

MEDIA KIT 2019

CHICAGO AGENT MAGAZINE

ELEVATING THE BUSINESS *of* REAL ESTATE

With over **1 million impressions** annually and a readership of **more than 25,000** real estate professionals, Chicago Agent magazine is where agents and industry leaders turn to for the latest news in Chicagoland real estate.

REACH OUR AUDIENCE BY PLATFORM



CHICAGOAGENTMAGAZINE.COM

+ 90,000 impressions/month



AGENT UPDATE NEWSLETTER

+ 25,000+ subscribers



CHICAGO AGENT SOCIAL NETWORKS

+ 15,795+ engaged real estate professionals in our Facebook, Twitter and Instagram communities



CHICAGO AGENT MAGAZINE PRINT

+ Print copies are distributed to 500+ brokerages throughout Chicagoland 26x/year

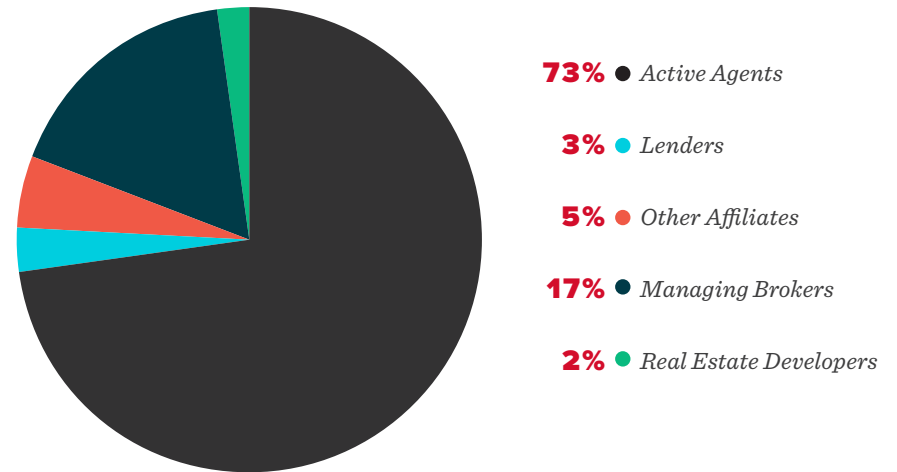


LIVE EVENTS

+ Issue release events and other networking opportunities throughout the year

WHO READS **CHICAGO AGENT MAGAZINE**

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



\$110,760
*median household
income of REALTORS
in 2018**

10 YEARS
*median real estate
experience of all
REALTORS**

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

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

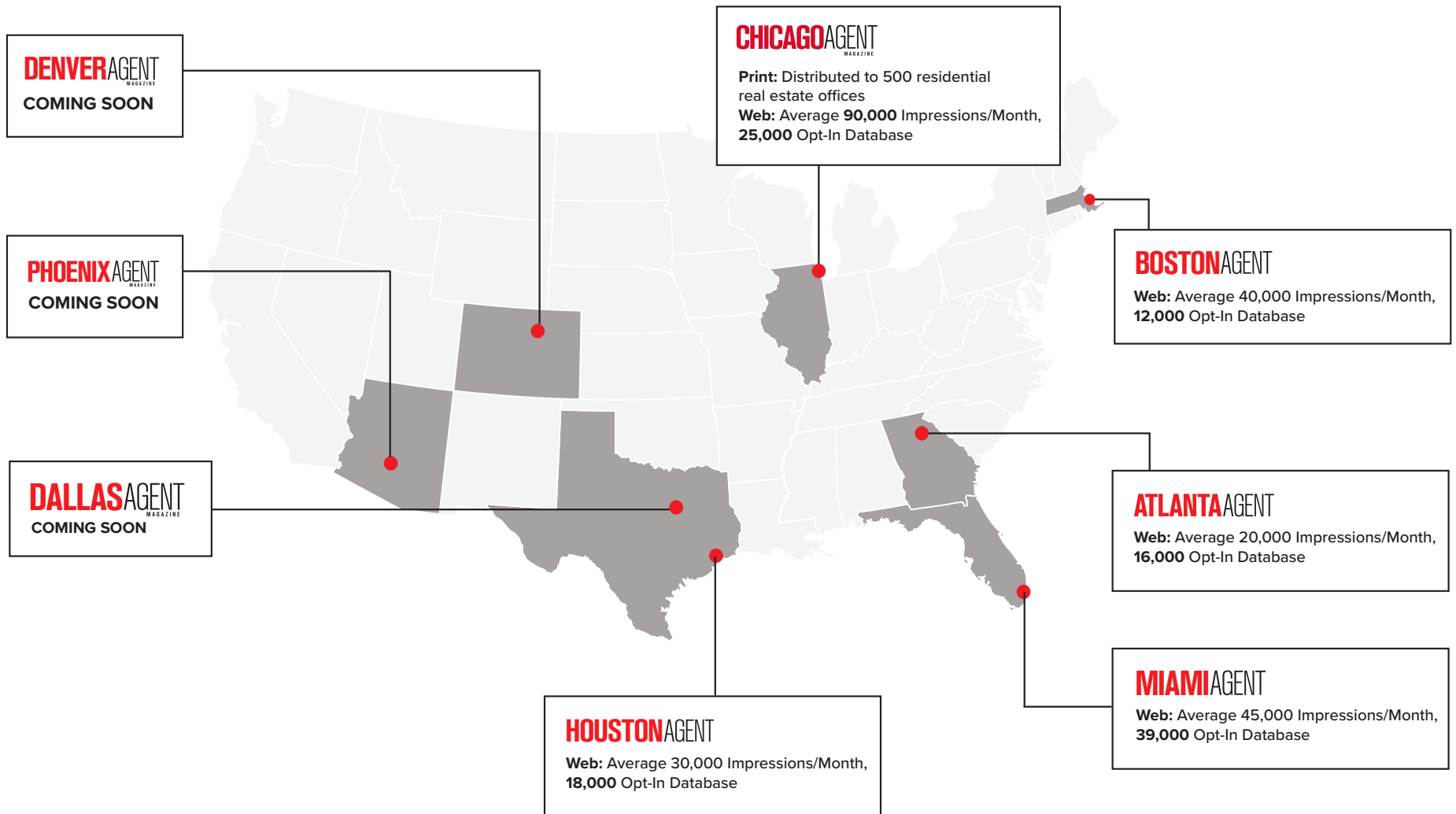
54
*median age
of all REALTORS**

63%
*of all REALTORS
