

MEDIA KIT 2025

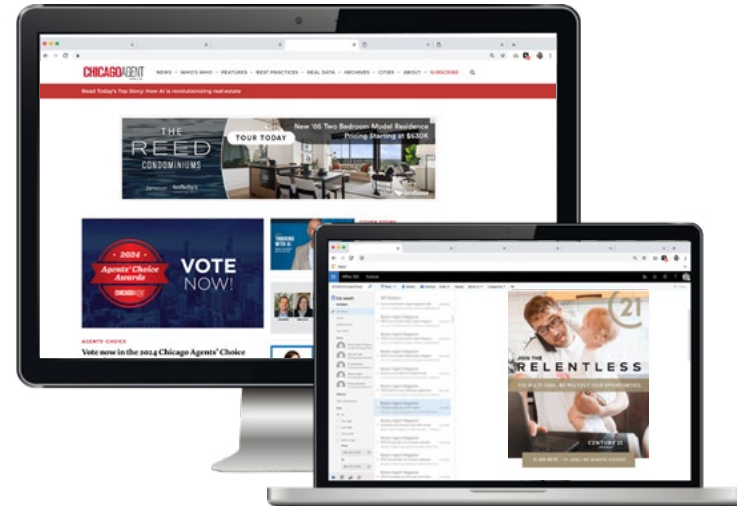
# CHICAGO AGENT

MAGAZINE

## ELEVATING THE BUSINESS *of* REAL ESTATE

With over **129,000 impressions per month** and a readership of **more than 50,000 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**

+ 129,000+ impressions monthly



## **AGENT UPDATE NEWSLETTER**

+ 50,000+ subscribers



## **CHICAGO AGENT SOCIAL NETWORKS**

+ 25,000+ engaged real estate professionals in our Facebook, LinkedIn and Instagram communities

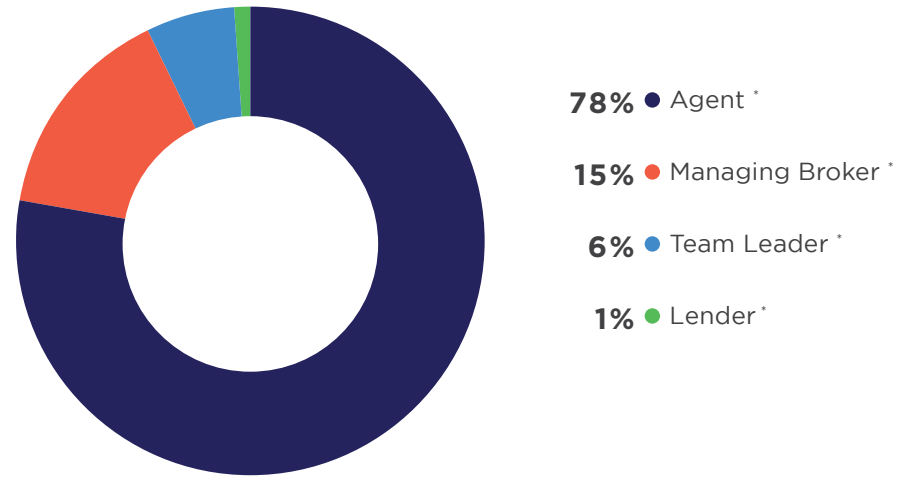


## **CHICAGO AGENT MAGAZINE PRINT**

+ Print copies are distributed to 500+ real estate offices throughout Chicagoland 13x/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 through news and tech coverage, educational articles, interviews with industry leaders and other in-depth features. Facilitating connection within the real estate community, Chicago Agent empowers agents to build their business.



\*Agent Publishing’s 2024 Truth About Agents survey  
\*\*NAR’s 2024 Member Profile  
\*\*\*Agent Publishing’s 2024 New Construction survey

