

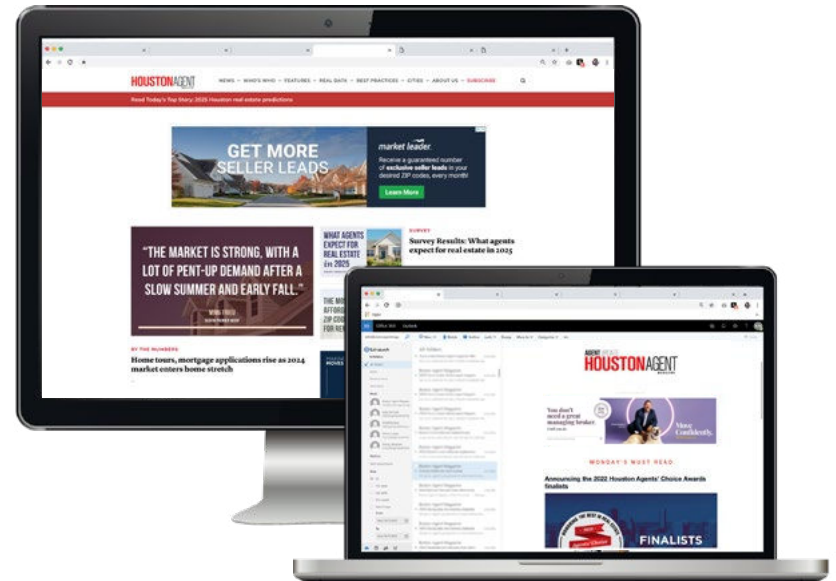
MEDIA KIT 2025

HOUSTON AGENT MAGAZINE

ELEVATING THE BUSINESS *of* REAL ESTATE

With **over 68,000 impressions per month** and a readership of **more than 32,000 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

+ 68,000+ impressions monthly



AGENT UPDATE NEWSLETTER

+ 32,300+ subscribers



HOUSTON AGENT SOCIAL NETWORKS

+ 7,000+ engaged real estate professionals in our Facebook, LinkedIn and Instagram communities

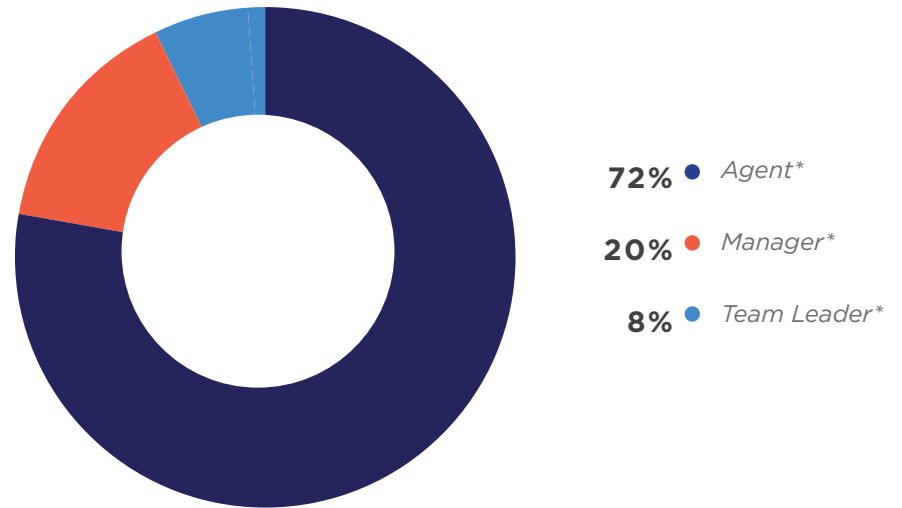


WHO'S WHO IN HOUSTON RESIDENTIAL REAL ESTATE

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

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 through news and tech coverage, educational articles, interviews with industry leaders and other in-depth features. Facilitating connection within the real estate community, Houston Agent empowers agents to build their business.



