

MEDIA KIT 2020

BOSTON AGENT

MAGAZINE

ELEVATING THE BUSINESS *of* REAL ESTATE

With more than **310,000 impressions** annually and a readership of **more than 10,000** real estate professionals, Boston Agent magazine is where agents and industry leaders turn for the latest news in Boston residential real estate.

REACH OUR AUDIENCE BY **PLATFORM**



BOSTON AGENT SOCIAL NETWORKS

+ 3,400+ engaged real estate professionals in our Facebook, Twitter and Instagram communities



BOSTONAGENTMAGAZINE.COM

+ More than 26,000 impressions/month



WHO'S WHO IN BOSTON REAL ESTATE

+ Print copies are distributed to 500+ brokerages throughout Boston Metro area



AGENT UPDATE NEWSLETTER

+ 10,000+ subscribers

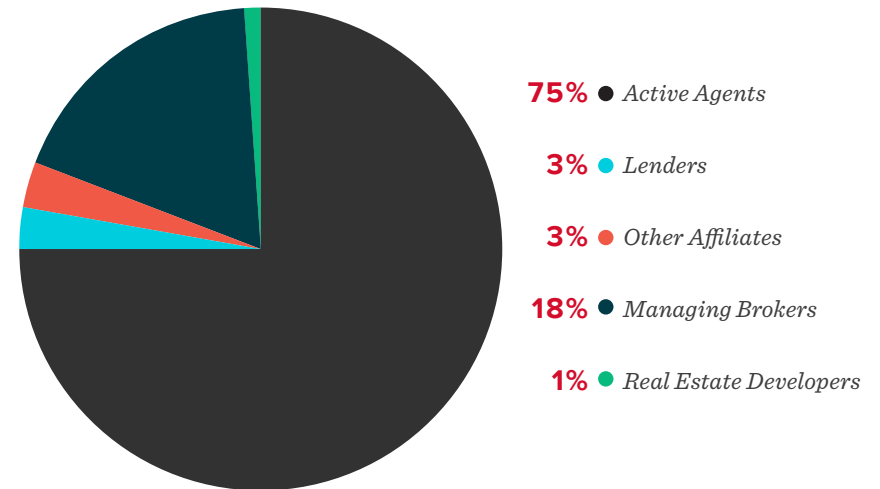


LIVE EVENTS

+ Issue release events and other networking opportunities throughout the year

WHO READS ***BOSTON AGENT*** MAGAZINE

Our readers value *Boston Agent* magazine's insightful and data-driven journalism. We've earned our reputation as the leading Boston 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.



