

MEDIA KIT 2018

BOSTONAGENT
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**

2000 N. RACINE
CHICAGO, IL 60614
773.296.6001

ATLANTAAGENTMAGAZINE.COM
BOSTONAGENTMAGAZINE.COM
CHICAGOAGENTMAGAZINE.COM

HOUSTONAGENTMAGAZINE.COM
MIAMIAGENTMAGAZINE.COM
AGENTPUBLISHING.COM

AGENT **PUBLISHING** / OUR COMMUNITY

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

MORE THAN
100,000
ENGAGED
NEWSLETTER
SUBSCRIBERS

35,000+
FOLLOWERS
ON SOCIAL CHANNELS
ACROSS THE COUNTRY

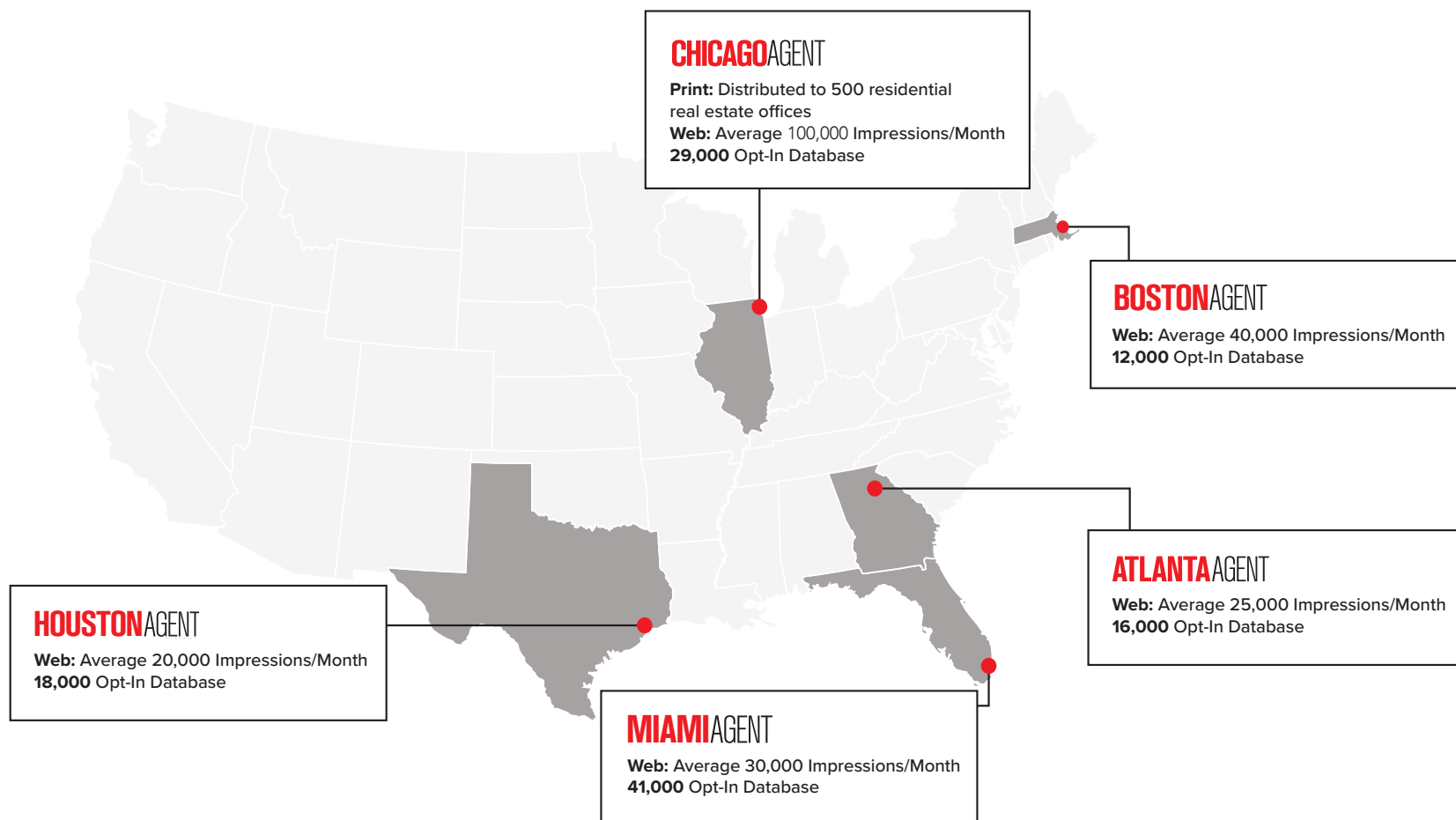


AGENT PUBLISHING / 5 MARKETS

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

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

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

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

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

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

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

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

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

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

