

2020

# CHICAGO AGENT MAGAZINE

## ELEVATING THE BUSINESS *of* REAL ESTATE

With **800,000 impressions** annually and a readership of **more than 23,000+** real estate professionals, Chicago Agent magazine is where agents and industry leaders turn for the latest news in Chicagoland real estate.

## REACH OUR AUDIENCE BY

### **CHICAGOAGENTMAGAZINE.COM**

70,000+ impressions/month

### **AGENT UPDATE NEWSLETTER**

23,000+ subscribers



### **CHICAGO AGENT SOCIAL NETWORKS**

18,300+ engaged real estate professionals in our Facebook, Twitter, LinkedIn and Instagram communities

### **CHICAGO AGENT MAGAZINE PRINT**

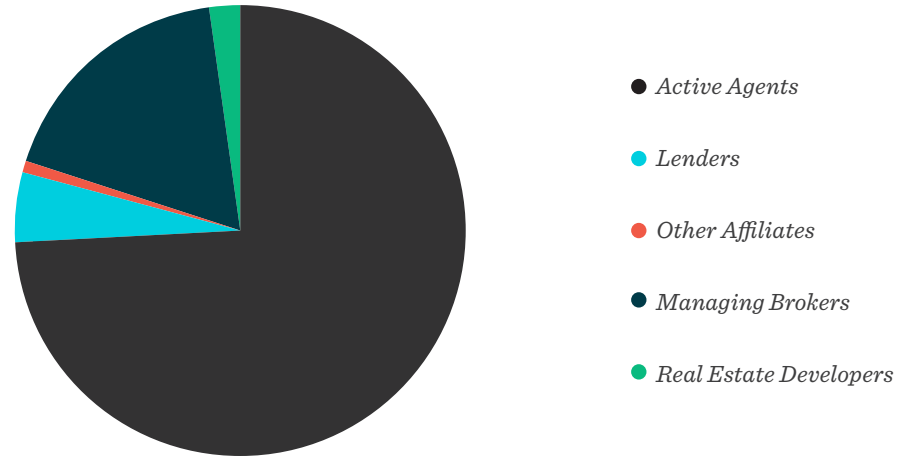
Print copies are distributed to 500+ real estate offices throughout Chicagoland 26x/year