\$99,760
*median household
income of Realtors
in 2018**

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

4 YEARS
*median tenure at
present for all
Realtors**

77%
*of Realtors recommend
a mortgage lender***

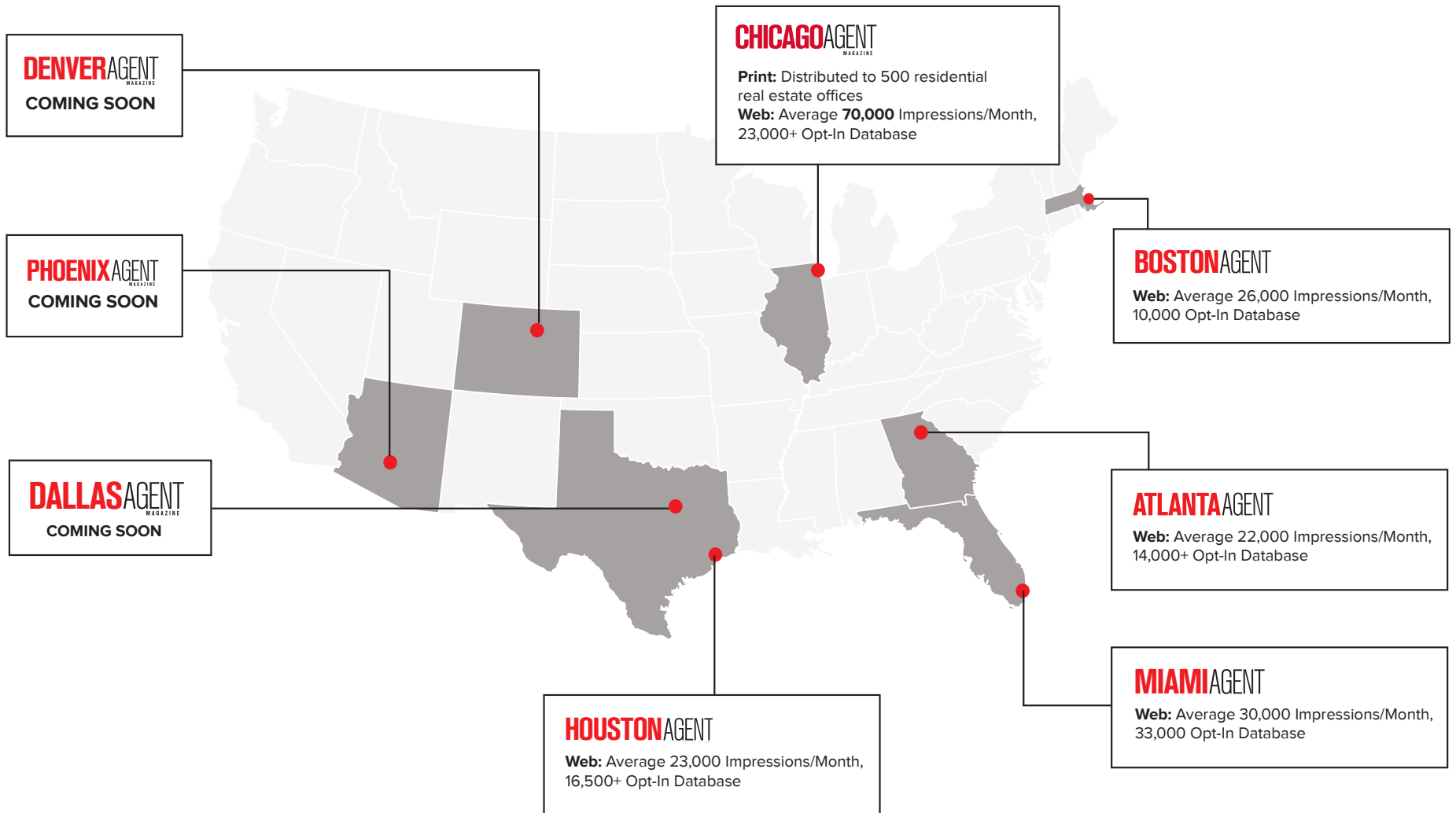
54
*median age
of all Realtors**

67%
*of all Realtors
are female**

*National Association of Realtors 2019 Member Profile.

