



# ARCHITECTURAL DIGEST

THE INTERNATIONAL AUTHORITY ON DESIGN & ARCHITECTURE

**Sotheby's**  
INTERNATIONAL REALTY



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.

The Sotheby's International Realty® network alignment with *Architectural Digest* encompasses an integrated online partnership through commanding presence on archdigest.com, which was recently redesigned and re-engineered and now attracts on average more than 900,000 unique monthly visitors, consuming about 10 pages per visit.

In addition, our collaboration includes highly-visible social media and digital exposure, that when combined with our online presence, have been designed to deliver nearly 8M media impressions throughout 2013, utilizing the following EXCLUSIVE opportunities:







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# ARCHITECTURAL DIGEST

SUBSCRIBE INTERIORS + INSPIRATION CELEBRITY STYLE ARCHITECTURE + DESIGN SHOPPING + SOURCES NEWS, CULTURE + TRAVEL IN THE MAGAZINE SEARCH

## ON THE MARKET: ONLINE EXCLUSIVE

AD editors select extraordinary homes for sale around the world

Text by Amanda Friedman

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3 / 7



SONOMA, CALIFORNIA

**Prologue:** With a sculptural stucco exterior and neutral color palette, this unique contemporary home (AD, July 2008) blends gracefully into the surrounding rugged terrain. Conceived by father-son architects Harvey and Conrad Sanchez, the interior and landscape were created by Ron Mann, who designed bold textural spaces featuring natural materials like recycled wood and locally harvested stone.

**STATS**  
3 BE BEDROOMS  
3 BATHS  
2 1/2 BATHS  
5,110 SQ. FT.  
\$9.9 MILLION

**Property Values:** Situated on 17 acres overlooking Lovell Valley, the grounds include a guesthouse, a swimming pool, and a fitness center.

**Talking Point:** This being Sonoma, the compound includes an elaborate wine cave, with a vaulted ceiling, luxurious banquettes, and separate rooms for tasting, dining, and lounging.

**Contact:** Sotheby's International Realty, 415-296-2215; sothebysrealty.com

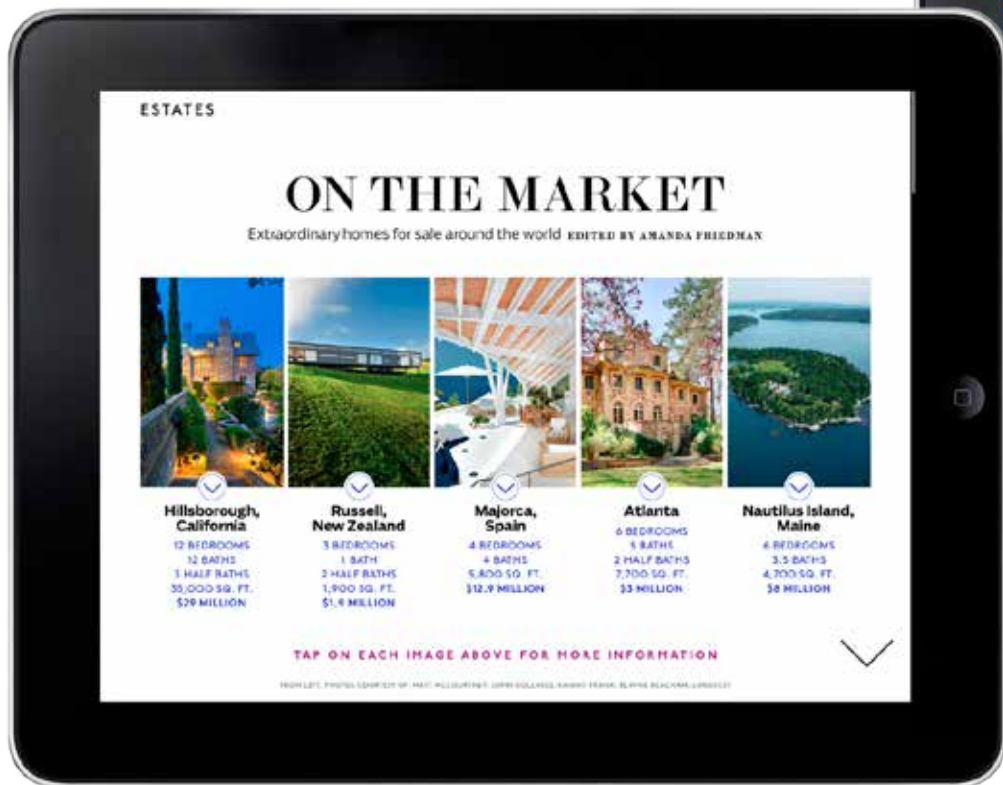
Photo: Sean Poreda



**ESTATES FOR SALE [MOST read section]** The digital adaptation of AD's most read print section offers online visitors with a premier look inside celebrity homes and an exhibit of the world's most extraordinary properties. *Sotheby's International Realty* has 100% share of voice (SOV) through banner ads and impactful interactive portrait units as well as slide show exposure on this real estate relevant section.



