

Sotheby's International Realty®  
**2012 MARKETING PLAN**  
*Delivering Over 506 million impressions worldwide*

	January	February	March	April	May	June	July	August	September	October	November	December
<b>BRAND ADVERTISING</b>												
Wall Street Journal Digital Network												
BBC.com "Living In" & "Once You're There"												
Telegraph.co.uk "Best Places to Live"												
NYTimes.com/IHT.com												
Youtube.com/sothebysrealty												
<b>PROPERTY ADVERTISING</b>												
Bloomberg Markets												
The Wall Street Journal												
Sotheby's At Auction												
Country Life												
New York Times Home Section												
Robb Report Exceptional Properties												
Robb Report Collection												
International Herald Tribune												
International Herald Tribune Event Wraps												
Luxury Properties Magazine												
Financial Times												
RESIDE® Magazine												
e-RESIDE®												
<b>SEARCH ENGINE MARKETING</b>												
Yahoo!												
Google												
Bing.com												
<b>ONLINE BANNER ADVERTISING</b>												
sothebys.com												
NewYorkTimes.com												
WallStreetJournal.com												
Asia.WSJ.com												
Europe.WSJ.com												
WSJ China iPad												
FinancialTimes.com												
Ftchinese.com												
scmp.com (South China Morning Post)												
Telegraph.co.uk												
BBC.com ( British Broadcast Corp.)												
Proppoluxury.com												
Countrylife.co.uk												
<b>ONLINE PROPERTY DISTRIBUTION</b>												
sothebysrealty.com												
The Wall Street Journal Digital Network												
New York Times.com												
International Herald Tribune												
Zillow.com												
Trulia.com												
Washingtonpost.com												
Yahoo! Real Estate												
Frontdoor.com / OpenHouse.com												
Realestate.AOL.com												
Homefinder.com												
Proppoluxury.com												
JamesList.com												
Homes.com												
Telegraph.co.uk												
Countrylife.co.uk												
Primelocation.com												
Findaproperty.com												
Real-Buzz.com												
<b>SIR mobile</b>												
eGallery												
<b>INTERNATIONAL SIGNIFICANT SALES</b>												
<b>BRAND PUBLIC RELATIONS EFFORTS</b>												

\* MMXII Sotheby's International Realty Affiliates LLC. All Rights Reserved. Sotheby's International Realty Affiliates LLC fully supports the principles of the Fair Housing Act and the Equal Opportunity Act. Each Office is Independently Owned and Operated. Sotheby's International Realty and the Sotheby's International Realty logo are registered (or unregistered) service marks licensed to Sotheby's International Realty Affiliate LLC.

# Sotheby's International Realty® 2012 MARKETING CREATIVE

