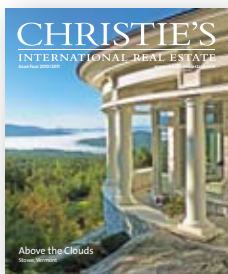


## 2011 PROGRAMS AND SERVICES

Building upon a brand with centuries of experience, Christie's International Real Estate combines traditional advertising channels and cutting-edge strategies.

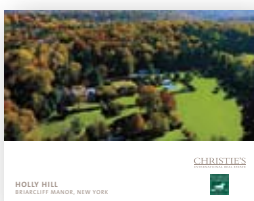
Constantly evolving to meet the demands of the future, the marketing programs are an ingenious blend of new media and proven, time-honored practices. Directed toward an audience of distinguished homebuyers and investors, campaigns achieve results across diverse venues and approaches, including interactive applications, print, networking, and press coverage.



### CHRISTIE'S INTERNATIONAL REAL ESTATE MAGAZINE

Rich with striking photography, elegant design, and engaging descriptions, the Christie's International Real Estate magazine is a keepsake publication. Produced four times a year, the magazine reaches approximately one million readers annually. A targeted mailing list ensures that each issue is sent to individuals of exceptional means. The magazine can be found at newsstands, fine bookstores, fashionable hotels, private airport lounges, and Affiliate offices across the world. Distribution also includes important Christie's auctions in such cities as Hong Kong, New York, Dubai, London, Milan, Geneva, and Paris.

A digital version of the magazine is available at [www.christiesrealestate.com](http://www.christiesrealestate.com).



### WORLDWIDE BROCHURE DISTRIBUTION

Crafted for select estates, visually rich property brochures are distributed to more than 350 cities in 40 countries for prominent display in Christie's salerooms and many of the global offices of the Affiliated real estate brokerages. The high-quality brochures find an audience with influential homebuyers, investors, and other prime prospects through display at these carefully targeted venues. Artfully designed, the brochures articulate the amenities and uncommon lifestyle opportunities presented by each property.



### **CHRISTIE'S INTERNATIONAL REAL ESTATE WEB SITE**

Attracting millions of worldwide visitors, the Christie's International Real Estate Web site (formerly [www.christiesgreatestates.com](http://www.christiesgreatestates.com)) is the preferred portal for buyers and sellers across the globe. The site consistently ranks among the top results on major search engines. The average number of monthly page views tops one million. Access to an affluent audience is further enhanced by a direct link from [www.christies.com](http://www.christies.com), which brings in thousands of click-throughs each month.



### **COMPLIMENTARY BANNER ADVERTISING PROGRAM**

Properties advertised under the Christie's name benefit from invaluable exposure and association with a well-known and admired brand. Christie's International Real Estate advertising initiatives receive prominent placement in such periodicals as The New York Times, The Wall Street Journal, The Wall Street Journal International, Country Life, and Robb Report Collection. The Complimentary Banner Advertising Program is a value-added program offered in conjunction with Christie's International Real Estate magazine. Pages purchased at the special rate of \$3,400 receive an ad unit in select international publications at little or no cost.