



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

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

FEATURED LIFESTYLE

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.

FIND A PROPERTY

BY LOCATION

Country:

By Lifestyle:

EXPLORE THE COMPONENTS OF OUR COLLABORATION WITH THE NEW YORK TIMES

SLIDESHOW

Rising Through NYC Tenement

RETIRED CLUB

Travel Time on Global IT Team

VIEW RESIDE® Magazine ▶

LEARN MORE About Our Essence Advertising Campaign ▶

LUXURY ARTICLES

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

The American dream doesn't always exist in the United States. In fact, it's often found in other countries.

CAPE OF MANY COLORS
By SARAH SARTINI

NOT too far from the beach and the mountains, Cape Town is a beautiful city.

tranquil

A peaceful escape. Our first choice for a home that reflects your lifestyle, this property is a perfect blend of modern design and natural beauty.

Search for the perfect property at [sothebysrealty.com](#)

Sotheby's
INTERNATIONAL REALTY

Sotheby's
INTERNATIONAL REALTY

FLIP TO SEE MORE

Search Over 35,000 Listings Worldwide

LOCATION: Any

LIFESTYLE: Any

MIN. PRICE (\$): Any

MAX. PRICE (\$): Any

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

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

Rancho Santa Fe
0000 Las Flores
\$7,950,000 USD

Coronado
170 Avenida Del Mundo
\$1,200,000 USD

San Diego
2 Units in South Miel
\$1,690,000 USD

The New York Times | International Herald Tribune

GREAT HOMES AND DESTINATIONS

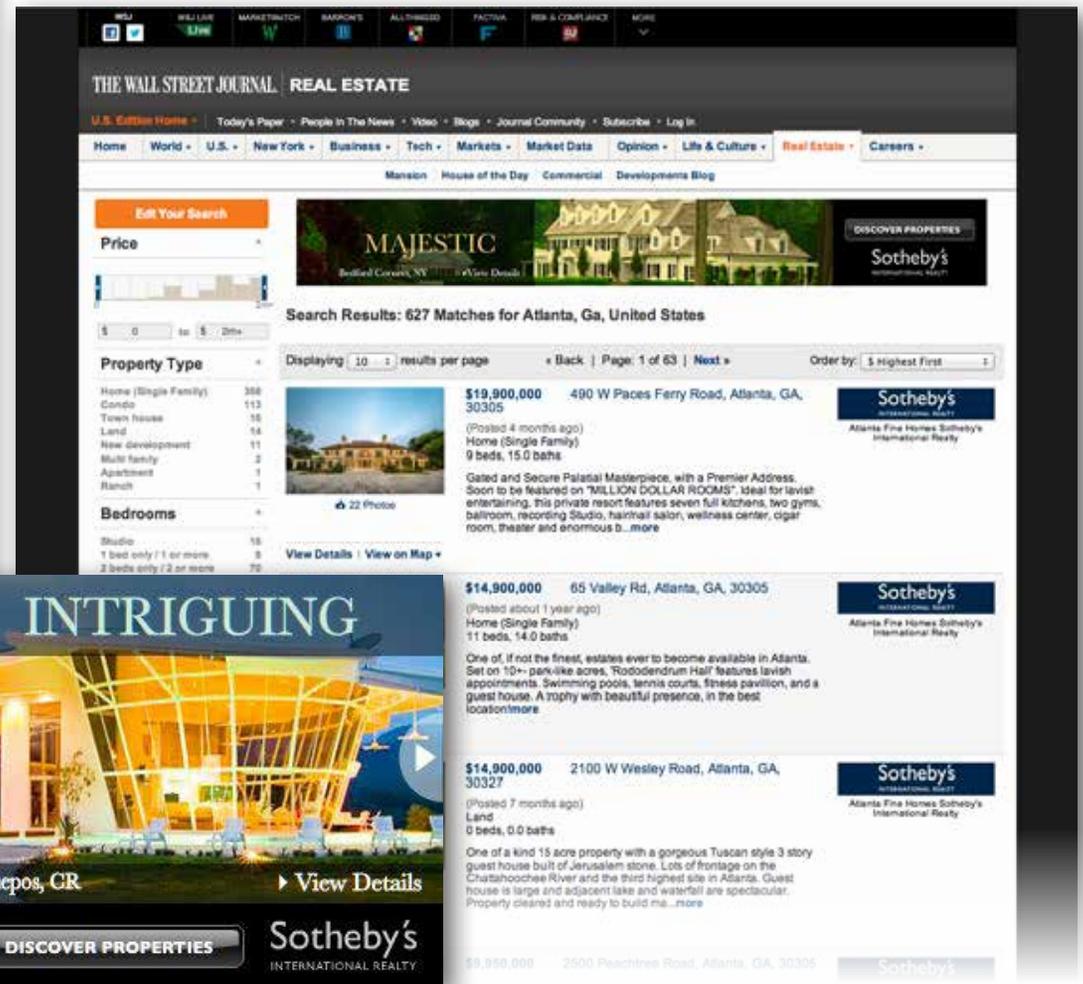
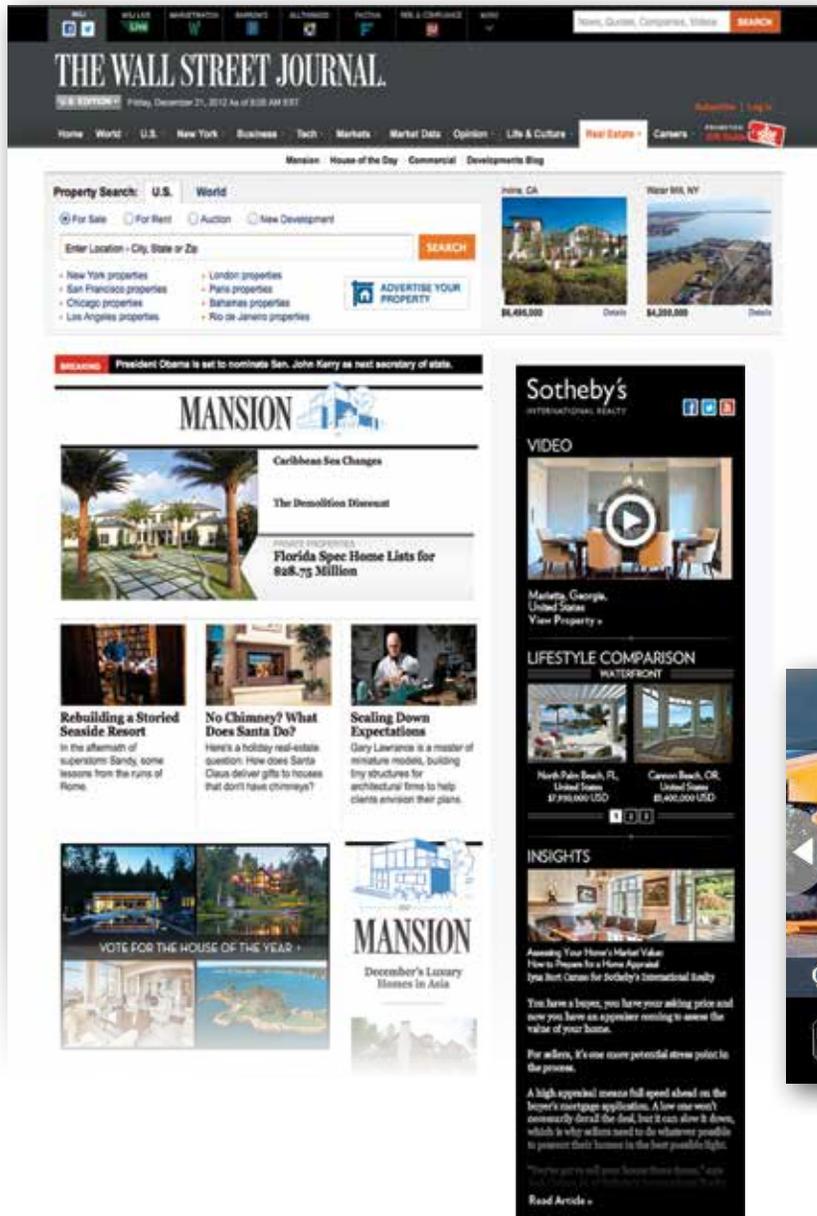
Property Search For Sale For Rent

