



Reach Over 50,000 Real Estate Brokers and Agents Nationwide

For nearly 35 years, professionals from every segment of the industry have been relying on *The Real Estate Professional* to provide the information they need to stay on top of their game.

Our subscriber list includes more than 50,000 brokers and agents in over 7400 offices throughout all 50 States, 8 Canadian Provinces and Puerto Rico. (See “Geographical Breakouts” on next page)

media kit

We also provide complimentary subscriptions to executive officers of every real estate association nationwide and to their entire Leadership Teams. This prestigious group encompasses thousands of the industry’s most active members—from the largest metropolitan associations down to the smallest rural areas.

Pushing Your Message: We don’t just wait for subscribers to logon. Real estate brokers and agents get busy, so we send frequent e-mail bulletins to all subscribers to brief them on new material in the magazine and to encourage their frequent visits to the site.

Local branded editions provide a unique internal communications vehicle for brokers and managers. These local editions include all of the features of the standard edition, plus articles posted by the brokers-owners and branch managers of these companies. It’s a way for real estate companies to keep their agents up to date on industry trends and directions, while keeping them current on their company’s own events and happenings.

Branded editions for Real Estate Schools put the magazine into the hands of brand new agents who are just beginning their careers in real estate. Participating schools can enroll all of their students (and prospective students) for a free subscription and can post their own articles, promote new courses, tell students’ success stories and post their calendar of continuing education courses. There is no other national real estate publication targeting this unique segment of the marketplace. What better way to get your products and services in front of this rapidly expanding market!

Our unique “layered” platform recognizes subscribers by their unique logons and delivers content specifically tailored to their profile. Subscribers can also sign up for free RSS feeds from the magazine, delivering messages directly to their screens whenever new content is published—and bringing them into the site frequently to read these articles. And when they do, they see our advertisers’ messages.

— The REAL ESTATE —
PROFESSIONAL
The Magazine for Real Estate Sales and Marketing Professionals
Since 1977

Geographical Breakouts

Subscriber Count by State

The current subscriber base of 51,607 is divided among all 50 states, 8 Canadian provinces and the Territory of Puerto Rico as follows:

UNITED STATES	ME 222	VA 1520
	MI 691	VT 26
	MN 501	WA 820
AK 51	MO 783	WI 413
AL 696	MS 205	WV 143
AR 140	MT 80	WY 41
AZ 419	NC 2065	
CA 4709	ND 94	CANADA
CO 463	NE 105	
CT 640	NH 173	AB 18
DC 55	NJ 3334	BC 16
DE 90	NM 206	MB 11
FL 1998	NV 131	NB 1
GA 7967	NY 5234	NL 2
HI 31	OH 1420	ON 63
IA 536	OK 597	QC 1
ID 114	OR 293	SK 3
IL 2954	PA 2253	
IN 1094	RI 172	PUERTO RICO
KS 1032	SC 411	
KY 206	SD 43	
LA 217	TN 923	PR 1
MA 1294	TX 2381	
MD 1343	UT 162	

Readership by MSA

Approximately two-thirds of our subscribers (34,340) are concentrated in 24 of the largest MSAs in the nation. The other one-third is distributed among 240 other MSAs. The magazine has subscribers in every Real Estate Board and Association nationwide.

“Convention Season” Advertiser Offer

We are offering advertisers a unique limited-time offer as we engage in heavy campaigning to introduce the new online editions of the magazine to an expanded audience during the Realtor Convention Season.

Ad space purchased between November 2011 and March 31, 2012 will be available at deeply discounted prices, including full rotations from the cover page through all departments and individual articles.

These Ads will rotate throughout the entire magazine, assuring maximum exposure for all advertisers

These ads will rotate throughout the entire magazine—from front page through all of the various departments and within each article opened.

The ads will move to a new location each time a visitor clicks to a new section or opens an article to read. This will assure maximum exposure for all advertisers during this inaugural period.

Advertisers can lock in the Convention Season Rate for up to 12 months.

Ad Rates:

The following Rates will be available for all ads placed through March 31, 2012:

Single-month: \$600**

Three-months: \$500 per month

Total \$1,500*

Six-months: \$400 per month

Total \$2,400*

12-months: \$350 per month

Total \$4,200*

*Total contract price must be paid in advance to obtain these discounts.

