

MEDIA KIT 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 PLATFORM



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

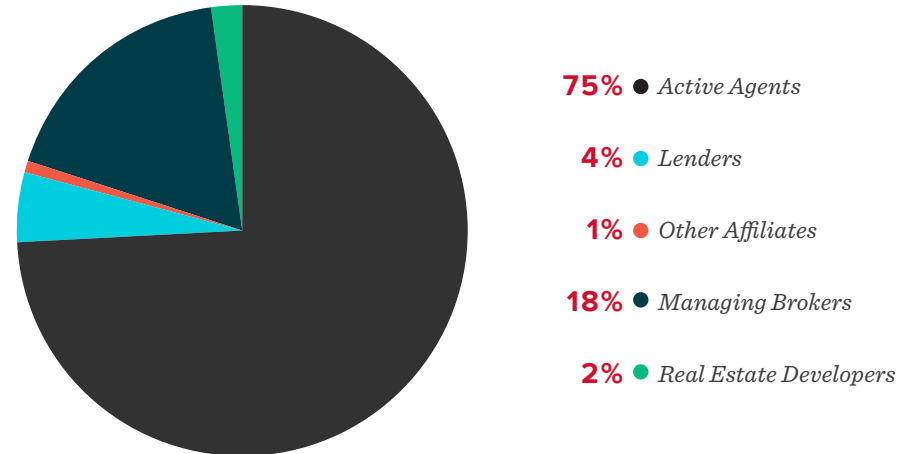


LIVE EVENTS

+ Issue release events and other networking opportunities throughout the year

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 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.



\$99,000

*median household
income of Realtors
in 2019**

8 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**

67%

*of all Realtors
are female**

57%

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

52%

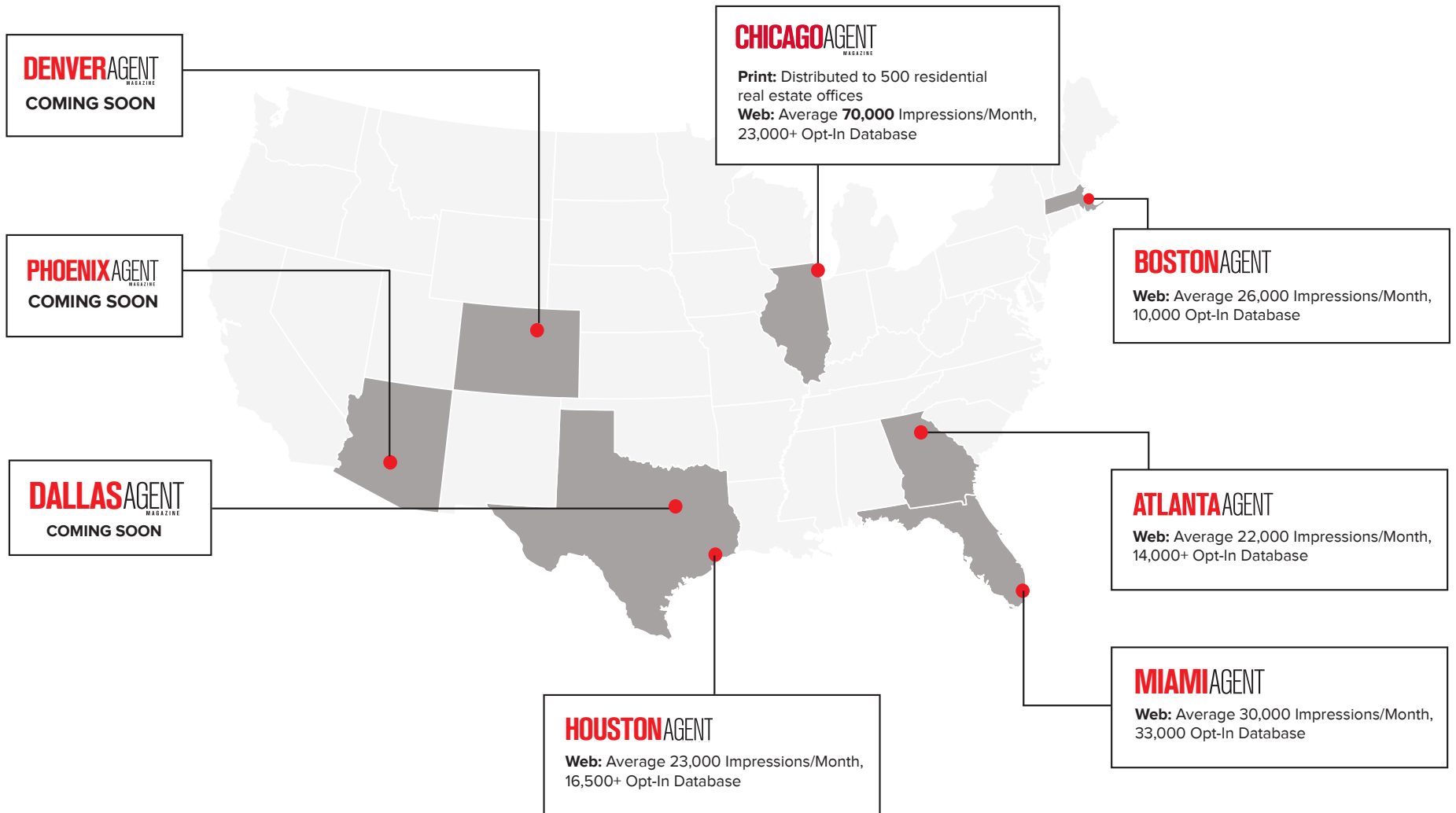
*of readers sold new
contruction in the past 12
months****

