

NATIONAL MEDIA KIT 2018

AGENT PUBLISHING

ATLANTA AGENT
MAGAZINE

BOSTON AGENT
MAGAZINE

CHICAGO AGENT
MAGAZINE

HOUSTON AGENT
MAGAZINE

MIAMI AGENT
MAGAZINE

COMING SOON: **DENVER** AGENT
MAGAZINE **PHOENIX** AGENT
MAGAZINE



Since our launch in 2003, we've had one goal: **to elevate the business of residential real estate.**

That's why we built a media company that helps residential agents navigate current market data, hone their skills and build rewarding careers that serve their highest ambitions.

Together, we are transforming the residential real estate industry by **raising the bar for every agent.** We offer valuable insight, superior training and an established platform where hardworking agents get what they need: **a trusted resource that helps them succeed in every aspect of their profession.**

AGENT **PUBLISHING**

2000 N. RACINE
CHICAGO, IL 60614
773.296.6001

ATLANTAAGENTMAGAZINE.COM
BOSTONAGENTMAGAZINE.COM
CHICAGOAGENTMAGAZINE.COM

HOUSTONAGENTMAGAZINE.COM
MIAMIAGENTMAGAZINE.COM
AGENTPUBLISHING.COM

AGENT **PUBLISHING** / OUR COMMUNITY

Connecting with our community requires access. We are on every platform they use.

