



GLOBAL MEDIA

INTELLIGENTLY SHOWCASING PROPERTY

Sotheby's
INTERNATIONAL REALTY

LEVERAGING
INNOVATION,
EXPERIENCE &
INTERNATIONAL
IMPACT

Cover property located in: Cape Yamu, Phuket, Thailand

Our 2013 media plan is expected to deliver nearly 700 million impressions with media powerhouses such as: *The New York Times*, *The Wall Street Journal*, *BBC*, *Daily Telegraph* and *Architectural Digest*.

They are supported by additional far reaching media...to round out our plan, create global connections and increase our exposure, we have identified the following partners where we leverage their innovation, experience and international impact. These partners were **hand-picked to help drive incremental brand awareness and intelligently showcase the listings represented by our network to a broad audience of consumers who value the unique.**

THE NEW YORK TIMES Our 2013 advertising program with *The New York Times* is a continuation of years prior and is structured to **fetch nearly 300 million media impressions** through branding and listing exposure elements, utilizing local ownership advertising opportunities and fixed positioning on various *New York Times* channels. This long-term plan features exclusivity and dominance in both print and digital marketing opportunities, designed to attract a diverse worldwide audience and maximize our reach to more than 40 million unique NYT monthly readers.

Sotheby's
INTERNATIONAL REALTY

VIEW PROPERTY

THE ESSENCE OF EXTRAORDINARY LIVING

EXTRAORDINARY PROPERTY | FEATURED LIFESTYLE | FIND A PROPERTY

ARCHITECTURAL WORK-OF-ART
Telluride, Colorado, United States
\$8,995,000 USD
[view details](#)

FARM & RANCH
Bend, Oregon, United States
\$1,190,000 USD
This country-style home with large wrap-around porch is set in a beautiful park like setting with great mountain views.

BY LOCATION
Country: GO
BY LIFESTYLE
Lifestyle: GO

EXPLORE THE COMPONENTS OF OUR COLLABORATION WITH THE NEW YORK TIMES

SEEKING HOME
Raising Thoughtful NYC Transplants

RETIERING CLUB
Tired? Live on Global IT Team

VIEW RESIDE® Magazine
LEARN MORE About Our Essence Advertising Campaign

LUXURY ARTICLES

HOUSE HUNTING IN... LONDON
By VIRGINIA C. MCGUIRE

CAPE OF MANY COLORS
By SARAH SARTINI

The above information is not intended to constitute an offer. Not for sale. See Realty and/or Investment, Track, Realty, Search, Investment, Selling.

tranquil

A peaceful escape. Our first choice for a home that reflects your lifestyle, this property is a masterpiece of modern design. It's a peaceful retreat with contemporary style and timeless elegance.

Search for the most extraordinary real estate at [sothebysrealty.com](#)

Sotheby's
INTERNATIONAL REALTY

Sotheby's
INTERNATIONAL REALTY

FLIP TO SEE MORE | FLIP BACK

Search Over 35,000 Listings Worldwide

LOCATION: Any
LIFESTYLE: Any
MIN. PRICE (\$): Any
MAX. PRICE (\$): Any
GO

Click here for the Sotheby's International Realty Cascading Property Showcase

Click to see results on [SothebysRealty.com](#)

Rancho Santa Fe 00000 Los Hornos \$2,750,000 USD
Camarillo 170 Avenida Del Mundo, \$1,200,000 USD
San Diego 2 Units in South Mial. \$1,690,000 USD

