

MEDIA KIT 2024

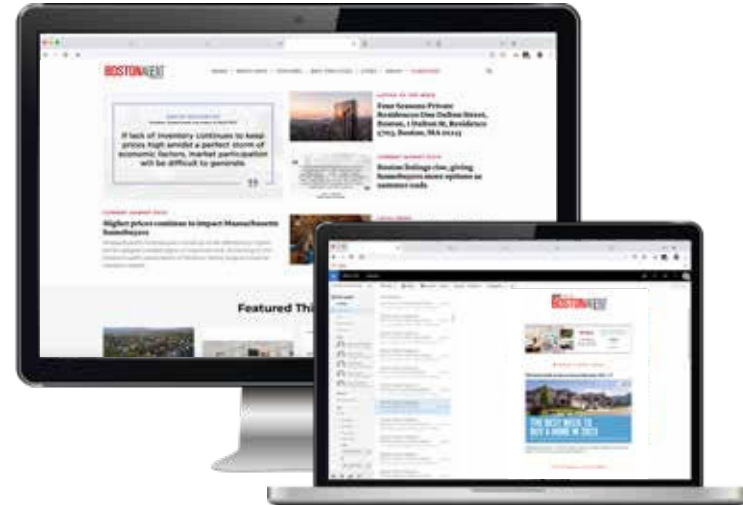
BOSTON AGENT

MAGAZINE

ELEVATING THE BUSINESS *of* REAL ESTATE

With **over 385,000 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



BOSTONAGENTMAGAZINE.COM

+ 32,000+ impressions monthly



AGENT UPDATE NEWSLETTER

+ 10,000+ subscribers



BOSTON AGENT SOCIAL NETWORKS

+ 5,900+ engaged real estate professionals in our Facebook, Twitter and Instagram communities