### **LIVE EVENTS**

Issue release events and other networking opportunities throughout the year

# COMMUNITY • Audience

## WHO READS



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

*median household income of Realtors in 2019\**

*median real estate **experience** of all Realtors\**

*median **tenure at present** for all Realtors\**

*of Realtors recommend a mortgage lender\*\**

*median age of all Realtors\**

*of all Realtors are female\**

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

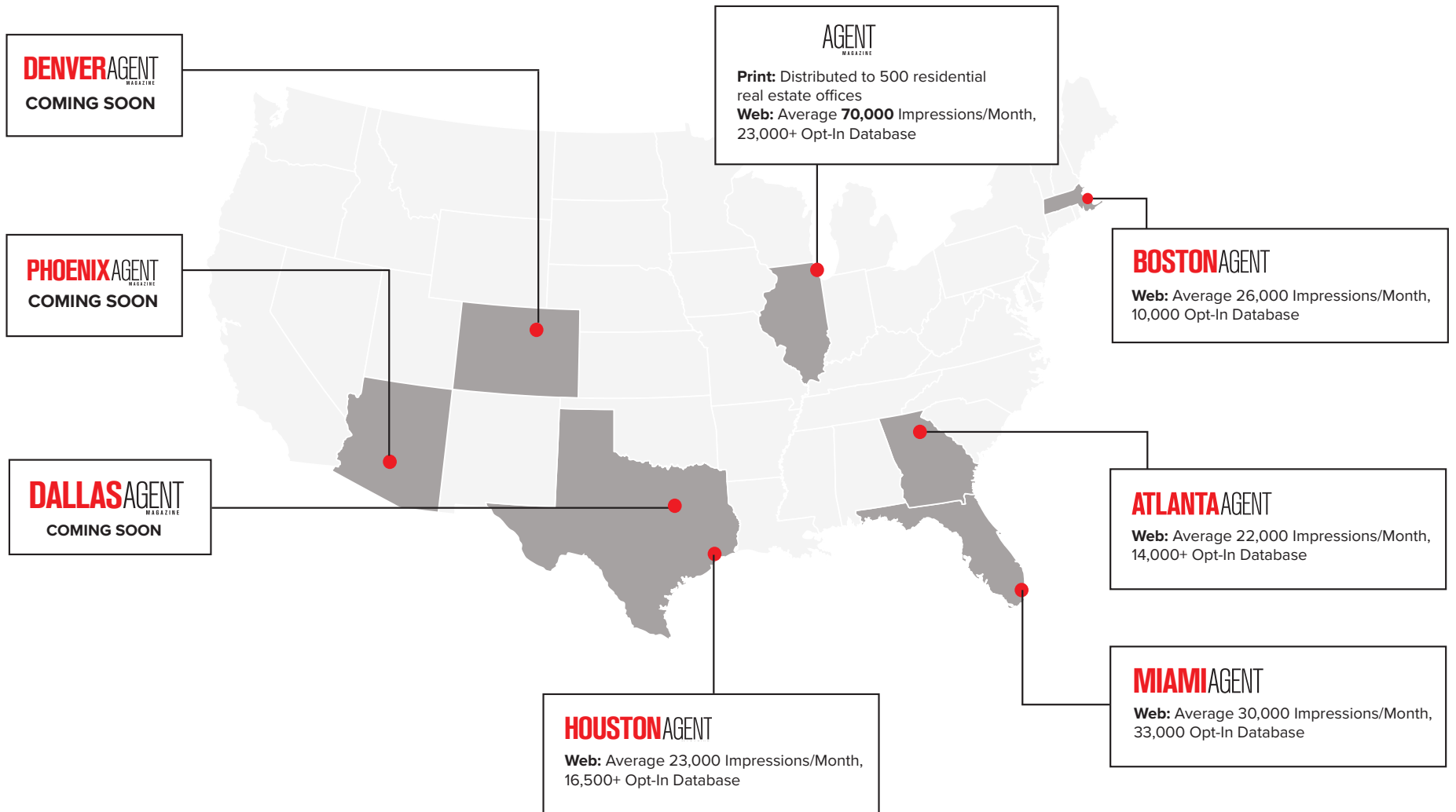
*of readers sold new construction in the past 12 months\*\*\**

\*National Association of Realtors 2019 Member Profile.

\*\*2018 Chicago Agent Audience Survey

\*\*\*2019 Truth About Agents Chicago Agent Magazine Survey

# MARKETS · Audience



## ADVERTISEMENTS

# PRINT ISSUES DELIVERED TO AGENTS IN 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.



## ADVERTISEMENTS • *Rates*

<b>Outside Back Cover</b>	\$3,450	\$3,045	\$2,900	\$2,755
<b>Inside Front Cover</b>	\$2,515	\$2,405	\$2,285	\$2,150
<b>Inside Back Cover</b>	\$2,200	\$2,010	\$1,930	\$1,865
<b>Across from TOC</b>	\$1,510	\$1,350	\$1,280	\$1,200
<b>Center Spread</b>	\$3,500	\$3,210	\$2,990	\$2,870
<b>Full Page</b>	\$1,495	\$1,250	\$1,100	\$990
<b>2/3 page</b>	\$1,220	\$1,100	\$945	\$850
<b>1/2 page</b>	\$1,020	\$900	\$795	\$725
<b>1/3 page</b>	\$760	\$675	\$590	\$550
<b>1/4 page</b>	\$590	\$535	\$475	\$415

per insertion for 4-color processing.

for color spreads.

