

MEDIA KIT 2022

HOUSTON AGENT MAGAZINE

ELEVATING THE BUSINESS *of* REAL ESTATE

With **306,000+ impressions** annually and a readership of **more than 44,900 real estate professionals**, Houston Agent magazine is where agents and industry leaders turn for the latest news in Houston residential real estate.

REACH OUR AUDIENCE BY **PLATFORM**



HOUSTONAGENTMAGAZINE.COM

+ 25,500+ impressions monthly



AGENT UPDATE NEWSLETTER

+ 44,900+ subscribers



HOUSTON AGENT SOCIAL NETWORKS

+ 4,900+ engaged real estate professionals in our Facebook, Twitter and Instagram communities



WHO'S WHO IN HOUSTON REAL ESTATE

+ Print copies are distributed to 500+ brokerages throughout greater Houston

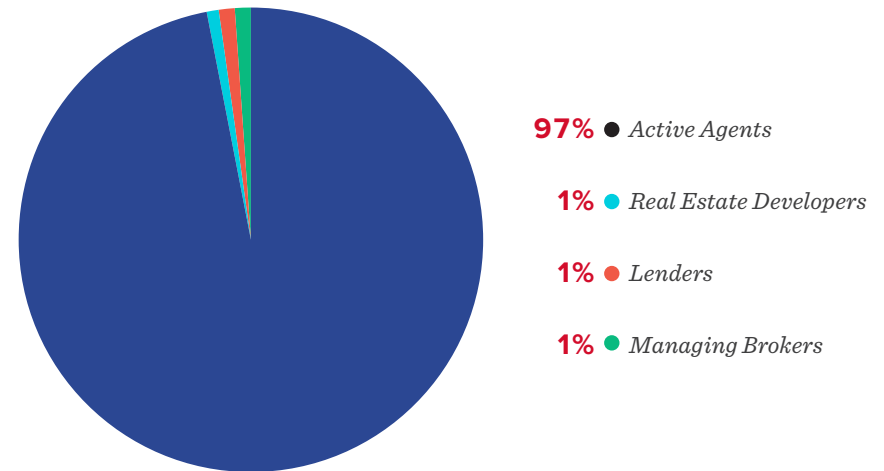


LIVE EVENTS

+ Issue release events and other networking opportunities throughout the year

WHO READS HOUSTON AGENT MAGAZINE

Our readers value Houston Agent magazine's insightful and data-driven journalism. We've earned our reputation as the leading Houston B2B media company covering local residential real estate news, tech, educational articles, interviews with industry leaders and in-depth features that empower agents to build their business and stay connected to the community.