are female**

*National Association of Realtors 2018 Member Profile.

**2018 Chicago Agent Audience Survey

REACH MARKETS • Audience



PRINT ADVERTISEMENTS

PRINT ISSUES DELIVERED TO AGENTS IN **MORE THAN 500** CHICAGOLAND OFFICES.

Chicago Agent offers advertisers **high-impact** print placements alongside the latest real estate data, trends and rich editorial features. Our readers look to us to help stay on top of the Chicagoland market, and bring them the information that matters most in today's real estate climate.



PRINT ADVERTISEMENTS • Rates

PREMIUM DISPLAY ADVERTISING

PRODUCT	1x	6x	13x	26x
*Outside Back Cover	\$3,285	\$2,900	\$2,765	\$2,625
*Inside Front Cover	\$2,395	\$2,290	\$2,175	\$2,048
*Inside Back Cover	\$2,070	\$1,910	\$1,840	\$1,775
*Across from TOC	\$1,440	\$1,280	\$1,220	\$1,140
*Center Spread	\$3,350	\$3,055	\$2,845	\$2,730
Full Page	\$1,335	\$1,190	\$1,050	\$945
2/3 page	\$1,145	\$1,040	\$900	\$810
1/2 page	\$965	\$860	\$755	\$690
1/3 page	\$725	\$640	\$560	\$525
1/4 page	\$560	\$510	\$450	\$395

Add \$360 per insertion for 4-color processing.

Add \$780 for color spreads.

PREMIUM DISPLAY ADVERTISING

Premium display advertising units are indicated with * and include color processing.