Premium display advertising units are indicated with **bold** and include color processing.  
All other display advertising units are in black and white.

FEATURE

# IN CHICAGOLAND REAL ESTATE

This special annual issue supports and recognizes excellence and leadership in the real estate industry.

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.

July 6

June 15

June 22

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

For more information contact



# ADVERTISEMENTS • 2020 Editorial Calendar

## JANUARY

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- 06** **Treat Your Business like a Business**  
Reservation Deadline: Dec. 23  
Materials Deadline: Dec. 30
- 
- 20** **Mortgage Lending: The Future of Fannie and Freddie**  
Reservation Deadline: Jan. 8  
Materials Deadline: Jan. 13

## FEBRUARY

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- 03** **Managing Brokers: Policies for 2020**  
Reservation Deadline: Jan. 22  
Materials Deadline: Jan. 27
- 
- 17** **Real Data**  
Reservation Deadline: Feb. 5  
Materials Deadline: Feb. 10

## MARCH

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- 02** **Top Producers: Going Solo**  
Reservation Deadline: Feb. 19  
Materials Deadline: Feb. 24
- 
- 16** **New Construction: Resilience and Climate Change**  
Reservation Deadline: March 4  
Materials Deadline: March 9
- 
- 30** **Disruption in Real Estate**  
Reservation Deadline: March 18  
Materials Deadline: March 23

## APRIL

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- 13** **Agents' Survey**  
Reservation Deadline: April 1  
Materials Deadline: April 6
- 
- 27** **Opportunities You're Squandering With Open Houses**  
Reservation Deadline: April 15  
Materials Deadline: April 20

## MAY

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- 11** **Challenges of Selling Luxury Homes**  
Reservation Deadline: April 29  
Materials Deadline: May 4
- 
- 25** **Rethinking Gentrification**  
Reservation Deadline: May 13  
Materials Deadline: May 18

## JUNE

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- 01** **First-Time Buyers**  
Reservation Deadline: May 18  
Materials Deadline: May 25
- 
- 22** **Tools and Resource Checklist for Your Business**  
Reservation Deadline: June 10  
Materials Deadline: June 15

## JULY

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- 06** **Who's Who 2020**  
Reservation Deadline: June 15  
Materials Deadline: June 22
- 
- 20** **Tech: Build vs. Buy vs. Partner**  
Reservation Deadline: July 8  
Materials Deadline: July 13

## AUGUST

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- 03** **Cooler by the Lake**  
Reservation Deadline: July 22  
Materials Deadline: July 27
- 
- 17** **New Construction: The New Starter Home**  
Reservation Deadline: Aug. 5  
Materials Deadline: Aug. 10
- 
- 31** **Lending Update**  
Reservation Deadline: August 19  
Materials Deadline: August 24

## SEPTEMBER

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- 14** **Investing in Real Estate**  
Reservation Deadline: Sept. 2  
Materials Deadline: Sept. 7
- 
- 28** **Tech Issue**  
Reservation Deadline: Sept. 16  
Materials Deadline: Sept. 21

## OCTOBER

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- 12** **Good Agent/Bad Agent**  
Reservation Deadline: Sept. 30  
Materials Deadline: Oct. 5
- 
- 26** **The Rookie Journey**  
Reservation Deadline: Oct. 14  
Materials Deadline: Oct. 19

## NOVEMBER

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- 09** **Agents' Choice Awards**  
Reservation Deadline: Oct. 28  
Materials Deadline: Nov. 2
- 
- 23** **Giving Back**  
Reservation Deadline: Nov. 11  
Materials Deadline: Nov. 16