*National Association of Realtors 2019 Member Profile.

**2018 Chicago Agent Audience Survey

***2019 Truth About Agents Chicago Agent Magazine Survey

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	\$3,450	\$3,045	\$2,900	\$2,755
*Inside Front Cover	\$2,515	\$2,405	\$2,285	\$2,150
*Inside Back Cover	\$2,200	\$2,010	\$1,930	\$1,865
*Across from TOC	\$2,226	\$1,932	\$1,752	\$1,620
*Center Spread	\$3,500	\$3,210	\$2,990	\$2,870
Full Page	\$1,495	\$1,250	\$1,100	\$990
2/3 page	\$1,220	\$1,100	\$945	\$850
1/2 page	\$1,020	\$900	\$795	\$725
1/3 page	\$760	\$675	\$590	\$550
1/4 page	\$590	\$535	\$475	\$415

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: Aug. 31 **Ad Reservation Deadline:** July 22 **Materials Deadline:** Aug. 7

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

For more information contact anne@agentpublishing.com.

PRINT ADVERTISEMENTS • 2020 Editorial Calendar

JANUARY

- 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

- 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

- 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

- 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

- 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

- 08** **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

- 06** **The city report card: How Chicago is fairing in today's economy, and a closer look at new construction, brokerages and lending data**
Reservation Deadline: June 24
Materials Deadline: June 29

- 20** **Tech: Build vs. Buy vs. Partner**
Reservation Deadline: July 8
Materials Deadline: July 13

AUGUST

- 03** **Investing in Real Estate**
Reservation Deadline: July 22
Materials Deadline: July 27

- 17** **Lending Update**
Reservation Deadline: Aug. 5
Materials Deadline: Aug. 10

- 31** **Who's Who 2020**
Reservation Deadline: July 22
Materials Deadline: Aug. 7

SEPTEMBER

- 14** **New Construction: The New Starter Home**
Reservation Deadline: Sept. 2
Materials Deadline: Sept. 7

- 28** **Tech Issue**
Reservation Deadline: Sept. 16
Materials Deadline: Sept. 21

OCTOBER

- 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

- 09** **Agents' Choice Awards**
Reservation Deadline: Oct. 28
Materials Deadline: Nov. 2

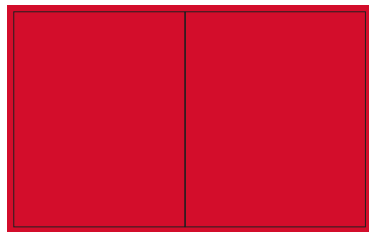
- 23** **Giving Back**
Reservation Deadline: Nov. 11
Materials Deadline: Nov. 16

DECEMBER

- 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

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"

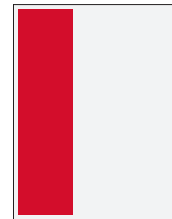


1/2 PAGE

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 art@agentpublishing.com.

For advertising inquiries, please contact Anne Hartnett at 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

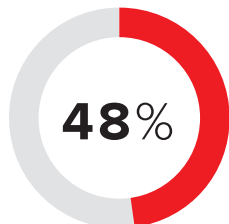
- Spread and full page ads must have crop marks turned on, and should include the bleed size even if the artwork does not bleed off the page.
- Adjust the trapping settings accordingly. Turn off the overprint setting on all text and art elements unless overlapping colors are intended.
- Vertical/horizontal 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.