All other display advertising units are in black and white.

SPECIAL FEATURE

WHO'S WHO IN CHICAGOLAND 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 Chicagoland residential real estate.



Issue Date: July 8 **Ad Reservation Deadline:** June 18 **Materials Deadline:** June 21

See **page 6** for print ad rates. See **page 10** for website ad rates.

For more information contact anne@agentpublishing.com.

PRINT ADVERTISEMENTS • 2019 Editorial Calendar

JANUARY

- 07 Housing & the Economy
Reservation Deadline: Dec. 20
Materials Deadline: Dec. 21
-
- 21 Mortgage Lending — Winter
Reservation Deadline: Jan. 10
Materials Deadline: Jan. 14

FEBRUARY

- 04 Handling Company Acquisitions
Reservation Deadline: Jan. 24
Materials Deadline: Jan. 28
-
- 18 Real Data
Reservation Deadline: Feb. 7
Materials Deadline: Feb. 11

MARCH

- 04 Top Producers
Reservation Deadline: Feb. 21
Materials Deadline: Feb. 25
-
- 18 New Construction — Spring
Reservation Deadline: March 7
Materials Deadline: March 11

APRIL

- 01 Agents' Survey
Reservation Deadline: March 21
Materials Deadline: March 25
-
- 15 The Luxury Home Market
Reservation Deadline: April 4
Materials Deadline: April 8
-
- 29 Leadership Tips from
Managing Brokers
Reservation Deadline: April 18
Materials Deadline: April 22

MAY

- 13 Technology — Spring
Reservation Deadline: May 2
Materials Deadline: May 6
-
- 27 Airbnb & Real Estate Investing
Reservation Deadline: May 16
Materials Deadline: May 20

JUNE

- 10 A Closer Look at
Chicagoland Suburbs
Reservation Deadline: May 30
Materials Deadline: June 3
-
- 24 Mid-Year Business Review
Reservation Deadline: June 13
Materials Deadline: June 17

JULY

- 08 Who's Who 2019
Reservation Deadline: June 18
Materials Deadline: June 21
-
- 22 How to Use Video for
Marketing Homes
Reservation Deadline: July 11
Materials Deadline: July 15

AUGUST

- 05 Real Estate Auctions
Reservation Deadline: July 25
Materials Deadline: July 29
-
- 19 Real Estate Teams
Reservation Deadline: Aug. 8
Materials Deadline: Aug. 12

SEPTEMBER

- 02 New Construction — Fall
Reservation Deadline: Aug. 22
Materials Deadline: Aug. 26
-
- 16 Real Estate Associations
Reservation Deadline: Sept. 5
Materials Deadline: Sept. 9
-
- 30 Mortgage Lending — Fall
Reservation Deadline: Sept. 19
Materials Deadline: Sept. 23

OCTOBER

- 14 The Politics of Real Estate
Reservation Deadline: Oct. 3
Materials Deadline: Oct. 7
-
- 28 Technology — Fall
Reservation Deadline: Oct. 17
Materials Deadline: Oct. 21

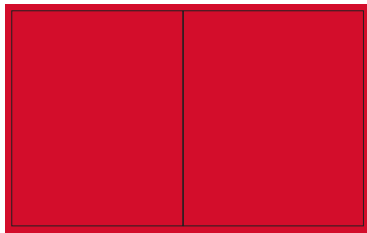
NOVEMBER

- 11 Agents' Choice Awards
Reservation Deadline: Oct. 31
Materials Deadline: Nov. 4
-
- 25 Neighborhood Rankings
Reservation Deadline: Nov. 14
Materials Deadline: Nov. 18

DECEMBER

- 09 Managing Brokers: How to
Recruit & Retain Top Agents
Reservation Deadline: Nov. 28
Materials Deadline: Dec. 2
-
- 23 Seeing 2020: Real Estate
Predictions from the Experts
Reservation Deadline: Dec. 12
Materials Deadline: Dec. 16

PRINT ADVERTISEMENTS • *Specifications*



SPREAD

Bleed: 21.25" x 12.25"
Trim size: 21" x 12"
Live Area: 20" x 10.75"



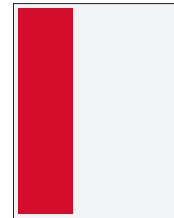
FULL PAGE

Bleed: 10.75" x 12.25"
Trim size: 10.5" x 12"
Live Area: 9.5" x 10.75"



1/2 PAGE

Vertical: 4.6" x 10.75"
Horizontal: 9.5" x 5.225"
No bleed.