**\$55,800**  
median **household income**  
of Realtors in 2023\*\*

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

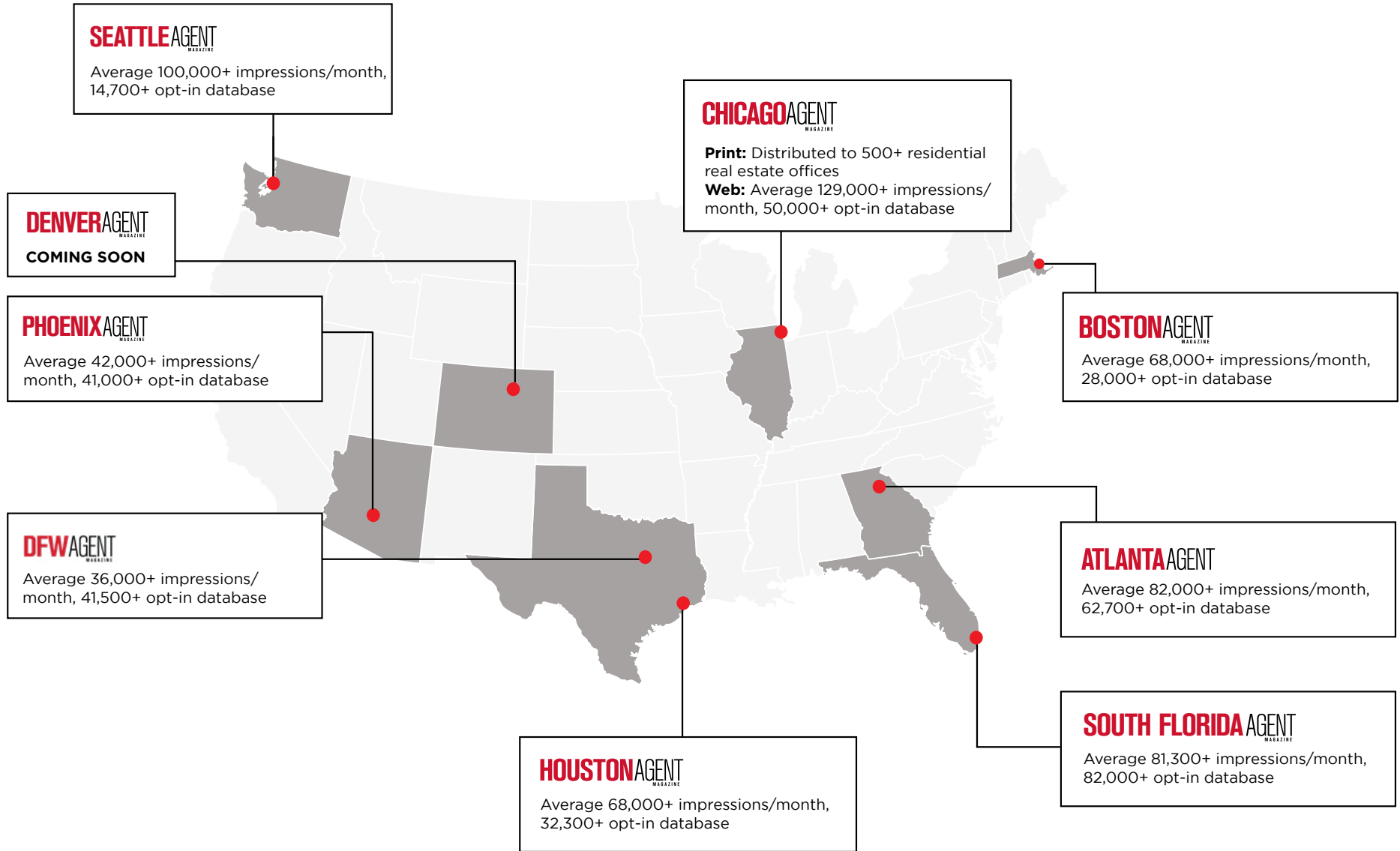
**55**  
median **age** of all Realtors\*\*

**65%**  
of all Realtors are **female**\*\*

**62%**  
of readers sold new construction  
in the **past 12 months**\*\*\*

**50%**  
of readers currently have clients  
interested in **new construction**\*

# 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 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	\$4,110	\$3,675	\$3,450
*Inside Front Cover	\$3,010	\$2,885	\$2,680
*Inside Back Cover	\$2,670	\$2,380	\$2,300
*Across from TOC	\$2,610	\$2,325	\$2,100
*Center Spread	\$4,170	\$3,810	\$3,565
Full Page	\$1,785	\$1,500	\$1,310
2/3 Page	\$1,465	\$1,310	\$1,135
1/2 Page	\$1,220	\$1,075	\$965
1/3 Page	\$910	\$820	\$700
1/4 Page	\$740	\$655	\$565

Add \$375 per insertion for four-color processing.

