

MEDIA KIT 2018

**BOSTON**AGENT  
MAGAZINE

AGENT**PUBLISHING**



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**

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773.296.6001

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# AGENT **PUBLISHING** / OUR COMMUNITY

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

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MORE THAN  
**100,000**  
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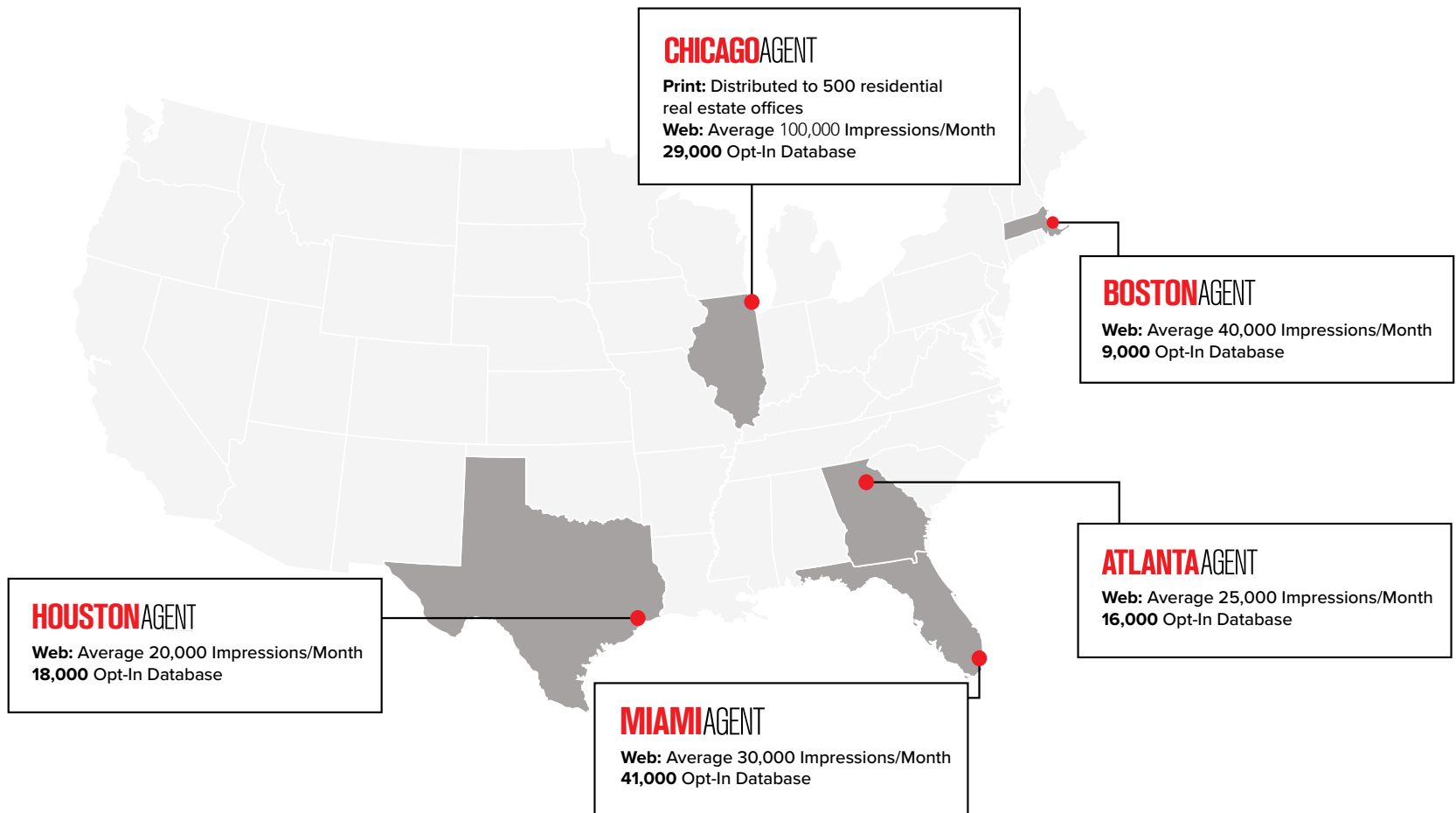


# AGENT PUBLISHING / 5 MARKETS

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.



# BOSTONAGENT / 2018 EDITORIAL CALENDAR

Each cover story reports on issues affecting the local residential real estate community and is accompanied by an array of features highlighting the latest realty trends and profiling local agents. Our **Agent Snapshot** and **My Style** features offer agents the opportunity to discuss pressing real estate topics and showcase their individual style.

