

MEDIA KIT 2021

CHICAGO AGENT

MAGAZINE

ELEVATING THE BUSINESS *of* REAL ESTATE

With over **729,000 impressions** annually and a readership of **more than 40,500** 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

+ 60,000+ impressions/month



AGENT UPDATE NEWSLETTER

+ 40,500+ subscribers



CHICAGO AGENT SOCIAL NETWORKS

+ 19,200+ 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 13x/year

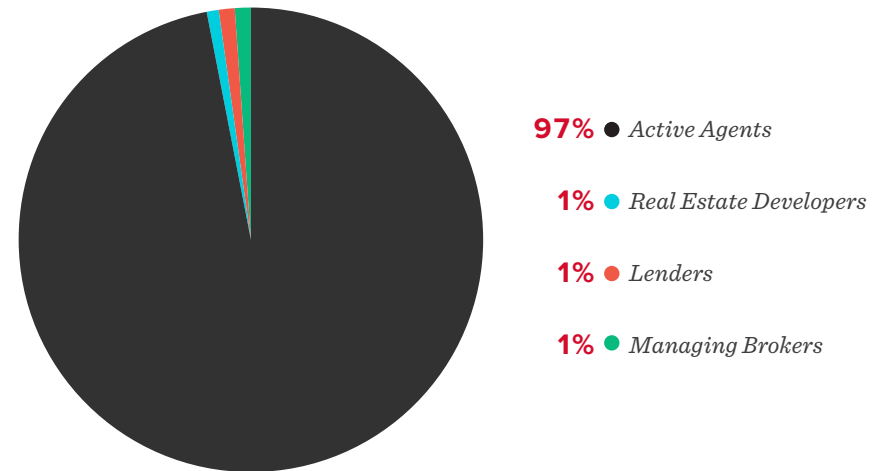


LIVE EVENTS

+ 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.



\$121,500
*median household
income of Realtors
in 2019**

9 YEARS
*median real estate
experience of all
Realtors**

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

77%
*of Realtors reccomend
a mortgage lender****

55
*median age
of all Realtors**

64%
*of all Realtors
are female**

59%
*of readers currently
have clients interested in
new construction***

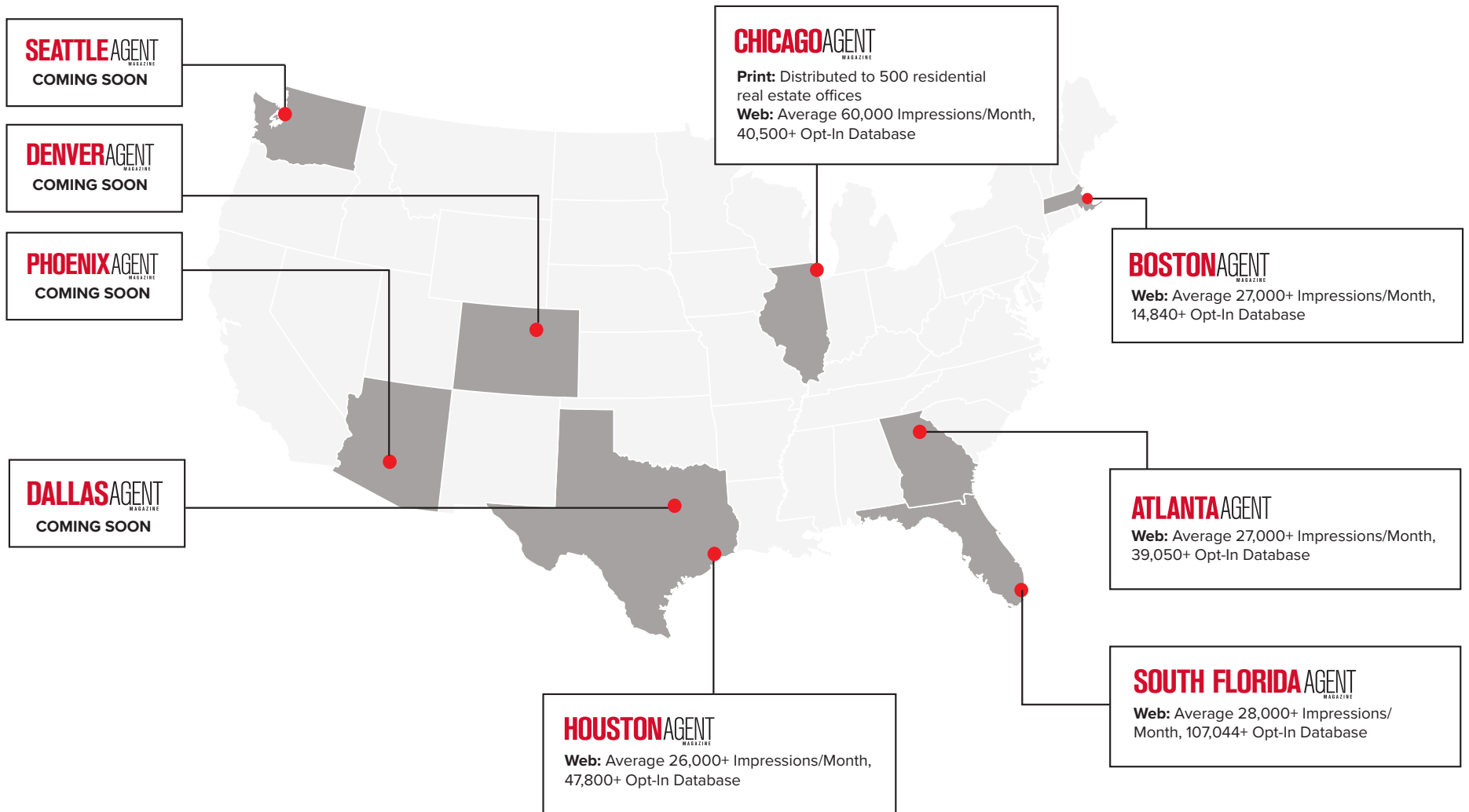
52%
*of readers sold new
contruction in the past 12
months***