\$55,800
median **household income**
of Realtors in 2023**

55
median **age** of all Realtors**

81%
of readers sold new construction
in the **past 12 months****

10 YEARS
median real estate
experience of all Realtors**

65%
of all Realtors are **female****

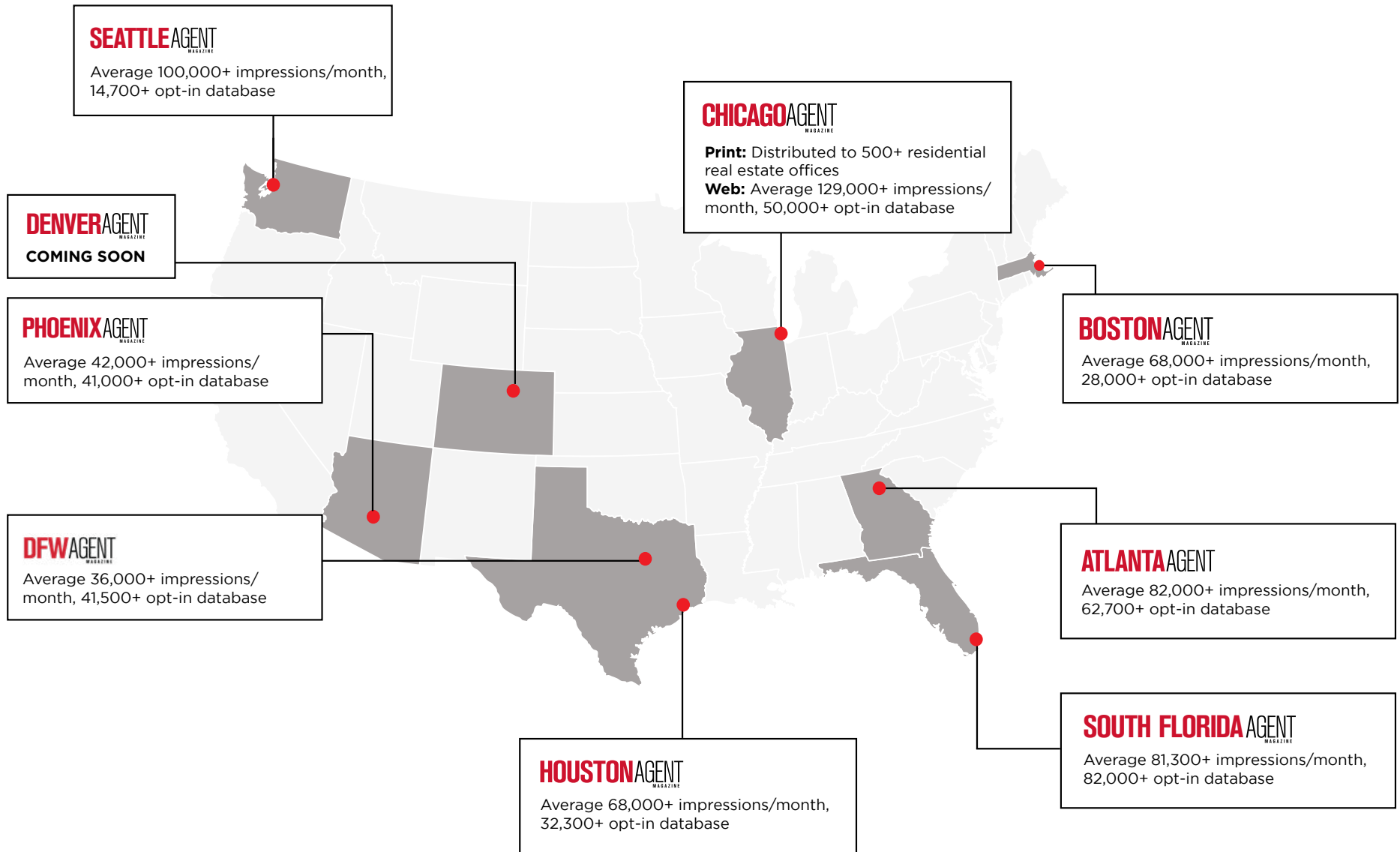
83%
of readers currently have clients
interested in **new construction***

*Agent Publishing’s 2024 Truth About Agents survey

**NAR’s 2024 Member Profile

***Agent Publishing’s 2024 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.

Who's Who in Houston Real Estate print and digital issue is an excellent opportunity for brands to have a presence among the best in Houston real estate. The issue is delivered to brokerages offices, lending branches and notable businesses in the Houston area. With a one-year shelf life, it will be prominently displayed, ensuring lasting visibility and influence.



Issue Date: June 2, 2025

Ad Reservation Deadline: May 8, 2025

Materials Deadline: May 12, 2025

Full Page: \$2,500

Two-Page 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 · 2025 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 — including the professionals that make the Houston market move.

APRIL

14 Truth About Agents

This annual survey asks real estate professionals to weigh in on how much they're earning, how much they spend 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.