The New York Times | International Herald Tribune
GREAT HOMES AND DESTINATIONS

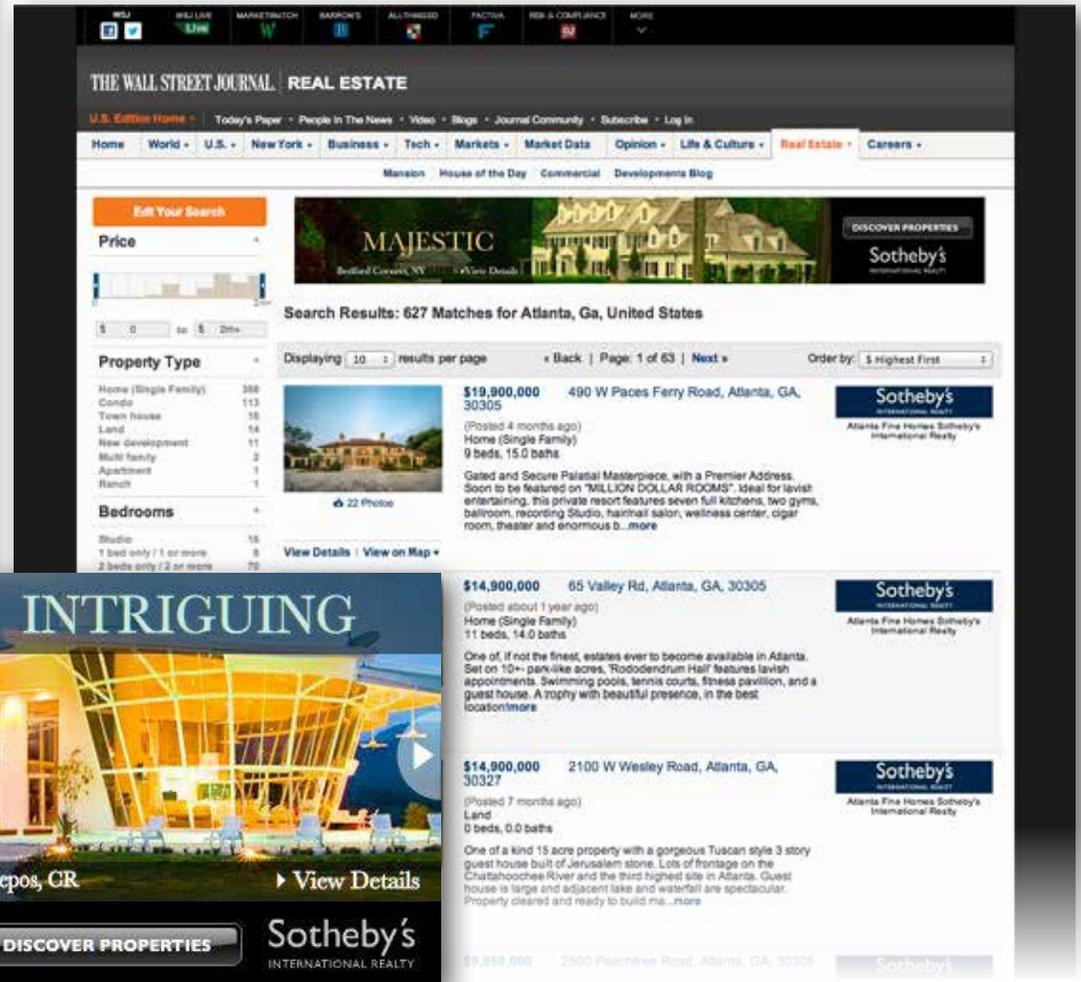
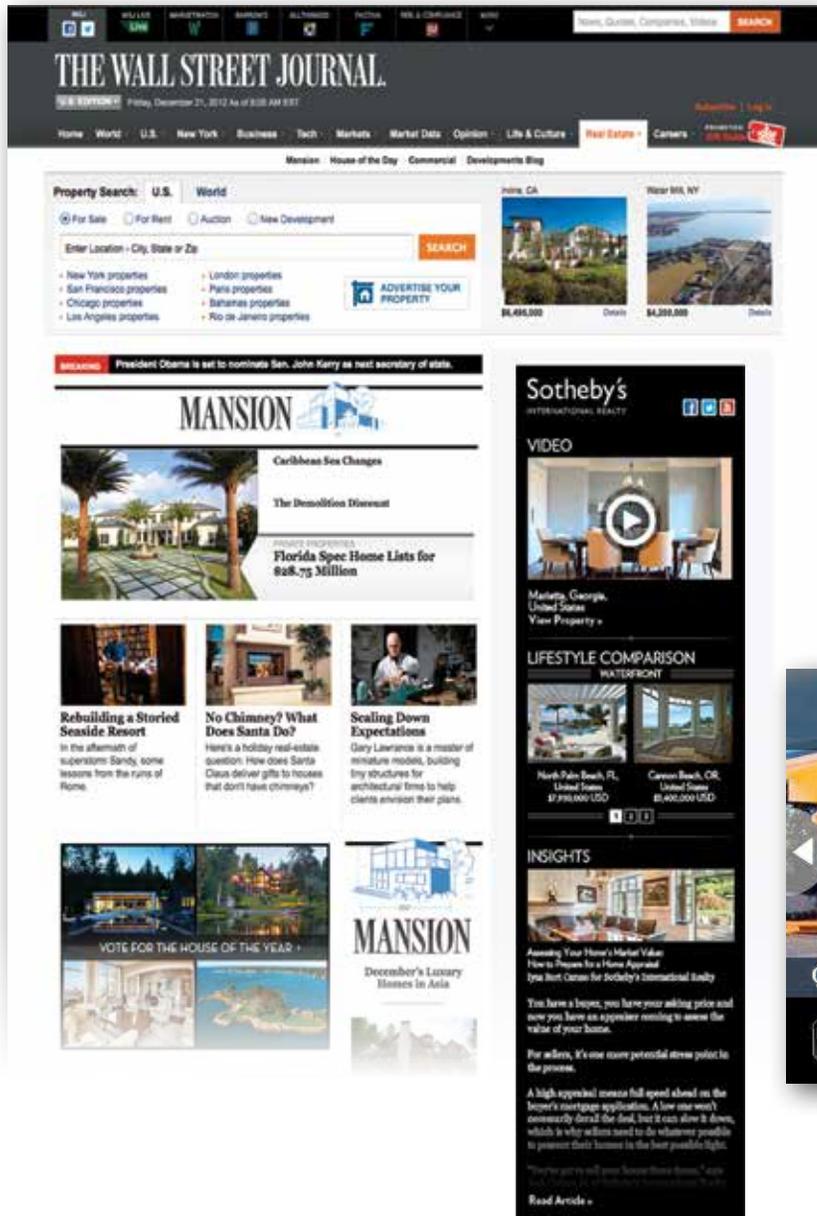
Property Search For Sale For Rent