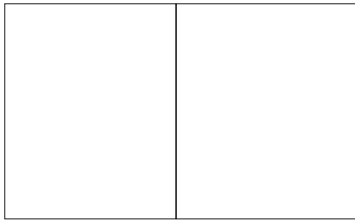
## DECEMBER

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- 07** **Managing Brokers: Three Approaches to Office Culture**  
Reservation Deadline: Nov. 25  
Materials Deadline: Nov. 30
- 
- 21** **2021 Predictions**  
Reservation Deadline: Dec. 9  
Materials Deadline: Dec. 14



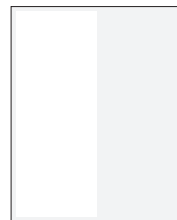
# ADVERTISEMENTS • *Specifications*



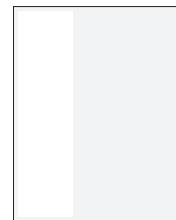
**Bleed: 21.25" x 12.25"**  
Trim size: 21" x 12"  
Live Area: 20" x 10.75"



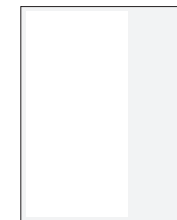
**Bleed: 10.75" x 12.25"**  
Trim size: 10.5" x 12"  
Live Area: 9.5" x 10.75"



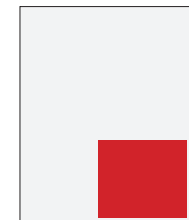
Vertical: 4.6" x 10.75"  
Horizontal: 9.5" x 5.225"  
**No bleed.**



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



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



Size: 4.6" x 5.225"  
**No bleed.**

## SUBMISSION

All ads must be submitted by the ad artwork deadline.  
Ad artwork can be submitted via email to [art@agentpublishing.com](mailto:art@agentpublishing.com).

For advertising inquiries, please contact Anne Hartnett at [anne@agentpublishing.com](mailto:anne@agentpublishing.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)

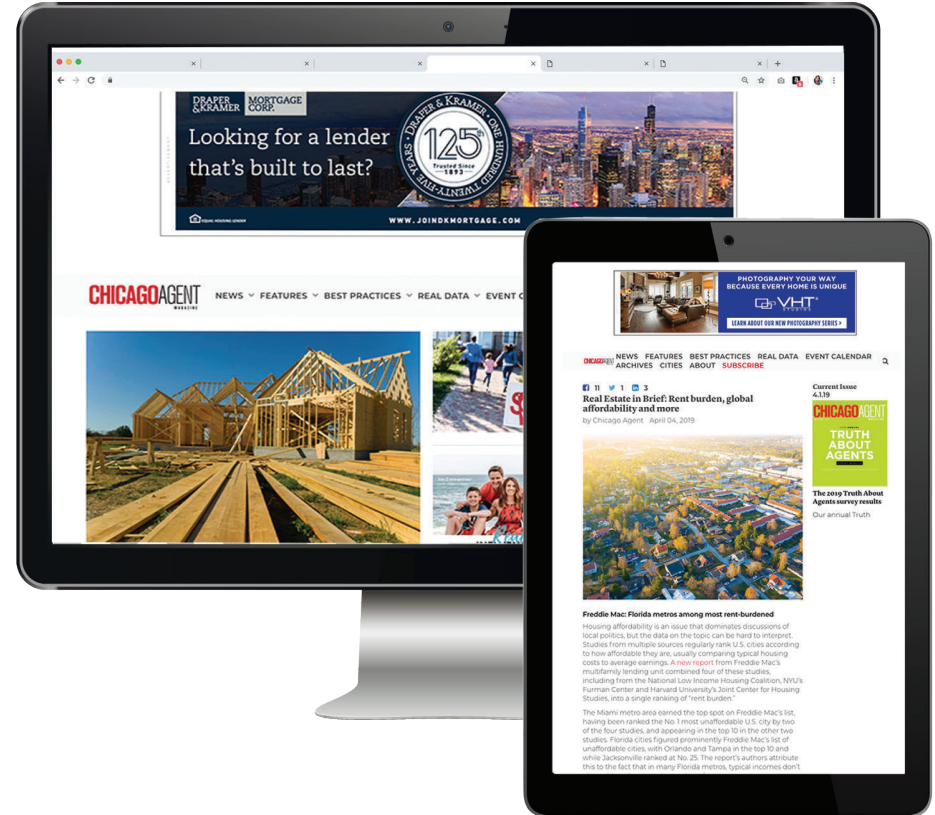
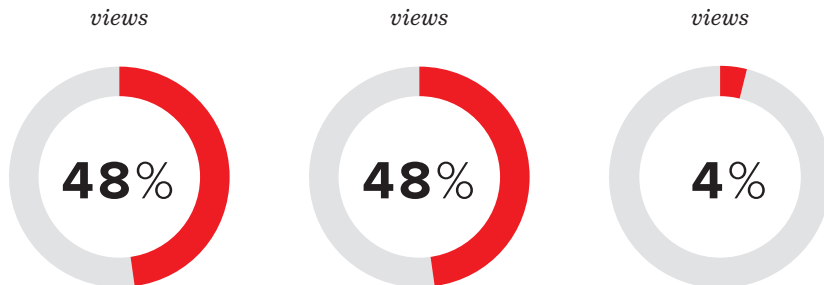
## OTHER REQUIREMENTS