JUNE

02 Who's Who in Houston Real Estate | **IN PRINT AND ONLINE**

This special, yearly 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.

OCTOBER

06 Agents' Choice Awards

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

DECEMBER

08 Real Estate Predictions

For our end-of-year Predictions feature, we let local and experts weigh in telling us what they think will happen in the year ahead. Who could have predicted 2020? Now, we want to hear what they have to say about 2025, 2026 and beyond.

REGULAR FEATURES

THE SCENE

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

AGENT/LENDER SNAPSHOT

A light Q&A with an agent or lender, which is promoted on our social channels.

NEW CONSTRUCTION NEWS

Developers and builders announce new projects, communities and events, plus updates to the life cycle of their projects.

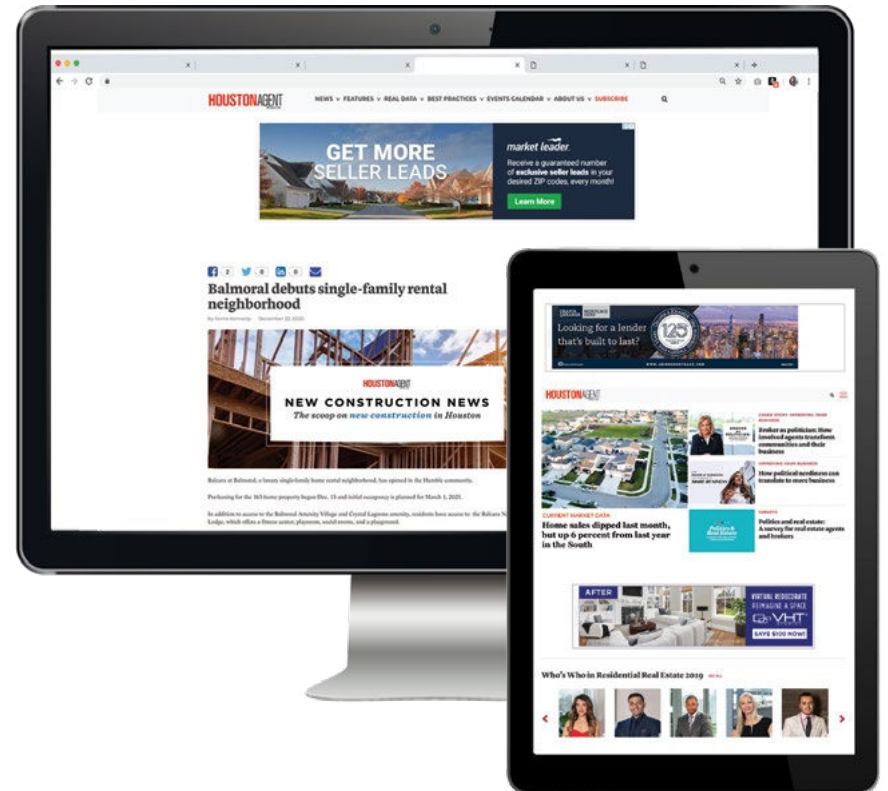
MAKING MOVES

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 68,000 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