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

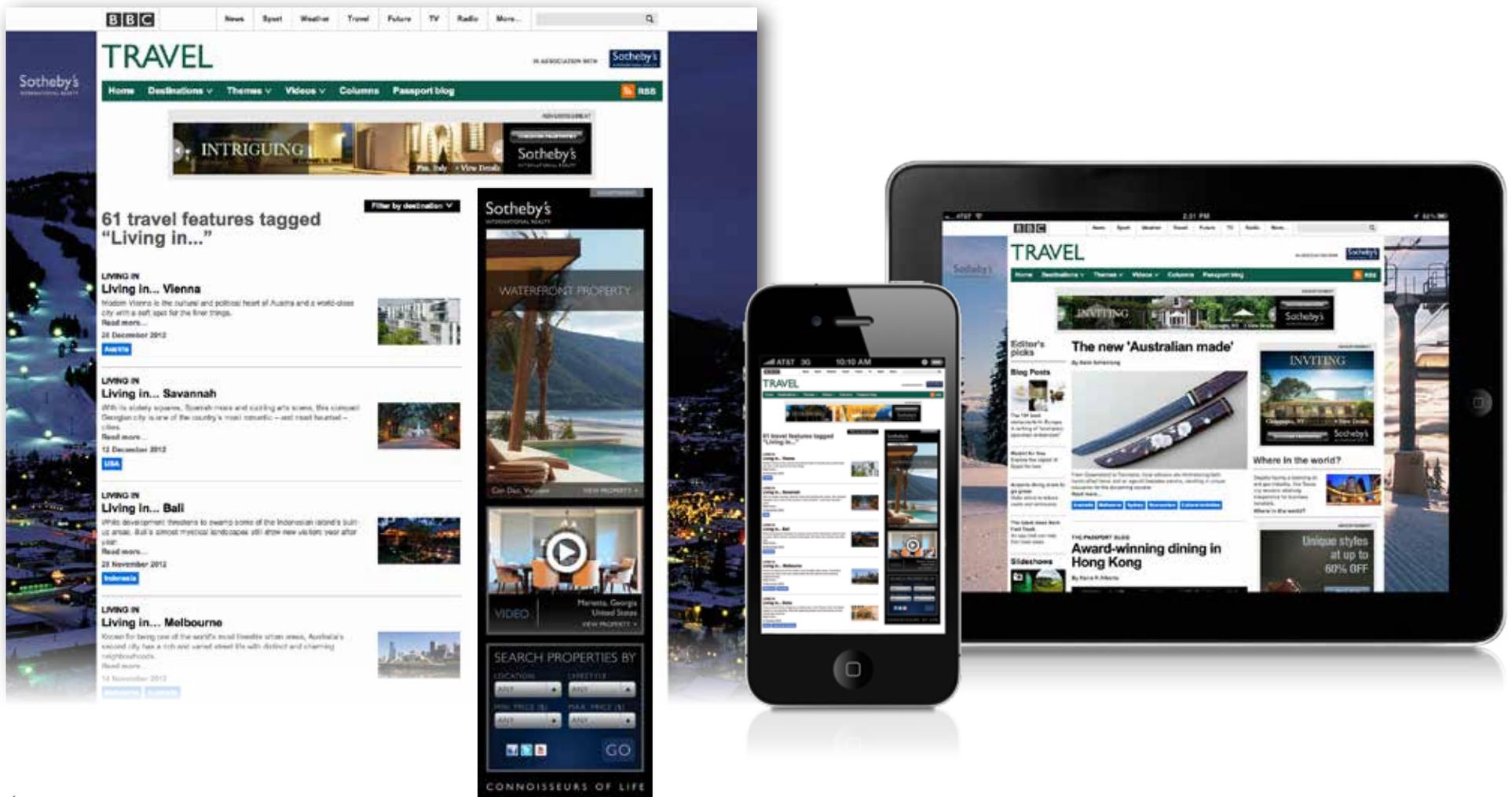
Min. Price (\$) Max. Price (\$) Bedrooms

Show Only: Open Houses New Developments

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.

