



# Marketing Your Home in the World's Most Influential Media

Every home represented by Sotheby's International Realty, regardless of its price point, receives exposure on an unrivalled collection of the world's most authoritative media. Your home will be marketed to active homebuyers and real estate investors on:

## NEWYORKTIMES.COM

The New York Times provides unrivalled access to a global audience and receives over 30 million unique visitors online each month. 1.27 million of those visitors go to the New York Times Real Estate Section each month.

## WSJ.COM

The Wall Street Journal's digital network, receives 25 million monthly visitors to the U.S. edition, 3.1 million monthly visitors to Europe, and 4.8 million to Asia.

## BLOOMBERG.COM

Bloomberg.com is the world's leading multi-platform media company for business and finance, and the online destination for high-net-worth individuals and business decision makers.

## FINANCIALTIMES.COM

FinancialTimes.com is one of the world's leading business news organizations, and a destination for high-net-worth consumers seeking residential, vacation and investment real estate.



# Showcasing Your Home in China and the Asia Pacific

To increase the potential of qualified bids for your property, our global marketing platform ensures that your home is searchable on the fastest-growing real estate portals in China and the Asia Pacific. Every Sotheby's International Realty property, regardless of price point, is presented on:

#### [JUWAI.COM](http://JUWAI.COM)

Juwai.com is China's premier real estate portal with over 2 million monthly visitors, and more indexed pages than all other portals combined on Baidu, China's largest search engine. It is hosted on both sides of China's Internet firewall, ensuring that your property is visible both in and outside of China.

#### [PROPGOLUXURY.COM](http://PROPGOLUXURY.COM)

PropGOLuxury.com is the fastest-growing luxury real estate portal targeting high net worth property consumers in China and the Asia Pacific region.

#### [ASIA.NIKKEI.COM](http://ASIA.NIKKEI.COM)

Sotheby's International Realty is the first real estate brand to present property listings to readers of Nikkei Asian Review, the most influential news publication in Japan with a digital platform that reaches over 29 million monthly readers.





# Your Property Marketing in Europe

Sotheby's International Realty markets every property listing to discerning European home buyers through some of the continent's most iconic media channels in order to increase exposure and potential expressions of interest. Your home is showcased on:

[COUNTRYLIFE.CO.UK](http://COUNTRYLIFE.CO.UK)

The digital version of England's iconic Country Life magazine helps showcase your home to an affluent global audience looking to purchase premium real estate around the world.

[HOUSE24.ILSOLE24ORE.COM](http://HOUSE24.ILSOLE24ORE.COM)

House24.ilssole24ore.com Italy's premier online property magazine is powered by the country's leading financial newspaper, *IlSole24Ore*.

[REAL-BUZZ.COM](http://REAL-BUZZ.COM)

Real-Buzz.com is one of the largest global databases of homes for sale with first page Google rankings when buyers search for real estate using Spanish, Brazilian Portuguese, French, Italian, Russian, simplified Chinese and traditional Chinese.





# Luxury Marketing for Exceptional Homes

Through preferred partnerships with destination luxury websites, Sotheby's International Realty markets a curated collection of homes to elite high-net-worth real estate buyers worldwide on:

## LUXURYESTATE.COM

LuxuryEstate.com, is the destination for European and global real estate consumers seeking vacation homes, country estates, luxury homes and investment properties for sale around the world. Sotheby's International Realty listings over 200,000 Euro/~ \$290,000 CAD appear on LuxuryEstate.com.

## ROBBREPORT.COM

An online lifestyle destination for the global affluent, Robb Report showcases properties to an influential digital audience that ranks number one in median personal income according to Ipsos' Affluent Survey of premier websites (2018). Sotheby's International Realty property listings over \$500,000 USD/~ \$600,000 CAD are featured on RobbReport.com.

## JAMESEDITION.COM

Sotheby's International Realty property listings are marketed on JamesEdition.com, a destination marketplace for luxury products, experiences and real estate. Every listing priced over \$700,000 CAD is marketed on JamesEdition.com.

## MANSIONGLOBAL.COM

MansionGlobal.com, presented by the Wall Street Journal, connects wealthy global buyers with extraordinary homes, while presenting insightful real estate content and market data. Sotheby's International Realty listings over \$1 million USD (~ \$1.32 million CAD) are featured on MansionGlobal.com.

## ZAOBOA.COM.SG\* (Z-PROPERTY, A CHANNEL ON ZAOBAO.COM)

Zaobao.com.sg is the flagship Chinese website of Singapore Press Holdings, reaching over 10 million monthly Chinese language visitors. Z-Property is Zaobao's real estate channel, with a focus on lifestyle, décor and high-end homes. Sotheby's International Realty property listings over \$1 million USD/~ \$1.32 million CAD are featured on Zaobao.com.sg.