**2018 Boston Agent Audience Survey

REACH MARKETS • Audience

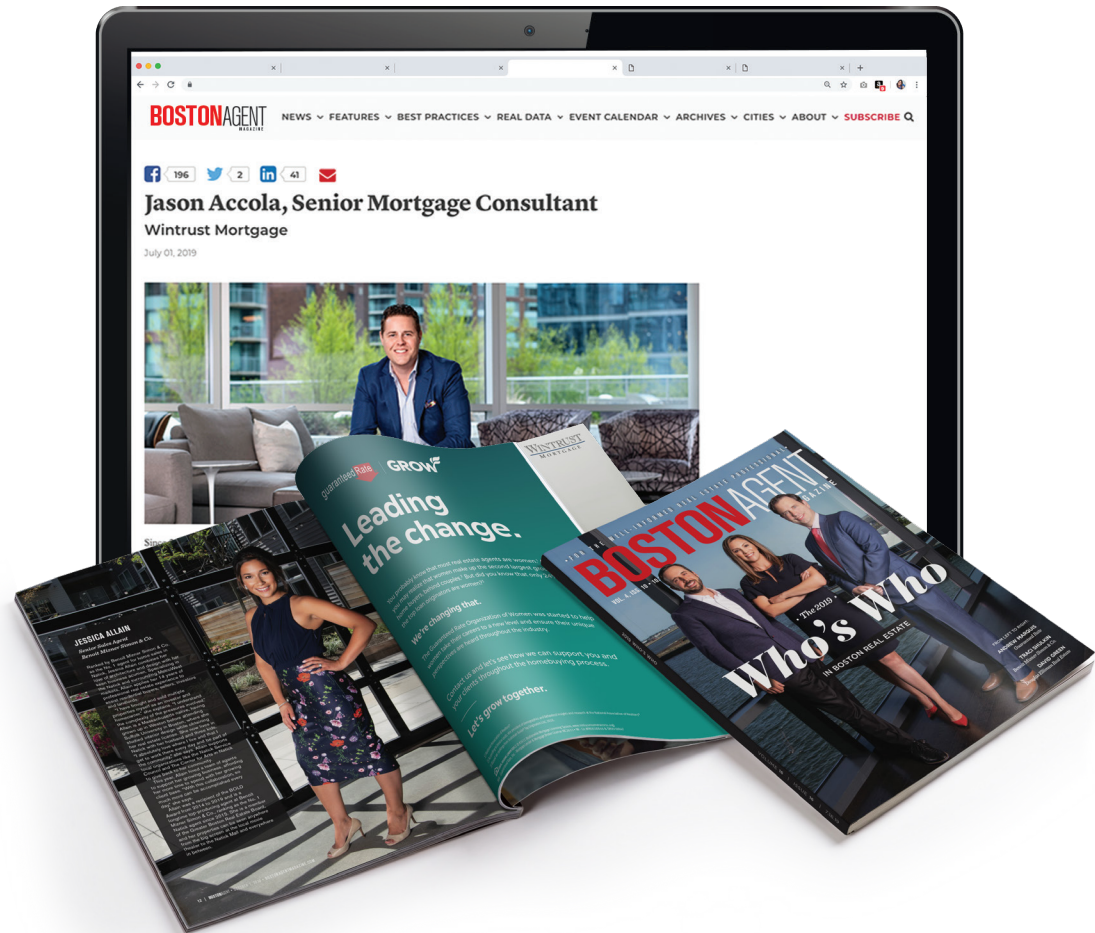


SPECIAL FEATURE

WHO'S WHO IN BOSTON 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 Boston residential real estate.



Issue Date: October 5

Ad Reservation Deadline: September 21

Materials Deadline: September 28

Full Page: \$2,500

2 Page Spread: \$4,500

Premium positions available upon request.

For more information contact anne@agentpublishing.com.

DIGITAL ADVERTISEMENTS · *2020 Editorial Calendar*

JANUARY

**Realtor
Associations**

Issue release date: January 6

FEBRUARY

**The Truth
About Agents**

Issue release date: February 3

MARCH

**Top Producers:
Going Solo**

Issue release date: March 2

APRIL

**Disruption in
Real Estate**

Issue release date: April 6

MAY

**New
Construction**

Issue release date: May 4

JUNE

**2020 Agents'
Choice Awards**

Issue release date: June 1

JULY

**Tech: Build vs.
Buy vs. Partner**

Issue release date: July 6

AUGUST

**The Challenges of
the Luxury Market**

Issue release date: August 3

SEPTEMBER

**Managing
Brokers**

Issue release date: September 7

OCTOBER

**Who's Who in
Residential Real Estate**

Issue release date: October 5

NOVEMBER

**Mortgage Lending: The
Future of Fannie and Freddie**

Issue release date: November 2

DECEMBER

**2021
Predictions**

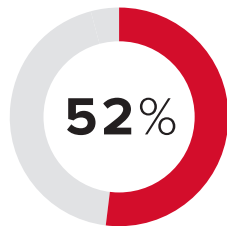
Issue release date: December 7

DIGITAL ADVERTISEMENTS

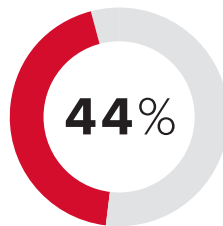
MORE THAN **26,000** WEB IMPRESSIONS PER MONTH

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. BostonAgentMagazine.com is the place agents go to learn and cultivate their success.