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



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**
Seven-night luxury holiday with travel included and the option of a room with private pool 30th December 2012
7 nights from **£825**
[View details](#)
 - More hand-picked deals >**
 - The Mediterranean**
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
10 nights from **£809**
[View details](#)
 - [More cruise deals](#)

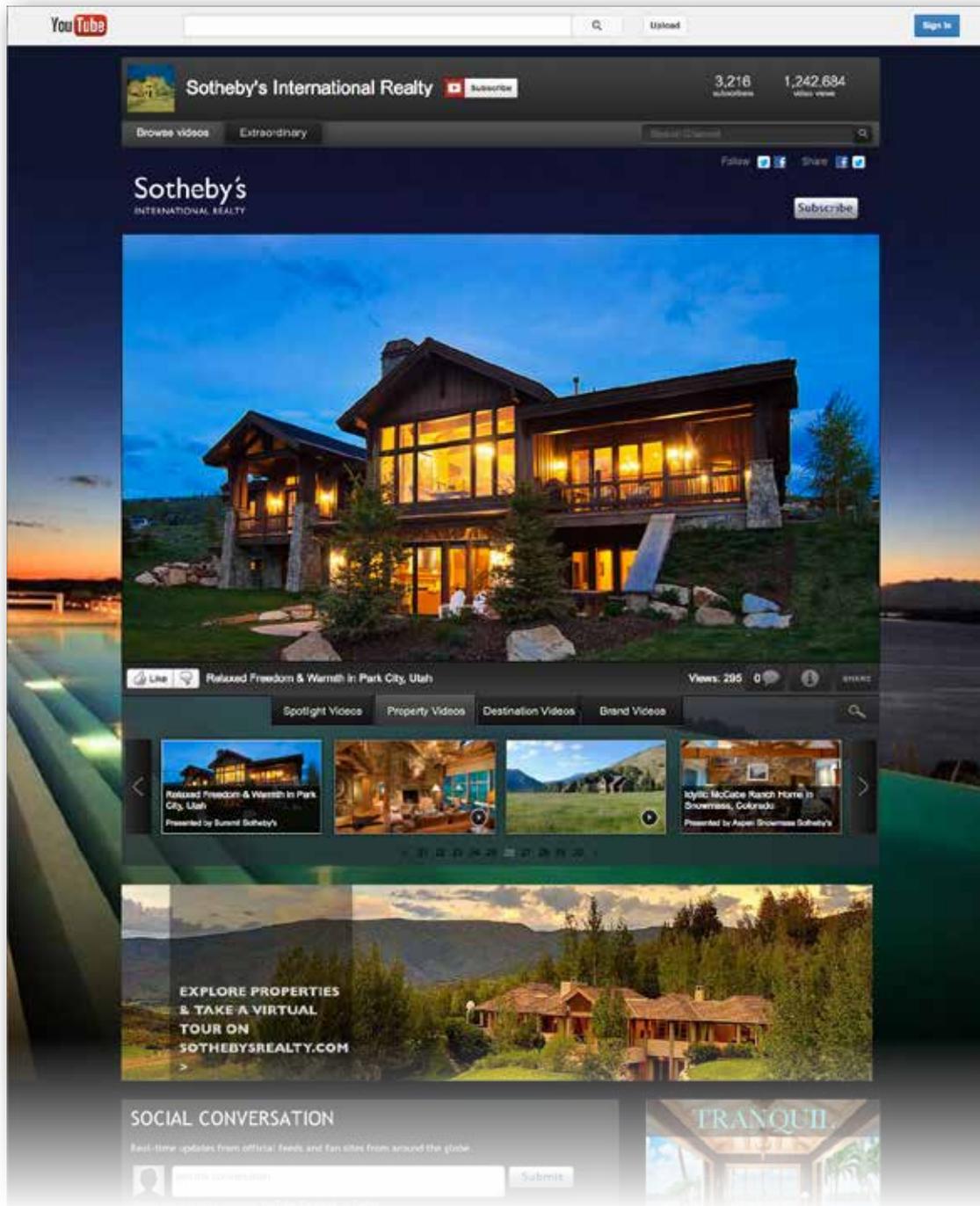
DAILY TELEGRAPH Since 1855, the *Daily Telegraph* has been serving the United Kingdom and the world. As a recent recipient of the "National Newspaper of the Year" award, its website, telegraph.co.uk, was the United Kingdom's first national newspaper online, whereby an estimated 7.5 million visitors make 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 navigation bar includes 'Photos', 'Videos', 'Magazines', 'Directories', 'Go China', 'LuxeHomes', and 'ClassifiedPost'. The main header features the 'South China Morning Post' logo and 'PROPERTY' in large green letters. A date stamp reads 'THU Dec 27, 2012 Updated: 2:49am'. A prominent banner on the right side of the header advertises '蘇富比' (Suffolk) real estate services, with text in Chinese: '加州圣达菲' (California San Diego) and '南非约翰内斯堡' (South Africa Johannesburg), and a button '查看详细信息' (View details). Below the header is a main menu with 'Home', 'News', 'Business', 'Comment', 'Lifestyle', 'Sport', and 'Property' (selected). A search bar is located to the right of the menu. Below the menu, there are 'Sponsored topics' for 'International Property' and 'International Travel'. The main content area is divided into three columns. The left column has two news articles: 'Fewer new flats sold over Christmas holidays this year' and 'Government releases six more sites for flats to meet promises'. The middle column has one article: 'Thousands flock to show flats for subsidised Greenview Villa'. The right column features a large banner for '蘇富比' real estate services, similar to the one in the header, with the text '典雅高贵' (Elegant and Noble) and '南非约翰内斯堡' (South Africa Johannesburg). At the bottom right, there is a section titled 'Editor's Pick'.