*National Association of Realtors 2020 Member Profile.

**2020 Truth About Agents Chicago Agent Magazine Survey

***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
*Outside Back Cover	\$3,650	\$3,250	\$3,050
*Inside Front Cover	\$2,650	\$2,550	\$2,400
*Inside Back Cover	\$2,350	\$2,100	\$2,025
*Across from TOC	\$2,300	\$2,050	\$1,850
*Center Spread	\$3,700	\$3,375	\$3,150
Full Page	\$1,575	\$1,325	\$1,150
2/3 page	\$1,280	\$1,150	\$1,000
1/2 page	\$1,075	\$950	\$850
1/3 page	\$800	\$725	\$625
1/4 page	\$650	\$575	\$500

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

Add \$780 for color spreads.

PREMIUM DISPLAY ADVERTISING

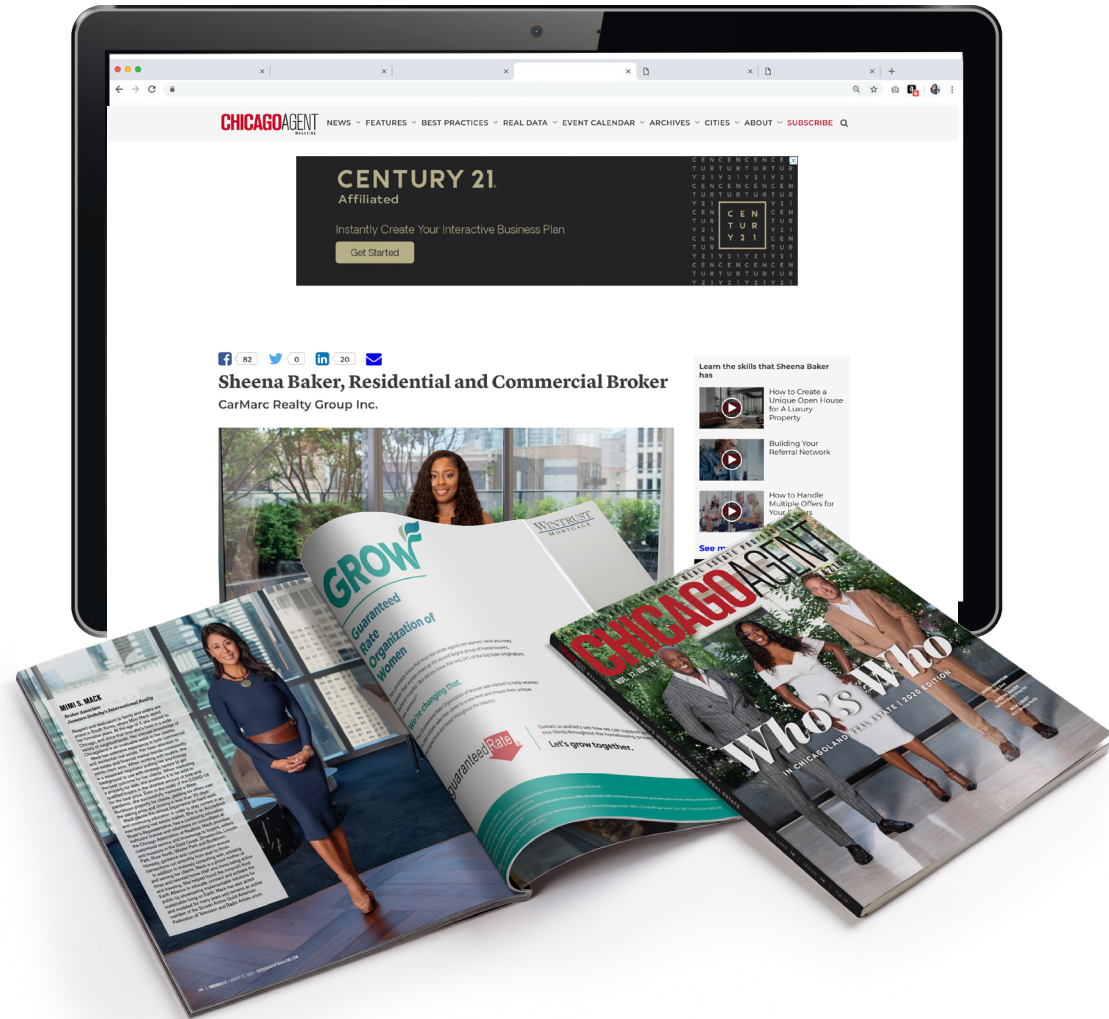
Premium display advertising units are indicated with * and include color processing. All other display advertising units are in black and white.

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. 30 **Ad Reservation Deadline:** Aug. 2 **Materials Deadline:** Aug. 9

See **page 6** for print ad rates. See **page 10** for website ad rates. Premium placement ads may have an earlier Materials Deadline.

For more information contact anne@agentpublishing.com

If you would like information about being profiled or nominating others to be profiled, contact marci@agentpublishing.com

PRINT ADVERTISEMENTS • 2021 Editorial Calendar



SPECIAL ISSUE

AUGUST 30

Who's Who in Chicagoland Residential Real Estate

Reservation Deadline: Aug. 2
Materials Deadline: Aug. 9