WHO'S WHO IN BOSTON REAL ESTATE

+ Print copies are distributed to 500+ brokerages throughout Greater Boston

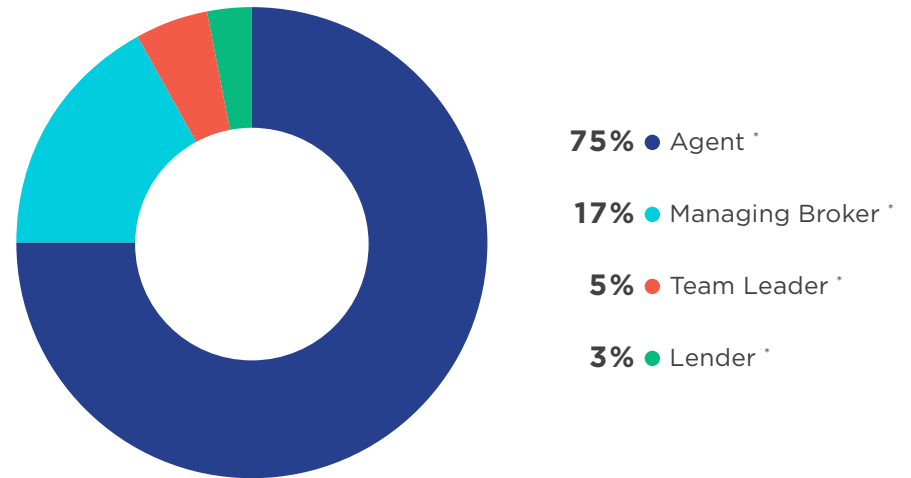
WHO READS BOSTON AGENT MAGAZINE

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

*Boston Agent's 2023 Truth About Agents survey

**National Association of REALTORS® 2023 Member Profile

***Boston Agent's 2023 New Construction survey



\$56,400

median **household income**
of Realtors in 2022**

11 YEARS

median real estate
experience of all Realtors**

60

median **age** of all Realtors**

62%

of all Realtors are **female****

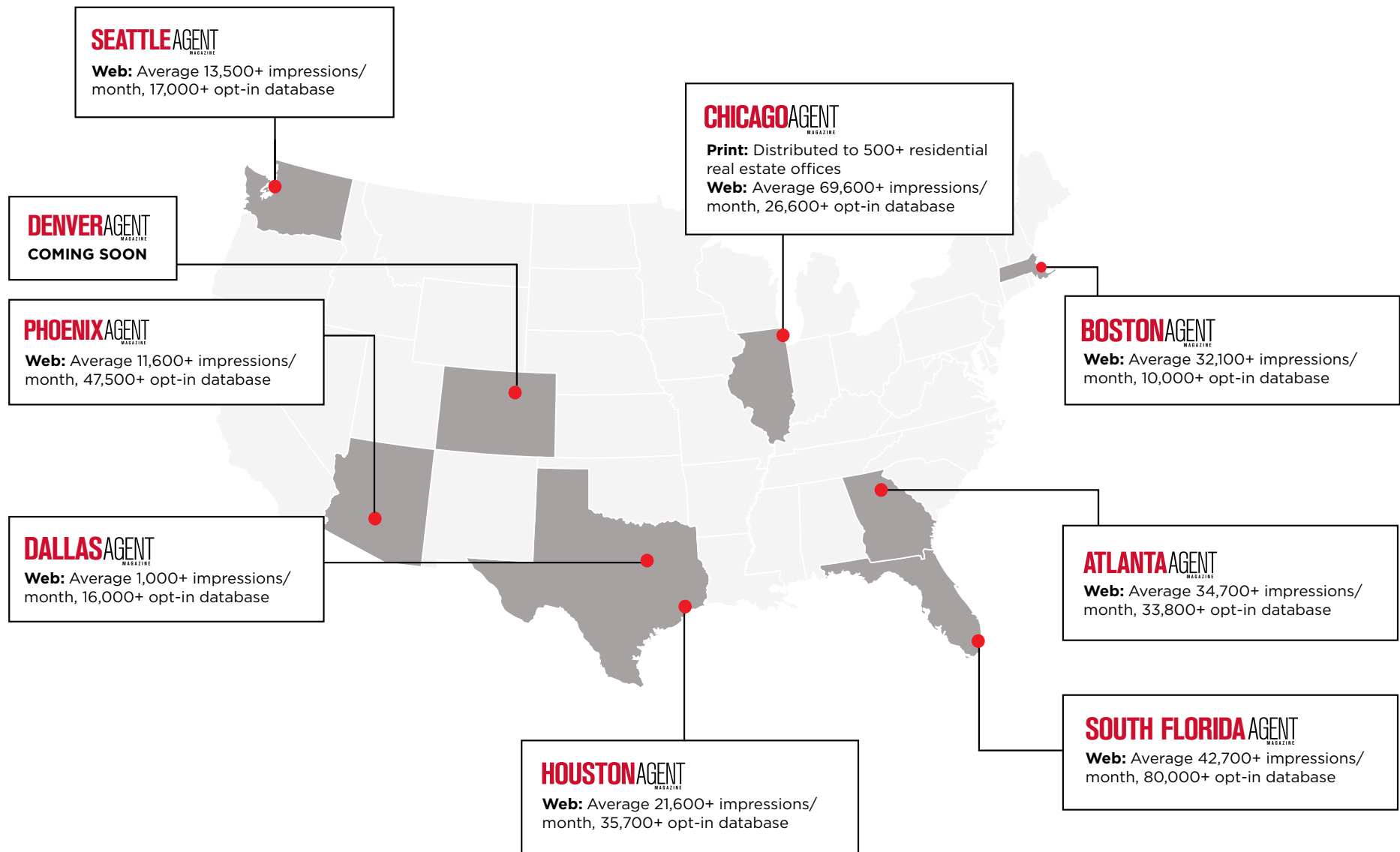
65%

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

73%

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

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: April 1, 2024

Ad Reservation Deadline: Feb. 21, 2024

Materials Deadline: March 1, 2024

Full Page: \$2,500

2 Page Spread: \$4,500

Premium position rates available upon request.

For more information on advertising in our Who's Who in Boston Real Estate issue, or if you would like information about being profiled or nominating others to be profiled, contact marci@agentpublishing.com.

DIGITAL ADVERTISEMENTS · 2024 Editorial Calendar

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

APRIL

01 Who's Who in Boston Real Estate IN PRINT

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 Boston residential real estate.