MORE THAN
100,000
ENGAGED
NEWSLETTER
SUBSCRIBERS

35,000+
FOLLOWERS
ON SOCIAL CHANNELS
ACROSS THE COUNTRY

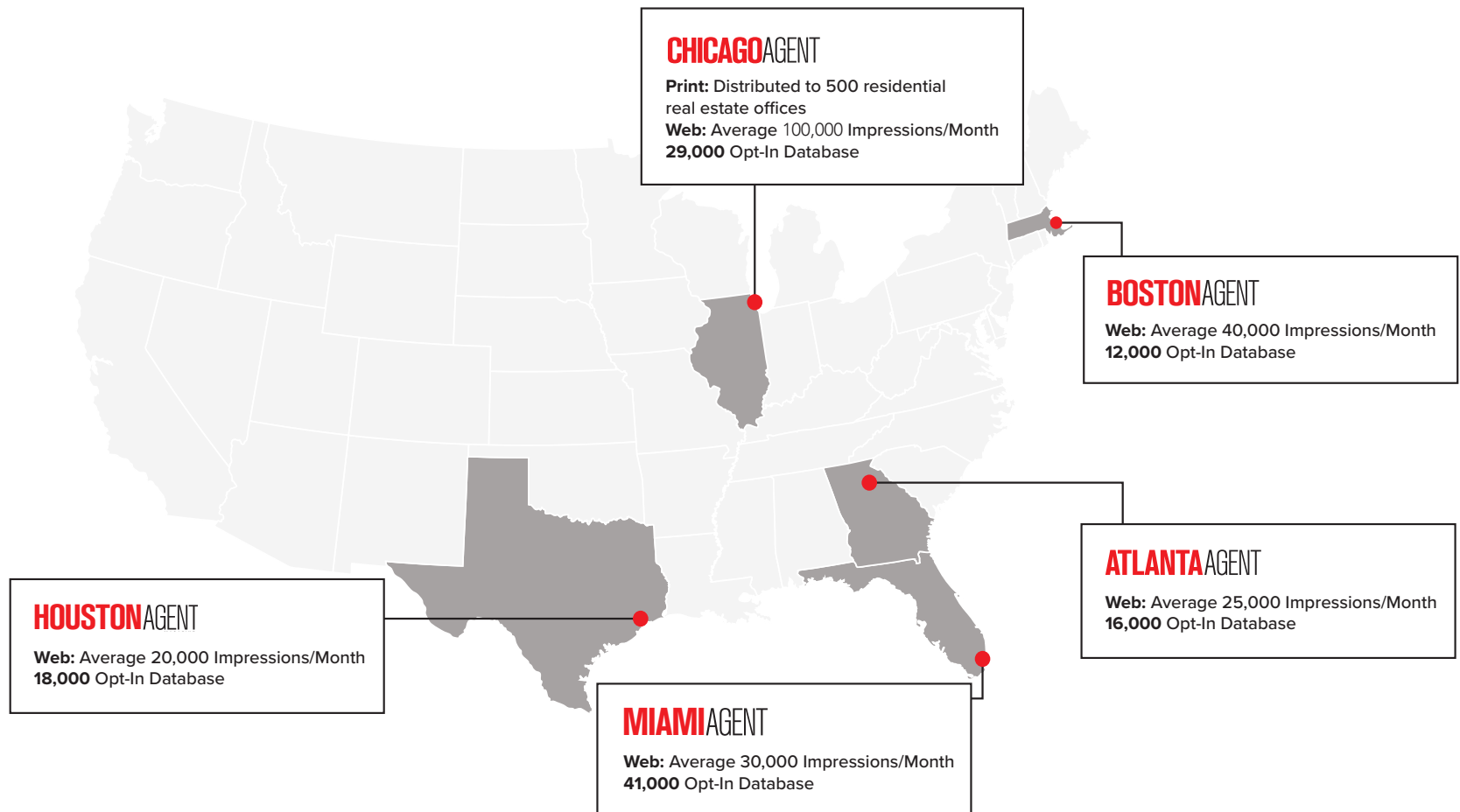


AGENT PUBLISHING / 5 MARKETS

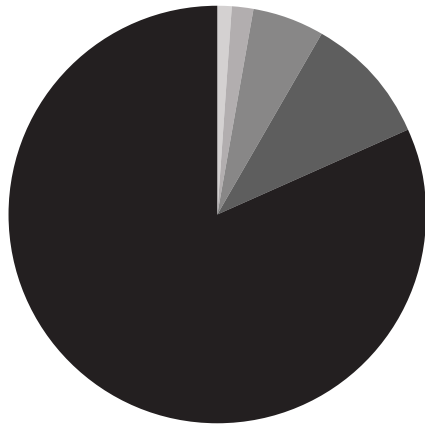
More than 100,000 real estate professionals make Agent Publishing a part of their professional lives. For 15 years, Agent Publishing has been committed to providing residential real estate professionals with information and inspiration to create a successful and meaningful career in their local markets. By focusing

on the core skills of building, growing and maintaining a thriving career, we play a vital role in the lives of real estate professionals across the country. Our coverage of local market data, emerging trends in technology, relationship management and industry news continues to make Agent Publishing the national leader in the

business of residential real estate reporting while engaging professionals on a local level. Our influence extends to every career stage and reaches agents through print, digital and live events. Online and offline, we deliver quality content that residential real estate professionals trust, covering the subject matter that's most important to them.



AGENT PUBLISHING / DEMOGRAPHICS / OUR SUBSCRIBERS



- 90% ACTIVE AGENTS
- 11% LENDERS
- 6% OTHER AFFILIATES
- 2% MANAGING BROKERS
- 1% REAL ESTATE DEVELOPERS



\$111,400
median household income
of REALTORS in 2017



10 YEARS
median real estate
experience of all
REALTORS



63%
of all REALTORS
are female

84%

of REALTORS recommend
a mortgage lender

4 YEARS

median tenure at
present for for all
REALTORS

53

median age
of all REALTORS

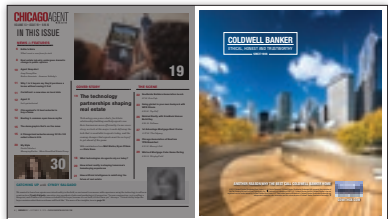
*National Association of Realtors 2017 Member Profile

CHICAGOAGENT / PRINT ADVERTISEMENTS

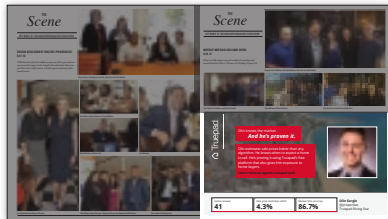
With print issues delivered to agents in over **500 Chicagoland offices**, *Chicago Agent* offers advertisers high-impact print placements alongside the latest real estate data, trends and rich editorial features.