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

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

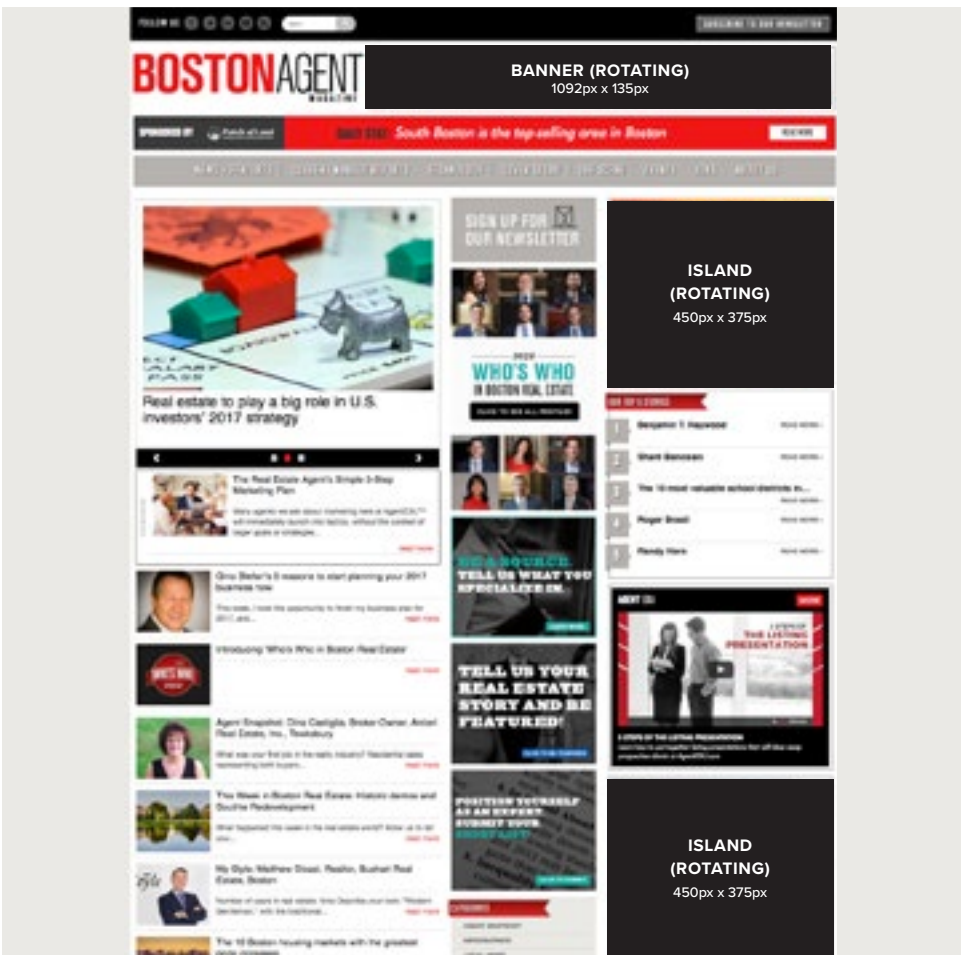
Managing Brokers/Leadership

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

TOP BANNER (ROTATING)	
1092 x 135 px (desktop)	
450 x 180 px (mobile)	\$400/30 DAYS
ISLAND AD (ROTATING)	
450 x 375 px (desktop)	
450 x 180 px (mobile)	\$320/30 DAYS

BOSTONAGENT / DIGITAL / PRESTITIAL ADS

Achieve high visibility with our prestitial or interstitial ads. Your ad is the first thing our visitors see before accessing our site. Prestitials and interstitials are run once per day for each unique site visitor.



RATES

PRESTITIAL ADS

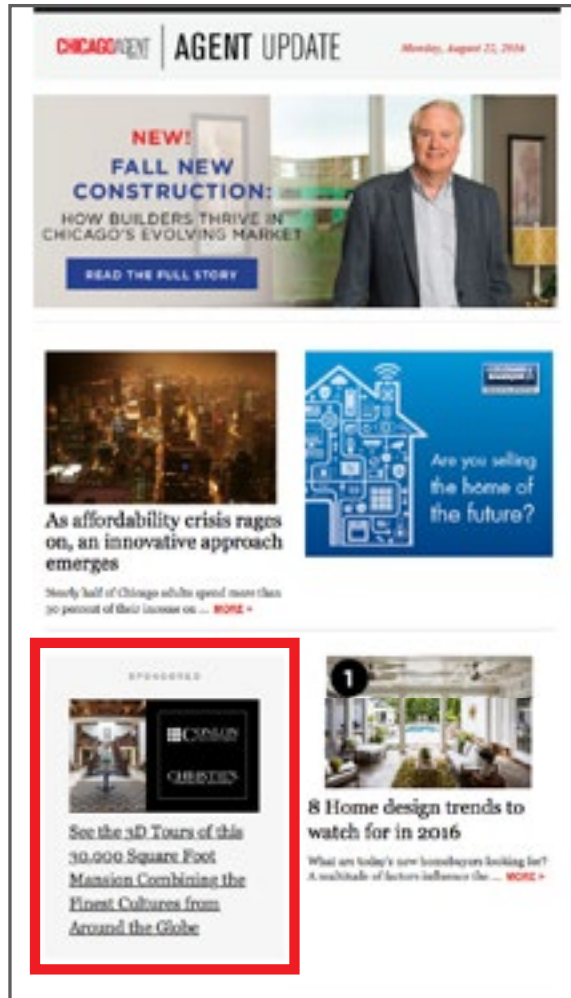
BOSTON

700 x 700 px **\$250/7 DAYS**

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

BOSTONAGENT / SPONSORED POST

Sponsored posts on **BostonAgentMagazine.com** position your message within popular editorial content, above the fold and alongside the day's top headlines. Sponsored posts are also featured in our weekly e-newsletter, Agent Update, as a top post.