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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.

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

JANUARY

- 04 Business Planning**
Reservation Deadline: Dec. 23
Materials Deadline: Dec. 28

FEBRUARY

- 01 Real Data/ Top Producers**
Reservation Deadline: Jan. 20
Materials Deadline: Jan. 25

MARCH

- 01 Lending**
Reservation Deadline: Feb. 18
Materials Deadline: Feb. 22

APRIL

- 05 Truth About Agents Survey**
Reservation Deadline: March 24
Materials Deadline: March 29

MAY

- 03 Chicagoland Luxury Homes**
Reservation Deadline: April 23
Materials Deadline: April 26

JUNE

- 07 Business Building Tech**
Reservation Deadline: May 27
Materials Deadline: June 1

JULY

- 05 Branding**
Reservation Deadline: June 23
Materials Deadline: June 28

AUGUST

- 02 Market Report**
Reservation Deadline: July 20
Materials Deadline: July 26

SEPTEMBER

- 06 New Construction**
Reservation Deadline: Aug. 25
Materials Deadline: Aug. 30

OCTOBER

- 04 Brokerage Report**
Reservation Deadline: Sept. 22
Materials Deadline: Sept. 27

NOVEMBER

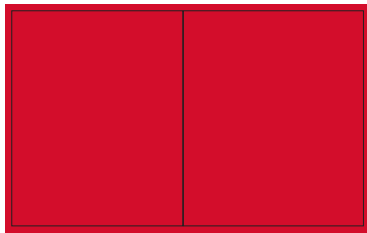
- 01 Agents' Choice Awards**
Reservation Deadline: Oct. 20
Materials Deadline: Oct. 25

DECEMBER

- 06 Predictions**
Reservation Deadline: Nov. 24
Materials Deadline: Nov. 29

NOTE: Premium placement ads have an earlier Materials Deadline. Please contact Chicago Agent for specific dates.