\$116,700

*median **household income** of Realtors in 2020**

8 YEARS

*median real estate **experience** of all Realtors**

5 YEARS

*median **tenure** at present firm for all Realtors**

54

*median **age** of all Realtors**

65%

*of all Realtors are **female****

71%

*of readers currently have clients interested in **new construction*****

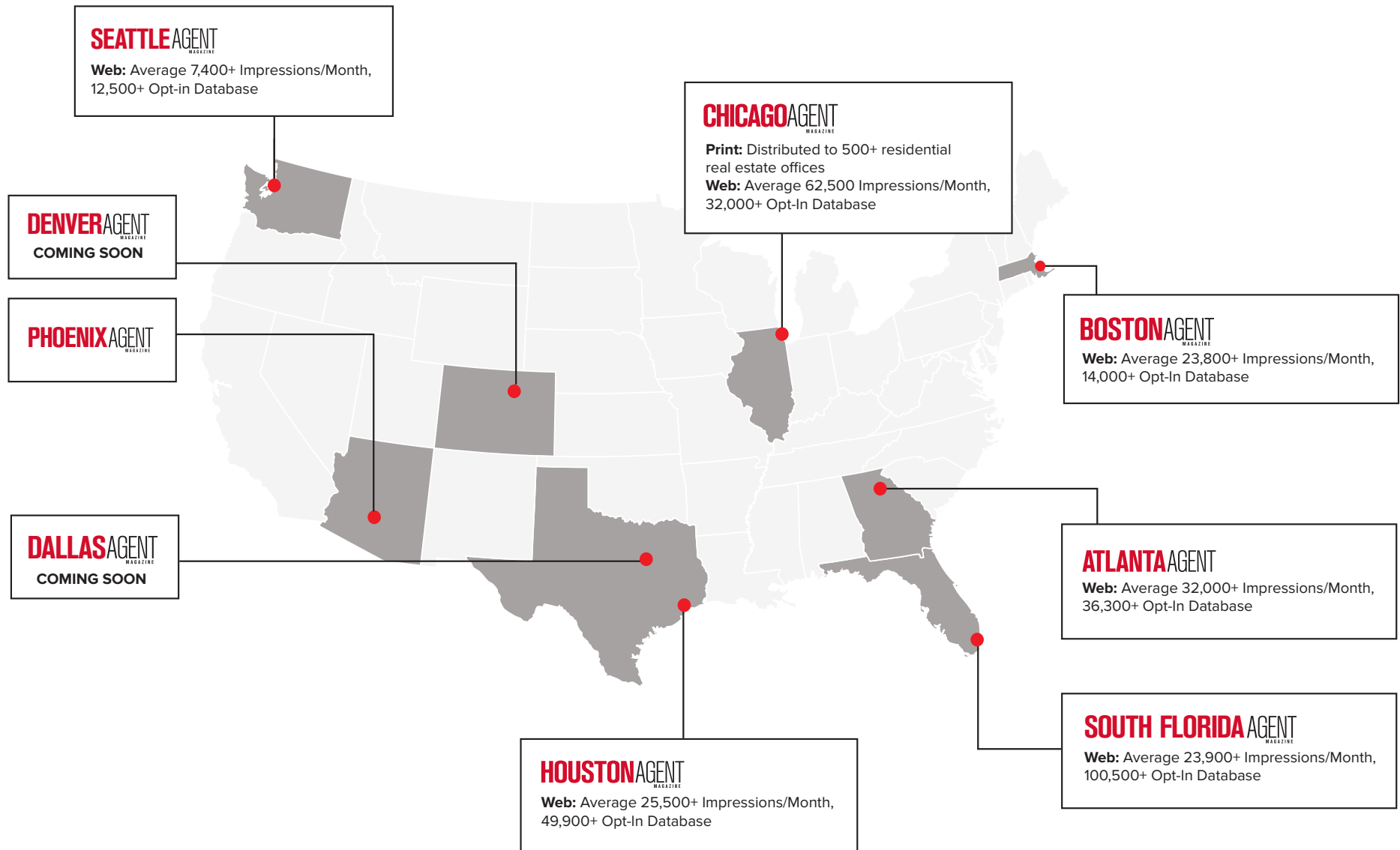
86%

*of readers sold new construction in the **past 12 months*****

**National Association of Realtors 2021 Member Profile*

***Houston Agent's 2021 New Construction Survey*

REACH MARKETS • Audience



SPECIAL FEATURE

WHO'S WHO IN HOUSTON REAL ESTATE

This special annual issue supports and recognizes excellence and leadership in the real estate industry. **In print and online.**

We profile top producers, team leaders, mentors and other highly regarded professionals. This popular issue gives advertisers an opportunity to align with the best in Houston residential real estate.



Issue Date: May 2, 2022 **Ad Reservation Deadline:** March 30, 2022 **Materials Deadline:** April 4, 2022

Full Page: \$2,500 **2 Page Spread:** \$4,500

Premium positions available upon request.

For more information on advertising in our Who's Who in Houston Real Estate issue, or if you would like information about being profiled or nominating others to be profiled, contact anne@agentpublishing.com

DIGITAL ADVERTISEMENTS · 2022 Editorial Calendar

Houston Agent magazine delivers local news and information to residential real estate professionals throughout Houston. As an online publication, we take a perspective that goes beyond daily news to offer in-depth reporting on the full range of topics that are important to our readers — the residential real estate professionals that make the Houston market move.

MAY

02 Who's Who

This special annual issue supports and recognizes excellence and leadership in the real estate industry. We profile top producers, team leaders, mentors and other highly regarded professionals. This popular issue gives advertisers an opportunity to align with the best in Houston residential real estate.