DIGITAL ADVERTISEMENTS

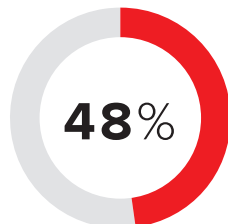
MORE THAN **70,000** WEB IMPRESSIONS PER MONTH

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.

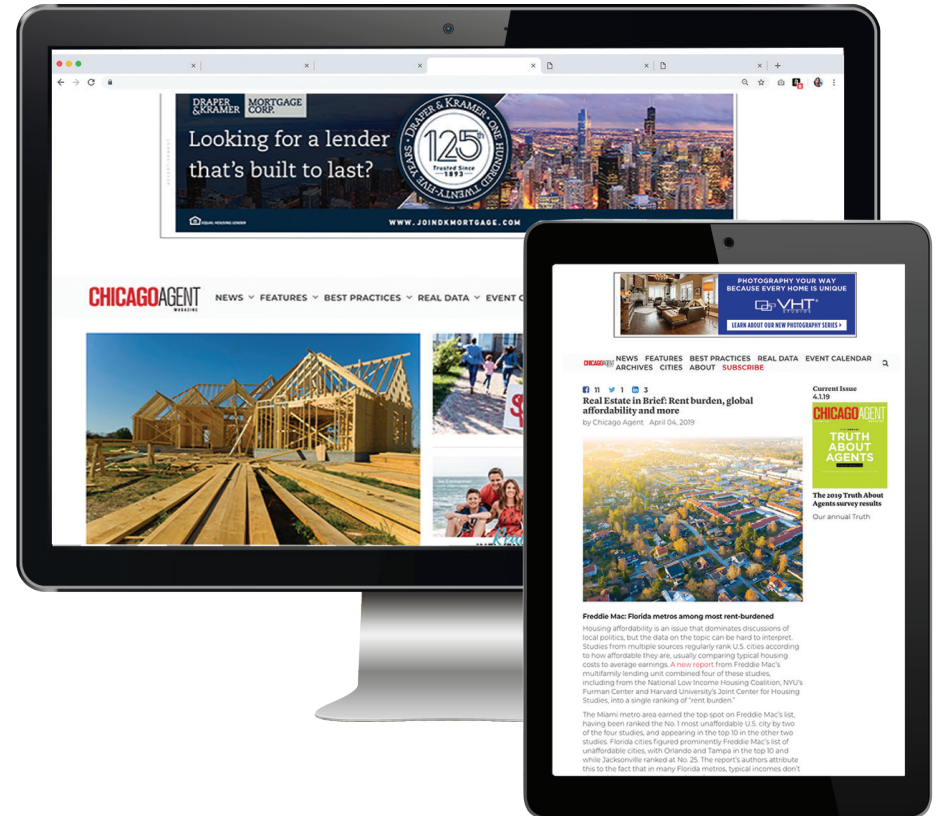
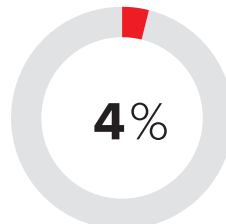
DESKTOP
views