SPREAD



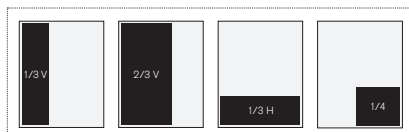
FULL PAGE



1/2 PAGE



1/3 PAGE



RATES

OUTSIDE BACK COVER

1x	\$3,130
6x	\$2,770
13x	\$2,630
26x	\$2,500

*INSIDE FRONT COVER

1x	\$2,280
6x	\$2,180
13x	\$2,070
26x	\$1,950

*INSIDE BACK COVER

1x	\$1,970
6x	\$1,820
13x	\$1,750
26x	\$1,690

ACROSS FROM TOC (B/W)

1x	\$1,370
6x	\$1,220
13x	\$1,160
26x	\$1,085

*CENTER SPREAD

1x	\$3,190
6x	\$2,910
13x	\$2,710
26x	\$2,600

FULL PAGE (B/W)

1x	\$1,270
6x	\$1,130
13x	\$1,000
26x	\$900

2/3 PAGE (B/W)

1x	\$1,090
6x	\$990
13x	\$860
26x	\$770

1/2 PAGE (B/W)

1x	\$920
6x	\$820
13x	\$720
26x	\$660

1/3 PAGE (B/W)

1x	\$690
6x	\$610
13x	\$530
26x	\$500

1/4 PAGE (B/W)

1x	\$530
6x	\$485
13x	\$430
26x	\$375

All rates are in black and white. Add \$360 per insertion for 4-color processing. Add \$780 for color spreads.

**NEW DESIGN
COMING IN 2018**

AGENT PUBLISHING / DIGITAL / WEB ADVERTISEMENTS

Our online sites are updated daily with breaking news, video, blog posts, market indicators and industry reports. Our website offers real estate professionals a direct line to the pulse of the local real estate industry. Banner ads and island ads give advertisers an opportunity to put their brand in front of thousands of residential professionals.

RATES

CHICAGO

AVERAGE 100,000 IMPRESSIONS PER MONTH

Banner Ad **\$500/30 DAYS**
Island Ad **\$400/30 DAYS**

ATLANTA

AVERAGE 25,000 IMPRESSIONS PER MONTH

Banner Ad **\$400/30 DAYS**
Island Ad **\$320/30 DAYS**

BOSTON

AVERAGE 40,000 IMPRESSIONS PER MONTH

Banner Ad **\$400/30 DAYS**
Island Ad **\$320/30 DAYS**

HOUSTON

AVERAGE 20,000 IMPRESSIONS PER MONTH

Banner Ad **\$400/30 DAYS**
Island Ad **\$320/30 DAYS**

MIAMI

AVERAGE 30,000 IMPRESSIONS PER MONTH

Banner Ad **\$400/30 DAYS**
Island Ad **\$320/30 DAYS**

Banner Ad Dimensions:
1092 x 135 px (desktop)
450 x 180 px (mobile)

Island Ad Dimensions:
450 x 375 px (desktop)
450 x 180 px (mobile)



AGENT PUBLISHING / DIGITAL / PRESTITIAL ADS

Achieve high visibility with our prestitial ads. Your ad is the first thing our visitors see before accessing our site. Prestitials are run once per day for each unique site visitor.