JUNE

06 Truth About Agents

This annual survey asks real estate professionals to weigh in on how much they're earning, how much they're spending on marketing, what they think of their current brokerages and what kind of training they value. You'll find demographic information you won't find elsewhere, but also what amounts to a finger on the pulse of the market.

SEPTEMBER

26 Agents' Choice Awards

Houston Agent magazine's annual Agents' Choice Awards issue is a special edition where our readers vote, and we recognize the best in the business! The top vote-getters are honored in a special edition of the magazine and receive a commemorative award.

DECEMBER

05 Real Estate Predictions

For our annual December Predictions issue, we ask our readers to tell us what they think will happen in the year ahead. Who could have predicted 2020? We want to hear what they have to say about 2022.

REGULAR FEATURES

THE SCENE

Photo coverage of project grand openings, company events, including parties, awards, golf outings, charity events, etc.

AGENT/LENDER SNAPSHOT

A light Q&A with an agent, lender, developer or affiliate.

MY STYLE

My Style features a photograph of a fashionable industry professional with their answers to our style-related questions.

NEW CONSTRUCTION NEWS

Developers and builders announce new projects/communities, events and updates to the lifecycle of their project.

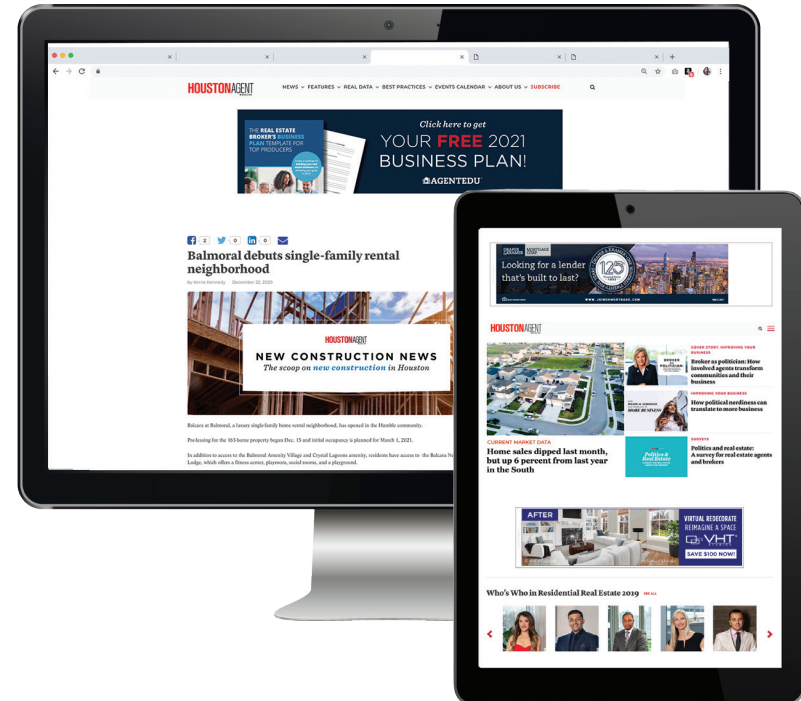
MAKING MOVES

Keep tabs on the comings and goings of real estate professionals, including new hires, office openings and other happenings within the Houston area.

DIGITAL ADVERTISEMENTS

MORE THAN **25,500** WEB IMPRESSIONS PER MONTH

We've created a site for agents and real estate professionals to stay informed and stay ahead of what's happening in the industry every day. HoustonAgentMagazine.com is the place agents go to learn and cultivate their success.



| PRODUCT | DESKTOP | MOBILE | RATE |
|----------------------|--------------|--------------|-----------------|
| Billboard (Rotating) | 970 x 250 px | 300 x 120 px | \$425 / 30 days |
| Pop-up Ad | 700 x 700 px | 320 x 320 px | \$300 / 7 days |

DIGITAL ADVERTISEMENTS • *Biweekly Newsletters*

MORE THAN
44,900
SUBSCRIBERS

Our biweekly newsletters, sent every Monday and Thursday, reach a target audience that is actively seeking industry news. When you advertise in these newsletters, your message is a consistent presence for a highly engaged readership.