MAY

06 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.

AUGUST

05 Agents' Choice Awards

Boston Agent 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

02 Real Estate Predictions

For our end-of-year December Predictions feature, we let local 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 2024, 2025 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.

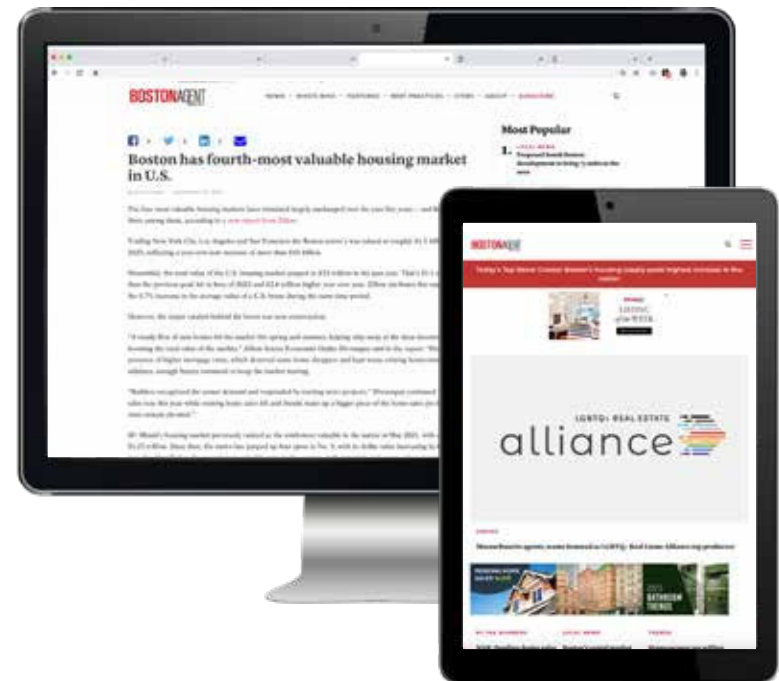
MAKING MOVES

Keep tabs on the comings and goings of real estate professionals, including new hires, office openings and other happenings within the Boston area.

DIGITAL ADVERTISEMENTS

MORE THAN 32,000 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 local industry, every day. BostonAgentMagazine.com is where agents turn to learn, connect with peers and cultivate success.