RATES

PRESTITIAL ADS

CHICAGO	
700 x 700 px	\$500/7 DAYS
ATLANTA	
700 x 700 px	\$250/7 DAYS
BOSTON	
700 x 700 px	\$250/7 DAYS
HOUSTON	
700 x 700 px	\$250/7 DAYS
MIAMI	
700 x 700 px	\$250/7 DAYS

AGENT PUBLISHING / SPONSORED POST

Sponsored posts position your message within popular editorial content, above the fold and alongside the day's top headlines. Sponsored posts are also featured in our weekly e-newsletter, Agent Update, as a top post.



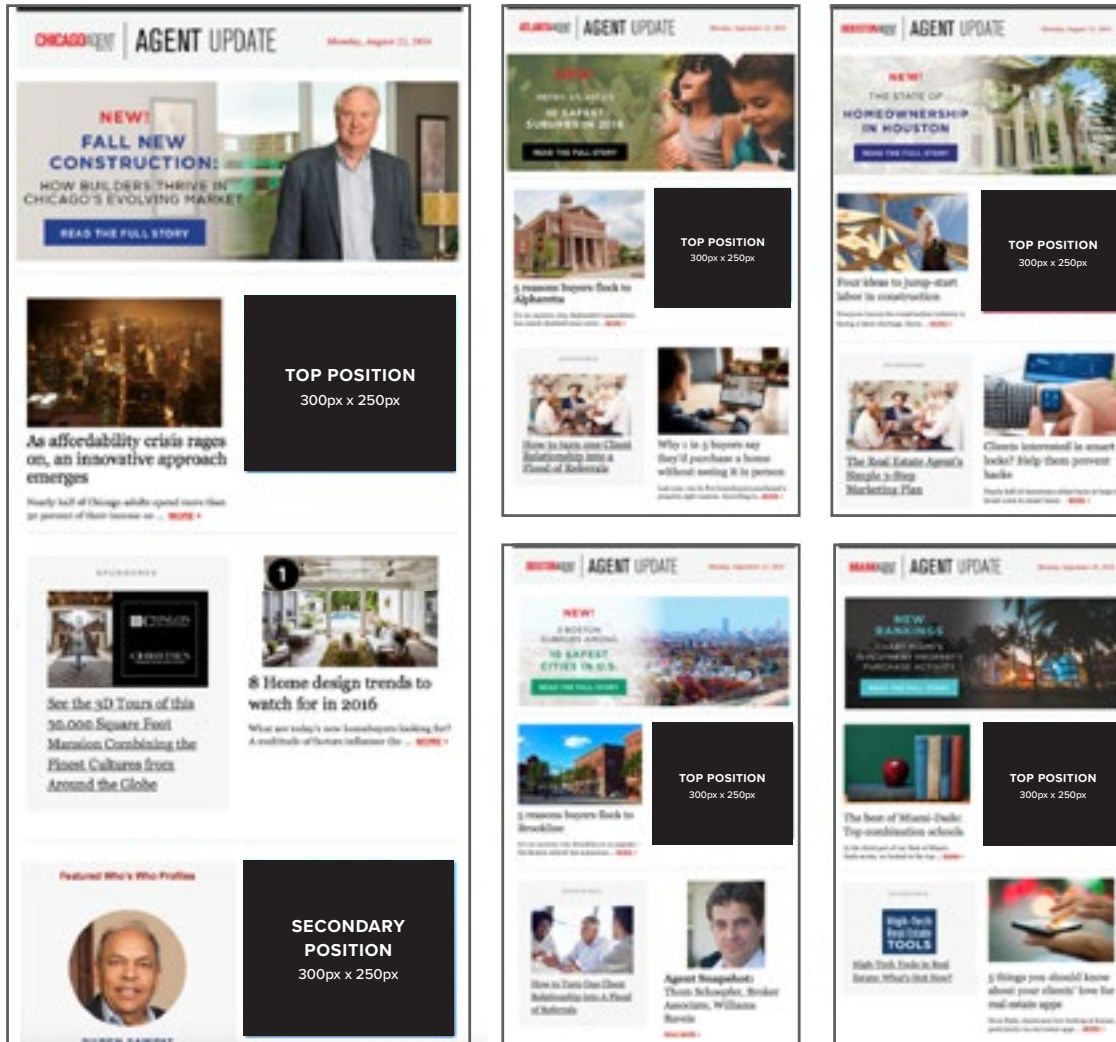
RATES

SPONSORED POSTS

CHICAGO	100 x 120 px	\$600/7 DAYS
ATLANTA	100 x 120 px	\$300/7 DAYS
BOSTON	100 x 120 px	\$300/7 DAYS
HOUSTON	100 x 120 px	\$300/7 DAYS
MIAMI	100 x 120 px	\$300/7 DAYS

AGENT PUBLISHING / EMAIL / AGENT UPDATE NEWSLETTER ADS

Agent Update is a weekly newsletter sent to our database every Monday in each market. Our blend of topical news and features offers advertisers a rich environment for their sponsored content.



RATES

CHICAGO

SENT WEEKLY TO 29,000 OPT-IN SUBSCRIBERS

Top Position **\$450/week**

Secondary Position **\$350/week**

ATLANTA

SENT WEEKLY TO 16,000 OPT-IN SUBSCRIBERS

Top Position **\$200/week**

Secondary Position **\$150/week**

BOSTON

SENT WEEKLY TO 12,000 OPT-IN SUBSCRIBERS

Top Position **\$200/week**

Secondary Position **\$150/week**

HOUSTON

SENT WEEKLY TO 18,000 OPT-IN SUBSCRIBERS

Top Position **\$200/week**

Secondary Position **\$150/week**

MIAMI

SENT WEEKLY TO 41,000 OPT-IN SUBSCRIBERS

Top Position **\$200/week**

Secondary Position **\$150/week**

All ads must be 300 x 250 px.