Help / FAQ | [Advanced Search >>](#)

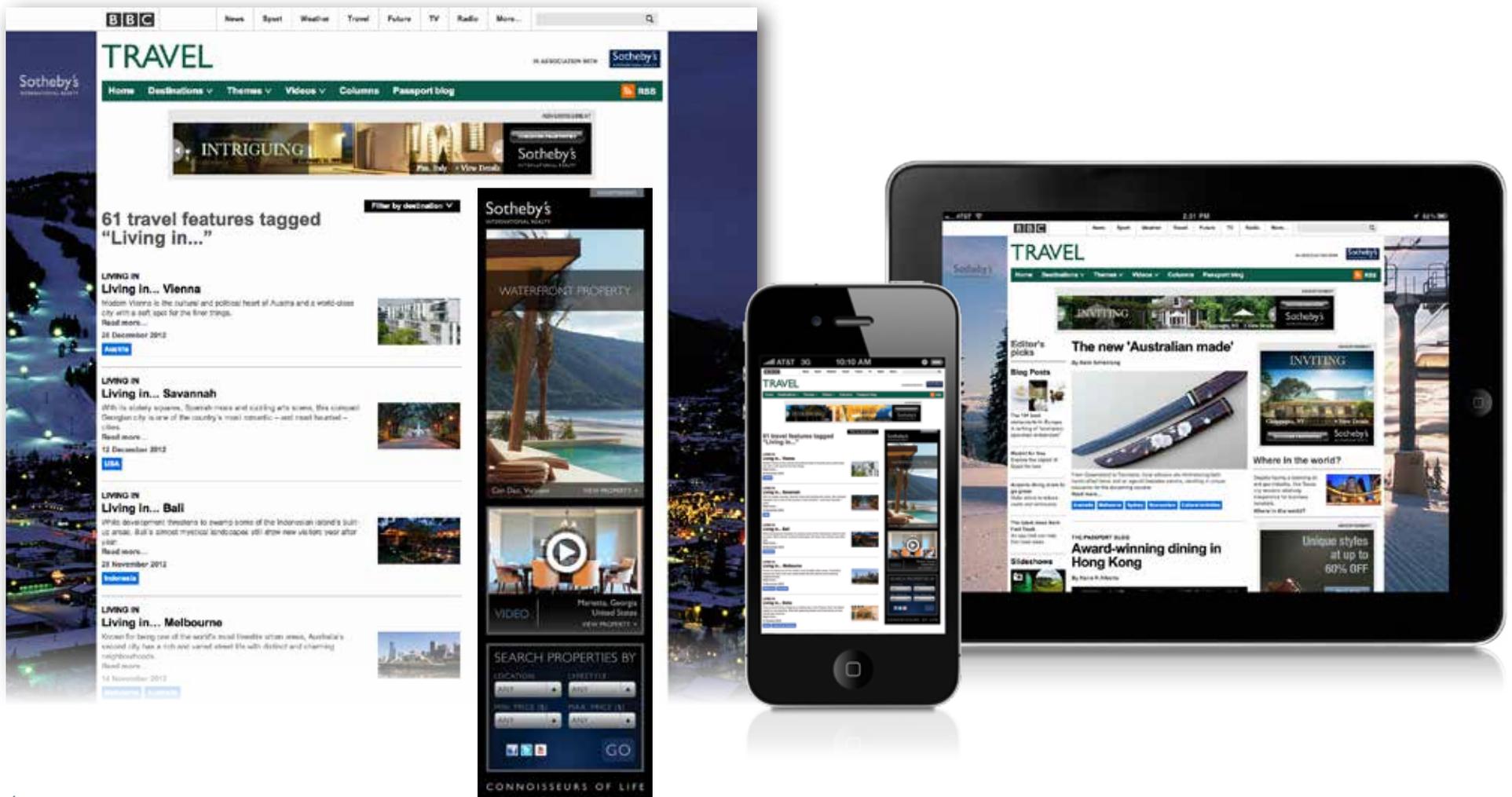
Min. Price (\$) Max. Price (\$) Bedrooms
Any Any Any

