

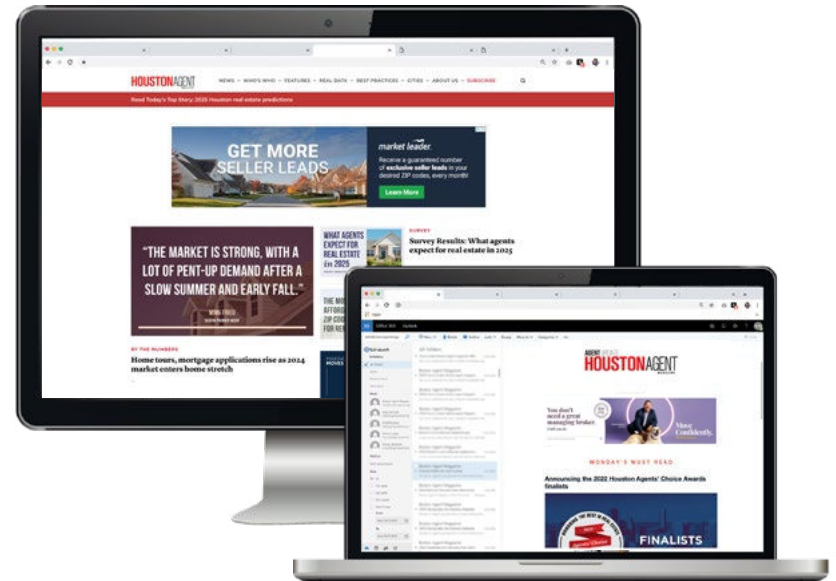
MEDIA KIT 2025

# HOUSTON AGENT MAGAZINE

## ELEVATING THE BUSINESS *of* REAL ESTATE

With **over 68,000 impressions per month** and a readership of **more than 32,000 real estate professionals**, Houston Agent magazine is where agents and industry leaders turn for the latest news in Houston residential real estate.

# REACH OUR AUDIENCE BY PLATFORM



## HOUSTONAGENTMAGAZINE.COM

+ 68,000+ impressions monthly



## AGENT UPDATE NEWSLETTER

+ 32,300+ subscribers



## HOUSTON AGENT SOCIAL NETWORKS

+ 7,000+ engaged real estate professionals in our Facebook, LinkedIn and Instagram communities

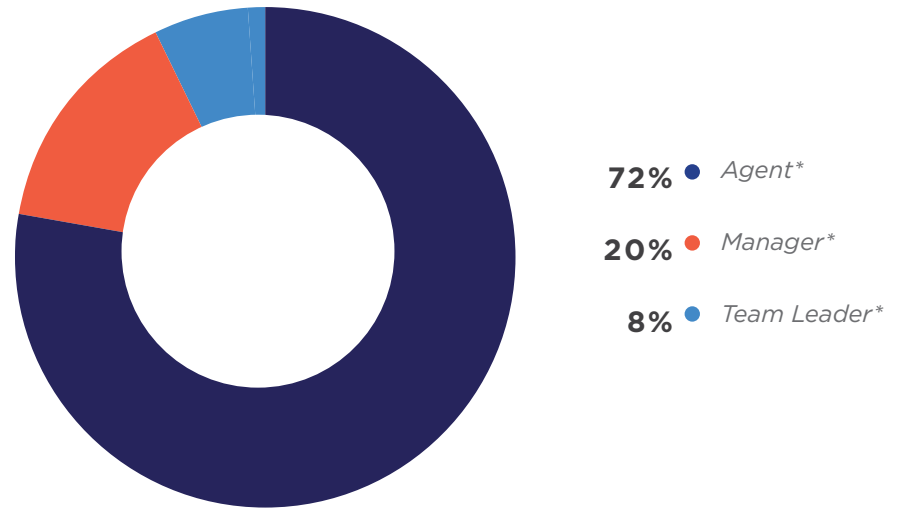


## WHO'S WHO IN HOUSTON RESIDENTIAL REAL ESTATE

+ Print copies are distributed to 500+ brokerages throughout greater Houston

# WHO READS HOUSTON AGENT MAGAZINE

Our readers value Houston Agent magazine’s insightful and data-driven journalism. We’ve earned our reputation as the leading Houston 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, Houston Agent empowers agents to build their business.