**DIGITAL** Premium, integrated units featuring the listings we represent rotate within AD's iPad app in targeted sections including: In the Magazine, Celebrity Style, and Architecture & Design



**SOCIAL MEDIA** Banner advertising with AD's Blogvertorial. This "road-block" position across AD's suite of blogs provides daily musings about the world's most beautiful homes, architecture, interior design, art and antiques, travel destinations and extraordinary properties

The screenshot displays the top section of the Architectural Digest website. At the top, there is a banner for 'HARMONIOUS' in Mallorca, Spain, featuring a large, modern house at night. Below this is a navigation bar with links for 'WELCOME TO ARCHDIGEST.COM', 'LOG IN', 'REGISTER', 'SUBSCRIBE', 'GIVE A GIFT', and 'RENEW'. The main title 'ARCHITECTURAL DIGEST' is prominently displayed in a large, serif font. To the right of the title is a 'Special Holiday Offer' for a 'FREE Gift Subscription Buy one - Get one FREE!' with an 'ORDER NOW' button. Below the title is a navigation menu with categories: 'SUBSCRIBE', 'INTERIORS + INSPIRATION', 'CELEBRITY STYLE', 'ARCHITECTURE + DESIGN', 'SHOPPING + SOURCES', 'NEWS, CULTURE + TRAVEL', and 'IN THE MAGAZINE'. A search bar is located to the right of the menu. The main content area features a 'DAILY AD' section with a featured article titled 'SITTING PRETTY' by Julie Coe, dated December 19, 2012. The article includes a photograph of a luxurious interior with two armchairs and a chandelier. To the right of the article is a 'DISCOVER PROPERTIES' banner for 'ENDURING' in Louisville, KY, featuring a large, classical-style house. The banner includes a 'View Details' link and the Sotheby's International Realty logo.

**TOGETHER, INSPIRING AFFLUENT HOME ENTHUSIASTS** Homes represented by the Sotheby's International Realty network are featured in dominating positions, utilizing a multi-platform approach. Through a year-long user engagement and unsurpassed exposure - leveraging new innovative ad units, optimized technology and a richer content experience.

## KEY INTERNATIONAL MARKETS

	<b>TOTAL UNIQUE VISITORS</b>	<b>TOTAL VISITS</b>	<b>TOTAL PAGES VIEWED</b>
Canada	69,352	76,195	875,577
United Kingdom	33,839	37,657	333,861
Australia	13,873	16,289	192,240
Italy	10,983	13,387	197,055
Germany	9,685	11,147	128,332
France	9,561	10,762	106,568
India	8,460	9,218	80,305
Netherlands	7,957	8,680	67,300
Spain	6,793	8,333	120,431
Mexico	6,852	8,230	93,199
Philippines	6,605	7,446	99,203
Brazil	5,843	6,867	85,044
Finland	5,628	5,791	47,998
South Africa	4,950	5,362	58,851
Russian Federation	3,567	4,973	65,143

## TOP US MARKETS

<b>REGION</b>	<b>TOTAL UNIQUE VISITORS</b>	<b>TOTAL VISITS</b>	<b>TOTAL PAGES VIEWED</b>
New York	22,300	26,164	269,034
Los Angeles, CA	14,333	15,727	153,596
Chicago, IL	11,624	12,279	94,799
Philadelphia, PA	6,842	7,258	42,528
Brooklyn (NY, US)	6,095	6,726	74,473
San Francisco, CA	5,820	6,361	59,747
Washington, DC	5,994	6,303	44,327
Seattle, WA	5,951	6,221	46,301
Houston, TX	5,623	6,001	68,375
Miami, FL	5,164	5,394	38,008
Dallas, TX	4,180	4,456	49,157
Kansas City, MO	4,131	4,199	19,986
Atlanta, GA	3,686	4,006	44,856
Austin, TX	3,466	3,722	41,496
San Diego, CA	3,267	3,626	38,911