## PREMIUM DISPLAY ADVERTISING

\* Denotes premium display advertising units and includes 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. 25, 2025    **Ad Reservation Deadline:** July 9, 2025    **Materials Deadline:** July 28, 2025

Premium placement ads may have an earlier materials deadline.

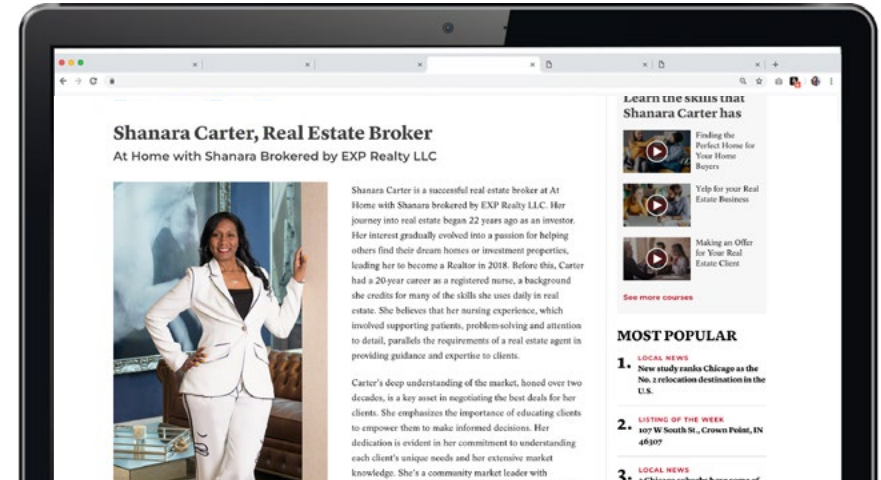
For more information contact [anne@agentpublishing.com](mailto:anne@agentpublishing.com). If you would like information about being profiled or nominating others to be profiled, contact [marci@agentpublishing.com](mailto:marci@agentpublishing.com).

# SPECIAL FEATURE

# ADDITIONAL WHO'S WHO OPPORTUNITIES

Last year, we expanded our regional coverage, adding Who's Who in Residential Real Estate in two new markets: Lake Geneva and Southwest Michigan/Northwest Indiana.

These new issues have broadened our readership and offer advertisers the chance to connect with additional real estate professionals adjacent to the Chicagoland area.



If you would like information about advertising, being profiled or nominating others to be profiled, contact [marci@agentpublishing.com](mailto:marci@agentpublishing.com).



# PRINT ADVERTISEMENTS · 2025 Editorial Calendar

## JANUARY

- 06 Market outlook**  
Ad Reservation Deadline: Dec. 20  
Materials Deadline: Dec. 26

## APRIL

- 07 The Truth About Agents survey**  
Ad Reservation Deadline: March 26  
Materials Deadline: March 31

## JULY

- 07 Associations up close**  
Ad Reservation Deadline: June 25  
Materials Deadline: June 30

## OCTOBER

- 06 Hot markets**  
Ad Reservation Deadline: Sept. 24  
Materials Deadline: Sept. 29

## FEBRUARY

- 03 Top producers**  
Ad Reservation Deadline: Jan. 22  
Materials Deadline: Jan. 27

## MAY

- 05 Chicagoland luxury**  
Ad Reservation Deadline: April 23  
Materials Deadline: April 28

## AUGUST

- 04 Negotiation tactics**  
Ad Reservation Deadline: July 23  
Materials Deadline: July 28
- 25 Who's Who in Chicagoland Residential Real Estate**  
Ad Reservation Deadline: July 9  
Materials Deadline: July 28

## NOVEMBER

- 03 Agents' Choice Awards**  
Ad Reservation Deadline: Oct. 22  
Materials Deadline: Oct. 27

## MARCH

- 03 Mortgage lending**  
Ad Reservation Deadline: Feb. 19  
Materials Deadline: Feb. 24

## JUNE

- 02 Tech**  
Ad Reservation Deadline: May 21  
Materials Deadline: May 26

## SEPTEMBER

- 01 New construction**  
Ad Reservation Deadline: Aug. 20  
Materials Deadline: Aug. 25

## DECEMBER

- 08 Predictions**  
Ad Reservation Deadline: Nov. 19  
Materials Deadline: Nov. 24



## SPECIAL ISSUE

**August 25**

### Who's Who in Chicagoland Residential Real Estate

Ad Reservation: July 9  
Materials Deadline: July 28

In this special annual issue, we profile top producers, team leaders, lenders and other highly regarded real estate professionals — supporting and recognizing excellence within the industry.