Show Only:
 Open Houses New Developments [Search](#)

THE WALL STREET JOURNAL Our continuous collaboration with *The Wall Street Journal* offers an array of opportunities to showcase the homes represented by our network to the global audience that turns to this media icon for their daily source of insights into both micro and macro financial and economic landscapes. **Designed to deliver 167 million impressions**, this marketing strategy is comprised of a worldwide, multi-faceted program providing our brand with exclusivity and dominance throughout *The Wall Street Journal's* Digital Network websites.



THE BBC The BBC is the largest news gathering operation in the world with over 90 years of experience across an extensive spectrum of broadcast, including their proprietary website, bbc.com, where 73 million unique visitors call on each month. This ongoing partnership helps us drive incremental brand awareness in markets all over the world by utilizing unique and exclusive advertising and content-sharing options designed to increase awareness for the listings we represent and **drive more than 47 million media impressions**.





Latest holiday deals >>

The best late deals on UK cottages, hotel stays, package holidays, flights, cruises and luxury breaks.

Book Hotels Cruises

Where (hotel, city, address, landmark or map)

Check in: 17 February 2013 Check out: 19 February 2013

Rooms: 1 Guests: 2

Search

Why book with **TRAVEL**

- Trusted, expert reviews
- Best price guaranteed
- ABTA and ATOL bonded
- No booking fees

INTRIGUING

Pisa, Italy [View Details](#)

DISCOVER PROPERTIES Sotheby's INTERNATIONAL REALTY

Sign up to our travel newsletter

LATEST TELEGRAPH TRAVEL DEALS

Seven-night boutique holiday on the Lycian Coast 7 nights from **£825**

Seven-night luxury holiday with travel included and the option of a room with private pool 30th December 2012

[View details](#)

The Mediterranean 10 nights from **£809**

Ports of call include: San Sebastian, Funchal, Agadir, Arrecife. Includes return flights, meals and entertainment on board and all port taxes and charges. Departs Mar 7, 2013

[View details](#)

More cruise deals

Travel News Cruise Latest Hotel Reviews Ask the Experts 36 Hours in... Show and Sit

All the latest aviation, tourism and cruise news from Telegraph Travel



Record figures end mixed year for Ryanair
Ryanair carried a record 79.6 million passengers last year, it was announced today - an increase of four per cent from 2011.