PRODUCT

1 Week Newsletter Sponsorship
Includes two email newsletters

DIMENSIONS

970 x 250 px

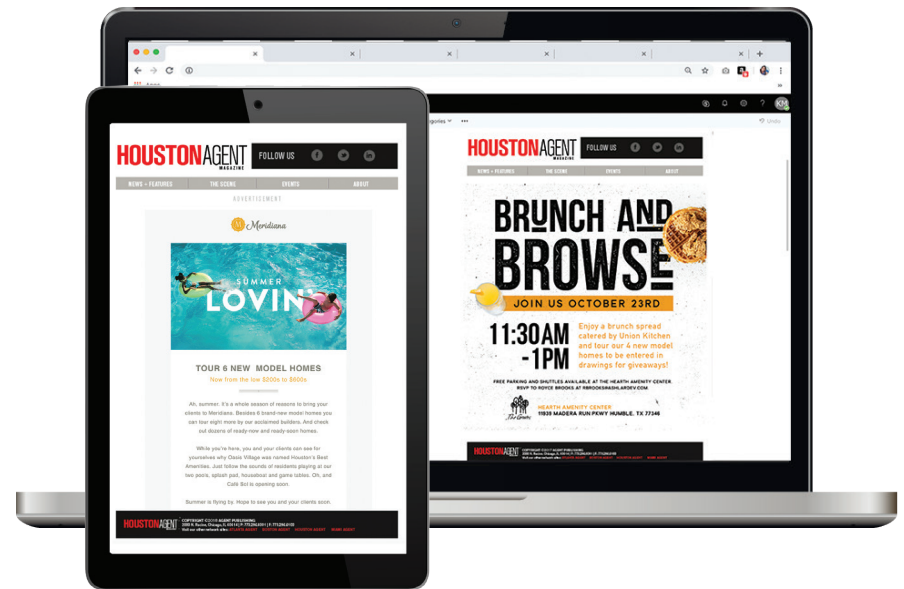
RATE

\$225 / Week

DIGITAL ADVERTISEMENTS • *Custom E-blasts*

YOUR MESSAGE DELIVERED STRAIGHT TO OUR AUDIENCE

Our database consists of targeted, qualified real estate professionals. Our most popular product, e-blasts often sell out and have a high open rate every day of the week.



DATABASE

Full Database

1x

\$525

3x

\$500

6x

\$450

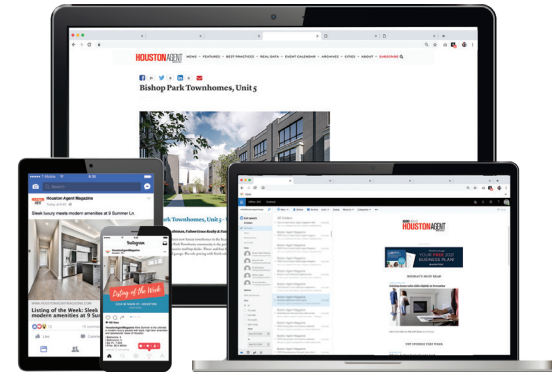
12x

\$425

CONTENT SOLUTIONS · *Premium Content*

HIGHLY SEARCHABLE. HIGHLY SHAREABLE.

We deliver your customized messages, news products and company information to our engaged audience.



SPONSORED POST | \$375

Position your story to drive additional exposure for your brand and promote your business.

**HOUSTONAGENTMAGAZINE.COM +
AGENT UPDATE EMAIL NEWSLETTER +
SOCIAL NETWORKS**

DEVELOPING HOUSTON | \$1,600

A multichannel feature that showcases a new development, with full-color photos and information on its special amenities, affordability or luxury features, community impact and more.

**HOUSTONAGENTMAGAZINE.COM +
AGENT UPDATE EMAIL NEWSLETTER +
SOCIAL NETWORKS**

LISTING OF THE WEEK | \$325

The perfect opportunity to highlight a home for sale that deserves a greater spotlight, including full-color images and listing information for potential buyers.

**HOUSTONAGENTMAGAZINE.COM +
AGENT UPDATE EMAIL NEWSLETTER +
SOCIAL NETWORKS**

REAL INFLUENCERS | \$1,400

Share your individual real estate success story — including your most noteworthy career experiences and accomplishments, and what inspires you to create a positive impact in the industry.

