

MEDIA KIT 2023

# HOUSTON AGENT MAGAZINE

## ELEVATING THE BUSINESS *of* REAL ESTATE

With **over 331,500 impressions** annually and a readership of **more than 41,000 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**

+ 27,600+ impressions monthly



## **AGENT UPDATE NEWSLETTER**

+ 40,500+ subscribers



## **HOUSTON AGENT SOCIAL NETWORKS**

+ 5,500+ engaged real estate professionals in our Facebook, Twitter and Instagram communities



## **WHO'S WHO IN HOUSTON RESIDENTIAL REAL ESTATE**

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

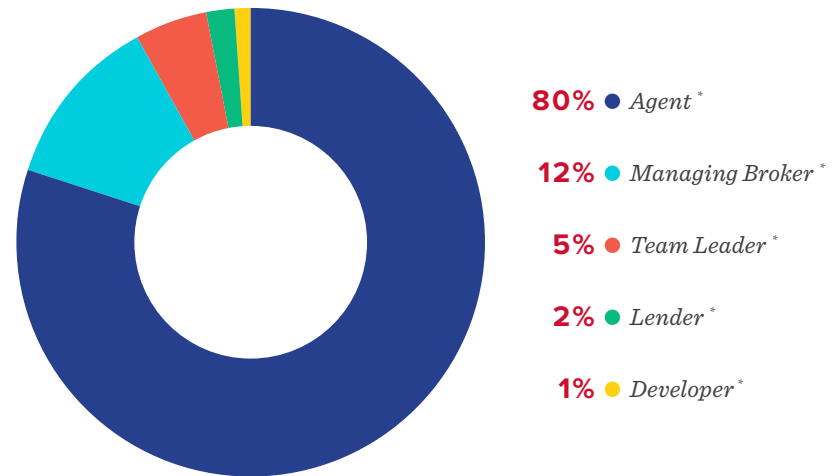


## **LIVE EVENTS**

+ 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.



**\$54,330**  
*median household income of Realtors in 2020\*\**

**8 YEARS**  
*median real estate experience of all Realtors\*\**

**66%**  
*of all Realtors are female\*\**

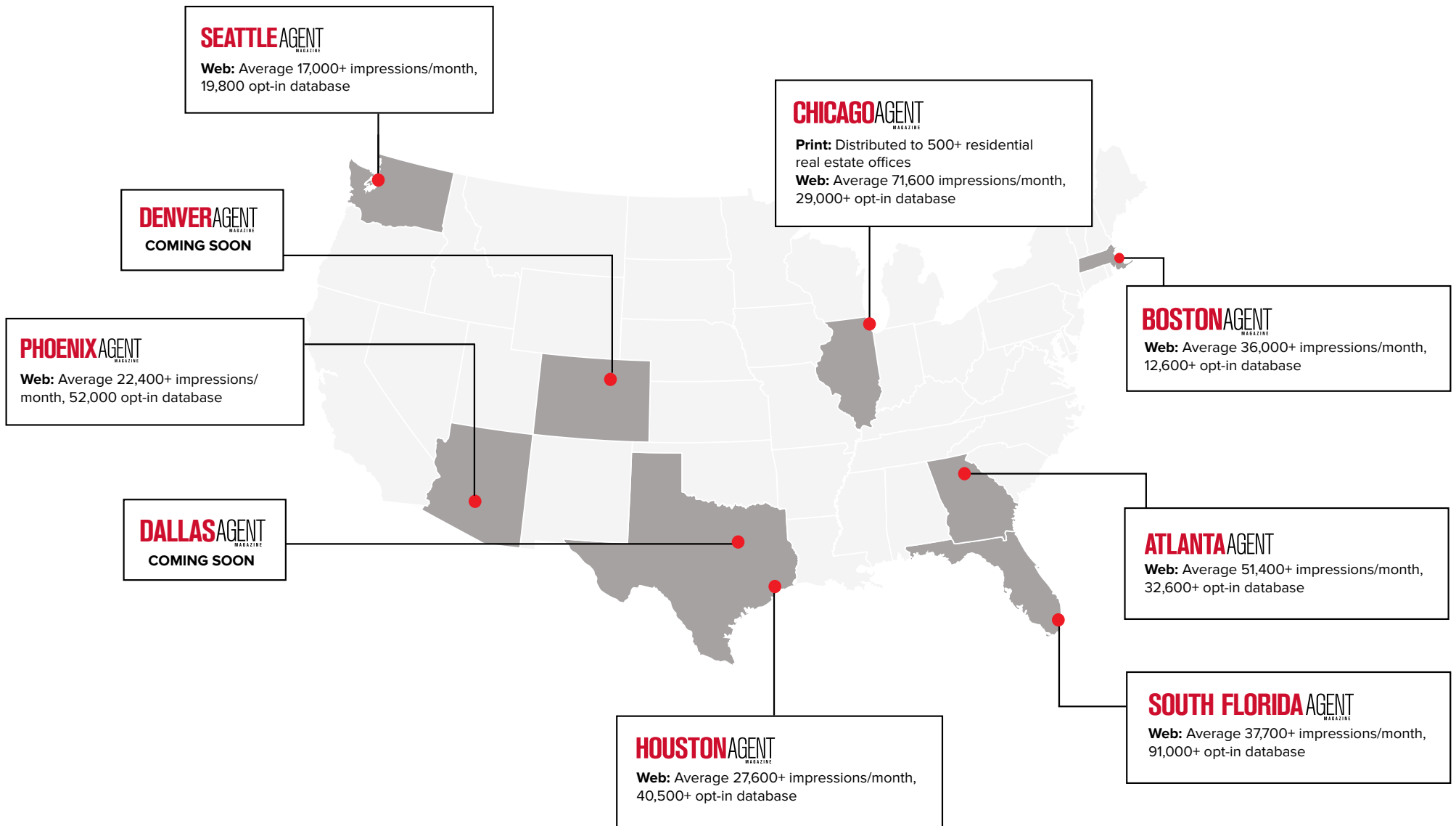
**56**  
*median age of all Realtors\*\**