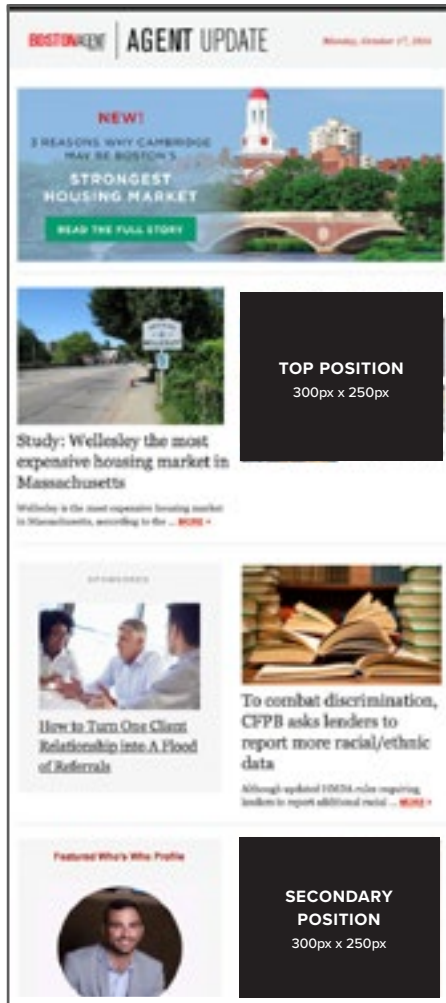
RATES

SPONSORED POSTS

BOSTON
100 x 120 px **\$300/7 DAYS**

BOSTONAGENT / EMAIL / AGENT UPDATE NEWSLETTER ADS

Agent Update is a weekly newsletter sent to our Boston database every Monday. Our blend of topical news and features offers advertisers a rich environment for their sponsored content. Options include digital ads and sponsored posts (with purchase of homepage sponsored post).



RATES

TOP POSITION	
BOSTON	
300 x 250 px	\$250
 SECONDARY POSITION	
BOSTON	
300 x 250 px	\$150

BOSTONAGENT / EMAIL / DEDICATED EBLAST

Our eblast offering delivers your message straight to a targeted audience of qualified contacts. Our most popular product, eblasts often sell out at least two weeks in advance.

ATLANTAAGENT MAGAZINE FOLLOW US

NEWS + FEATURES THE SCENE EVENTS ABOUT

ADVERTISEMENT

MAKE YOUR MARK

RE/MAX

If you want to start leading the next generation of real estate, join a brand that is already paving the way! As a RE/MAX Franchise owner, you'll easily stay ahead of the competition by offering your agents cutting edge RE/MAX technology, marketing, and development!

If you're ready to get out of the old school ways and into revolutionizing the industry - own your very own RE/MAX office!

[CLICK HERE TO MAKE YOUR MARK](#)

RE/MAX

Real estate is independently owned and operated.

ATLANTAAGENT Copyright ©2016 Agent Publications
 1000 N. Deane, Chicago, IL 60611 | P. 708.964.4100 | F. 708.964.4108
 Visit our other network sites: [CHICAGOAGENT](#) [HOUSTONAGENT](#) [MIAMIAGENT](#) [NEWYORKAGENT](#)

CHICAGOAGENT FOLLOW US

NEWS + FEATURES THE SCENE EVENTS ABOUT

ADVERTISEMENT

NEW

HOW MUCH GOOD COULD YOU DO WITH \$10,000?

We called our broker associates to get their favorite Chicago-area charities, how many they'd purchase to give our donors - and we put both in a contest that got to the top ones.

We call it **#OwnTheGood**

[www.BankOfAmerica.com](#)

Bank of America

Bank of America is a registered trademark of Bank of America Corporation. ©2016 Bank of America

HOUSTONAGENT FOLLOW US

NEWS + FEATURES THE SCENE EVENTS ABOUT

ADVERTISEMENT

[CLICK HERE FOR MORE INFO](#)

STERLING INVESTOR CAPITAL, LLC
 CALL US: 713-784-7676

NO CREDIT CHECK HOME LOANS

- \$100,000-\$2,000,000
- Purchase - Re-Fi - Cash Out - Rehab Loans
- 1-3 Years Interest Only 10%+
- Up To 75% of Appraisal
- We Love Bank Turndowns
- Multi-Family, Re-Hab & Commercial Loans

[WWW.BESTHARDMONEYLOANS.COM](#)

Best Hard Money Loans

Best Hard Money Loans is a registered trademark of Best Hard Money Loans, LLC. ©2016 Best Hard Money Loans, LLC

RATES

DEDICATED EBLASTS

BOSTON
 Full Database **\$500**

All dedicated eblasts must be between 550 x 558 px.