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.

ft.com/ftchinesepage - UK All times are London time

FINANCIAL TIMES

Sign in Site tour Register Subscribe

Search articles, experts and multimedia Search

Advanced search

Jean Pisani-Ferry The eurozone will muddle through - again

Africa grows up Sebastian Malby on sub-Saharan development

Andrew Santance More clarity on inflation needed

Cyber snoops Internet users need basic rights over data

Scott Sumner Make nominal spending central bank target

Home UK World Companies Markets Global Economy Law Comment Management Personal Finance Life & Arts

Years interactive Slugs Available Services Portfolio Special Reports in depth Today's highlights

NEWS FEED Click here to see all the headlines from every article published in the last 24 hours

US Budget

GLOBAL MARKET OVERVIEW from MARKETS 5:11pm

Fiscal cliff deal spurs global risk rally

Equities surge but first signs of fatigue in FX

- FTSE 100 rises and breaches 6,000 level
- FT Alpari's Cliff euphoria
- US markets welcome Congress deal
- View spread to underperform this year

From WORLD 10:11am

Fresh stand-off looms after US cliff deal

Hosao of Representatives easily passes compromise bill

- Alpari's The Fiscal Fudge
- US budget the battles ahead
- In depth Fiscal cliff

From GLOBAL ECONOMY 7:20pm

Differences remain over US budget talks

Senate agreement ensures more clashes ahead

- Small deal will deliver more budget growth
- The World Happy New Year
- US contractors cut capital expenditure

From UK 4:50pm

Manufacturing activity at 15-month high

Data show fears the UK economy shrank in final quarter

- Eurozone manufacturing weakness continues
- In depth Function in crisis

From GLOBAL ECONOMY 9:32pm

Beijing land prices soar amid

MARKETS DATA Indices Commodity Currencies Bonds

FTSE 100	6,027.37	+2.23%	6,200
S&P 500	1,450.72	+1.70%	1,480
Nikkei 225	12,574.40	+0.02%	9,990
Nikkei 225	10,395.28	+0.70%	5,961
Shanghai	2,259.23	+1.62%	11

