

BOSTON AGENT MAGAZINE

CONTENT OPPORTUNITIES 2022

Boston Agent magazine delivers local news and information to residential real estate professionals throughout Boston. 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 Boston market move.

- **Multiple articles** published online **daily**
- Reaching a readership of **more than 14,000 real estate professionals**

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SUBMIT PRESS RELEASES/MAKING MOVES

ONGOING

The editors at Boston Agent magazine are happy to receive your press releases. Press releases that are most likely to be used will provide information about new hires, brokerage mergers and acquisitions, personnel changes and promotions, new technology, and other news that would be interesting to our readers.

Just brought on a top producer? Acquiring a competitor? Make sure everyone in Boston real estate knows about the big news at your company.

Please note the difference between a press release and an ad: If the purpose of the release is strictly to promote a product or service, it will not be considered suitable for coverage.

Please send press releases to: tim.inklebarger@agentpublishing.com.

There is **no fee** to submit a press release.

If you have promotional news that you would like to submit, please see our advertising and premium content opportunities (pg 5).

WHO'S WHO IN BOSTON RESIDENTIAL REAL ESTATE

PUBLISHES IN FEBRUARY

Nominations begin in **November 2022**

Published in **print** and online **April 2022**

Who's Who in Boston Residential Real Estate is a special annual issue where Boston Agent magazine recognizes influential people who make up the Boston residential community. All participants must be invited. Participants may include residential agents, managing brokers, broker-owners, developers, lenders and affiliates. Although there are many top producers who participate, the requirements to be invited to participate have more to do with quality of work, positive representation and consistent reliability than sales figures. The print issue is delivered to more than 500 offices throughout Boston metro.

Each participant will have a bio written by the Boston Agent team and a professional photo taken by our photographers, both of which they are free to use in personal branding and company marketing materials.

If you have a person or team you would like to nominate, please send their name, company information and email address (along with your own contact information) to: marci@agentpublishing.com.

Please note that there is a fee to participate in Who's Who.

No more than twelve people from any one lender can participate.

No more than five people can participate as a team, although they can participate individually.

All team members must be a bona fide team, working under one number.



AGENTS' CHOICE AWARDS

PUBLISHES IN AUGUST

Nominations due: **June 13, 2022**

Voting: **June 27, 2022**

Finalists: **Monday, July 18, 2022**

Award presentation event: **TBD** (generally a few days before the issue is published)

Issue published: **Monday, August 1, 2022**

The categories include:

- Rookie of the Year
- Developer of the Year
- New Development of the Year
- Best Brokerage Website
- Best Agent Website
- Best Team
- Best Dressed
- Lender of the Year
- Loan Officer of the Year
- Charitable Service Award
- Association VIP
- Managing Broker of the Year
- Industry MVP

If you would like to nominate anyone for this award, please send your nominations to: tim.inklebarger@agentpublishing.com.

There is **no fee** to participate in Agents' Choice Awards.

EVENT COVERAGE IN 'THE SCENE'

ONGOING

Our event section, called 'The Scene,' is one of the most popular features of the website. To have your event considered for The Scene, send us the details of the event.

If your event is selected for coverage, our photographer will take photos and collect names. We may ask you to help confirm names, companies, spelling and other details. We publish some events we attend in print and nearly all events we attend online. Events that have been advertised with Boston Agent magazine will get priority coverage.

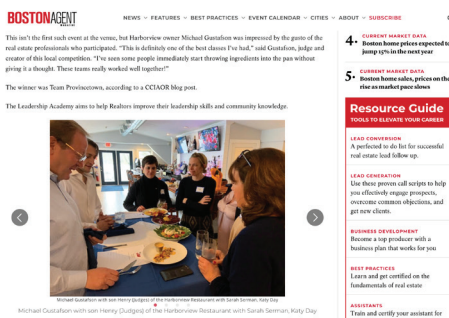
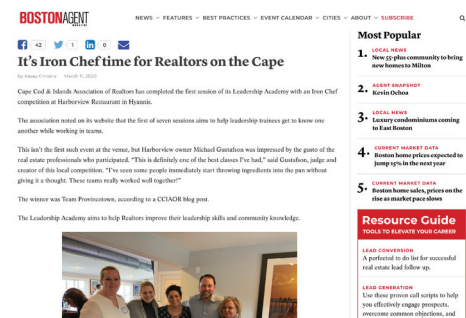
The events eligible for coverage are:

- New construction development grand openings
- Grand openings of new offices
- Company events, including parties, awards, golf outings etc.
- Charity events
- Association events

There is **no fee** to be featured in The Scene.

ALL EVENTS MUST BE INDUSTRY FOCUSED AND HAVE ONLY INDUSTRY PERSONNEL AS ATTENDEES. Events that target consumers or clients and events that center around commercial real estate will not be photographed. For events that may have a mixed group, contact us to see if coverage is warranted.

For scene coverage, contact: tim.inklebarger@agentpublishing.com.



While we generally do not cover open houses, there are a few exceptions to this rule. Please contact us if you feel yours may be eligible.