1/3 PAGE

Vertical: 2.96" x 10.5"
Horizontal: 9.5" x 3.38"
No bleed.



2/3 PAGE

Vertical: 6.23" x 10.5"
Horizontal: 9.5" x 7.066"
No bleed.



1/4 PAGE

Size: 4.6" x 5.225"
No bleed.

REQUIREMENTS

SUBMISSION

All ads must be submitted by the ad artwork deadline.
Ad artwork can be submitted via email to steven@agentpublishing.com.

For advertising inquiries, please contact Anne Hartnett at anne@chicagoagentmagazine.com or 773.296.6025.

FILE FORMATS

- PDF (no JPGs will be accepted)
- CMYK only (RGB, spot colors, lab colors and Pantone to CMYK)
- 300 dpi (High Resolution)

OTHER REQUIREMENTS

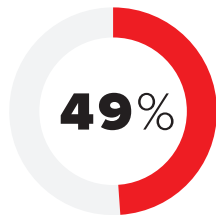
- Spread and Full page ads must have crop marks turned on, and should include the bleed size even if the artwork does not bleed off the page.
- Adjust the trapping settings accordingly. Turn off the overprint setting on all text and art elements unless overlapping colors are intended.
- Vertical/Horizontal option for horizontal 1/2 page ads must be selected upon signing.
- All ads submitted must be suitable as-is. *Chicago Agent* is not responsible for errors in content or format.

DIGITAL ADVERTISEMENTS

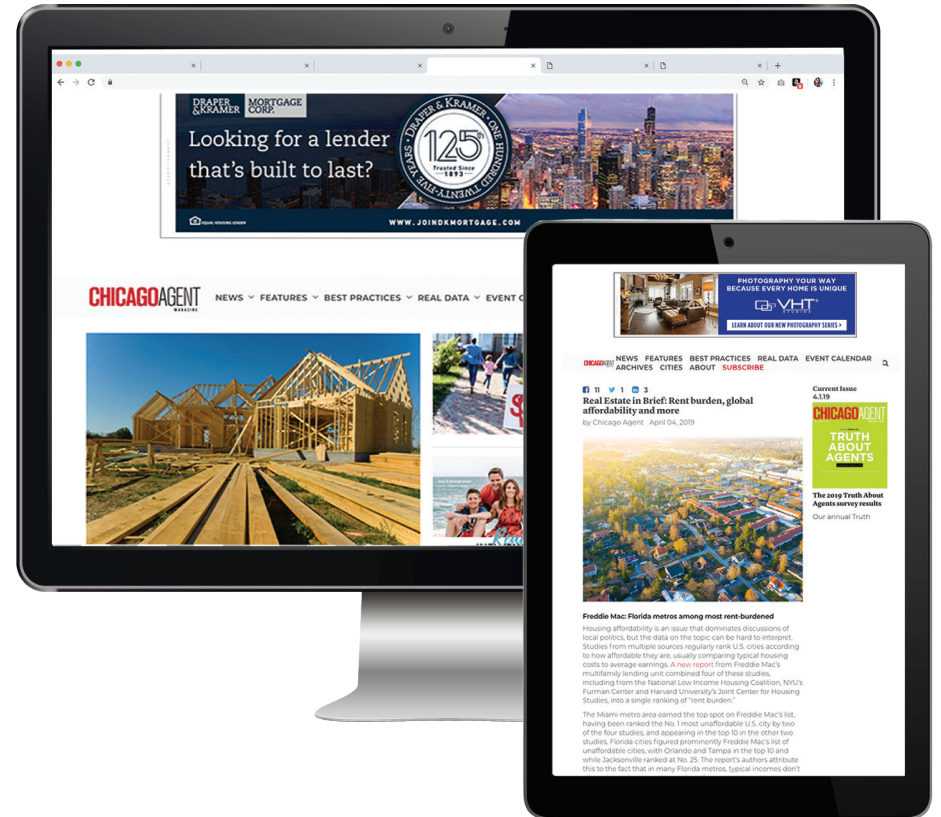
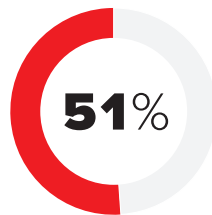
MORE THAN 90,000 WEB IMPRESSIONS PER MONTH