Website Billboard Ad

DESKTOP

970 x 250 px

MOBILE

320 x 320 px

RATE

\$475 / 30 days

Pop-up Ad

700 x 700 px

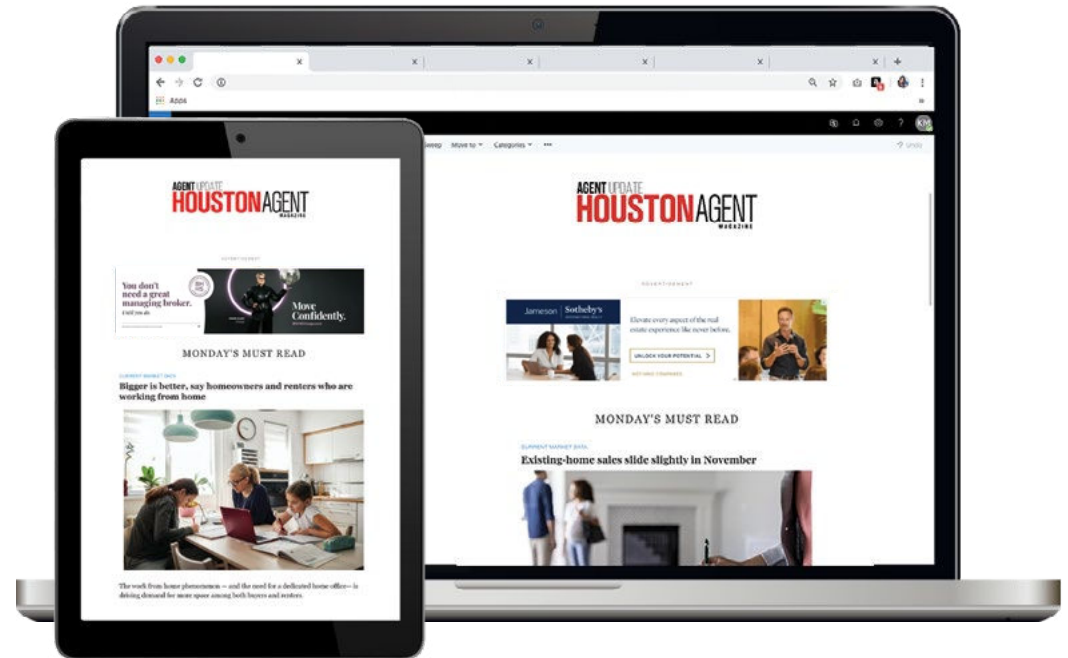
320 x 320 px

\$375 / 7 days

DIGITAL ADVERTISEMENTS · *Biweekly Newsletters*

MORE THAN 32,300 SUBSCRIBERS

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



PRODUCT

Weekly Newsletter Sponsorship
Includes 4 newsletters/week

DESKTOP & MOBILE DIMENSIONS

970 x 300 px - Top position banner

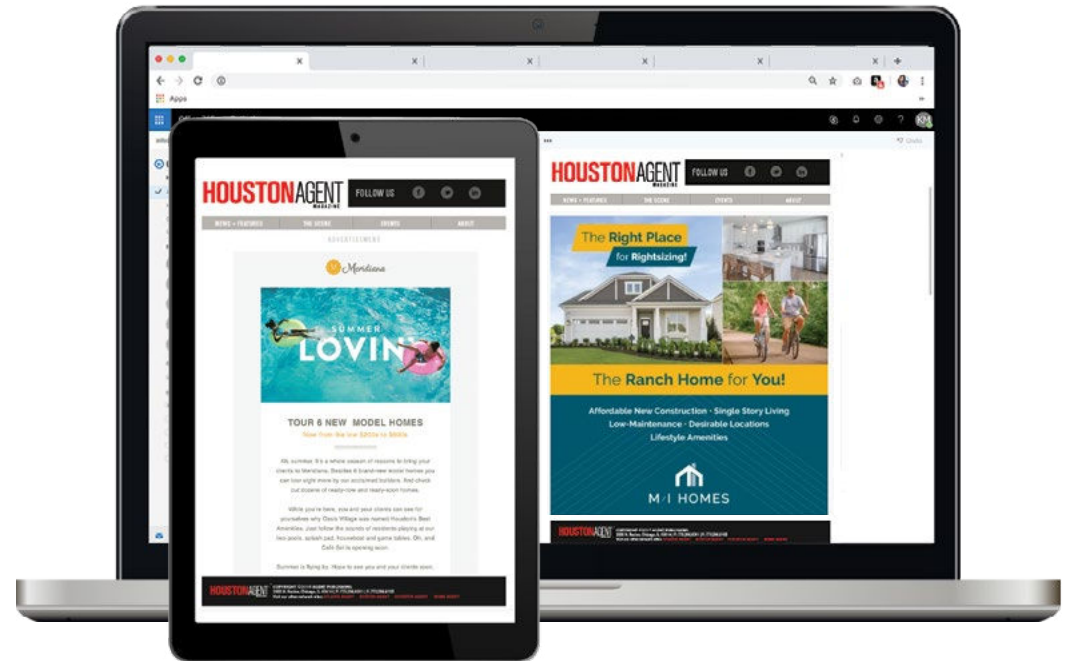
RATE

\$375 / Week

DIGITAL ADVERTISEMENTS • Custom E-blasts

YOUR MESSAGE DELIVERED STRAIGHT TO OUR AUDIENCE

Our database consists of more than 32,300 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