Prices subject to change without notice.

**Single-month placements carry no guarantee of renewability at this rate.

**Ad pricing includes one ad in each of two space categories.
See “Ad Sizes and Locations” on following page.**

To Purchase an Ad

Go to www.therealestatepro.com and click on “Advertise.”

When purchasing online by credit card, ad management functions will be available immediately. Or you can submit the order online and elect “pay by check.” The order will be placed electronically and you will receive an invoice by e-mail. For orders paid by check, the ad management functions will be activated as soon as payment has been received and cleared.

Ad Sizes and Locations

Ad sizes:

During the Introductory Ad Period, ads rotate through all positions in the magazine on a “round-robin” basis, giving each advertiser visibility in each section of the magazine.

Introductory Ad pricing includes one ad in each of the following categories (2 ads total):

1. Right-Column Ads:

These ads appear on the front page and all secondary magazine pages. You may choose from several size options (width x height in pixels):

- Wide Skyscraper:** 160x600
- Medium Rectangle:** 300x250;
- Square:** 250x250.



2. Content-Embedded Ads:

These ads appear within article content on secondary magazine pages. Choose from several size options (width x height in pixels):

- Medium Rectangle:** 300x250
- Square:** 250x250
- Horizontal:** 300x100
- Small Rectangle:** 180x150

Ads may be either an image (jpeg or gif) or Macromedia Flash.

All ads are hyperlinked to your Website to provide direct access to more detailed information or to place orders.

We do not offer pop-up or pop-under ads.

Reserve the Space, Change Out the Message!

Advertisers can change out ad copy at any time during their ad contract. This allows advertisers to promote a variety of different products/services with just a single ad contract, and/or to run “limited time” offers throughout the contract period.

Utilizing our unique online ad management console, you can logon to manage the content of your ads at any time. You will see your ads that are currently running and can just click to browse your computer to find the replacement ad. One more click to make the change, and your new ad is published! No programming required, and no delays waiting for the change to be made.

Advertisers' Directory

Your listing will also be included in our “Advertisers' Directory,” searchable by product/service or by company name. Directory listings include product/service category and links to the advertisers' websites.

Advertisers who purchase advertising in at least two quarters during a calendar year will remain in the Advertisers' Directory throughout the entire calendar year.

Our Content

Our Content ranges from general sales and management topics to “how to” articles about very specific “niche markets” in the real estate industry (seniors, pet owners, resort and luxury properties, etc.).

All articles remain available in a searchable Archive to provide a rich resource of reference material for individual subscribers as well as for managers looking for sales meeting material.

Embedded ads are included when articles are printed out for distribution at sales meetings.

Our author directory includes over 100 nationally recognized experts in a variety of fields, each contributing content specific to his or her area of expertise.



KEN
HARNEY



HEIDI
ISENHART



TERRI
MURPHY



PETER
MILLER



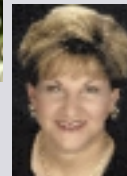
TAMI
BONNELL



DR. KEN
EDWARDS



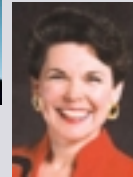
JOSHUA
COHEN



ADORNA
CARROLL



TOM
KNOX



LAURIE
MOORE-MOORE

Articles are added throughout the week to keep readers coming back to the site frequently.

Plus daily news feeds from *The Real Estate Executive Summary*—one of the nation’s oldest and most respected real estate news resources, now in its twenty-second year of continuous publication.

New Yorker cartoonist **Andrew Grossman** adds a touch of humor with his “Open House” cartoons appearing weekly.

The REAL ESTATE

PROFESSIONAL

The Magazine for Real Estate Sales and Marketing Professionals

1611 Locust Street, Suite 407, Saint Louis, Missouri 63103
www.TheRealEstatePro.com

Some Recent Articles:

Feature: Commission Advance: Don't Put Your Commission Stream in Hock!

Closing: Take a Few Steps Toward the Closing Table

Beware Tax Scams!

Keeping New Technology in its Place

Overcoming the Too-Short Listing Term

Full Economic Recovery Calls for Shifts in Housing Strategy

Staging and the Search for the Elusive Buyer

Powerful Phone Skills for Master Recruiters