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

DESKTOP
views



MOBILE
views



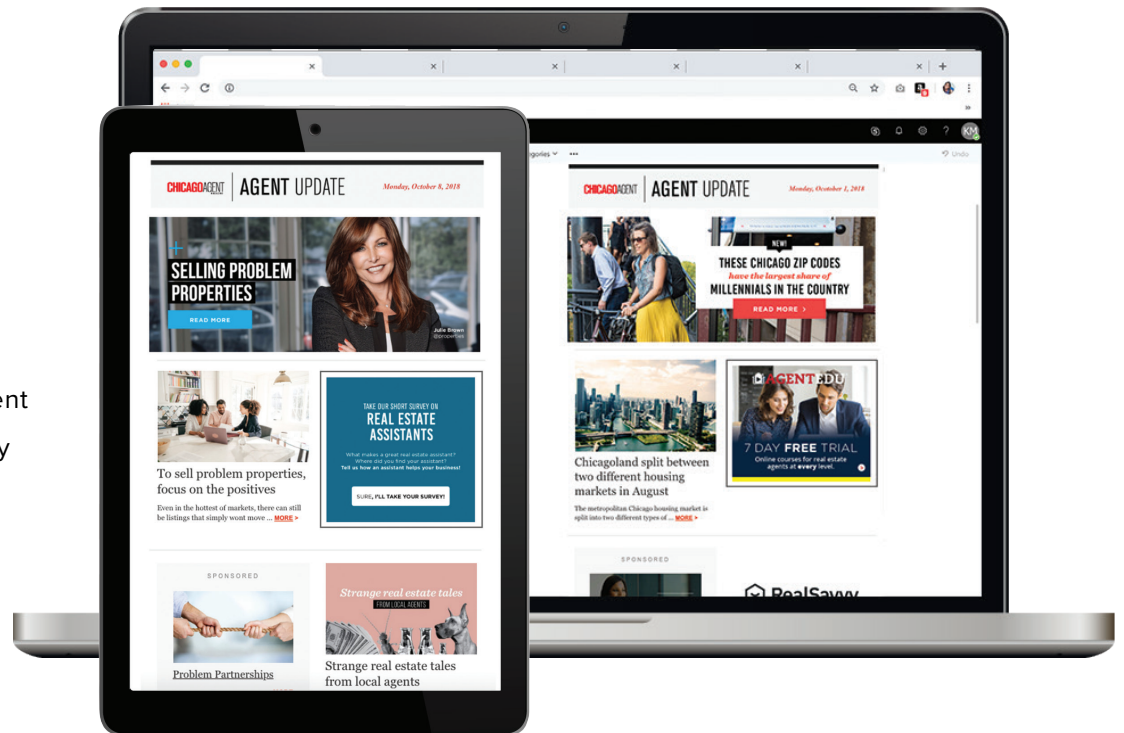
DIGITAL ADVERTISEMENTS · *Rates*

PRODUCT	DESKTOP	MOBILE	RATE
Billboard (Rotating)	970 x 250	300 x 250	\$525 / 30 days
Prestitial Ad	700 x 700 px		\$500 / 7 days

DIGITAL ADVERTISEMENTS • *Agent Update Newsletter*

MORE THAN
25,000
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	\$450
Secondary Position	300 x 250 px	\$350

