties are highly engaged at the sophisticated editorial content at SCMP Business page, Nanzao International page and Nanzaochinan wealth management and property pages on full year basis.





Travel and News Banner Ads

Sotheby's International Realty brand banners will run as a standalone position in the news headline and travel content across Nanzao.com and Nanzaochinan.com.

Mobile Banner

The home page banner on SCMP mobile device captivates immediate stopping power from audience at the first glance. Sotheby's International Realty branding image is enhanced to high reach of targeted audience.



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Apple

Apple is the leading consumer electronics company, and the largest publicly traded company, worldwide. It has produced innovative and renowned desktop and mobile devices such as the Macintosh Computer, iPod, iPhone, and Apple TV, as well as produced ubiquitous digital platforms including iTunes, the App Store, and the iOS mobile operating system. Its devices have reached over 1 billion unique individuals and stands as one of the most well-regarded brands of all time.

The *Sotheby's International Realty* brand's partnership with Apple extends across their mobile space, targeting real estate intenders across thousands of apps and millions of devices.

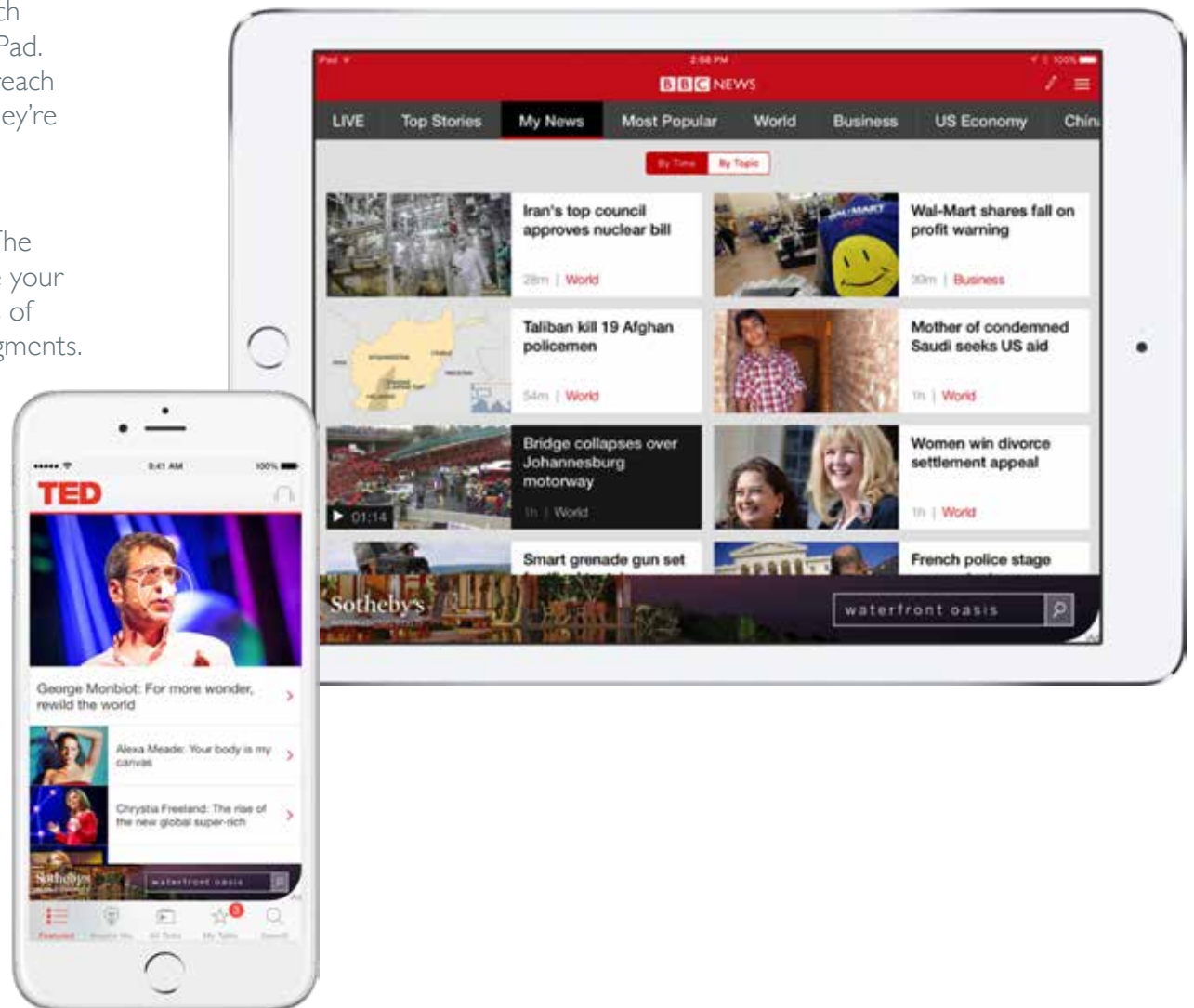
iAd Display Network

News on iOS will bring content from the world's top publishers to a massive audience in a rich and immersive experience for iPhone and iPad. An ideal context for marketers, News will reach people while they're exploring the topics they're passionate about.

News, built right into iOS 9, delivers news and magazine stories to millions of users. The exclusive targeting capabilities let you refine your audience according to demographics, topics of interest, or even your existing customer segments.

The platform enables the Sotheby's International Realty brand to captivate readers with dramatic full page ads, high-definition video, and a range of ad formats that are enhanced by native technology to amplify the messages.

In the US, Sotheby's International Realty is one of four charter partners in the Business channel. In the UK and Australia, we are one of the first partners in Apple News, and we are also the first advertiser to be global in Apple News.



The *Sotheby's International Realty* brand marketing strategy is founded on the concept of reaching the right buyer for your home. Our plan is a responsive and effective machine that dynamically targets and tests new audiences to successfully connect your home with the right client throughout the entire world.

strategic



impact

IMAGINE

an extraordinary brand

Sotheby's
INTERNATIONAL REALTY

Born from Tradition. Built for Innovation.

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