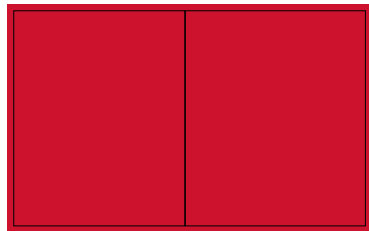
**Who's Who publishes in print and online.**

The popular issue also offers advertisers the opportunity to align with the best of the best in local residential real estate.

See **page 6** for print-ad rates.

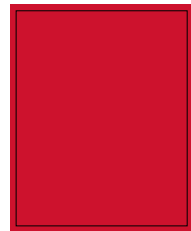
**NOTE:** Premium placement ads have an earlier materials deadline. Please contact Chicago Agent for specific dates.

# PRINT ADVERTISEMENTS • Specifications



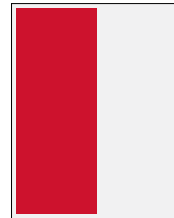
## SPREAD

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



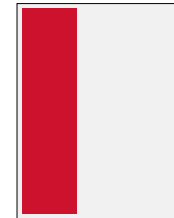
## FULL PAGE

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



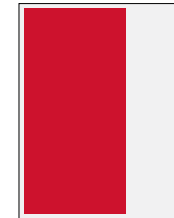
## 1/2 PAGE

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



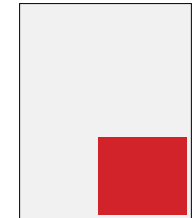
## 1/3 PAGE

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 [jazmin.salazar@agentpublishing.com](mailto:jazmin.salazar@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)

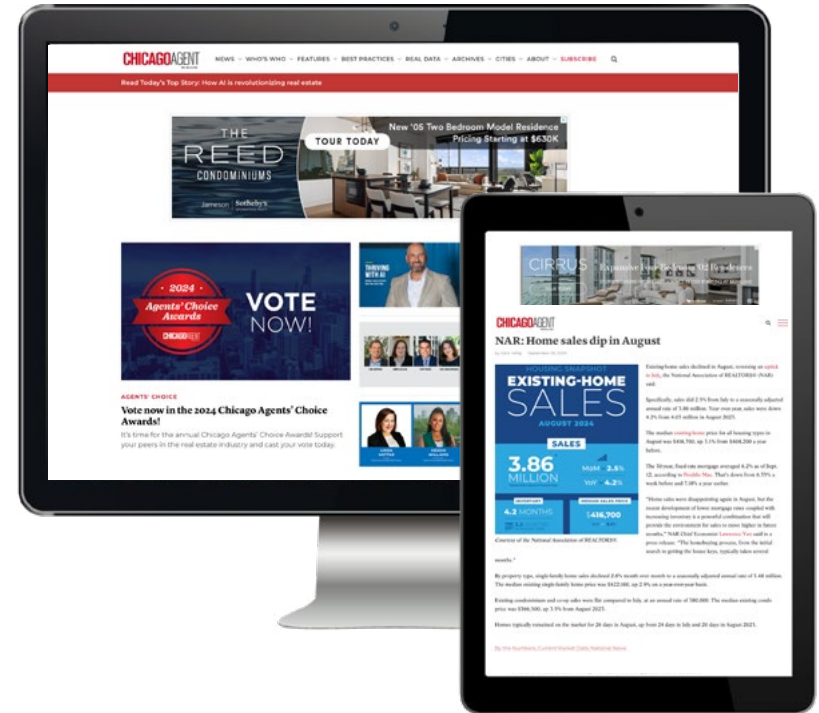
### OTHER REQUIREMENTS

- 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 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 129,000 WEB IMPRESSIONS PER MONTH

We've created a site for real estate professionals to stay informed and stay ahead of what's happening in the local industry, every day. ChicagoAgentMagazine.com where agents turn to learn, connect with peers and cultivate success.