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

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

**81%**  
of readers sold new construction in the **past 12 months**\*\*

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

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

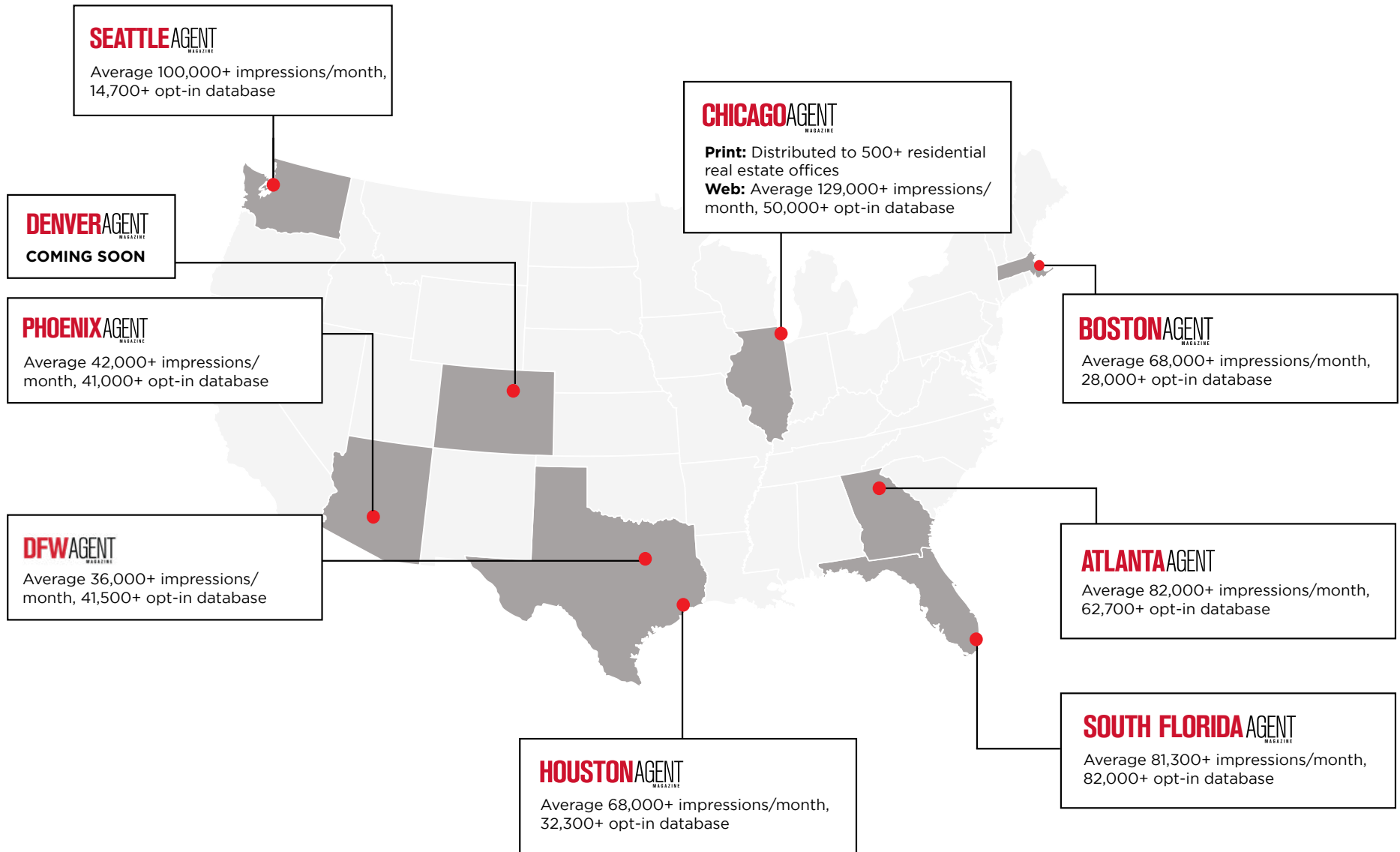
**83%**  
of readers currently have clients interested in **new construction**\*