Cruise passengers abused in Argentina
Hundreds of passengers were accosted by protesters angry at the "illegal" visits to the disputed South Atlantic islands.



Sri Lanka criticised over 'war tourism'
A campaign group for human rights has criticised "tasteless" holiday accommodation built on the site of Sri Lanka's "killing fields".



Read more of the latest travel news

TRAVEL LATEST



EXPERT GUIDES



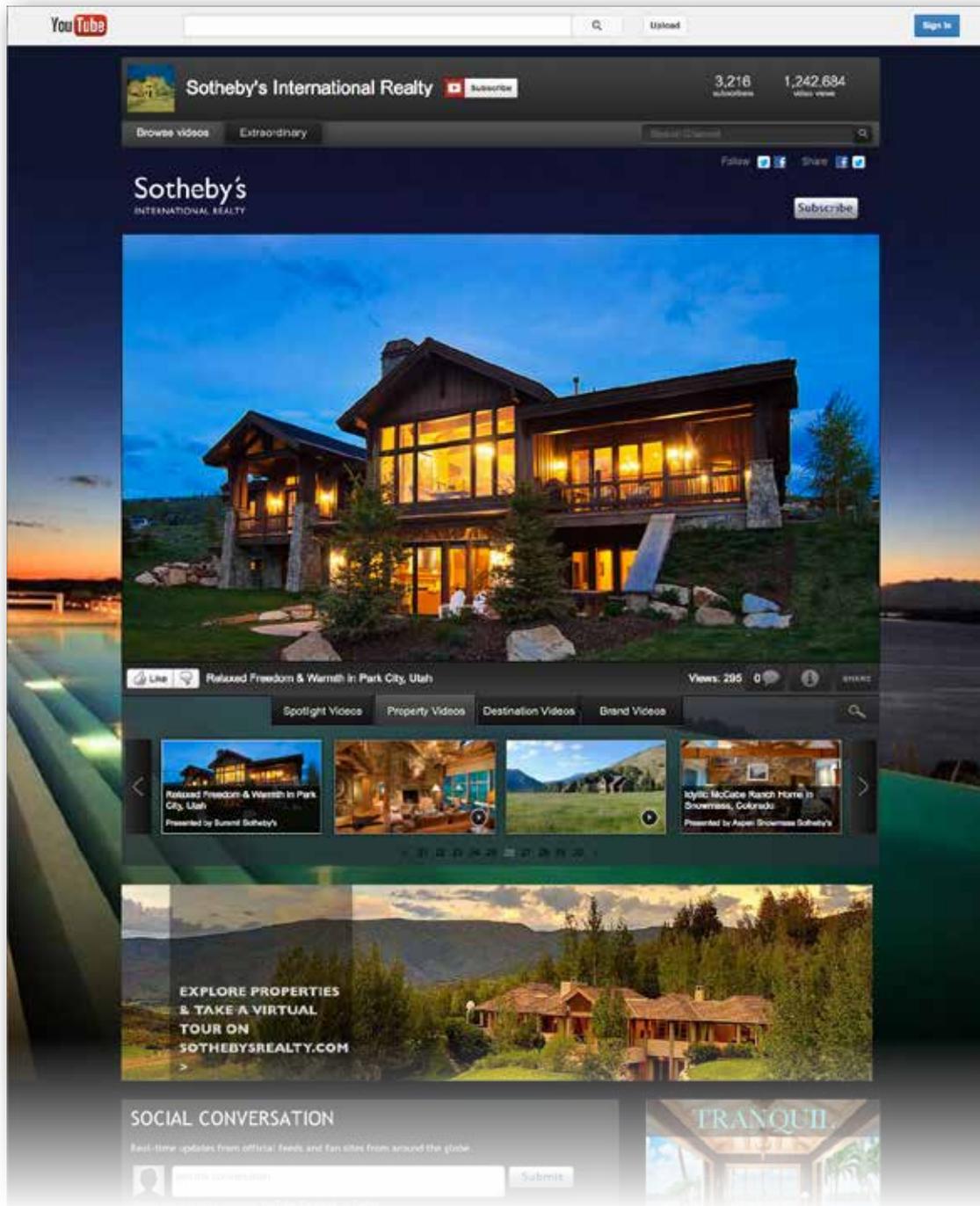
DAILY TELEGRAPH Since 1855, the *Daily Telegraph* has been serving the United Kingdom and the world. As a recent recipient of the "National Newspaper of the Year" award, its website, telegraph.co.uk, was the United Kingdom's first national newspaper online, whereby an estimated 7.5 million visitors make this their preferred online news destination monthly. Providing another unique platform to showcase the extraordinary places and homes our network represents globally, our exclusive collaboration with the *Daily Telegraph* is primed to **deliver an amazing 167 million media impressions.**