PRINT ADVERTISEMENTS • *Specifications*



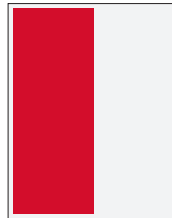
SPREAD

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



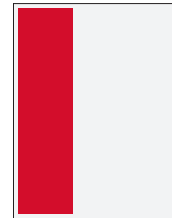
FULL PAGE

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 toria.beckum@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)

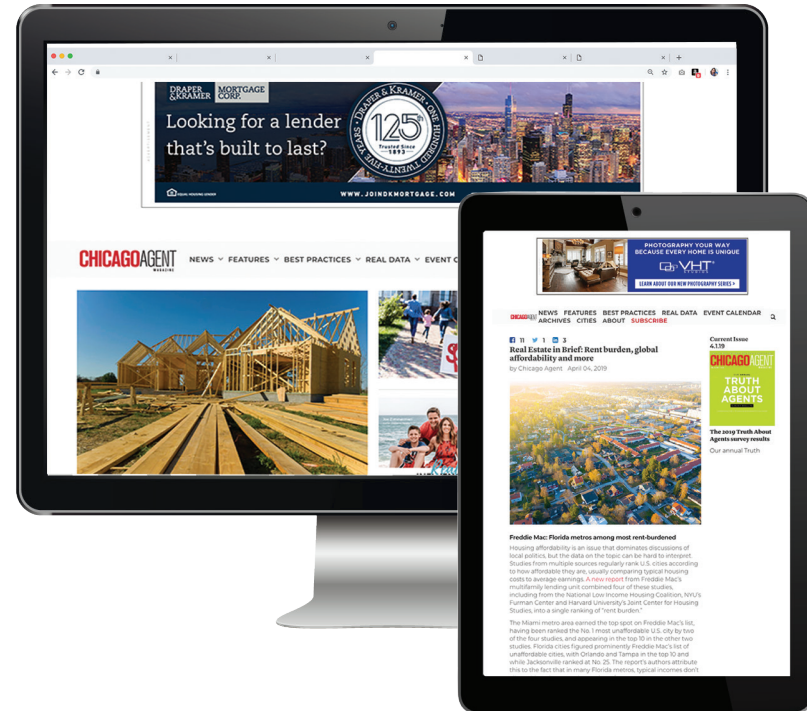
OTHER REQUIREMENTS

- 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 60,000 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.



PRODUCT

Billboard (Rotating)