\*Agent Publishing’s 2024 Truth About Agents survey

\*\*NAR’s 2024 Member Profile

\*\*\*Agent Publishing’s 2024 New Construction survey

# REACH MARKETS · Audience



# SPECIAL FEATURE

# WHO'S WHO IN HOUSTON REAL ESTATE

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

**In print and online.**

Who's Who in Houston Real Estate print and digital issue is an excellent opportunity for brands to have a presence among the best in Houston real estate. The issue is delivered to brokerages offices, lending branches and notable businesses in the Houston area. With a one-year shelf life, it will be prominently displayed, ensuring lasting visibility and influence.



**Issue Date:** June 2, 2025

**Ad Reservation Deadline:** May 8, 2025

**Materials Deadline:** May 12, 2025

**Full Page:** \$2,500

**Two-Page Page Spread:** \$4,500

*Premium positions available upon request.*

For more information on advertising in our **Who's Who in Houston Real Estate** issue, or if you would like information about being profiled or nominating others to be profiled, contact [anne@agentpublishing.com](mailto:anne@agentpublishing.com).

# DIGITAL ADVERTISEMENTS · 2025 Editorial Calendar

**Houston Agent magazine** delivers local news and information to residential real estate professionals throughout Houston. As an online publication, we take a perspective that goes beyond daily news to offer in-depth reporting on the full range of topics that are important to our readers — including the professionals that make the Houston market move.

## FEBRUARY

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### 01 Truth About Agents

This annual survey asks real estate professionals to weigh in on how much they're earning, how much they spend on marketing, what they think of their current brokerages and what kind of training they value. You'll find demographic information you can't get elsewhere — it's a finger on the pulse of the market.

## JUNE

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### 02 Who's Who in Houston Real Estate | **IN PRINT AND ONLINE**

This special, yearly issue supports and recognizes both excellence and leadership in the real estate industry. We profile top producers, team leaders, mentors and other highly regarded professionals. This popular issue also gives advertisers an opportunity to align with the best in Houston residential real estate.

## OCTOBER

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### 06 Agents' Choice Awards

Houston magazine's annual Agents' Choice Awards is a special feature where our readers vote to recognize the best in the business! The top vote-earners are honored in a special edition of the online magazine and receive a commemorative award.

## DECEMBER

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### 08 Real Estate Predictions

For our end-of-year Predictions feature, we let local and experts weigh in telling us what they think will happen in the year ahead. Who could have predicted 2020? Now, we want to hear what they have to say about 2025, 2026 and beyond.

## REGULAR FEATURES

### THE SCENE

Photo coverage of grand openings or other company events, including parties, awards, golf outings, charity events, etc.

### AGENT/LENDER SNAPSHOT

A light Q&A with an agent or lender, which is promoted on our social channels.

### NEW CONSTRUCTION NEWS

Developers and builders announce new projects, communities and events, plus updates to the life cycle of their projects.