NEW FOR 2013

ARCHITECTURAL DIGEST Every day, *Architectural Digest* inspires millions of affluent home enthusiasts to redesign and refresh their lives through a multi-platform presence that includes print and digital connections. Our alignment with AD will **deliver an anticipated 8 million media impressions** and encompasses an integrated online partnership through a commanding presence on architecturaldigest.com. Recently redesigned and re-engineered, architecturaldigest.com

attracts on average more than 900,000 unique monthly visitors, consuming about 10 pages per visit and is the perfect environment to uniquely showcase the homes we represent.





YOUTUBE As the number one online video site, the second largest search engine and third largest website in the world, it's no wonder YouTube receives FOUR BILLION views per day. And because of this, the Sotheby's International Realty® brand channel continues to be the **perfect online video destination for limitless exposure** of the properties and lifestyles represented by our network. *Sotheby's International Realty* brand Channel Stats:

1.3 million views

3.2k subscribers

2 million minutes viewed

Over 3,359 "Likes"

2.5k shares & favorites added

youtube.com/sothebysrealty

SCMP.COM SCMP (*South China Morning Post*) has been Hong Kong's premier English-language newspaper since 1901, delivering news and analysis on Hong Kong, China and the rest of the Pacific Rim. SCMP.com is the official website of the *South China Morning Post* and is the platform for our brand's collaboration. **Strategically placed banner ads featuring listings** represented by our network appear **run of site** within the **Property Section** and **HomePage** and will deliver **500,000 media impressions in 2013**.

The screenshot shows the SCMP.com website interface. At the top, there are links for 'Login' and 'Subscribe'. A secondary navigation bar includes 'Photos', 'Videos', 'Magazines', 'Directories', 'Go China', 'LuxeHomes', and 'ClassifiedPost'. The main header features the 'South China Morning Post' logo and the word 'PROPERTY' in large green letters. Below the header, a navigation menu includes 'Home', 'News', 'Business', 'Comment', 'Lifestyle', 'Sport', and 'Property'. A search bar is located on the right side of the menu. The main content area is divided into several sections. On the left, there are three news articles with accompanying images: 'Fewer new flats sold over Christmas holidays this year', 'Government releases six more sites for flats to meet promises', and 'Thousands flock to show flats for subsidised Greenview Villa'. On the right, there is a large banner for '蘇富比' (Suffolk) real estate services, featuring a modern building and the text '典雅高贵' (Elegant and Noble). Below the banner, there are buttons for '探尋房產' (Property Search) and '查看詳細信息' (View Details). At the bottom right, there is an 'Editor's Pick' section.

FT.COM & FTCHINESE.COM FT.com & FTChinese.com have 4.5 million registered users and over 285,000 digital subscribers. Our brand's collaboration with the *Financial Times* allows us to position the listings represented by our network in front of the world's most affluent buyers. **Utilizing strategically placed banner ads featuring listings for sale**, this campaign will fetch approximately **1M media impressions**. An extension of the FT.com is its dedicated Chinese version where our banner ads are translated and an additional **600k media impressions** will be delivered.

PROPGO PropGoLuxury.com is the world's leading luxury property website representing tens of thousands of elite properties from over 35 countries and is one of the world's fastest growing global luxury real estate portals. This essential international placement provides our listings with **100% share of voice (SOV) via a leaderboard unit on the homepage and listing search pages**. In total, this sponsorship is expected to deliver nearly **2M media impressions**.