Full Database

1x

\$575/e-blast

3x

\$500/e-blast

6x

\$450/e-blast

12x

\$425/e-blast

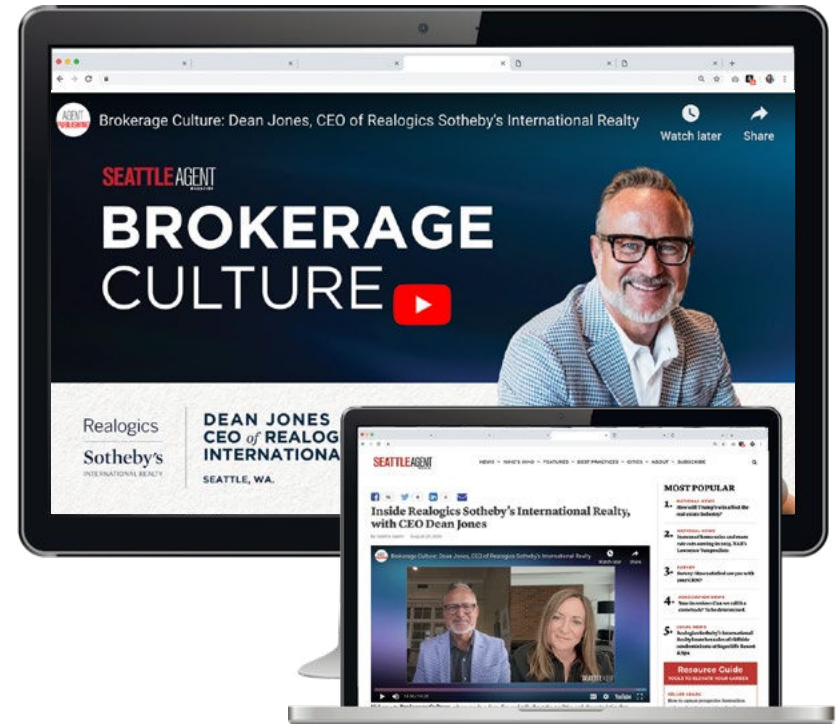
BROKERAGE CULTURE

Video content is one of the best ways to get out your recruitment message, and Brokerage Culture can help. Brokerage Culture features your professional and cultural story and highlights what makes you different from other brokerages.

From concept to completion, we work with you to develop a compelling interview video that showcases your expertise and unique narrative to elevate your brand to our magazine readers.

- Pre-production, filming and editing of a 10- to 15-minute video focused on brokerage topic of your choice (support, tools, management, culture, etc.)
- Interview video and transcript which lives on HoustonAgentMagazine.com
- Interview is promoted across all eight Agent Publishing markets through email newsletters (over 350,000 total subscribers)
- Three video clips are posted on Instagram, and the interview is promoted on Facebook and LinkedIn as well, tagging your company

TOTAL: \$2,500



DEVELOPING HOUSTON

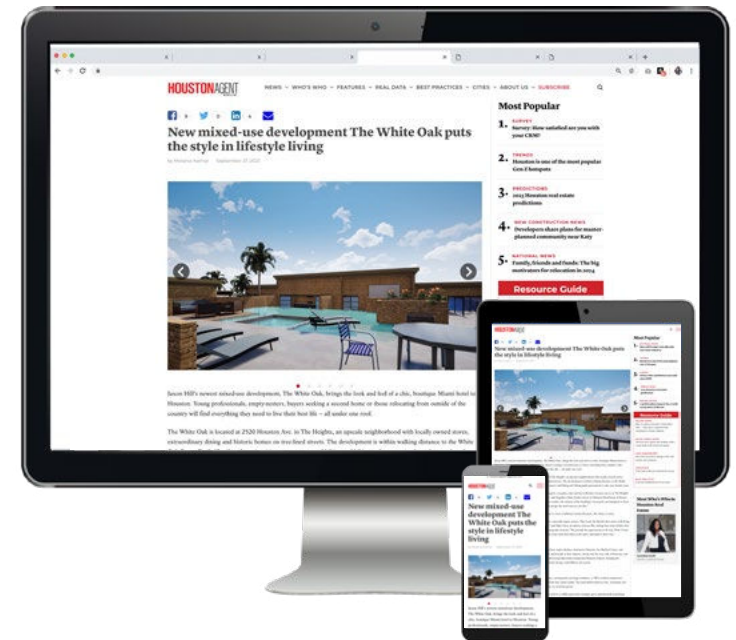
Developing Houston is sponsored, full-length article on our site featuring a new development, new community or condominium building, including full-color photos and information on special amenities, affordability, luxury features, local impact and more.