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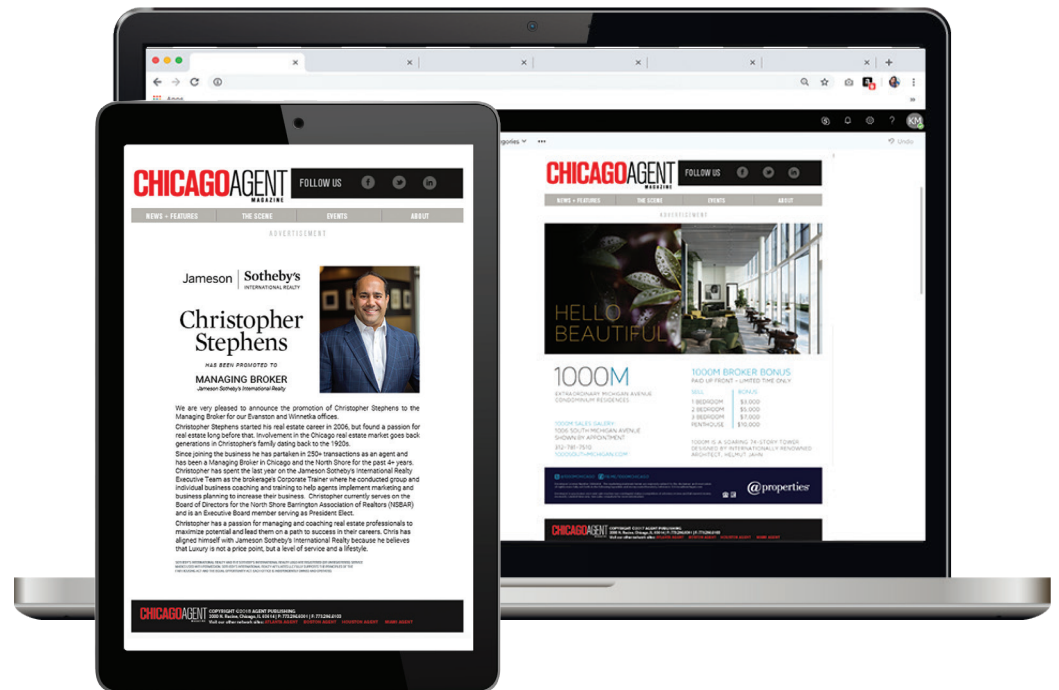
- JPG or GIF
- RGB only
- 72 dpi (web resolution)

OTHER REQUIREMENTS

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

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	10x	20x
Chicago / North Shore	\$890	\$840	\$790
Suburbs	\$890	\$840	\$790
Both	\$1,350	\$1,250	\$1,200
Lender	\$500	---	---

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- 72 dpi (web resolution)