The screenshot displays the PropGOLuxury.com website interface. At the top left, the logo "PropGOLuxury.com" is visible. To the right, there are language options: "ENG | 繁體 | 简体 | ไทย | Tiếng Việt". Below the logo is a large banner for a property in Chappaqua, NY, featuring the word "INVITING" and a "View Details" link. A "DISCOVER PROPERTIES" button is also present. The navigation bar includes links for "Home", "Luxury Properties", "News", "Advertise", "About Us", and "Help". Social media icons for "+1", "Follow", "Like", and "106k" are shown, along with "Sign In | Register" links. The main content area is divided into "For Sale" and "For Rent" tabs. The "For Sale" tab is active, showing a "Luxury Property Search" form with fields for "Country" (set to "Anywhere"), "Area / City" (set to "Anywhere"), "City", and "Price" (set to "USD"). A world map is displayed in the background of the search area. To the right, there is a featured listing for "Shangri-la Toronto" with details: "North America - Canada", "USD 879,292", and "853 Sq. Ft, 1 Beds".



- Events
- 500 List
- Shopping Guide
- Luxury News
- Culture & Lifestyle
- Fashion & Beauty
- Watches & Jewellery
- Design
- Motoring
- Columns
- Wine
- Dining
- 飲食



A PLACE THAT CELEBRATES THE SEASON
Book Now FROM HKD 1,275*
BOOK NOW
CONRAD
SANTA MONICA

ENDURING
Sotoma, CA
View Details
DISCOVER PROPERTIES
Sotheby's

THE HUNTER & THE HUNTED
The King guide to truffle season in Hong Kong

LUXURY NEWS



Robert Parker Jr. Steps Down as Wine Advocate Editor

The man who popularised the 100-point wine rating system is stepping down as editor-in-chief of the wine newsletter



No Sweet Treat from Chateau d'Yquem This Year

Looks like 2012 will be one of the most disappointing red Bordeaux vintages of recent years



Rare Rolex and Patek Philippe Watches at Lane Crawford

A private collection of one-of-a-kind vintage watches are now retailed for the first time



3.1 Phillip Lim Pops Up in Wan Chai

The American fashion house plans to keep things fresh – for the next 10 months, at least

TOP STORIES

HERITAGE
Interview: The Earthpulse Foundation

FASHION
Jeremy Hackett's Favourite Things

WATCHES & JEWELLERY
Interview: Kelly Rowland

ARTS
Interview: Vincent Breed, Glass Artist

ARTS
Interview: Viola Man-Chan

BEAUTY & HEALTH
Review: Lagree Fitness

MOTORING
Test Drive: BMW M6 Coupé

FASHION
Men's Fashion Trends for Spring 2013

INTERIORS
Interview: Johannes Torpe

WINE
Great Wines of Italy Gala Dinner

FASHION

THE 500 LIST



NEW FOR 2013

HONG KONG TATLER A premiere luxury lifestyle resource since 1977, the Asia Tatler Franchise consists of 14 focused print editions and a growing online and mobile presence that continues to define the role of luxury amongst the social elite. In 2013, our brand is the EXCLUSIVE online real estate channel partner for hongkongtatler.com, **driving more than 24M media impressions.** This unique collaboration provides an ideal platform to showcase our premier properties, participate in regional project launches and offer *Hong Kong Tatler's* audience our specialty market expertise.

COUNTRY LIFE *Country Life* magazine encompasses magnificent country properties across the United Kingdom and beyond, and one in three of their readers are looking to purchase a home within the next 12 months. Their website, countrylife.com.uk, attracts more than 2M page views per month and is considered the primary source of top-end properties, covering topics of interest that appeal to high-end property buyers. **Anticipated to deliver 750,000 media impressions in 2013**, our brand will execute a targeted banner ad rotation featuring listings from around our network.