Prestitial Ad

DESKTOP

970 x 250 px

700 x 700 px

MOBILE

300 x 250 px

RATE

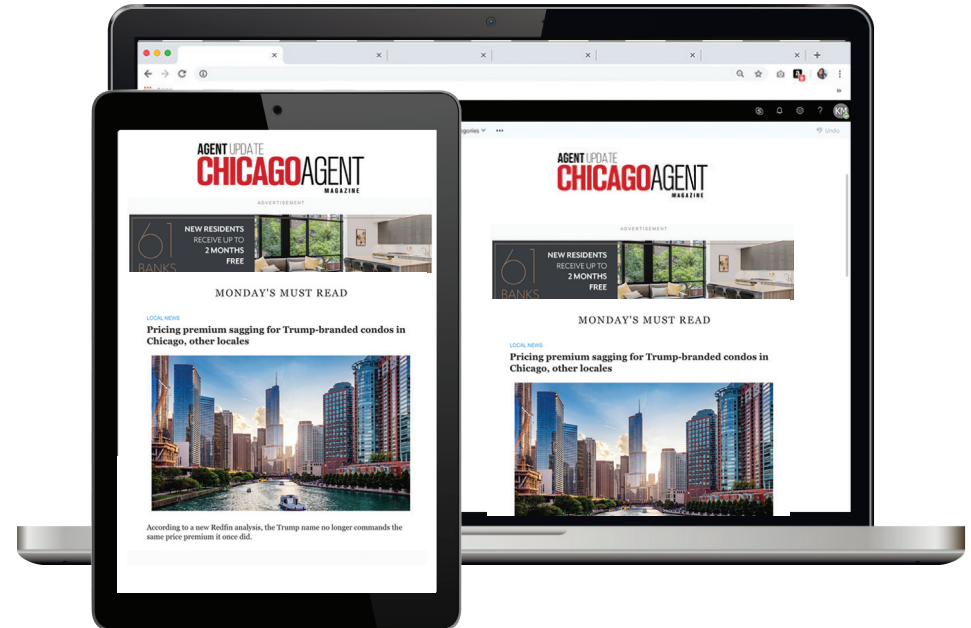
\$575 / 30 days

\$575 / 7 days

DIGITAL ADVERTISEMENTS · *Bi-Weekly Newsletters*

MORE THAN
40,500
SUBSCRIBERS

Our bi-weekly newsletters, sent every Monday and Thursday, reach a target audience that is actively seeking industry news. When you advertise in these newsletters, your message is a consistent presence for a highly-engaged readership.



PRODUCT

Newsletter Billboard

DIMENSIONS

970 x 250 px

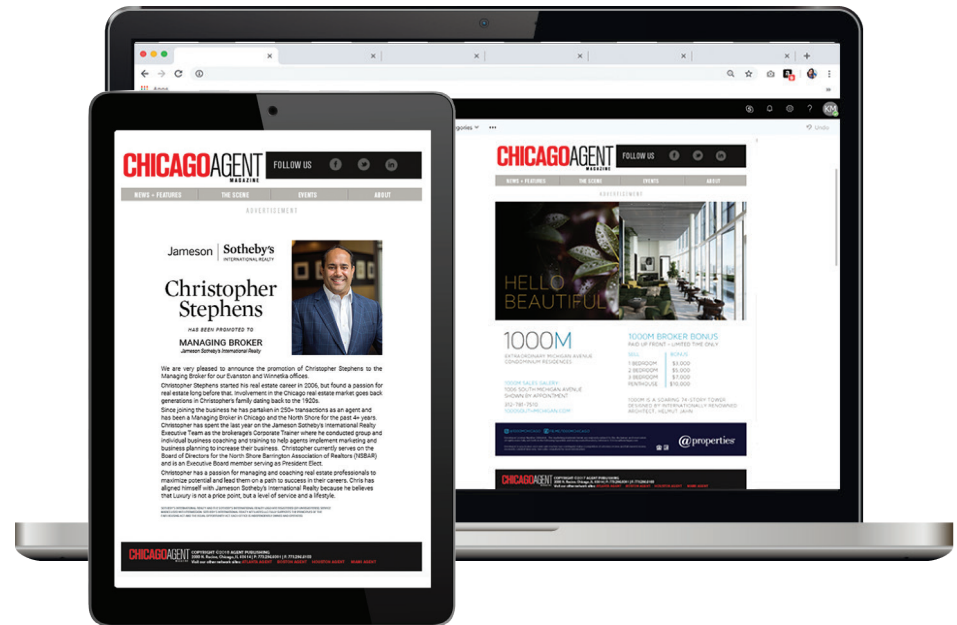
RATE

\$500 / Week

DIGITAL ADVERTISEMENTS • Custom E-blasts

YOUR MESSAGE DELIVERED STRAIGHT TO OUR AUDIENCE

Our database consists of targeted, qualified real estate professionals. Our most popular product, e-blasts often sell out and have a high open rate every day of the week.



DATABASE	1X	10X	20X
Chicago / North Shore	\$975	\$925	\$870
Suburbs	\$975	\$925	\$870
Both	\$1,450	\$1,375	\$1,325

DIGITAL ADVERTISEMENTS • *Requirements*

WEB ADVERTISING REQUIREMENTS

SUBMISSION

All ads must be submitted by the ad artwork deadline.