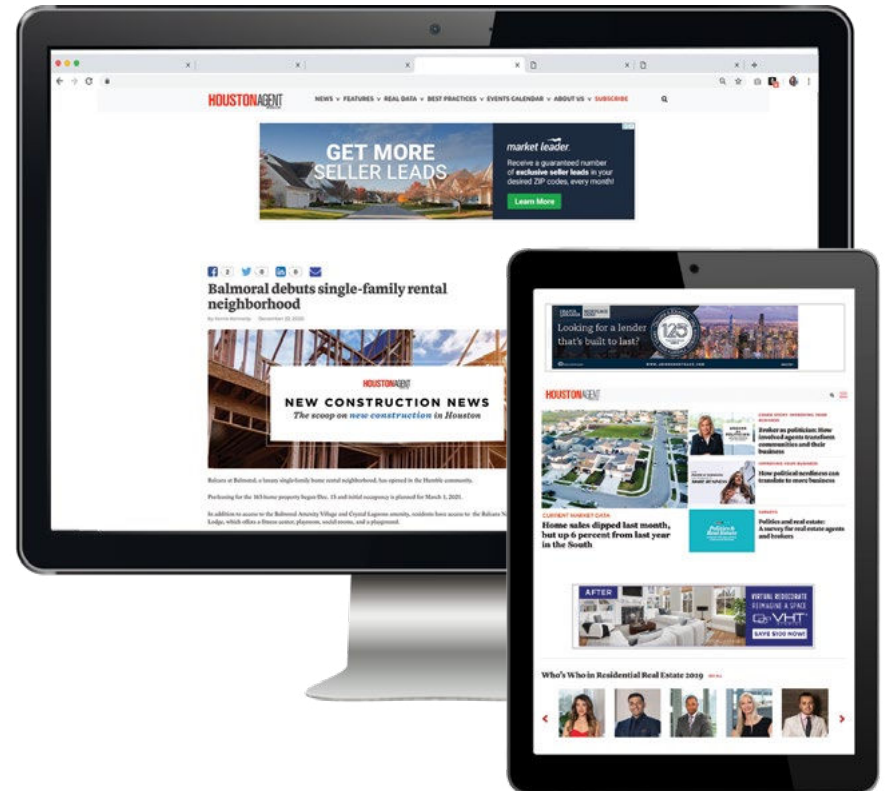
### MAKING MOVES

Keep tabs on the comings and goings of real estate professionals, including new hires, office openings and other happenings within the Houston area.

# DIGITAL ADVERTISEMENTS

## MORE THAN 68,000 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 industry, every day. [HoustonAgentMagazine.com](http://HoustonAgentMagazine.com) is the place agents go to learn and cultivate their success.