## JANUARY

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### **New Realtor Regulations**

Every new year brings with it changes to how real estate professionals conduct business. We highlight some of the key developments in licensing requirements, continuing education and more.

## FEBRUARY

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### **Top Producers**

What does it mean to be a top producer? Our interviews with some of the most successful agents reveal the secret to real estate success.

## MARCH

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### **Spring New Construction**

We share our discussions with top developers on important trends in construction, the challenges developers face, issues of affordability and more. Plus, we highlight some of the most promising new construction and development projects!

## APRIL

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### **Selling Luxury Homes**

The luxury market is thriving, but how can agents position themselves to capitalize on the booming market? We show you how!

## MAY

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### **Neighborhoods**

We feature several neighborhoods in both the city and suburbs that are seeing significant growth and attracting homebuyers with new amenities and a high quality of life.

## JUNE

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### **Fair Housing**

On the 50th anniversary of the Fair Housing Act, we take a closer look at this historic law and how it impacts agents in their careers.

## JULY

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### **Agents' Choice Awards**

In our annual Agents' Choice Awards, we ask our readers to vote for their favorites in a variety of categories, including Industry MVP, Managing Broker of the Year and the Charitable Services Award.

## AUGUST

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### **Real Estate Technology & Marketing**

From new social media networks to mobile apps to virtual reality, we help agents understand how to use technology to facilitate better relationships and improve their business.

## SEPTEMBER

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### **Fall New Construction**

We share our discussions with top developers on important trends in construction, the challenges developers face, issues of affordability and more. Plus, we highlight some of the most promising new construction and development projects!

## OCTOBER

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### **Who's Who 2018**

Our Who's Who issue features the best and brightest in real estate – including agents, brokers, lenders, developers and more!

## NOVEMBER

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### **Mortgage Lending**

From interest rates to tax reform and new technological advances, here are some of the factors that will shape mortgage lending in 2018 and beyond

## DECEMBER

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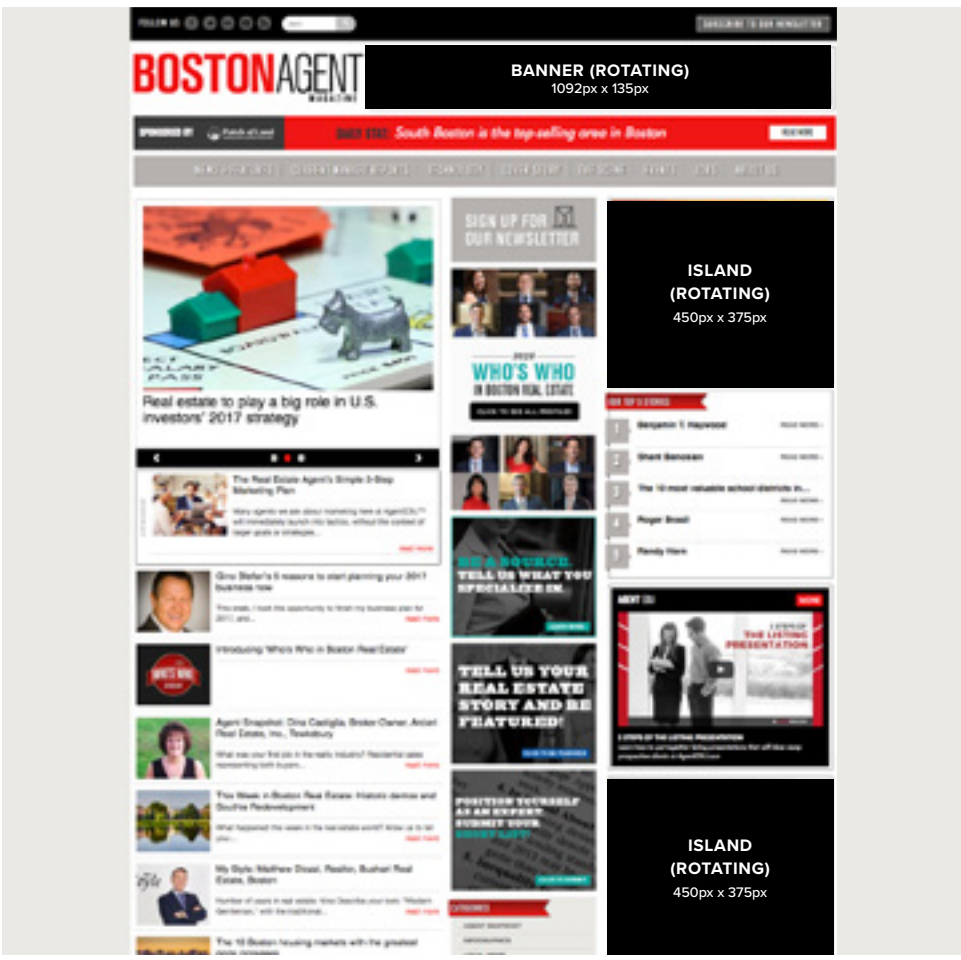
### **Managing Brokers/Leadership**

How do managing brokers recruit and retain top agents while maintaining an excellent company culture? They share their insights and further define what it means to be a leader.