MOBILE
views



TABLET
views



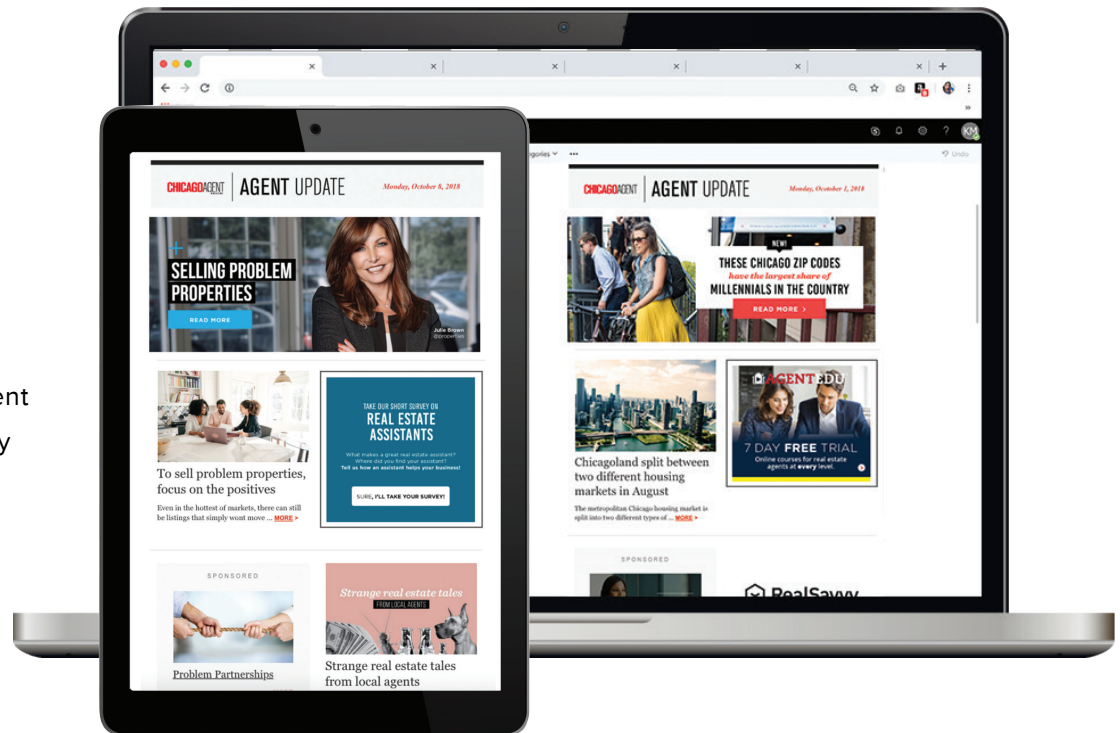
DIGITAL ADVERTISEMENTS · *Rates*

PRODUCT	DESKTOP	MOBILE	RATE
Billboard (Rotating)	970 x 250 px	300 x 250 px	\$550 / 7 days
Prestitial Ad	700 x 700 px		\$550 / 7 days

DIGITAL ADVERTISEMENTS • *Agent Update Newsletter*

MORE THAN
23,000
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	970 x 250 px	\$475

REQUIREMENTS

SUBMISSION

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

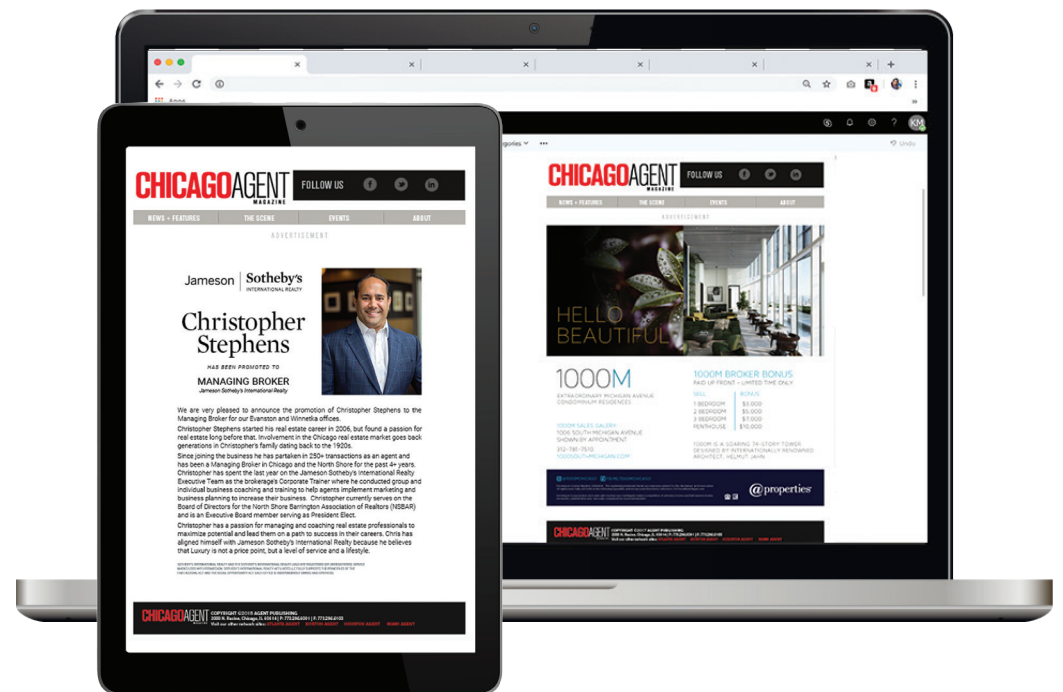
OTHER REQUIREMENTS

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

DIGITAL ADVERTISEMENTS • *Custom Eblasts*

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	\$935	\$880	\$830
Suburbs	\$935	\$880	\$830
Both	\$1,395	\$1,310	\$1,260