- **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.

# ADVERTISEMENTS

## MORE THAN 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.



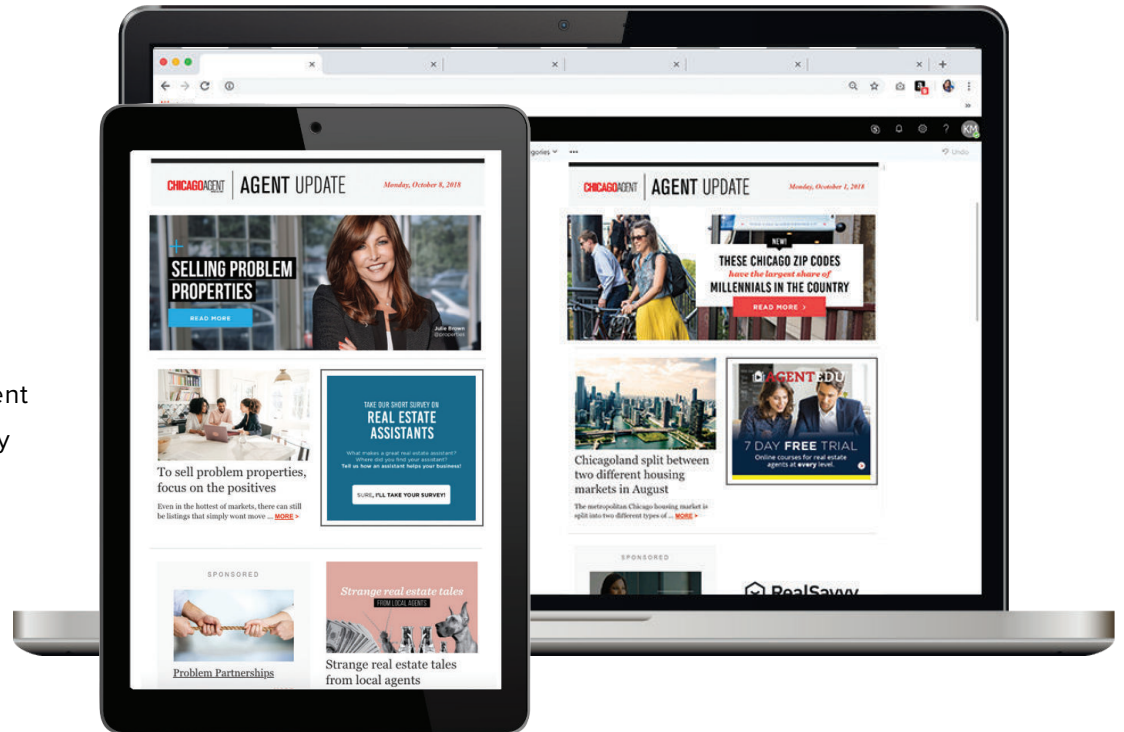
## ADVERTISEMENTS · *Rates*

<b>Billboard (Rotating)</b>	970 x 250 px	300 x 250 px	\$550 / 7 days
<b>Prestitial Ad</b>	700 x 700 px		\$550 / 7 days