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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 toria.beckum@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.

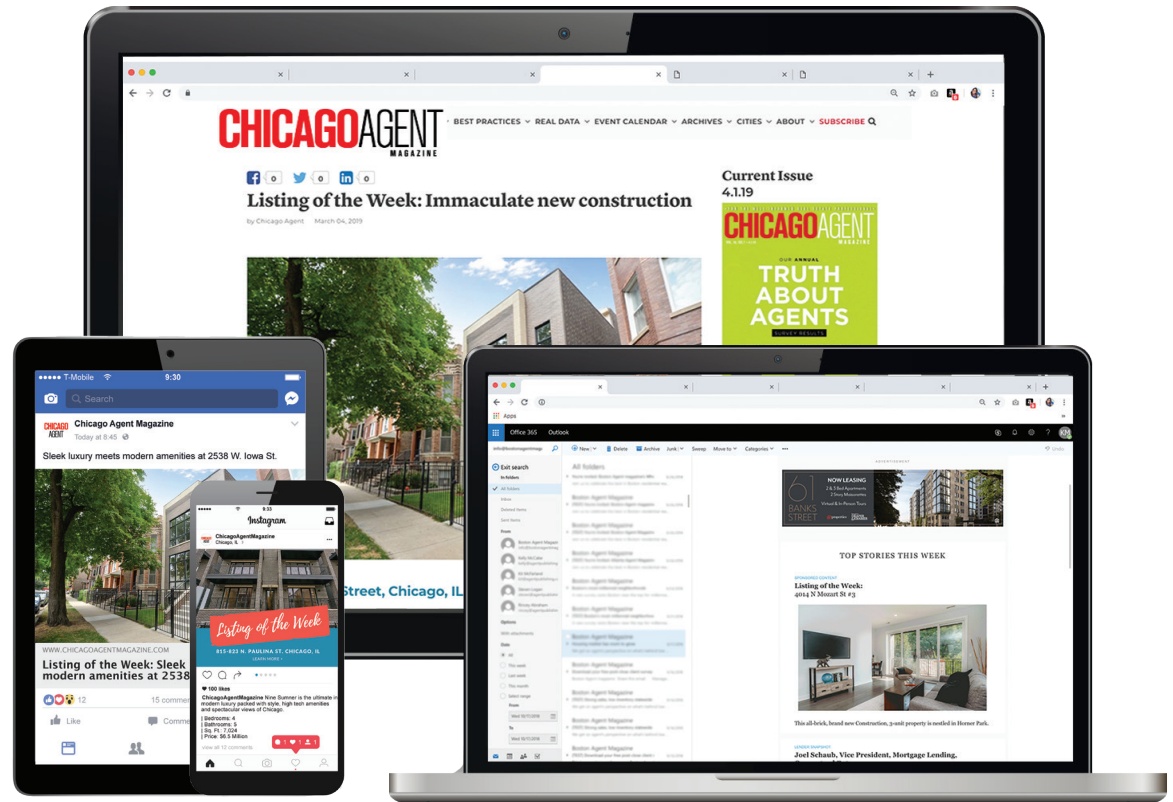
OTHER REQUIREMENTS

- 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. *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 **Resource Guide**, your authoritative content gets published and promoted by Agent Publishing. Our Resource 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 develops as industry professionals access your Resource Guide content, including full reporting and contact information from anyone who downloads it.

Resource Guide

TOOLS TO ELEVATE YOUR CAREER

TECHNOLOGY

Guaranteed Rate Raises over
\$3M for Childrens Charity

BUSINESS DEVELOPMENT

Joel Schaub, VP of Mortgage
Lending, Guaranteed Rate

SOCIAL MEDIA MARKETING

Is Virtual Staging Here to Stay?
We Asked the Experts

Resource Guide inclusion \$750/month
on ChicagoAgentMagazine.com

CONTENT SOLUTIONS · *Premium Content*

SPONSORED POST | \$700

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

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

DEVELOPING CHICAGOLAND | \$2,400

DIGITAL ONLY OPTION | \$1,800

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 | \$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.

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

REAL INFLUENCERS | \$1,475

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 | \$1,995

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 2021**

In its third 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: TBD **Location:** TBD

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 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

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.**