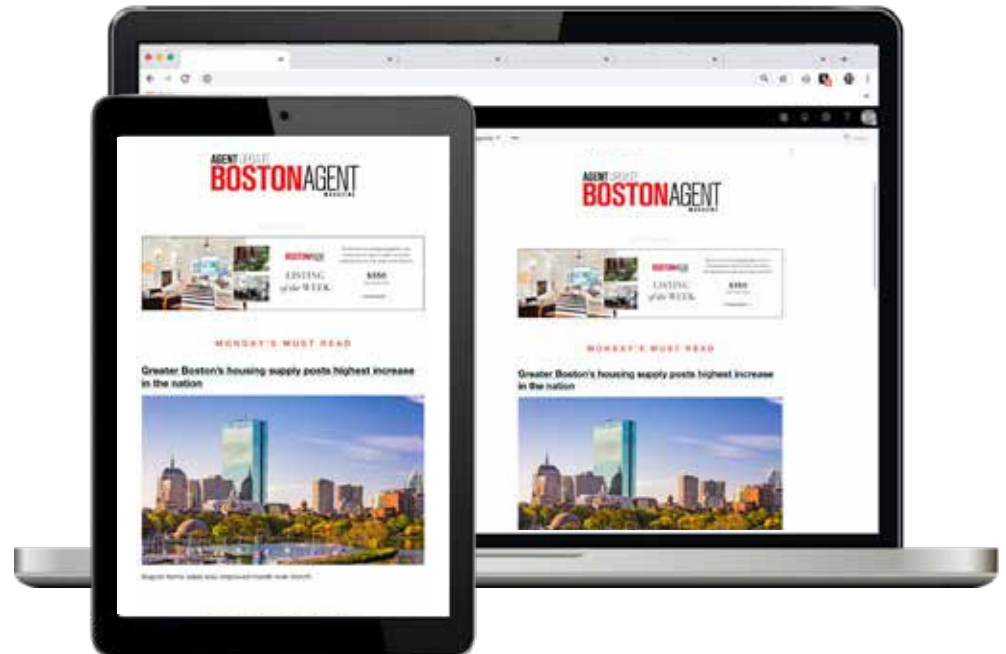


PRODUCT	DESKTOP	MOBILE	RATE
Website Billboard Ad	970 x 250 px	300 x 120 px	\$425 / 30 days
Pop-up Ad	700 x 700 px	320 x 320 px	\$300 / 7 days

DIGITAL ADVERTISEMENTS • *Biweekly Newsletters*

**MORE THAN
10,000
SUBSCRIBERS**

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



PRODUCT

Weekly Newsletter Ad
Includes four email newsletters

DESKTOP & MOBILE DIMENSIONS

970 x 250 px - Top position banner
970 x 250 px - Secondary position banner

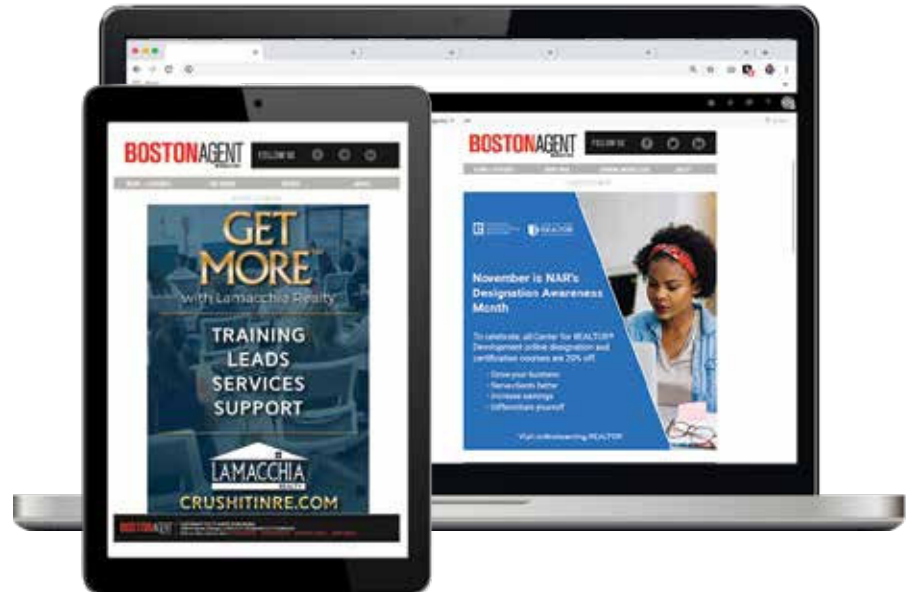
RATE

\$225 / Week
\$175 / Week

DIGITAL ADVERTISEMENTS • *Custom E-blasts*

YOUR MESSAGE DELIVERED STRAIGHT TO OUR AUDIENCE

Our targeted database consists of more than 10,000 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

CONTENT SOLUTIONS • *Premium Content*

HIGHLY SEARCHABLE. HIGHLY SHAREABLE.

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



SPONSORED POST | \$375

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

**BOSTONAGENTMAGAZINE.COM +
AGENT UPDATE EMAIL NEWSLETTER +
SOCIAL NETWORKS**

DEVELOPING BOSTON | \$1,600

A multichannel feature that showcases a new development, with full-color photos and information on its special amenities, affordability, luxury features, community impact and more.

**BOSTONAGENTMAGAZINE.COM +
AGENT UPDATE EMAIL NEWSLETTER +
SOCIAL NETWORKS**

LISTING OF THE WEEK | \$375

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 FEATURE | \$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, etc. — and share how, and why, agents use it to grow their business.

**ALL AGENT PUBLISHING WEBSITES +
AGENT UPDATE EMAIL NEWSLETTER +
SOCIAL NETWORKS**

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. Boston 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. Boston Agent is not responsible for errors in content or format.