# ADVERTISEMENTS • *Agent Update Newsletter*

## MORE THAN 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.



# ADVERTISEMENTS · *Agent Update Newsletter* · Rates

**Top Position**

970 x 250 px

\$475

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## **FILE FORMATS**

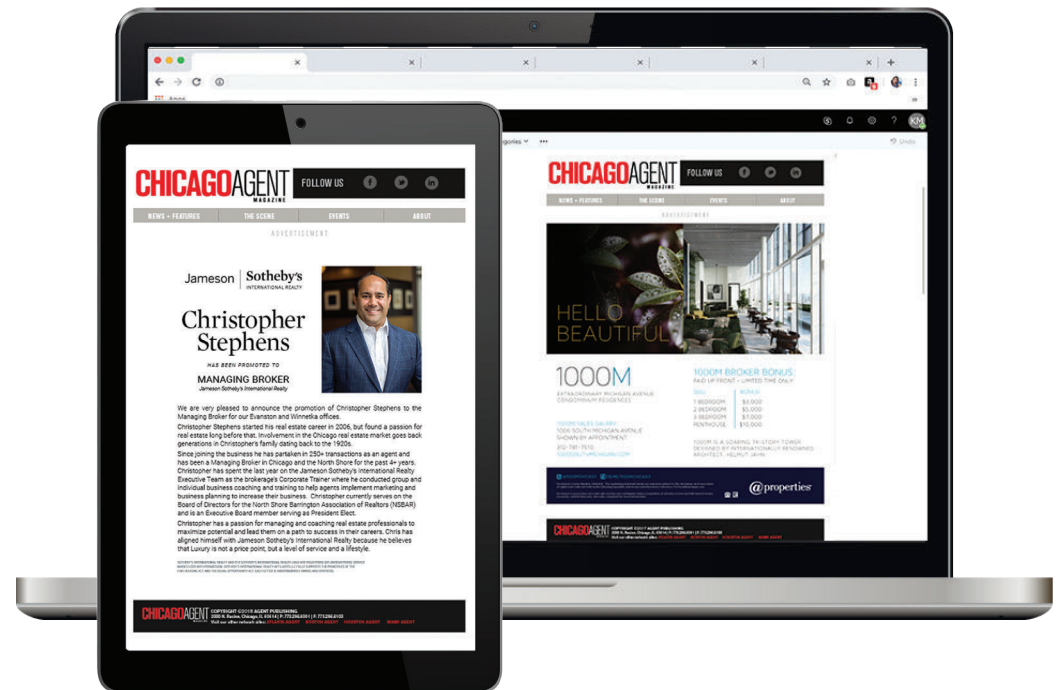
- JPG or GIF
- RGB only
- 72 dpi (web resolution)

## **OTHER REQUIREMENTS**

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

# 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.



# ADVERTISEMENTS · *Custom Eblasts* · Rates

<b>Chicago / North Shore</b>	\$935	\$880	\$830
<b>Suburbs</b>	\$935	\$880	\$830
<b>Both</b>	\$1,395	\$1,310	\$1,260