**67%**  
*of readers sold new construction in the past 12 months\*\*\**

**63%**  
*of readers currently have clients interested in new construction\*\*\**

\*Agent Publishing’s 2022 Truth About Agents surveys  
\*\*National Association of Realtors 2022 Member Profile  
\*\*\*Atlanta Agent’s 2022 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 1, 2023      **Ad Reservation Deadline:** April 3, 2023      **Materials Deadline:** April 7, 2023

**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](mailto:anne@agentpublishing.com).

# DIGITAL ADVERTISEMENTS · 2023 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

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### 01 Who's Who

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 can't get elsewhere — it's a finger on the pulse of the market.

## MAY

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### 08 Truth About Agents

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

## SEPTEMBER

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### 04 Agents' Choice Awards

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

## DECEMBER

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### 04 Real Estate Predictions

For our annual, end-of-year Predictions feature, we ask our readers and experts 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 2023.

## REGULAR FEATURES

### THE SCENE

Photo coverage of grand openings and 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 life cycle of their projects.

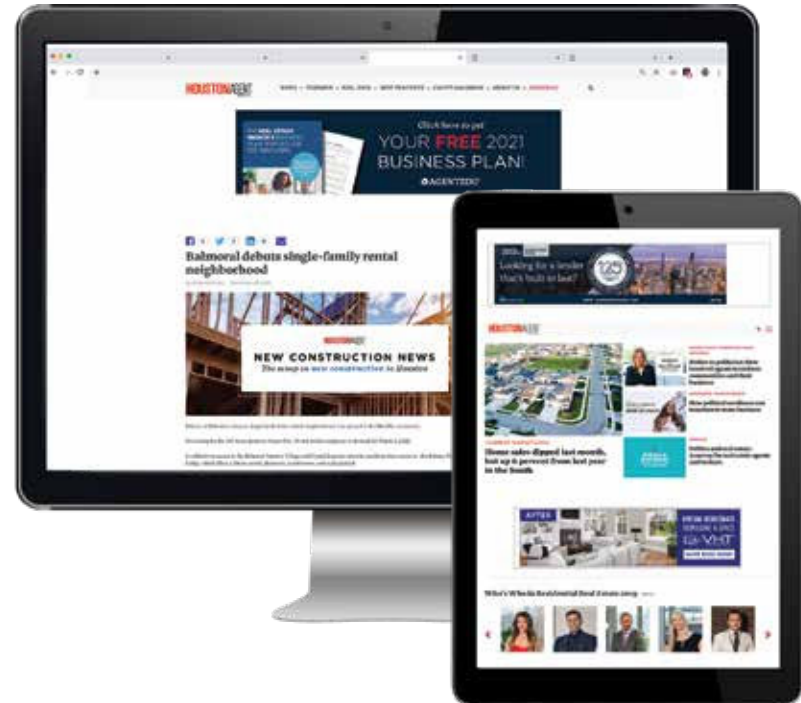
### MAKING MOVES

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 **27,600** WEB IMPRESSIONS PER MONTH

We've created a site for 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 41,000 SUBSCRIBERS

Our newsletters reach a large target audience that is actively seeking industry news. When you advertise in Agent Update, our most popular newsletter, your message gains a consistent presence with our highly engaged readership.



## PRODUCT

**1 Week Newsletter Sponsorship**  
Includes two email newsletters