**NEW DESIGN  
COMING IN 2018**

# BOSTONAGENT / DIGITAL / WEB ADVERTISEMENTS

**BostonAgentMagazine.com** is updated daily with breaking news, video, blog posts, market indicators and industry reports. Our website, which is optimized for mobile, offers real estate professionals a direct line to the pulse of the local real estate industry. Banner ads and island ads on BostonAgentMagazine.com give advertisers an opportunity to put their brand in front of thousands of residential professionals.



## RATES

<b>TOP BANNER (ROTATING)</b>	
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## RATES

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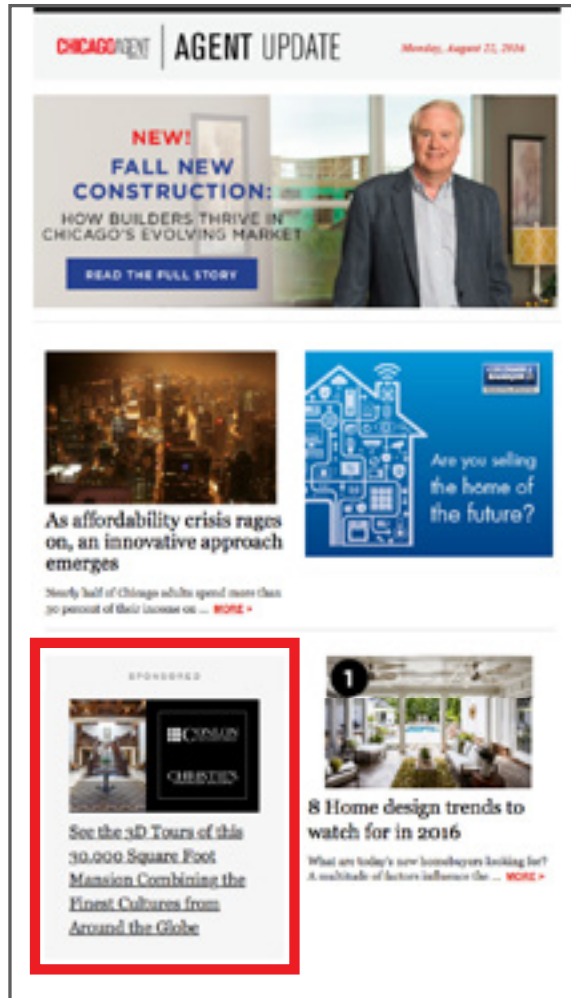
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*The ad is featured on the web and on our weekly Agent Update newsletter sent every Monday.*

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**RATES**

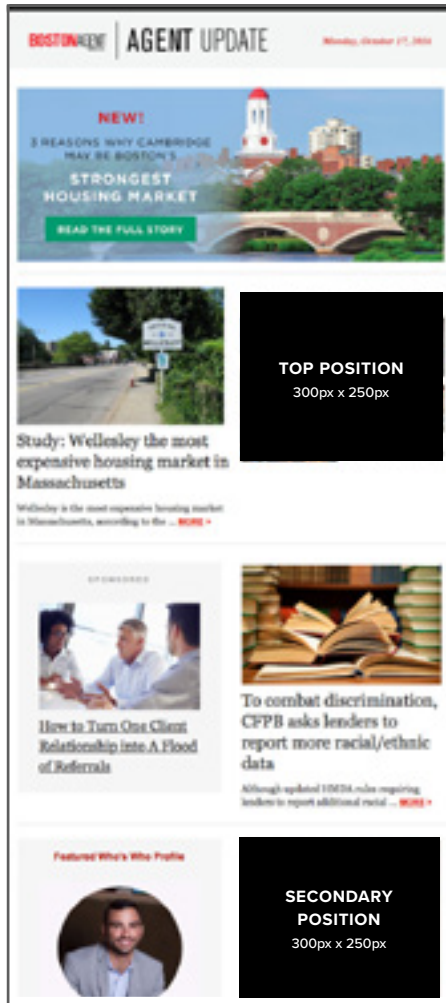
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## RATES

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