### PRODUCT

Website Billboard Ad

### DESKTOP

970 x 250 px

### MOBILE

320 x 320 px

### RATE

\$575 / 30 days

Prestitial Ad

700 x 700 px

\$575 / 7 days

# DIGITAL ADVERTISEMENTS • *Biweekly Newsletters*

# MORE THAN 50,000 SUBSCRIBERS

Our newsletters reach a large target audience that is actively seeking industry news. When you advertise in Agent Update, our most popular newsletter, your message gains a consistent presence with our highly engaged readership.



## PRODUCT

**Weekly Newsletter Sponsorship**  
Includes 4 newsletters/week

## DIMENSIONS

970 x 300 px

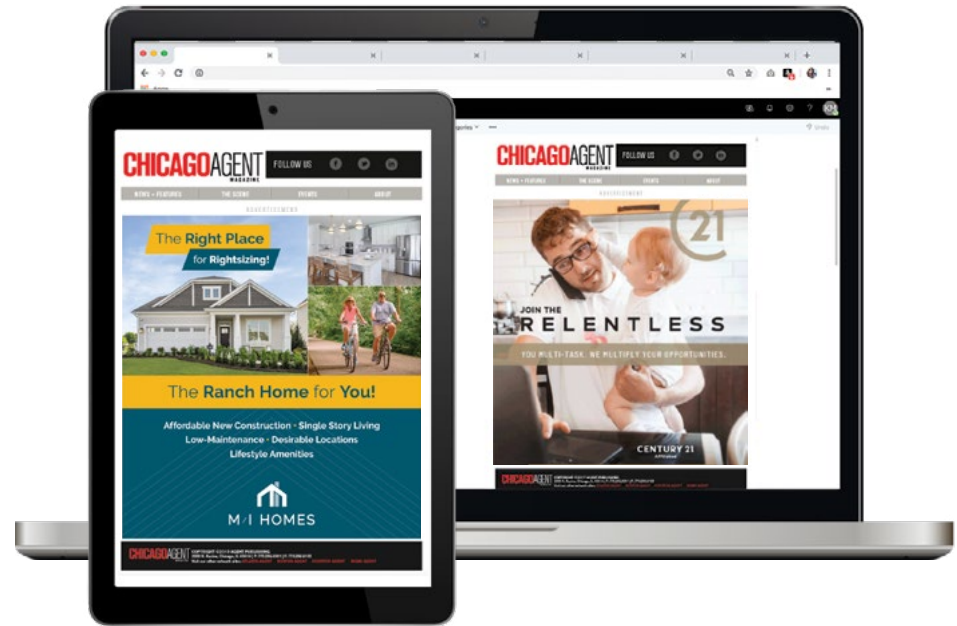
## RATE

\$500 / Week

# DIGITAL ADVERTISEMENTS • Custom E-blasts

## YOUR MESSAGE DELIVERED STRAIGHT TO OUR AUDIENCE

Our targeted database consists of more than 50,000 qualified real estate professionals. Our most popular product, e-blasts, often sell out and maintain a high open rate every day of the week.



