ATLANTA AGENT
MAGAZINE

2014
MEDIA
KIT

ATLANTAAGENT
MAGAZINE

Atlanta Agent magazine offers the broadest and deepest reach available into the Atlanta residential real estate community. Our website, newsletters, events, social networks and job board reach real estate professionals by providing rich, game-changing content.

We deliver consistent communication and a dynamic point of view to more than 19,500 email recipients. Atlanta Agent offers local coverage of real estate news and events with an industry-wide flavor, encouraging a dialogue between agents, mortgage professionals and real estate developers who serve the local housing market. The ultimate agent's resource, Atlanta Agent is the trusted source where agents turn for honest and reliable information about their business.

* About Agent Publishing

Agent Publishing is the leading publisher of residential business news for real estate professionals across the United States. With publications in some of the most influential cities across country, we deliver insightful reporting on the issues and stories that capture the essence of each individual market.

Whether it's an article on personal business development, an interview with a top producer, or an in-depth industry report, we consistently engage real estate professionals at every stage of their career. Beyond our websites and print publications, we also connect with the community through events, social media, branded content, and custom publishing.

With a variety of media properties in four major markets, we have the perfect venue to help you achieve your marketing goals. Stay tuned as we launch in additional cities and expand our reach.

AUDIENCE

FEMALE
60%

MALE
40%

. . . .

AGE

15% 21-35
33.4% 36-50
52% 51-60
Average age is 48

. . . .

- **40%** report having clients interested in new construction

- Average annual income **$96,266**
- **74%** of agents have been in real estate

ATLANTAAGENT

AtlantaAgentMagazine.com includes breaking news, blogs, video, job board, connections to Twitter and Facebook networks, and more.
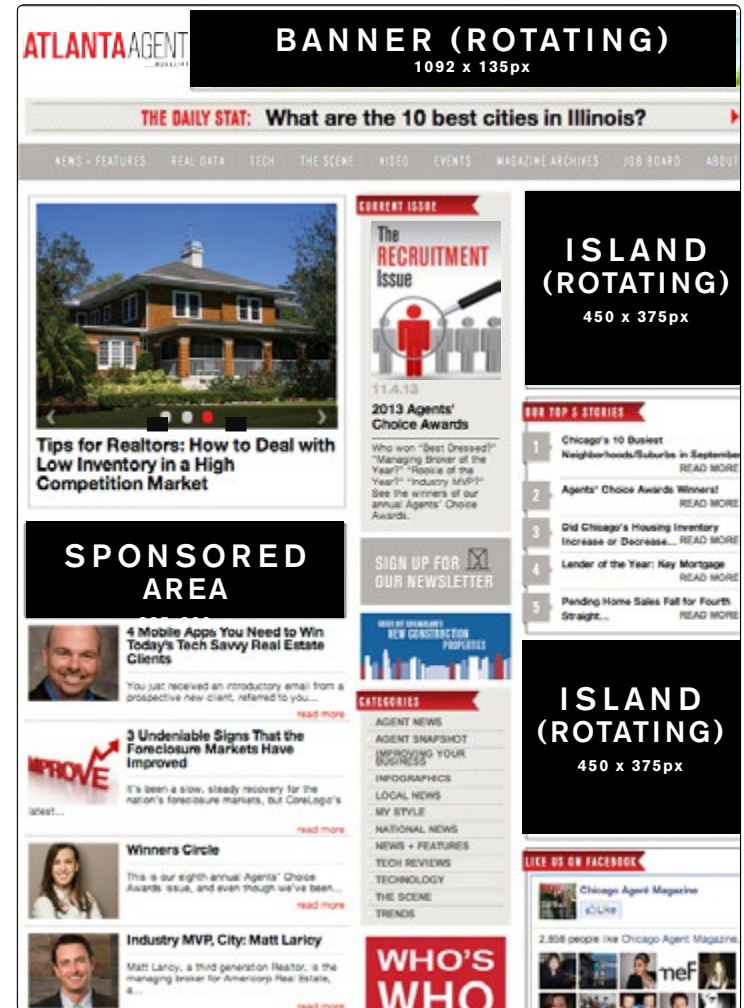
✳ WEB AD PRICING
....