REQUIREMENTS

SUBMISSION

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

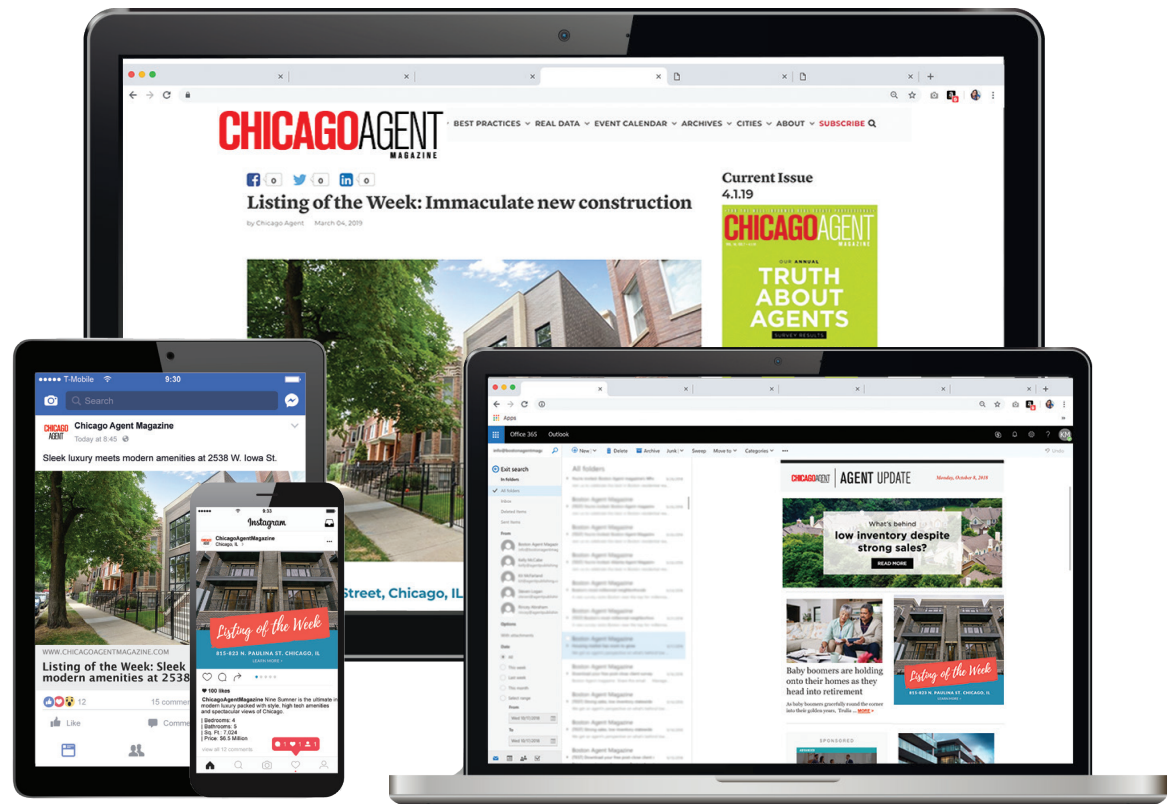
OTHER REQUIREMENTS

- 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.



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

MARKETING

5 things every listing presentation should have >

SOCIAL MEDIA

Social media marketing that generates leads >

TECHNOLOGY

How to grow your real estate brand with a CRM >

MORTGAGE

Your jumbo mortgage checklist >

BROKERAGE

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

Best practice guide inclusion \$550/month on ChicagoAgentMagazine.com

CONTENT SOLUTIONS · *Premium Content*

SPONSORED POST | \$665

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

CHICAGOAGENTMAGAZINE.COM +
AGENT UPDATE EMAIL NEWSLETTER +
SOCIAL NETWORKS

DEVELOPING CHICAGOLAND | \$2,300

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 | \$350

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 OUR 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 • *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.

Date: March 4, 2020

Location: Merchandise Mart

For more information contact anne@agentpublishing.com.



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.

SEPTEMBER

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.**