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

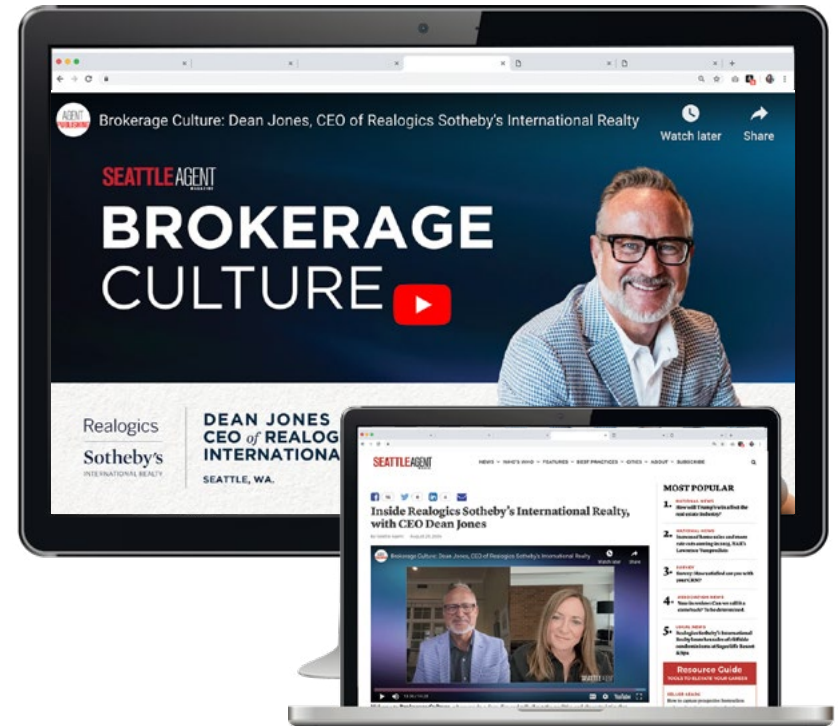
# BROKERAGE CULTURE

Video content is one of the best ways to get out your recruitment message, and Brokerage Culture can help. Brokerage Culture features your professional and cultural story and highlights what makes you different from other brokerages.

From concept to completion, we work with you to develop a compelling interview video that showcases your expertise and unique narrative to elevate your brand to our magazine readers.

- Pre-production, filming and editing of a 10- to 15-minute video focused on brokerage topic of your choice (support, tools, management, culture, etc.)
- Interview video and transcript which lives on ChicagoAgentMagazine.com
- Interview is promoted across all eight Agent Publishing markets through email newsletters (over 350,000 total subscribers)
- Three video clips are posted on Instagram, and the interview is promoted on Facebook and LinkedIn as well, tagging your company

**TOTAL: \$2,500**



# DEVELOPING CHICAGOLAND

Developing Chicagoland is a sponsored, full-length article on our site featuring a new development, new community or condominium building, including full-color photos and information on special amenities, affordability, luxury features, local impact and more.

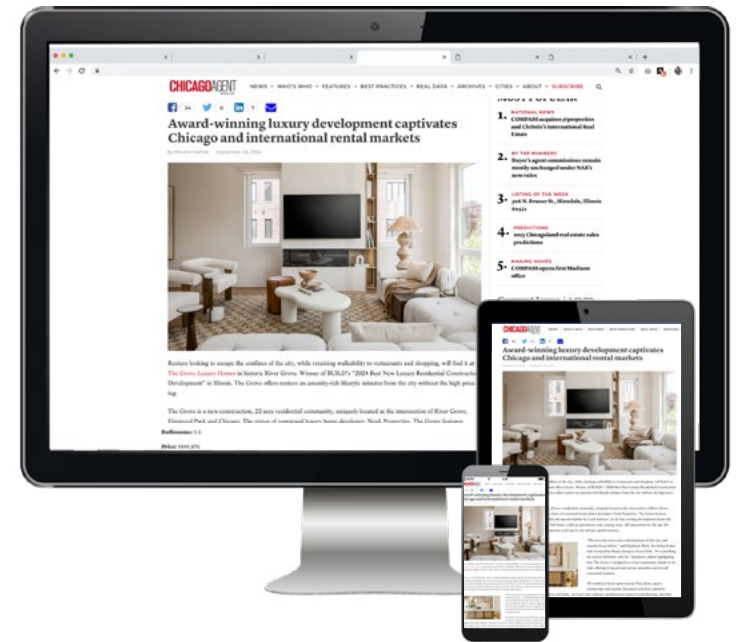
Developing Chicagoland is promoted:

- On ChicagoAgentMagazine.com
- In our weekly e-newsletter, Agent Update (50,000+ subscribers)
- On our social media accounts (Instagram, Facebook, LinkedIn)

This feature is highly searchable and highly shareable.