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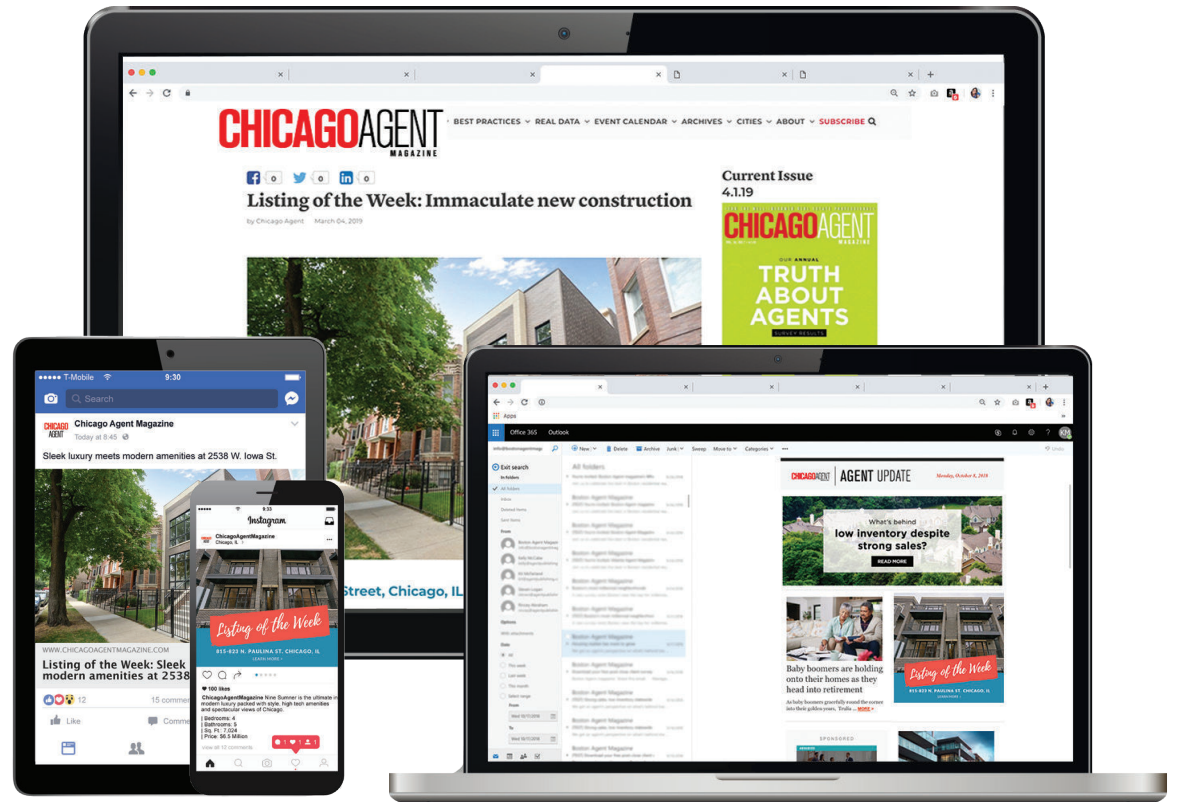
- JPG or GIF
- RGB only
- 72 dpi (web resolution)

## **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.

# SOLUTIONS • *Premium Content*

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

5 things every listing presentation should have

Social media marketing that generates leads

How to grow your real estate brand with a CRM

Your jumbo mortgage checklist

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

ChicagoAgentMagazine.com \$550/month on

# SOLUTIONS · *Premium Content*

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

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

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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**

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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**

|

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**

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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**

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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**

AUDIENCE • *Events*

# MEET OUR AUDIENCE & BUILD AWARENESS OF

*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.



# AUDIENCE • *Accelerate Summit*



CHICAGO AGENT MAGAZINE'S  
**ACCELERATE  
SUMMIT 2020**

In its second year, the Accelerate Summit will bring the industry together to build relationships, identify best practices and uncover what it takes to build a successful career in real estate.

March 4, 2020

Merchandise Mart

For more information contact



## AUDIENCE • *Events*

Mingle with the agents who move the most real estate in Chicagoland. Our Top Producers Issue profiles our highest-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**

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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**

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**

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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 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.**