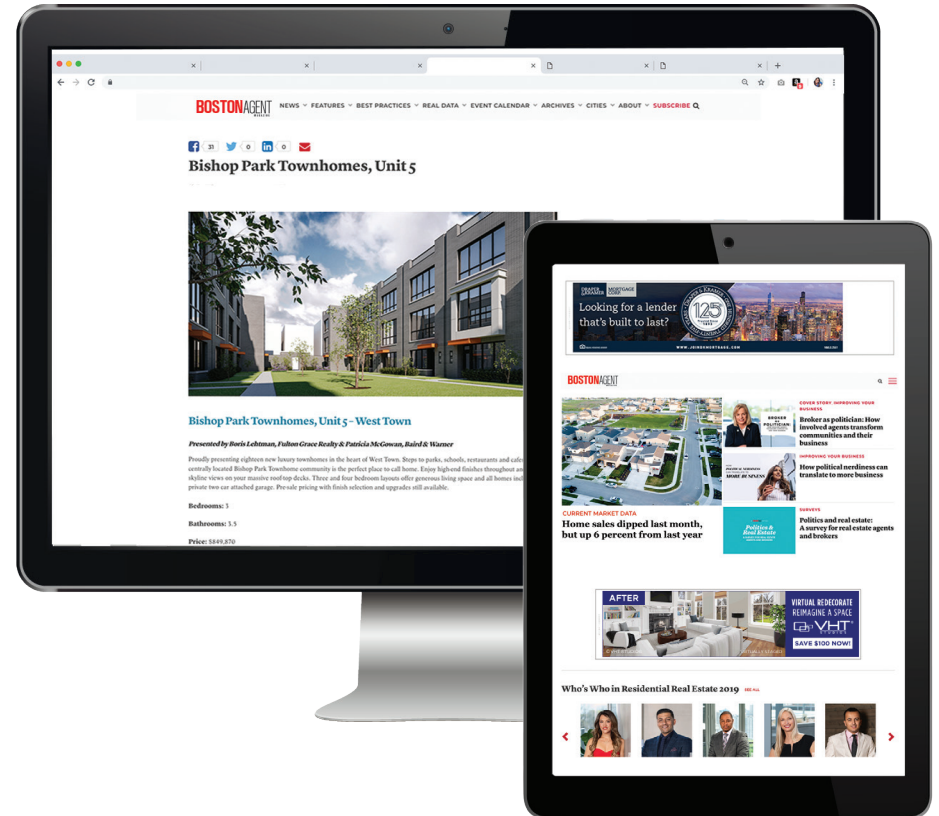
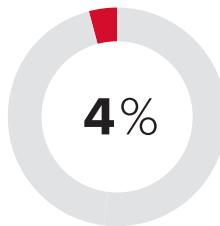
DESKTOP
views



MOBILE
views



MOBILE
views



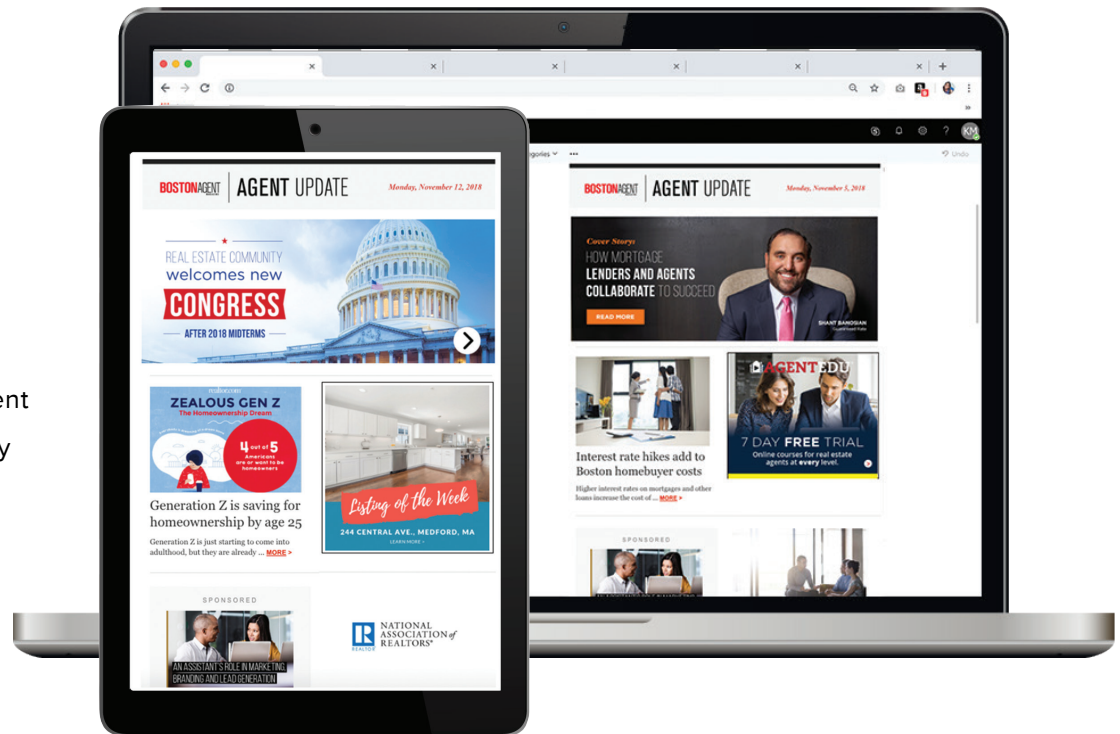
DIGITAL ADVERTISEMENTS · *Rates*

PRODUCT	DESKTOP	MOBILE	RATE
Billboard (Rotating)	970 x 250 px	300 x 250 px	\$400 / 30 days
Prestitial Ad	700 x 700 px		\$250/ 7 days

DIGITAL ADVERTISEMENTS • *Agent Update Newsletter*

MORE THAN
10,000
SUBSCRIBERS

Our weekly newsletter reaches a target audience that is actively seeking industry news. When you advertise in Agent Update, your message is a consistent presence for a highly engaged readership.