**PRINT + DIGITAL: \$2,400**

**DIGITAL ONLY: \$1,800**



## LISTING OF THE WEEK

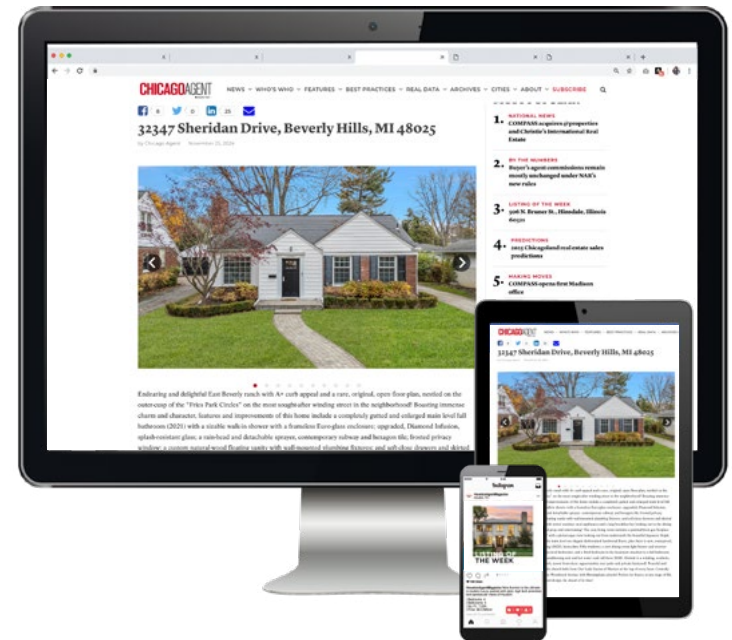
Listing of the Week is a perfect opportunity to highlight a home for sale that deserves a greater spotlight. Published on our site, it includes full-color images and listing information for potential buyers.

Listing of the Week is promoted:

- On ChicagoAgentMagazine.com
- In our weekly e-newsletter, Agent Update (50,000+ subscribers)
- On our social media accounts (Instagram, Facebook, LinkedIn)

This feature is highly searchable and highly shareable.

**TOTAL: \$375**





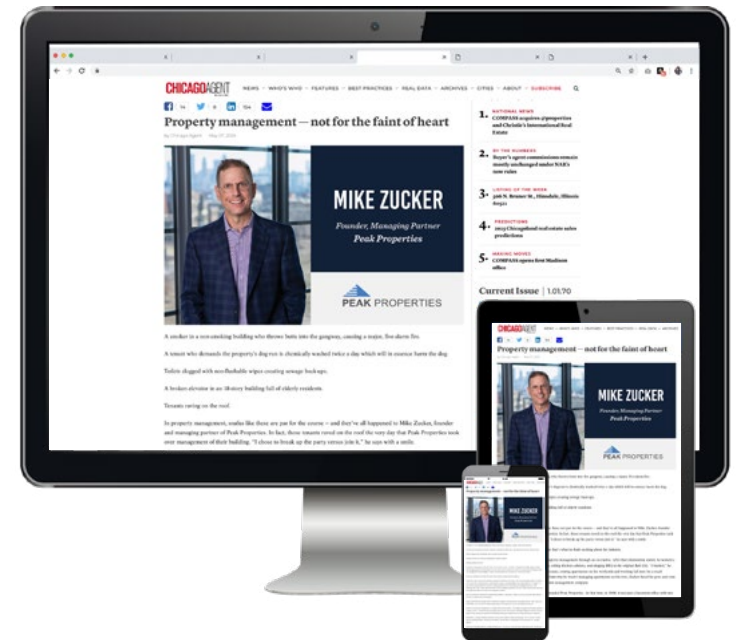
## **SPONSORED POST**

We will publish your article (650 words max) with an accompanying image on ChicagoAgentMagazine.com. The content is featured prominently on our home page for one week.

Sponsored posts are promoted:

- On ChicagoAgentMagazine.com
- In our weekly e-newsletter, Agent Update (50,000+ subscribers)
- On our social media accounts (Instagram, Facebook, LinkedIn)

**TOTAL: \$495**



# DIGITAL ADVERTISEMENTS • *Requirements*

## WEB ADVERTISING REQUIREMENTS

### SUBMISSION

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

For advertising inquiries, please contact Anne Hartnett at [anne@agentpublishing.com](mailto:anne@agentpublishing.com) or 773.296.6025.

### 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 [jack.renfree@agentedu.com](mailto:jack.renfree@agentedu.com).

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

## **SPONSORED POST | \$495**

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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## **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, luxury features, community impact and more.

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

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## **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**

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## **TEAM/COMPANY FEATURE | \$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**

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## **TECH WATCH | \$2,500**

Present your real estate tech solution — CRM software, mobile apps, data analytics platform, etc. — and share how, and why, agents use it to grow their business.

**ALL AGENT PUBLISHING WEBSITES +  
AGENT UPDATE EMAIL NEWSLETTERS +  
SOCIAL NETWORKS**