### PRODUCT

Website Billboard Ad

### DESKTOP

970 x 250 px

### MOBILE

320 x 320 px

### RATE

\$475 / 30 days

Pop-up Ad

700 x 700 px

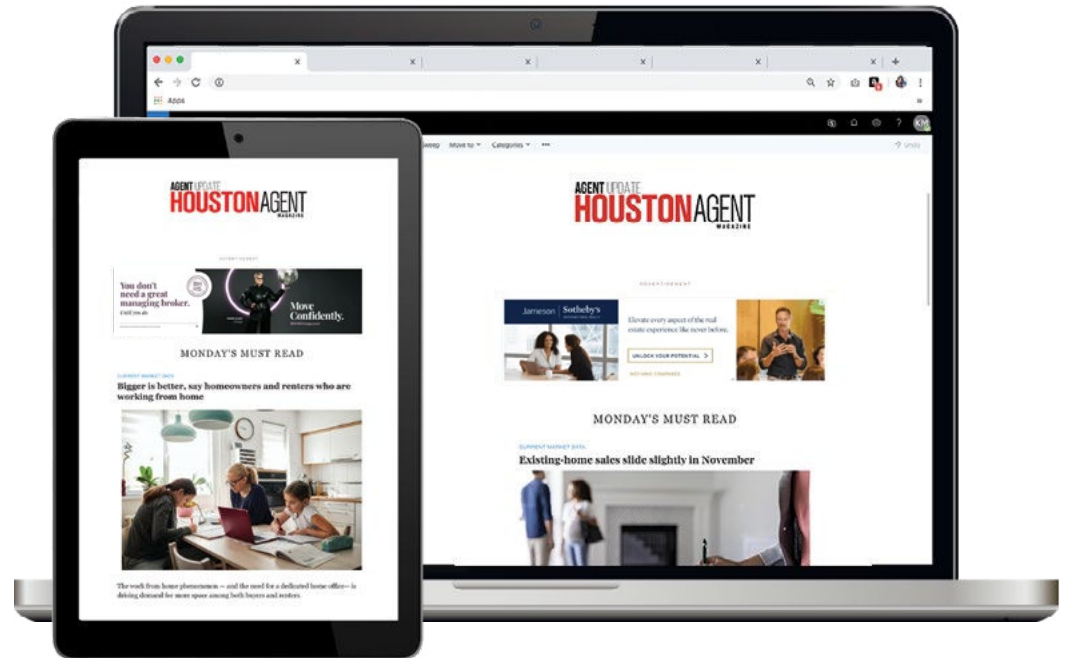
320 x 320 px

\$375 / 7 days

# DIGITAL ADVERTISEMENTS · *Biweekly Newsletters*

# MORE THAN 32,300 SUBSCRIBERS

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



## PRODUCT

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

## DESKTOP & MOBILE DIMENSIONS

970 x 300 px - Top position banner

## RATE

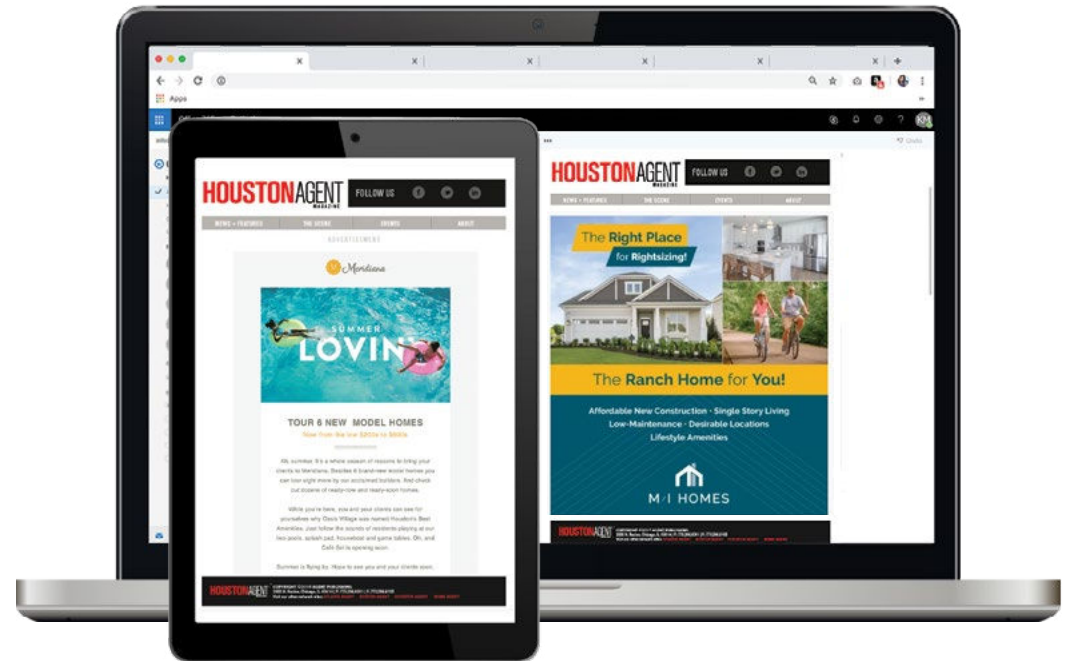
\$375 / Week



# DIGITAL ADVERTISEMENTS • *Custom E-blasts*

## YOUR MESSAGE DELIVERED STRAIGHT TO OUR AUDIENCE

Our database consists of more than 32,300 targeted, 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