AGENT PUBLISHING / EMAIL / DEDICATED EBLAST

Our eblast offering delivers your message straight to a targeted audience of qualified contacts. Our most popular product, eblasts sell out at least two weeks in advance.

RATES

DEDICATED EBLASTS

CHICAGO

Opt-In Database 29,000 + \$1,300

ATLANTA

Opt-In Database 16,000 + \$500

BOSTON

Opt-In Database 12,000 + \$500

HOUSTON

Opt-In Database 18,000 + \$500

MIAMI

Opt-In Database 41,000 + \$500

All dedicated eblasts must be between 550 x 558 px.

Contact us for information about frequency discounts.

JANUARY

02 **New Realtor Regulations**
Reservation Deadline: Dec. 22
Materials Deadline: Dec. 26

15 **Mortgage Lending**
Reservation Deadline: Jan. 4
Materials Deadline: Jan. 8

29 **Real Data**
Reservation Deadline: Jan. 18
Materials Deadline: Jan. 22

FEBRUARY

12 **Real Estate Taxes**
Reservation Deadline: Feb. 1
Materials Deadline: Feb. 5

26 **Top Producers**
Reservation Deadline: Feb. 15
Materials Deadline: Feb. 19

MARCH

12 **New Construction – Spring**
Reservation Deadline: Mar. 1
Materials Deadline: Mar. 5

26 **Agents' Survey**
Reservation Deadline: Mar. 15
Materials Deadline: Mar. 19

APRIL

09 **Managing Brokers/Leadership**
Reservation Deadline: Mar. 29
Materials Deadline: Apr. 2

23 **Technology – Spring**
Reservation Deadline: Apr. 12
Materials Deadline: Apr. 16

MAY

07 **Selling Luxury Homes**
Reservation Deadline: Apr. 26
Materials Deadline: Apr. 30

21 **Neighborhoods: Where to Buy**
Reservation Deadline: May 10
Materials Deadline: May 14