## DESKTOP & MOBILE DIMENSIONS

970 x 250 px - Top position banner  
970 x 250 px - Secondary position banner

## RATE

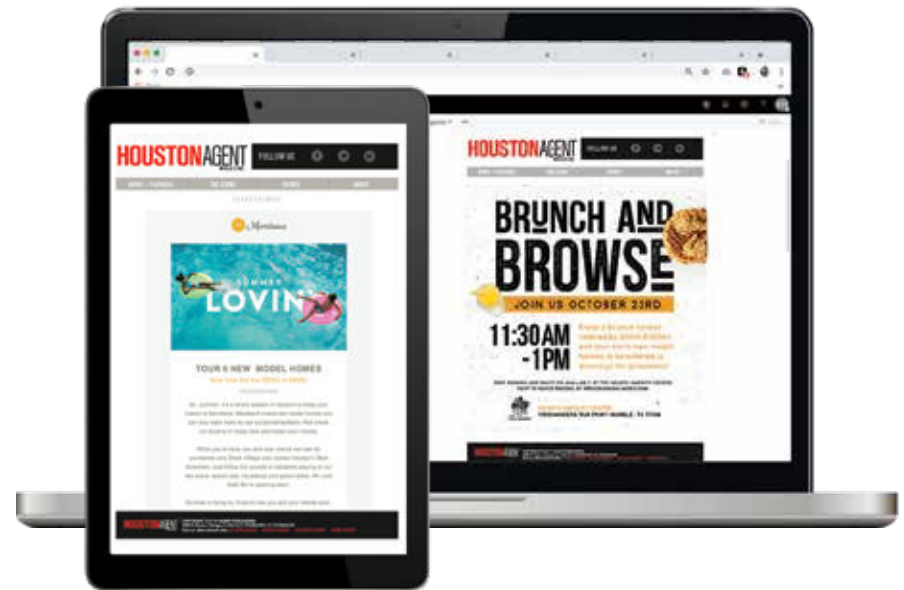
\$225 / Week  
\$175 / Week



# 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 maintain a high open rate every day of the week.



DATABASE	1x	3x	6x	12x
Full Database	\$575	\$500	\$450	\$425

## CONTENT SOLUTIONS · *Premium Content*

# HIGHLY SEARCHABLE. HIGHLY SHAREABLE.

We deliver your customized messages, news products and company information direct 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, luxury features, community impact and more.

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

### **LISTING OF THE WEEK | \$350**

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, etc. — 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 that work as 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 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

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### BUSINESS DEVELOPMENT

Joel Schaub, VP of Mortgage  
Lending, Guaranteed Rate

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### 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 our 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 at your property or discuss other sponsorship opportunities.



# 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](mailto:toria.beckum@agentpublishing.com).

For advertising inquiries, please contact your account executive at [sales@agentpublishing.com](mailto:sales@agentpublishing.com) or **786.485.0976**.

### FILE FORMATS

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

## 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](mailto:toria.beckum@agentpublishing.com).

For advertising inquiries, please contact your account executive at [sales@agentpublishing.com](mailto:sales@agentpublishing.com) or **786.485.0976**.

### 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.

### 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.