



MEDIA PLAN 2008

Sotheby's International Realty® 2008 Media Plan

Over 70 million impressions worldwide

	January	February	March	April	May	June	July	August	September	October	November	December
Branding Magazines *												
Entertaining												
Wine Spectator				■					■		■	
Gourmet					■					■		
Home Living												
Architectural Digest				■		■					■	
Elle Decor			■				■		■			
Town & Country					■		■			■		
Country Life				■				■		■		
Western Interiors and Design		■	■			■	■			■	■	
Excursions												
Conde Nast Traveler				■				■				
Departures			■	■	■	■	■	■				
Four Seasons			■	■	■	■	■	■	■	■	■	■
Luxury												
Robb Report Collection			■		■				■			
Whitewall			■	■	■	■	■	■	■	■	■	■
Trade												
Real Estate Magazine			■			■		■		■		
Co-Op Schedule *												
The Wall Street Journal		■	■	■	■	■	■	■	■	■	■	■
New York Times Magazine			■	■					■	■		
New York Times Escapes		■			■	■	■	■			■	
Country Life			■	■	■	■			■	■		
Robb Report Vacation Homes		■	■	■	■	■	■	■	■	■	■	■
Robb Report Collection			■		■		■		■		■	
Sotheby's Preview				■	■		■			■	■	■
International Herald Tribune			■	■		■		■		■		■
International Herald Tribune Wrap			■		■		■			■		

*Plans subject to change. Co-Op opportunities may be added throughout the year.

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