



HOUSTONAGENT

MAGAZINE

2011
MEDIA
KIT

HOUSTON AGENT

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HOUSTONAGENTMAGAZINE.COM

HOUSTON AGENT MAGAZINE

Houston Agent Magazine offers the broadest and deepest reach available into the Houston residential real estate community. Our website, newsletters, events, social networks and job board reach tens of thousands of real estate professionals by providing rich, game-changing content.

We deliver consistent communication and a dynamic point of view to 22,000 e-mail recipients. Houston Agent offers local coverage of real estate news and events with an industry-wide flavor, encouraging a dialogue between agents, mortgage professionals and real estate developers who serve the local housing market. The ultimate agent's resource, Houston Agent is the trusted source where agents turn for honest and reliable information about their business.



AGENTS RELY ON HOUSTON AGENT

50% of respondents say that they plan to spend more on marketing activities than spent last year

70% have personal websites

37% of respondents say they plan to spend more than \$2000 on marketing activities

75% say they spend more than 2 hours online everyday

93% use facebook for business



AUDIENCE

FEMALE

59%

MALE

41%

.....

AGE

49%21-29

13%30-39

26%40-49

29%50-59

19%60-69

9%70+

.....

- **63%** report having clients interested in new construction
- Average annual income **\$74,500**
- **76%** of readers have been in real estate for over 6 years



The leading website for the residential real estate industry, Houston-AgentMagazine.com includes breaking news, blogs, video, job board, connection to Twitter, Facebook networks and more.



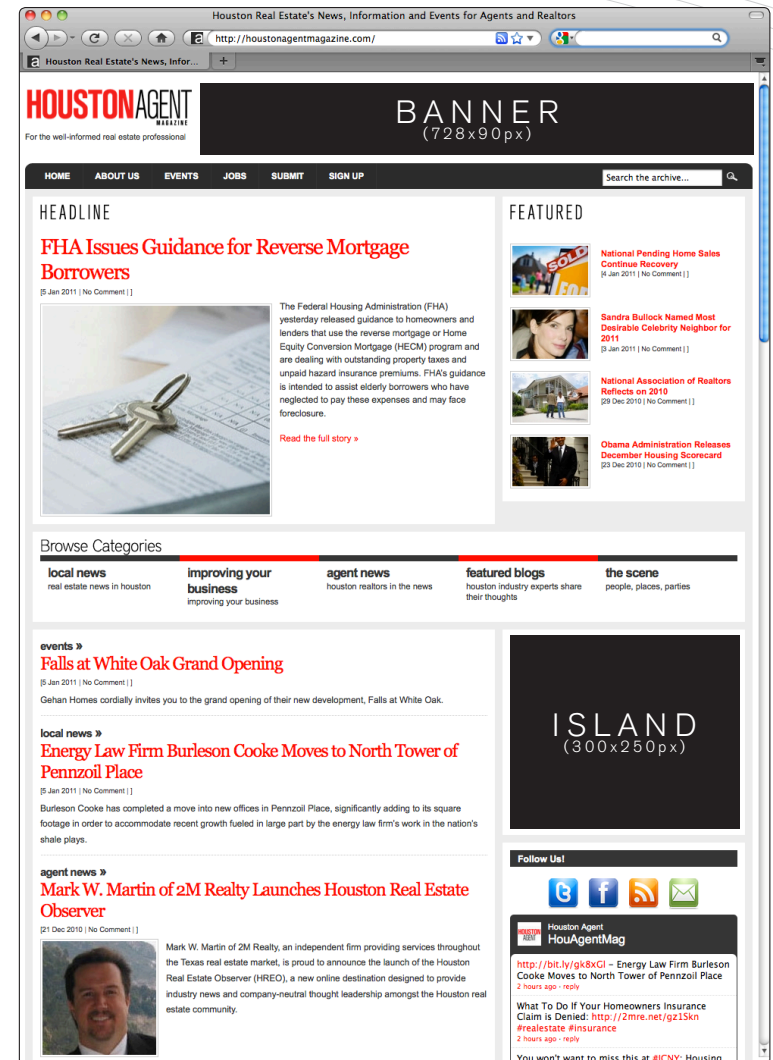
WEB AD PRICING

TOP BANNER

728 x 90 px \$200/30 DAYS

ISLAND

300 x 250 px \$150/30 DAYS




[illegible]

Full Agent
Database
(approx. 22,000)
\$300

HOUSTON AGENTSM

MAGAZINE FOR THE WELL-INFORMED
REAL ESTATE PROFESSIONAL

HOME	CURRENT ISSUE	ABOUT	EVENTS	JOB BOARD
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235
VAN BUREN

SPECIAL CO-OP BONUS

 FOR CONTRACTS SECURED BY JANUARY 31, 2010


 RECEIVE 2.5% COMMISSION +
\$3,500 AMERICAN EXPRESS GIFT CARD*

Eblast
 (550x600px)



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*Co-operating commission and all bonuses shall be paid over the residence closes. No compensation shall be paid if the transaction does not close. Pricing subject to change without notice.

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 REALTY

235 W. Van Buren Development Corporation, Chicago, IL License #1772276


INTERVIEW WITH CA

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Top Banner
\$150

Island
\$100

BANNER (728x90px)

HOUSTON AGENT

REALTOR

AGENT UPDATE

HOME

SUBMIT

ABOUT

EVENTS

JOB BOARD

Monday, April 18 • 2011

Help Your Clients Take the Plunge

Spring could be a great opportunity for those that haven't yet taken the jump into homeownership. Recent numbers revealed 11 markets, including Chicago, have hit new housing price lows—up from last fall. As of 2009. As the Spring 2011 home buying season begins, this could be the last time in a while to get a great deal on the market.

[Read More »](#)

Can Anyone Be a Top Producer with the Right Training?

Is the top producer status something that anyone can attain with the right training? Or do the top producers of real estate have been there years, waiting their turn, that need them to sit around? The answer to top producers' first option at Chicago Agent's Top Producers event.

[Watch Video »](#)

'This House' Loses Appeal

Barbara C. Harris, a South Carolina real estate broker with a specialty in flipping homes, won a \$4 million court-ordered award after 'This House'—a TV series he appeared on during its first season.

[Read More »](#)

You Tell Us

We know that there is in the industry, working with clients over the best insight into what the market is really like. That's why we want to know YOU! Share your knowledge in a brief survey that will be featured in upcoming issues.

[Click Here to Answer](#)

Real Estate Around The Web

Agent Associations Highlight Safety, Police Save Suspect
[Following Jeep Theft](#)

10 most popular: free photo bank for iPhone

Regulators Set New Rules for Foreclosure Practices

Chicago's Top-Talented New Towns Again's Topmost Off

Go Digital

Who's Who 2010

Check out the up and comers are from last year and try to guess who will make this year's list!

[Read More »](#)

ISLAND (300x250px)

Top 5 on HoustonAgentMagazine.com

[Four Sellers Consider Leasing Back, Investors Battle in Competitive](#)

[New Investment Is to Be Stay Current with Technology](#)

[\\$1 Million Plus Home Sales Drive](#)

[Home Building a 'New Driver' of the American Economy](#)

[SEC Approves Violations in Wachovia Investor Protection-Related Securities](#)

Who's Who

Chris Irwin

VP Sales
Jawson Commercial

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Save The Date

4/20 Agent Network: Chicago

4/21 (EMMA COOK Chapter's First Annual Deal Exchange Luncheon)

4/26 (Texas Association of Realtors Association) Live Agent Series

4/27 (Successful Women in Commercial Real Estate)

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