

# SOTHEBY'S INTERNATIONAL REALTY® HIGHLIGHTS

NEWS & INFORMATION FOR SOTHEBY'S INTERNATIONAL REALTY® PROFESSIONALS / AUGUST 20, 2009 / MEMBERS.SOTHEBYSREALTY.COM

## EXPANDED Collaboration with *Architectural Digest* Offers Unique Opportunity for Designers and CONNOISSEURS OF LIFE.

Our brand has chosen to partner with *Architectural Digest* on the launch of their exciting new ShopAD program, an original portal to see, source and buy the best in design. The site launched last month with more than 20,000 high-quality products: furniture, lighting, carpets, accessories and the largest collection of textiles from leading manufacturers on the Web. ShopAD truly is unique in its space, and through this exclusive relationship we are showcasing our brand to a key audience.

As a result of this “smart” partnership, our brand will gain unlimited exposure on the ShopAD site between September and December with a property search tool, links to articles in RESIDE® magazine and brand web banners all leading to sothebysrealty.com.

The screenshot displays the ShopAD website interface. At the top, the 'ARCHITECTURAL DIGEST' logo is prominent, with the tagline 'YOUR HOME ON THE WEB'. Below this, there are navigation links for 'REGISTER', 'TRADE | CONSUMER | LOGIN', and a search bar. The main content area features several sections: 'BEHIND THE DESIGN SCENES' with featured articles like 'Design Driven' (Maserati's Architectural Garage) and 'Mediterranean Gateway' (Living by the Rock of Gibraltar); 'World-Wise Web' featuring a Q&A with Michael Bruno; and 'VIDEOS' with a featured video 'Enhancing the View' about NanaWall's moveable glass walls. A 'DESIGNER PRODUCTS' sidebar lists names like David Easton and Alexia Harrison. At the bottom, there are 'ADVERTISER LINKS' and a navigation bar with categories like 'INSIDEAD', 'HOMES & SPACES', 'ARCHITECTS & DESIGNERS', 'VIDEO', 'RESOURCES', and 'CONTACT'.

BY INCORPORATING RELATIONSHIPS WITH LIKE-MINDED PARTNERS SUCH AS ARCHITECTURAL DIGEST INTO OUR OVER-ALL MARKETING STRATEGY, WE HAVE REACHED A VERY PRECISE CONSUMER BASE AND SAW **UNIQUE VISITORS TO OUR WEB SITE, WWW.SOTHEBYSREALTY.COM, INCREASE BY 26% YEAR OVER YEAR.**

<http://www.shopad.net/welcome.php>

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Sotheby's  
INTERNATIONAL REALTY

# RESIDE® MAGAZINE

OCTOBER 2009 ISSUE : **DEADLINE THIS WEEK!**



The next issue of RESIDE magazine is currently under development and will hit the streets in October! Our next issue will further the legacy of our award winning publication with worldly editorial, intriguing expert features, and of course, captivating properties represented by the Sotheby's International Realty® network. We encourage you to participate in our last issue for 2009 and secure space for you listings in the Property Gallery. We will provide a sneak preview of the editorial features as they are confirmed.

#### Bonus Distribution just added:

- Distribution at Sotheby's Auction Hong Kong Autumn Sales
- Exposure on the new high end shopping site brought to you by Architectural Digest, "shopAD"

#### RESIDE MAGAZINE – OCTOBER 2009

##### Property Gallery Advertising:

- Full Page Ads: \$3,200 U.S
- Half Page Ads: \$1,860 U.S
- Third Page Ads: \$1,340 U.S

### DEADLINE TO SECURE SPACE: AUGUST 21<sup>ST</sup>

For additional information please contact Tom Brabenec at +1 727.741.4141 or [reside@sothebysrealty.com](mailto:reside@sothebysrealty.com)



## PRODUCT SPOTLIGHT

Tiffany & Co. offers a **15% discount** to approved business account holders. This discount applies to business gifts and gift cards. Visit our Members' site at: <http://members.sothebysrealty.com/tiffany.aspx> to learn more about this offering and to apply for an account so that you can begin taking advantage of Tiffany's timeless gifts.