Developing Houston is promoted:

- On HoustonAgentMagazine.com
- In our weekly e-newsletter, Agent Update (32,300+ subscribers)
- On our social media accounts (Instagram, Facebook, LinkedIn)

This feature is highly searchable and highly shareable.

TOTAL: \$1,600



LISTING OF THE WEEK

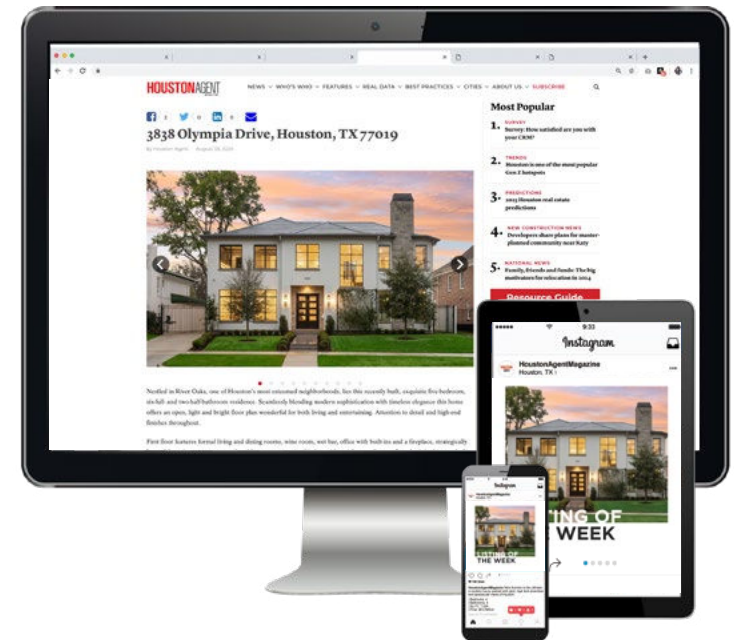
Listing of the Week is a perfect opportunity to highlight a home for sale that deserves a greater spotlight. Published on our site, it includes full-color images and listing information for potential buyers.

Listing of the Week is promoted:

- On HoustonAgentMagazine.com
- In our weekly e-newsletter, Agent Update (32,300+ subscribers)
- On our social media accounts (Instagram, Facebook, LinkedIn)

This feature is highly searchable and highly shareable.

TOTAL: \$375

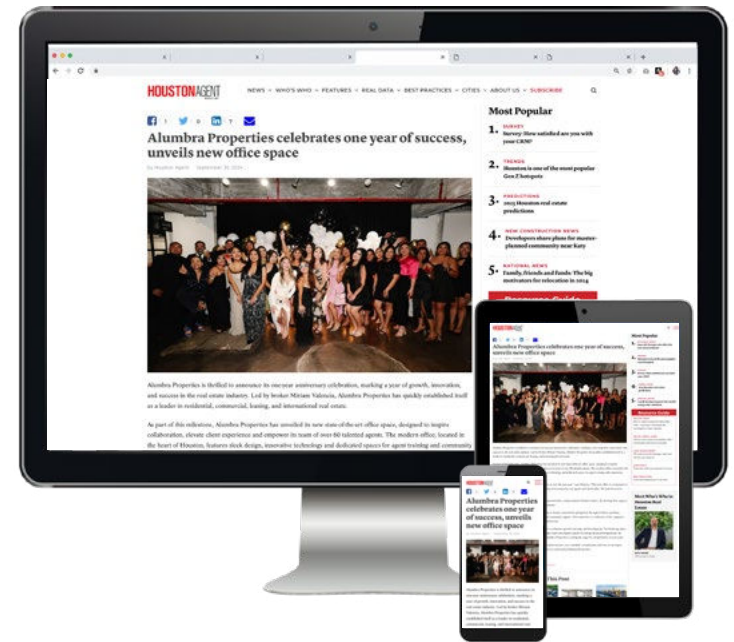


SPONSORED POST

We will publish your article (650 words max) with an accompanying image on HoustonAgentMagazine.com. The content is featured prominently on our home page for one week.

- On HoustonAgentMagazine.com
- In our weekly e-newsletter, Agent Update (32,300+ subscribers)
- On our social media accounts (Instagram, Facebook, LinkedIn)

TOTAL: \$375



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 jack.renfree@agentedu.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)

CUSTOM E-BLAST REQUIREMENTS

SUBMISSION

All ads must be submitted by the ad artwork deadline.
Ad artwork can be submitted via email to jack.renfree@agentedu.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.

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.