Discover Properties Sotheby's

ENDURING

Sotheby's

NEW CHINA CONFIDENTIAL

NAVIGATING AMONG BEIJING'S ASSETS

RENMINBI COMPASS

和谐自然

蘇富比

Our best app yet for iPhone and iPad

app.ft.com

2012年12月31日 周一 出版 | 周一 | 周五 | 周四 繁体版

登入 新手指南 免费注册 您的反馈

FT中文网 全球财经精粹

2013年不撞“压力” 或应推“压力”一隅，可以消解压力

中国新贵学习西方礼仪 香港人仍留在北京创办了一所女子私立学校

复旦官网最新统计2013中国宏观经济 FT商学院入选App Store 2012年度榜单 诺奖得主“回家过年” 感谢一路有你

新闻 中国 全球 经济 金融市场 商业 观点 管理 生活时尚 视频

专题报道 热门文章 会议论坛 会员服务 FT商学院 资源中心 招聘 职位机会

中国的消费率太低?

对于中国官方消费数据是否低估，低估几许，各方一直存在争议。复旦大学中国经济研究中心主任张军与中欧国际工商学院经济学与统计学系主任黄天树撰文指出，中国消费率太低的流行观点，是基于错误理论和对官方统计数据错误理解之上。

中国经济改革“破茧还魂”

新闻·分析

美国预算谈判逼近最后期限

- 两大党都拒绝对方更对目标的僵持僵局
- 美国延迟财政悬崖
- 奥巴马为“财政悬崖”做最后努力

法国政府坚持对富人实施75%超额所得税

欧盟法院在最高法院上第六次裁定一有争议的会计准则

- 希腊法国人
- 伏案撰写美联储全球

2012年欧债危机石油收入逾万亿美元创新高

10年前，该组织成员国石油收入还不到2000亿美元

- 沙特力争避免欧债危机石油产量下降
- 欧债危机将考虑上调产量配额

日本扣押中国渔船并遣捕船长

法国计划在太平洋岛国经济海域设置捕鲸船

- 中日意向向海地提供日本出口
- 中国海监飞机首次进入钓鱼岛领空

2013年A股也许更美

FT中文网发布与财富管理相关的 2012年A股“指南” 欧债危机对全球股市影响

观点·专栏

专栏：展望2013

FT社评：2013年世界经济的高点

美国是世界之奇，发展中国世界拥有最富人的经济高地。中国未来发展道路，即是将取代印度跻身世界国家俱乐部。中国增长速度几乎无人能及。

FT社评：从各国新年传统中寻找力量

古巴比伦人发明了新年会到过去的一年，其他文明也有其意义。我们有必要回顾一下这些方法。尝试这些传统不会保证来年更好，但可以帮助我们避免重蹈覆辙。

亚洲将继续复苏

新加坡国立大学马维德：随着本世纪第二个十年逐渐展开，我们会更清楚地看出，东方仍将是增长引擎再上升，而西方仍将是天灾人祸之源。

乱中求变：展望2013中国股市

FT中文网特约嘉宾马维德：新年伊始，回顾过去，展望未来，中国股市将迎来怎样的挑战与机遇呢？

视频与互动

新东方成危机，中国人唐

【有色观察】稀土价格对话徐建林谈

宁静致远

特克斯和原料和程鱼星天，查看详情

蘇富比

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



May 2013 Preview Dinner



Luxury News
Spiriteca Pops Up in Landmark for Whisky Fanatics

Business

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

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

ENDURING
Sotoma, CA
View Details
DISCOVER PROPERTIES
Sotheby's

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

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 links: "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 search bar with "SW3, Tetbury" entered, 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 with a dropdown arrow are also present. Below the search box, there are two featured property listings. The first listing is titled "FEATURED PROPERTIES" and shows "RIVER DART, DEVON, TQ5" with a "GUIDE PRICE £3,500,000". The second listing is a scenic view of a lake and hills.

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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