The screenshot displays the Country Life website interface. At the top, there is a navigation bar with a search box on the right containing the text "Search articles" and a magnifying glass icon. Below the search bar is a banner for "Sotheby's INTERNATIONAL REALTY" with the text "DISCOVER PROPERTIES" and "Pisa, Italy View Details". The main header features the "COUNTRY LIFE" logo with a peacock icon and the tagline "The Home of Premium Property". To the right of the logo are three subscription links: "SUBSCRIBE TO COUNTRY LIFE", "SUBSCRIBE TO OUR NEWSLETTER", and "GIVE A SUBSCRIPTION". Below the header is a horizontal menu with the following items: HOME, UK PROPERTY, INTERNATIONAL PROPERTY, NEWS, COUNTRYSIDE, GARDENS, COUNTRY LIFE TV, CLASSIFIEDS, and SUBSCRIBE. Underneath the menu are two links: "BROWSE BY REGION" and "FIND A UK AGENT?". The main content area is dominated by a dark purple "PROPERTY SEARCH" box powered by Homeflow. It includes a "Location" field with "SW3, Tetbury", a "Country" dropdown menu set to "United Kingdom", and radio buttons for "Buy" (selected) and "Let". A yellow "SEARCH" button and a "MORE OPTIONS" link are also present. Below the search box, there is a "FEATURED PROPERTIES" section. The first featured property is "RIVER DART, DEVON, TQ5" with a "GUIDE PRICE £3,500,000". The background of this section is a sunset over a river. To the right, there is a smaller image of a white building on a hillside overlooking a lake.

Home - Real Estate

Sotheby's
INTERNATIONAL REALTY

Properties for sale by Sotheby's International Realty

Since the founding of the Sotheby's auction house in 1744, the Sotheby's name has earned renown as a marketer for many of the world's most valuable and prestigious possessions.

The Sotheby's International Realty® organization began in 1976, in part to serve clients desiring a complete package of estate disposition services, and soon became known for representing extraordinary luxury real estate throughout the world.

REFINE CLEAR ALL

Location

- United States (10052)
- Portugal (1308)
- France (891)
- Canada (857)
- Spain (832)
- [View More Countries](#)

Price

- \$ 0 - \$ 991,000 (3970)
- \$ 991,000 - \$ 1,322,000 (2430)
- \$ 1,322,000 - \$ 1,652,000 (1687)
- \$ 1,652,000 - \$ 1,983,000 (1022)
- \$ 1,983,000 - \$ 2,313,000 (919)
- \$ 2,313,000 - \$ 2,644,000 (784)
- \$ 2,644,000 - \$ 3,305,000 (1102)
- \$ 3,305,000 - \$ 3,965,000 (737)
- \$ 3,965,000 - \$ 5,287,000 (867)
- \$ 5,287,000 - \$ 6,609,000 (474)
- \$ 6,609,000 - \$ 9,914,000 (595)
- \$ 9,914,000 - \$ 13,218,000 (254)
- \$ 13,218,000 + (383)
- P.O.R (770)

Property Type

- Apartment (985)
- House (14802)
- Land (69)
- Other (239)

Living Area

- 1 sqm - 100 sqm (1187)
- 100 sqm - 200 sqm (1037)
- 200 sqm - 300 sqm (2060)
- 300 sqm - 400 sqm (2508)
- 400 sqm - 600 sqm (3267)
- 600 sqm - 800 sqm (1382)
- 800 sqm - 1000 sqm (566)
- 1000 sqm - 1500 sqm (270)

16099 Properties found for: Sotheby's International Realty [Save this search](#)

Trusted

			
Extraordinary Opportunity \$ 1,695,000	Unique Beach Front Property \$ 1,998,000	Mid-Century Modern in Mill Valley \$ 1,295,000	Gorgeous Upgraded Mediterranean in Hamil... \$ 769,999



			
Serene San Anselmo \$ 1,095,000	953 Granvia Altamira \$ 2,999,000	Sophisticated Sausalito Contemporary \$ 5,380,000	Fabulous Mount Tamalpais Views \$ 1,875,000

			
Gorgeous Custom Home on River! \$ 1,249,000	Fox Run Meadows \$ 1,388,000	12 Clove Court \$ 919,000	Wailea Golf Vistas - Gated Golf Course C... \$ 2,150,000

JAMESLIST Jameslist.com is a truly global luxury website portal, attracting a niche audience of highly affluent consumers. Offering entrée into the world's luxury marketplace, JamesList.com features private jets, yachts, exotic cars, exclusive watches and of course luxury homes. *JamesList* helps consumers find the best of the best and their website reaches more than 500,000 potential buyers from 113 countries each month. Our brand's collaboration includes **targeted banner ads rotating throughout this site, delivering about 500,000 media impressions** in 2013.



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