JUNE

04 **The Marketing Guidebook**
Reservation Deadline: May 24
Materials Deadline: May 28

18 **Agents' Public Perception**
Reservation Deadline: June 7
Materials Deadline: June 11

JULY

02 **Rookie/New Agent Onboarding**
Reservation Deadline: June 21
Materials Deadline: June 25

16 **Who's Who 2018**
Reservation Deadline: July 5
Materials Deadline: July 9

30 **Personal vs. Company Branding**
Reservation Deadline: July 19
Materials Deadline: July 23

AUGUST

13 **Real Estate Affiliations**
Reservation Deadline: Aug. 2
Materials Deadline: Aug. 6

27 **New Construction – Fall**
Reservation Deadline: Aug. 16
Materials Deadline: Aug. 20

SEPTEMBER

10 **Lending Update**
Reservation Deadline: Aug. 30
Materials Deadline: Sept. 3

24 **Technology – Fall**
Reservation Deadline: Sept. 13
Materials Deadline: Sept. 17

OCTOBER

08 **Selling Problem Properties**
Reservation Deadline: Sept. 27
Materials Deadline: Oct. 1

22 **Agents' Choice Awards**
Reservation Deadline: Oct. 11
Materials Deadline: Oct. 15

NOVEMBER

05 **The Real Estate Assistant**
Reservation Deadline: Oct. 25
Materials Deadline: Oct. 29

19 **Agent Recruiting**
Reservation Deadline: Nov. 8
Materials Deadline: Nov. 12

DECEMBER

03 **Agent Training**
Reservation Deadline: Nov. 22
Materials Deadline: Nov. 26

17 **2019 Predictions**
Reservation Deadline: Dec. 6
Materials Deadline: Dec. 10

2018 EDITORIAL CALENDAR

ATLANTA AGENT

ONLINE ONLY

JANUARY

New Realtor Regulations

FEBRUARY

Top Producers

MARCH

Neighborhoods

APRIL

Spring New Construction

MAY

Agents' Choice Awards

JUNE

Fair Housing

JULY

Selling Luxury Homes

AUGUST

Real Estate Technology & Marketing

SEPTEMBER

Fall New Construction

OCTOBER

Mortgage Lending

NOVEMBER

Managing Brokers/Leadership

DECEMBER

Who's Who 2018

BOSTON AGENT

ONLINE ONLY

JANUARY

New Realtor Regulations

FEBRUARY

Top Producers

MARCH

Spring New Construction

APRIL

Selling Luxury Homes

MAY

Neighborhoods

JUNE

Fair Housing

JULY

Agents' Choice Awards

AUGUST

Real Estate Technology & Marketing

SEPTEMBER

Fall New Construction

OCTOBER

Who's Who 2018

NOVEMBER

Mortgage Lending

DECEMBER

Managing Brokers/Leadership

HOUSTON AGENT

ONLINE ONLY

JANUARY

New Realtor Regulations

FEBRUARY

Top Producers

MARCH

Who's Who 2018

APRIL

Spring New Construction

MAY

Neighborhoods

JUNE

Fair Housing

JULY

Selling Luxury Homes

AUGUST

Real Estate Technology & Marketing

SEPTEMBER

Fall New Construction

OCTOBER

Mortgage Lending

NOVEMBER

Agents' Choice Awards

DECEMBER

Managing Brokers/Leadership

MIAMI AGENT

ONLINE ONLY

JANUARY

New Realtor Regulations

FEBRUARY

Top Producers

MARCH

Spring New Construction

APRIL

Who's Who 2018

MAY

Neighborhoods

JUNE

Fair Housing

JULY

Selling Luxury Homes

AUGUST

Real Estate Technology & Marketing

SEPTEMBER

Fall New Construction

OCTOBER

Mortgage Lending

NOVEMBER

Agents' Choice Awards

DECEMBER

Managing Brokers/Leadership

For more information, visit our [Advertising](#) page on each website.