**Full Database**

**1x**

\$575/e-blast

**3x**

\$500/e-blast

**6x**

\$450/e-blast

**12x**

\$425/e-blast

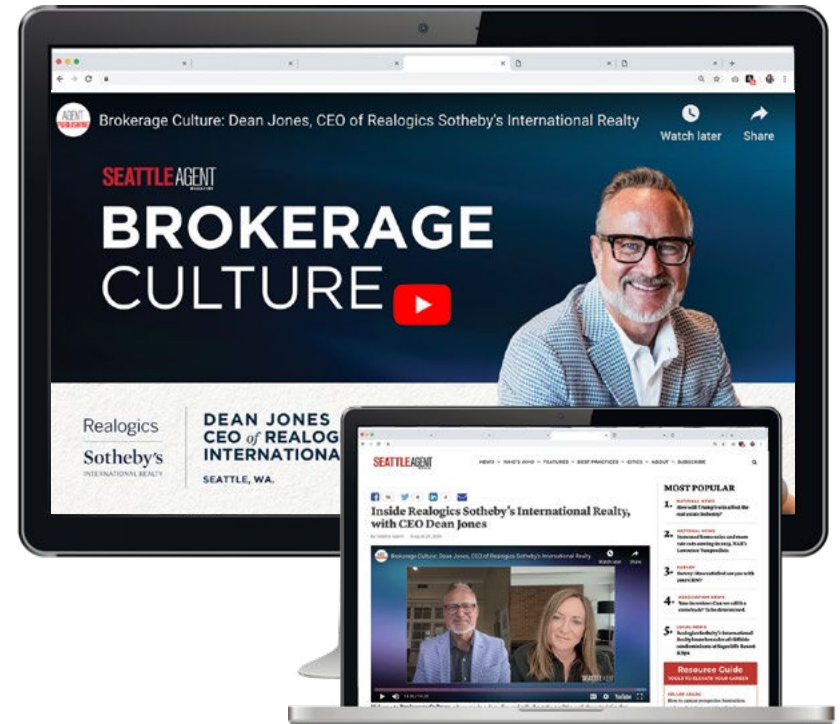
# **BROKERAGE CULTURE**

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 HoustonAgentMagazine.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 HOUSTON

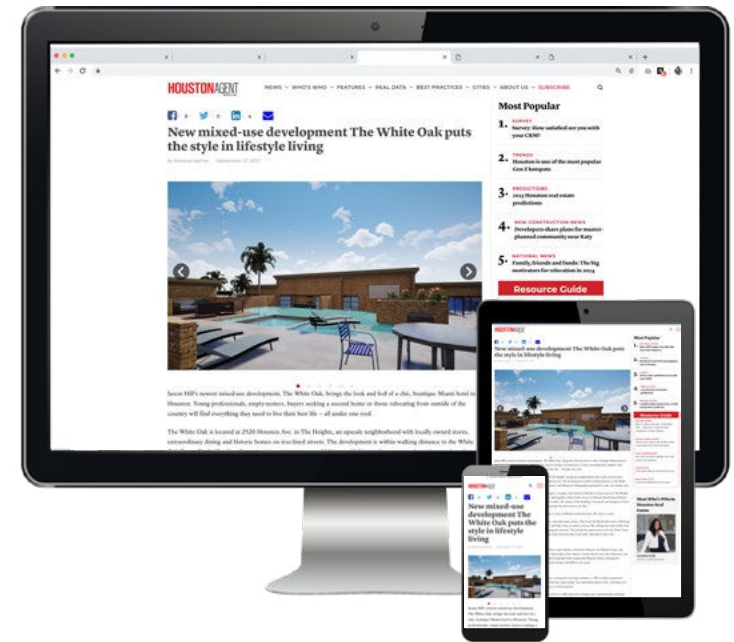
Developing Houston is sponsored, full-length article on our site featuring a new development, new community or condominium building, including full-color photos and information on special amenities, affordability, luxury features, local impact and more.

Developing Houston is promoted:

- On HoustonAgentMagazine.com
- In our weekly e-newsletter, Agent Update (32,300+ subscribers)
- On our social media accounts (Instagram, Facebook, LinkedIn)

This feature is highly searchable and highly shareable.