**HOUSTONAGENTMAGAZINE.COM +
AGENT UPDATE EMAIL NEWSLETTER +
SOCIAL NETWORKS**

TEAM/COMPANY PROFILE | \$1,900

A creative and compelling way to showcase your brand. This profile allows companies to demonstrate their expertise and gain exposure for their products, solutions and industry achievements.

**HOUSTONAGENTMAGAZINE.COM +
AGENT UPDATE EMAIL NEWSLETTER +
SOCIAL NETWORKS**

TECH WATCH | \$2,500

Present your real estate tech solution — CRM software, mobile apps, data analytics platforms and more — and share how and why agents use it to grow their business.

**HOUSTONAGENTMAGAZINE.COM AND ALL
CITIES' WEBSITES**

DEMONSTRATE THOUGHT LEADERSHIP WHILE GENERATING LEADS

With our **Resource Guide**, your authoritative content gets published and promoted by Agent Publishing. Our Resource Guide is a collection of high-value white papers, research reports, videos and surveys resulting in a powerful marketing tool to educate your next potential customer. Custom registration forms help provide you with a database of quality leads.

Thought Leadership authenticates your position as a subject matter expert by comprehensively communicating a unique innovation or point of view — building business over the long term.

Brand Awareness strengthens your company image, helps define how purchase influencers perceive your company and products and increases consideration and preference for your products and services.

Lead Generation develops as industry professionals access your Resource Guide content, including full reporting and contact information from anyone who downloads it.

Resource Guide

TOOLS TO ELEVATE YOUR CAREER

TECHNOLOGY

Guaranteed Rate Raises over
\$3M for Childrens Charity

BUSINESS DEVELOPMENT

Joel Schaub, VP of Mortgage
Lending, Guaranteed Rate

SOCIAL MEDIA MARKETING

Is Virtual Staging Here to Stay?
We Asked the Experts

Resource Guide inclusion \$750/month on
HoustonAgentMagazine.com

LIVE AUDIENCE • *Events*

MEET OUR AUDIENCE **FACE- TO-FACE** & BUILD AWARENESS OF **YOUR BRAND**

Houston Agent magazine hosts several events throughout the year, each corresponding with the release of a popular annual issue. Each event offers local real estate professionals the opportunity to network with top producers, developers, lenders and affiliates. By sponsoring an event, you put your brand in front of everyone who attends. Contact us to host events in your property or discuss other sponsorship opportunities.



LIVE AUDIENCE • *Accelerate Summit*

HOUSTON AGENT MAGAZINE'S **ACCELERATE SUMMIT 2022**

In its second year, the Accelerate Summit will bring the industry together to build relationships, identify best practices and uncover what it takes to build a successful career in real estate.

Date: TBD **Location:** TBD

For more information contact anne@agentpublishing.com.



DIGITAL ADVERTISEMENTS • *Requirements*

WEB ADVERTISING REQUIREMENTS

SUBMISSION

All ads must be submitted by the ad artwork deadline.

Ad artwork can be submitted via email to toria.beckum@agentpublishing.com.

For advertising inquiries, please contact Anne Hartnett at anne@agentpublishing.com or 773.296.6025.

FILE FORMATS

- JPG or GIF
- RGB only
- 72 dpi (web resolution)

OTHER REQUIREMENTS

- GIFs must be under 1MB.
- All ads submitted must be suitable as is. *Houston Agent* is not responsible for errors in content or format.

CUSTOM E-BLAST REQUIREMENTS

SUBMISSION

All ads must be submitted by the ad artwork deadline.

Ad artwork can be submitted via email to toria.beckum@agentpublishing.com.

For advertising inquiries, please contact Anne Hartnett at anne@agentpublishing.com or 773.296.6025.

FILE FORMATS

- JPG or GIF
- RGB only
- 72 dpi (web resolution)

OTHER REQUIREMENTS

- All ads must be within 600 x 650 px.
- GIFs must be under 1MB.
- E-blast tests must be approved before sending. If the e-blast is not approved by deadline, advertiser must reschedule pending availability.
- All ads submitted must be suitable as is. *Houston Agent* is not responsible for errors in content or format.