TOP BANNER (ROTATING)
1092 x 135 px (standard desktop dimensions)
450 x 180 px (mobile device dimensions). . . . . **$200/**30 DAYS

ISLAND (ROTATING)*
450 x 375 px (standard desktop dimensions)
450 x 180 px (mobile device dimensions). . . . . **$150/**30 DAYS

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*The ad will be visible on both island ad locations on the website.
*In order for ads to display properly on desktop and mobile devices, we require two versions of the ad to be submitted with the above dimensions

ATLANTAAGENT
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Atlanta Agent delivers useful, real estate-related breaking news, advice and information to more than 19,500 readers via email with the weekly "Agent Update." Dedicated e-blasts can also be sent to announce events, company news and more.

Database/Price Options   **E-BLAST**

Full Atlanta Agent
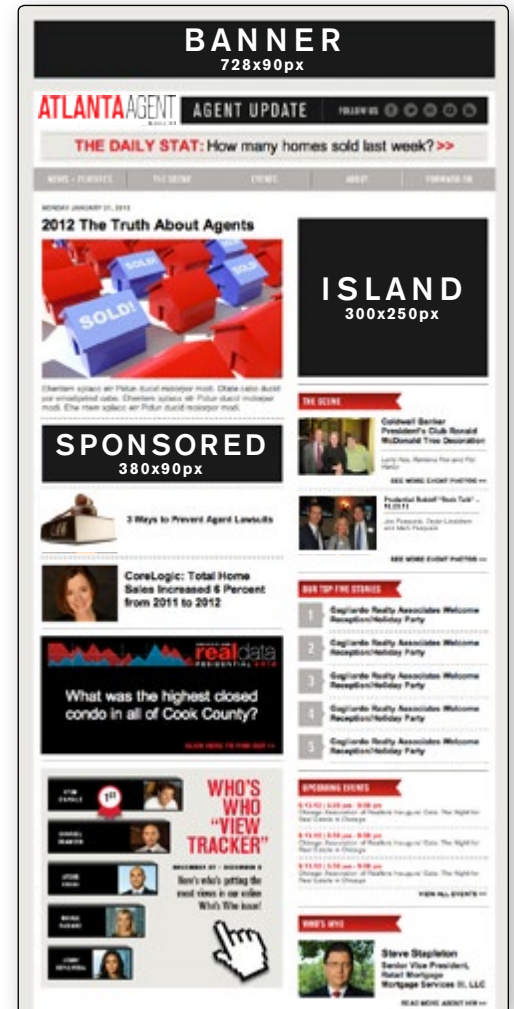Database
(approx. 19,500)
$300

specs
550x558px

**AVAILABLE
TUESDAY-SUNDAY**

This information is closely monitored and subject to change

Price Options   **AGENT UPDATE (approx. 19,500)**

Top Banner
$200

Island
$150

AVAILABLE MONDAYS

ATLANTAAGENT
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Sponsored Posts are uniquely positioned to generate both awareness and engagement beyond the advertising display banner. Presented within the editorial stories on our website, the Sponsored Post positions your brand so it can directly "speak" to the Atlanta Agent audience.

The Sponsored Post is featured above the fold alongside the day's headlines and stories, and is a featured link in our Monday email newsletter, Agent Update. When readers click on the Sponsored Post, the complete post is revealed – a wide canvas for copy, imagery or video and interactivity that showcases your message.

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SPONSORED POST PRICING
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$200/7 DAYS

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Web page sponsorships are ideal to position your brand on one of the two most popular sections of our website, **The Scene** and **Events Calendar**. Located above the fold, sponsorship includes your logo at the top of our content with the copy "Calendar of Events (or The Scene) Sponsored by (logo)." This spot does not rotate and will click through to your website.

✳

SPONSORED WEB PAGE PRICING
....

BANNER
610 x 72 px . . . . **$300/**30 DAYS