**TOTAL: \$1,600**



## LISTING OF THE WEEK

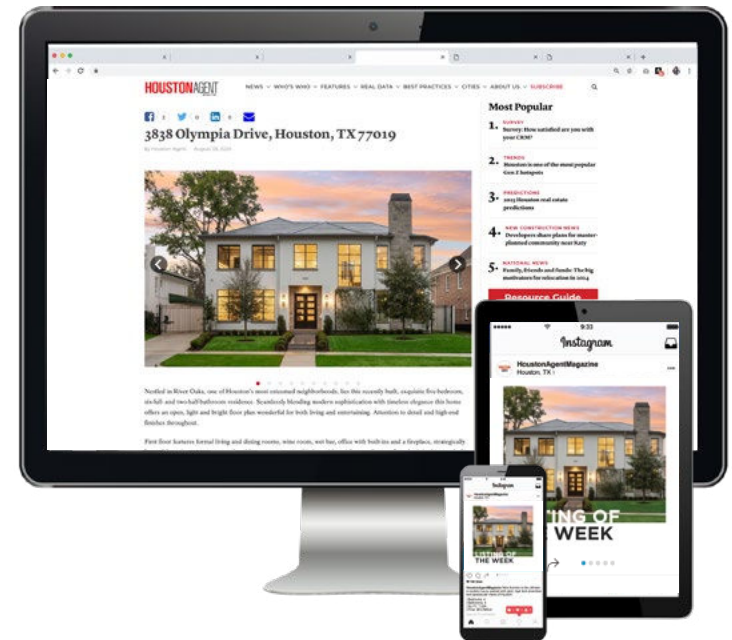
Listing of the Week is a perfect opportunity to highlight a home for sale that deserves a greater spotlight. Published on our site, it includes full-color images and listing information for potential buyers.

Listing of the Week is promoted:

- On HoustonAgentMagazine.com
- In our weekly e-newsletter, Agent Update (32,300+ subscribers)
- On our social media accounts (Instagram, Facebook, LinkedIn)

This feature is highly searchable and highly shareable.

**TOTAL: \$375**



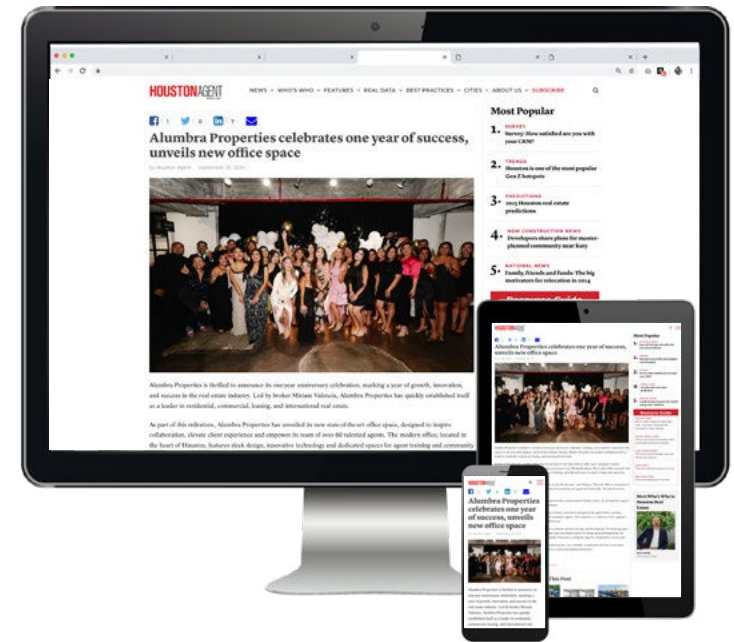
## CONTENT SOLUTIONS • *Premium Content*

# SPONSORED POST

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

- On HoustonAgentMagazine.com
- In our weekly e-newsletter, Agent Update (32,300+ subscribers)
- On our social media accounts (Instagram, Facebook, LinkedIn)

**TOTAL: \$375**



# 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. Houston 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. Houston Agent is not responsible for errors in content or format.