DIGITAL ADVERTISEMENTS · *Agent Update Newsletter* · Rates

PRODUCT	DESKTOP & MOBILE DIMENSIONS	RATE
Top Position	300 x 250 px	\$200
Secondary Position	300 x 250 px	\$150

REQUIREMENTS

SUBMISSION

All ads must be submitted by the ad artwork deadline.
Ad artwork can be submitted via email to art@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)

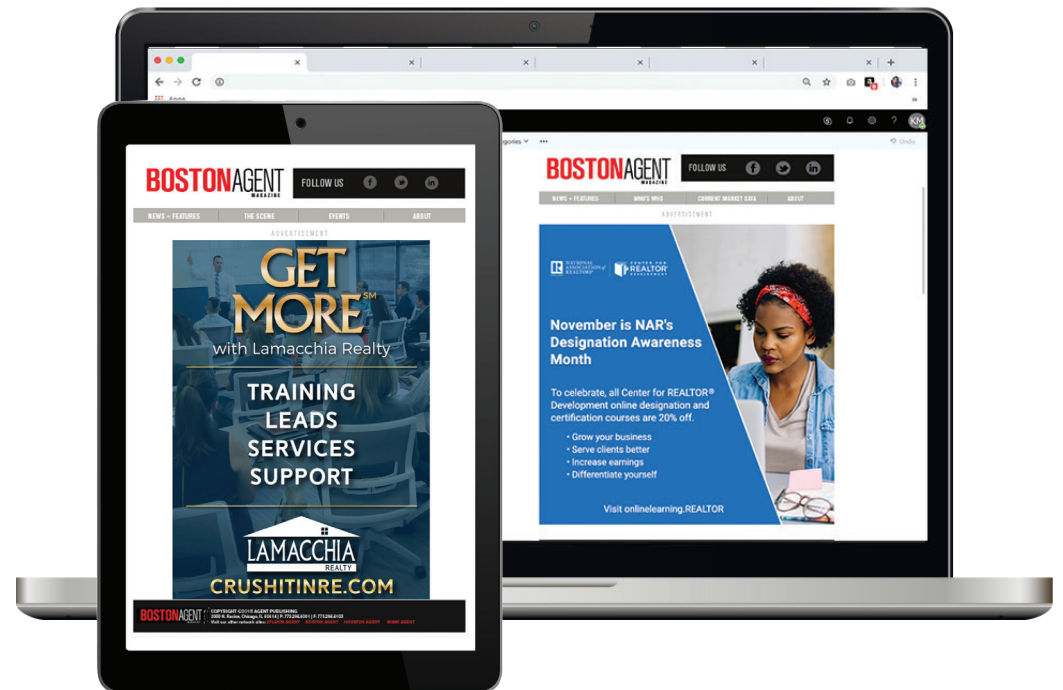
OTHER REQUIREMENTS

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

DIGITAL ADVERTISEMENTS • *Custom Eblasts*

YOUR MESSAGE DELIVERED STRAIGHT TO OUR AUDIENCE

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



DIGITAL ADVERTISEMENTS · *Custom Eblasts* · Rates

DATABASE

1x

Full Database

\$500

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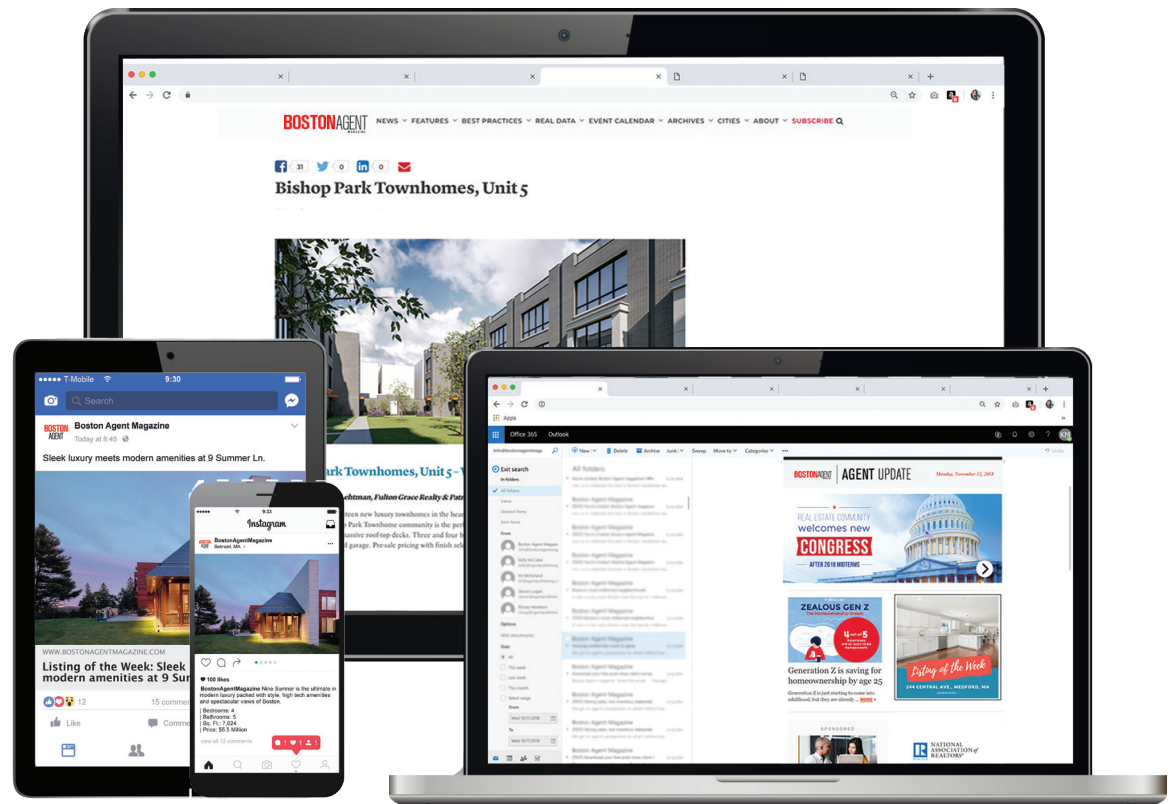
OTHER REQUIREMENTS

- All ads must be within 550 x 558 px.
- GIFs must be under 1MB.
- Eblast tests must be approved before sending. If the eblast is not approved by deadline, advertiser must reschedule pending availability.
- All ads submitted must be suitable as-is. *Boston Agent* is not responsible for errors in content or format.

CONTENT SOLUTIONS • *Premium Content*

**HIGHLY
SEARCHABLE.
HIGHLY
SHAREABLE.**

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



DEMONSTRATE THOUGHT LEADERSHIP WHILE GENERATING LEADS

With our **Best Practice Guide**, your authoritative content gets published and promoted by Agent Publishing. Our Best Practice 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 as industry professionals access your Best Practice Guide content, including full reporting and contact information from anyone who downloads it.

BEST PRACTICES

MARKETING

5 things every listing presentation should have >

SOCIAL MEDIA

Social media marketing that generates leads >

TECHNOLOGY

How to grow your real estate brand with a CRM >

MORTGAGE

Your jumbo mortgage checklist >

BROKERAGE

Is it the right time for you to buy a real estate franchise? >

Best practice guide inclusion \$550/month on BostonAgentMagazine.com

CONTENT SOLUTIONS · *Premium Content*

SPONSORED POST | \$300

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

BOSTONAGENTMAGAZINE.COM +
AGENT UPDATE EMAIL NEWSLETTER +
SOCIAL NETWORKS

DEVELOPING BOSTON | \$900

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.

BOSTONAGENTMAGAZINE.COM +
AGENT UPDATE EMAIL NEWSLETTER +
SOCIAL NETWORKS

LISTING OF THE WEEK | \$300

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

BOSTONAGENTMAGAZINE.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.

BOSTONAGENTMAGAZINE.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.

BOSTONAGENTMAGAZINE.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.

BOSTONAGENTMAGAZINE.COM AND ALL CITIES WEBSITES

LIVE AUDIENCE • *Events*

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

Boston Agent magazine hosts several events throughout the year, each corresponding with the release of popular annual issues. 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.