AGENT SNAPSHOT/LENDER SNAPSHOT

ONGOING

These features are a short Q&A with an agent, lender, developer or affiliate. We publish snapshots year-round. To be considered, the person highlighted should be an active industry professional.

AGENT SNAPSHOT

If you or someone you suggest would like to be featured in **Agent Snapshot**, please fill out the submission form here: <https://bostonagentmagazine.com/submit-snapshot>. We will contact you if we decide to use your submission.

There is **no fee** to be featured in Agent Snapshot.

See on our website: <https://bostonagentmagazine.com/category/agent-snapshot/>

LENDER SNAPSHOT

If you or someone you suggest would like to be featured in **Lender Snapshot**, please fill out the submission form here: <https://bostonagentmagazine.com/lender-snapshot-questionnaire>. We will contact you if we decide to use your submission.

There is **no fee** to be featured in Lender Snapshot.

See on our website: <https://bostonagentmagazine.com/category/lender-snapshot/>

The screenshot shows the top of the website with the 'BOSTONAGENT' logo and navigation menu. The article title is 'Jennifer Connolly' with the subtitle 'Owner, Transaction Coordinator, Sidekick Services, Malden' and the date 'June 14, 2021'. There are social media share icons for Facebook (105), Twitter (0), LinkedIn (1), and Email. The article content includes a photo of Jennifer Connolly and several Q&A sections: 'What is the most difficult aspect of your job?', 'What's your best advice for generating new leads?', 'What has been your greatest accomplishment?', 'What are you binge-watching/reading/listening to lately?', and 'What's your favorite meal in Boston?'. A 'Resource Guide' sidebar is visible on the right.

MY STYLE

ONGOING

Our fashion feature, My Style is highly read and frequently shared online. In My Style, we photograph a fashionable industry professional and publish the photo with their answers to our style-related questions.

If you know a fashionable agent you'd like to see in My Style, please send their contact information to kit@agentpublishing.com for consideration.

There is **no fee** to be featured in My Style.

See on our website: <https://bostonagentmagazine.com/category/my-style/>

The screenshot shows the top of the website with the 'BOSTONAGENT' logo and navigation menu. The article title is 'Marcus Medley' with the subtitle 'Principal Broker, The Medley Group, Roxbury' and the date 'March 25, 2021'. There are social media share icons for Facebook (3), Twitter (0), LinkedIn (18), and Email. The article content includes a photo of Marcus Medley and several Q&A sections: 'What is the most difficult aspect of your job?', 'What's your best advice for generating new leads?', 'What has been your greatest accomplishment?', 'What was your most interesting job before going into real estate?', 'What are you binge-watching/reading/listening to lately?', and 'What's your favorite meal in Boston?'. A 'Resource Guide' sidebar is visible on the right.

The screenshot shows the top of the website with the 'BOSTONAGENT' logo and navigation menu. The article title is 'Dante Bruzzese, Real Estate Agent, William Raveis' with the date 'January 17, 2019'. There are social media share icons for Facebook (272), Twitter (43), LinkedIn (76), and Email. The article content includes a photo of Dante Bruzzese and several Q&A sections: 'Number of years in real estate', 'Describe your look', 'What do you consider a "fashion don't"?', 'What is your favorite piece of clothing and why?', 'What do you consider a must-have accessory?', 'Where are your favorite places to shop?', 'What, besides your wardrobe, completes your look?', and 'What is in your bag/briefcase?'. A 'Resource Guide' sidebar is visible on the right.

OTHER PITCHES, IDEAS, TIPS AND SUGGESTIONS

ONGOING

Photoshoot locations

The editorial team at Boston Agent magazine likes to photograph covers and features in local properties. We are able to bring top producers and industry influencers to locations throughout the city and suburbs and then promote the shoots on social media. If you would like to offer your new construction building's amenity floors, lobbies or extraordinary properties for sale or rent to be used as a photoshoot location for Who's Who, My Style or events, please contact: kit@agentpublishing.com.

Pitches for cover stories and sidebars, tips and suggestions

You may send pitches and ideas for articles at any time. We are happy to hear from readers and company representatives anytime! If you have any interesting ideas, stories, suggestions or tips, please send them to: tim.inklebarger@agentpublishing.com.

PREMIUM CONTENT

ONGOING

Boston Agent magazine offers paid content to help amplify messages and make information easily available in online search. These opportunities include:

Sponsored Posts

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

Developing Boston

A multichannel feature, this option includes an article on Boston Agent's website that showcases a new development, with photos and information on its special amenities, affordability or luxury features, community impact and more.

Listing of the Week

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

Real Influencers

Share your individual real estate success story, including your most noteworthy career experiences, accomplishments and what inspires you to create a positive impact on the industry.

Team/Company Profile

A creative and compelling way to showcase your brand, this profile allows companies to demonstrate expertise and gain exposure for products, solutions and industry achievements.

Tech Watch

Present your real estate tech solution — CRM software, mobile app, data analytics platform and more — and share how and why agents use it to grow their businesses.

For information about these and other advertising opportunities, contact: marci@agentpublishing.com.