



Media Schedule
2007

Sotheby's International Realty® 2007 Media Plan*

More than 65 million impressions worldwide

	January	February	March	April	May	June	July	August	September	October	November	December
<u>National Brand Magazines</u>												
<i>Architectural Digest</i>			█			█		█		█		
<i>Black Ink</i>			█	█	█							
<i>Departures</i>			█	█	█	█	█	█	█	█		
<i>Gourmet</i>			█					█			█	
<i>Robb Report Collection</i>					█				█			
<i>Wine Spectator</i>					█	█				█	█	
<i>O at Home</i>				█	█	█	█	█	█			
<i>Four Seasons</i>	█	█	█				█	█	█	█	█	█
<i>Western Interiors and Design</i>				█	█			█	█	█	█	
<i>Condé Nast Traveler</i>				█					█			
<u>Website Campaign</u>												
<i>Robb Report Collection</i>			█								█	
<i>Robb Report Vacation Homes</i>				█	█	█	█	█	█			
<i>Unique Homes</i>		█	█	█	█	█	█	█	█			
<i>Dupont Registry</i>				█			█		█		█	
<i>Country Life</i>		█		█	█							
<u>Trade Magazines</u>												
<i>LORE</i>			█	█	█	█			█	█		
<i>Real Estate Magazine</i>			█			█					█	
<i>Real Trends 500</i>					█	█	█	█	█	█	█	█
<u>Co-Op Schedule</u>												
<i>The Wall Street Journal</i>		█	█	█	█	█	█	█	█	█	█	█
<i>New York Times Magazine</i>		█	█	█	█	█	█	█	█	█	█	█
<i>Country Life</i>			█	█	█	█			█	█		
<i>Robb Report Vacation Homes</i>		█	█	█	█	█	█	█	█	█	█	█
<i>Robb Report Collection</i>			█		█		█		█		█	
<i>Sotheby's Preview</i>				█	█		█			█	█	█
<i>International Herald Tribune</i>				█		█		█		█		█

*Insertions and dates subject to change.

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