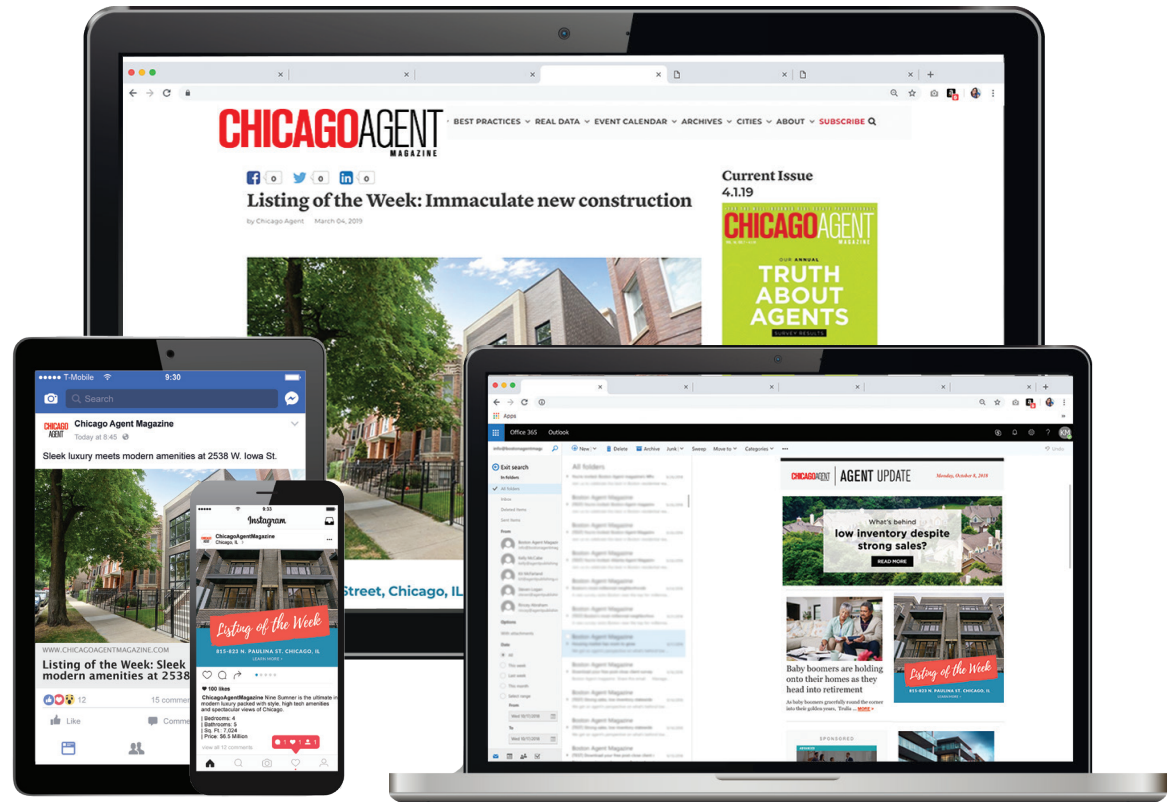
OTHER REQUIREMENTS

- 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. *Chicago 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.



CONTENT SOLUTIONS • *Premium Content*

SPONSORED POST | \$650

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

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

DEVELOPING CHICAGOLAND | \$2,200

A multichannel feature — including a full page in Chicago Agent magazine — that showcases a new development, with full-color photos and information on its special amenities, affordability or luxury features, community impact and more.

**CHICAGO AGENT MAGAZINE +
CHICAGOAGENTMAGAZINE.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.

**CHICAGOAGENTMAGAZINE.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.

**CHICAGOAGENTMAGAZINE.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.

**CHICAGOAGENTMAGAZINE.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.

**CHICAGO AGENT MAGAZINE +
CHICAGOAGENTMAGAZINE.COM AND ALL CITIES WEBSITES**

LIVE AUDIENCE • *Events*

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

Chicago 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.



LIVE AUDIENCE • *Events*

CONTACT US FOR SPONSORSHIP PACKAGES.

TOP PRODUCERS EVENT

Mingle with the agents who move the most real estate in Chicagoland. Our Top Producers Issue profiles our high-ranked agents and their performance. The event draws featured city and suburban top agents, and the top 20 producers from six Chicagoland counties receive awards.

FEBRUARY

LUXURY HOMES ISSUE RELEASE PARTY

Every year our Luxury Issue examines the latest news and trends in luxury housing, and launch party attendees include Chicagoland's top-producing agents in the high-end market.

APRIL

WHO'S WHO IN RESIDENTIAL REAL ESTATE NETWORKING EVENT

At this popular event we honor the industry's best agents, managing brokers, developers, lenders, affiliates and other executives profiled in our Who's Who in Residential Real Estate issue.

JULY

AGENTS' CHOICE AWARDS RECEPTION

The highly anticipated annual Agents' Choice Issue draws thousands of votes from our readers. The winners, chosen by their peers in 18 categories, are announced and receive their awards at this exclusive event.

OCTOBER

CUSTOM EVENTS: Custom events are a great way to meet your audience face-to-face, build awareness of your brand and services, and foster goodwill in the industry. **Chicago Agent designs strategic events to help companies achieve their goals.**