

MEDIA KIT 2021

# BOSTON AGENT MAGAZINE

## ELEVATING THE BUSINESS *of* REAL ESTATE

With more than **324,000 impressions** annually and a readership of **more than 14,840** real estate professionals, Boston Agent magazine is where agents and industry leaders turn for the latest news in Boston residential real estate.

# REACH OUR AUDIENCE BY PLATFORM



## **BOSTONAGENTMAGAZINE.COM**

+ More than 27,000 impressions/month



## **AGENT UPDATE NEWSLETTER**

+ 14,840+ subscribers



## **BOSTON AGENT SOCIAL NETWORKS**

+ 3,900+ engaged real estate professionals in our Facebook, Twitter and Instagram communities



## **WHO'S WHO IN BOSTON REAL ESTATE**

+ Print copies are distributed to 500+ brokerages throughout Greater Boston

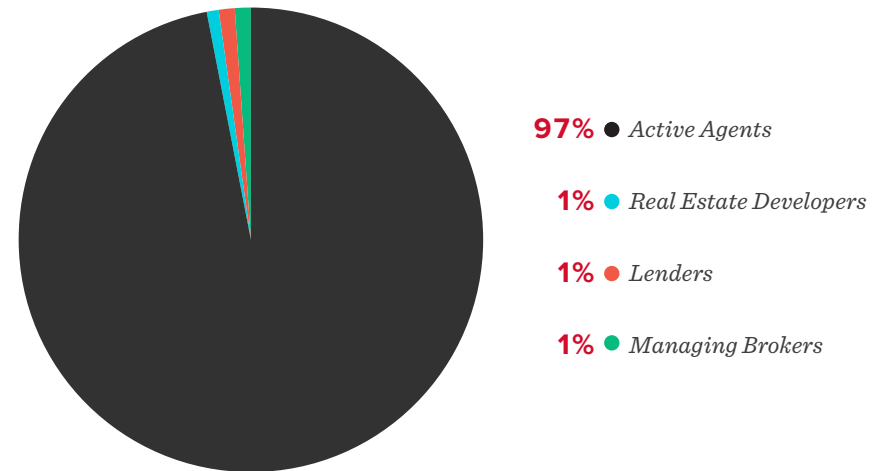


## **LIVE EVENTS**

+ Issue release events and other networking opportunities throughout the year

# WHO READS ***BOSTON AGENT*** MAGAZINE

Our readers value *Boston Agent* magazine's insightful and data-driven journalism. We've earned our reputation as the leading Boston 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\**

**93%**

*of Realtors recommend a mortgage lender\*\**

**55**

*median age of all Realtors\**

**64%**

*of all Realtors are female\**

**50%**

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

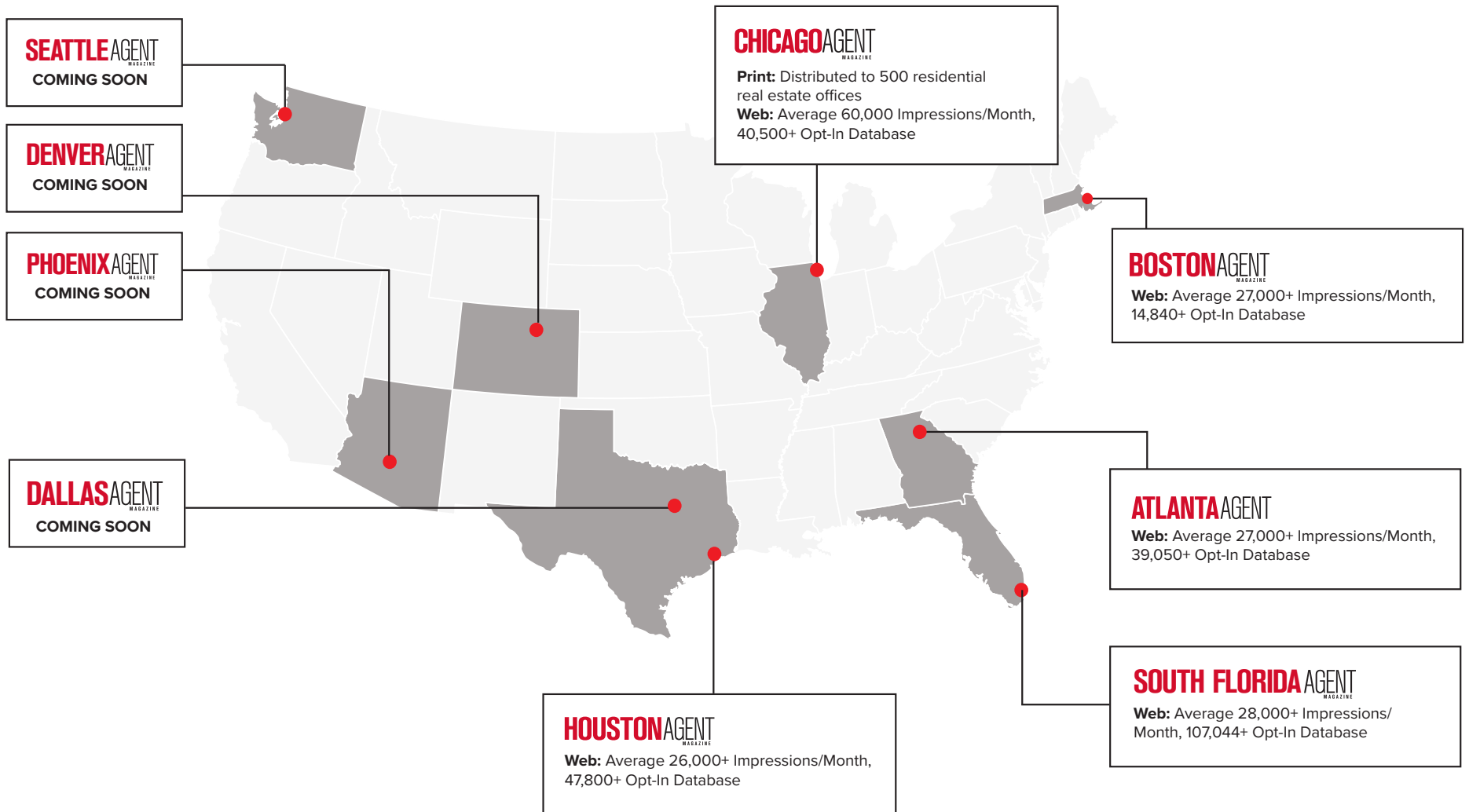
**52%**

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

\*National Association of Realtors 2020 Member Profile

\*\*2020 Boston Agent Audience Survey

# REACH MARKETS · Audience

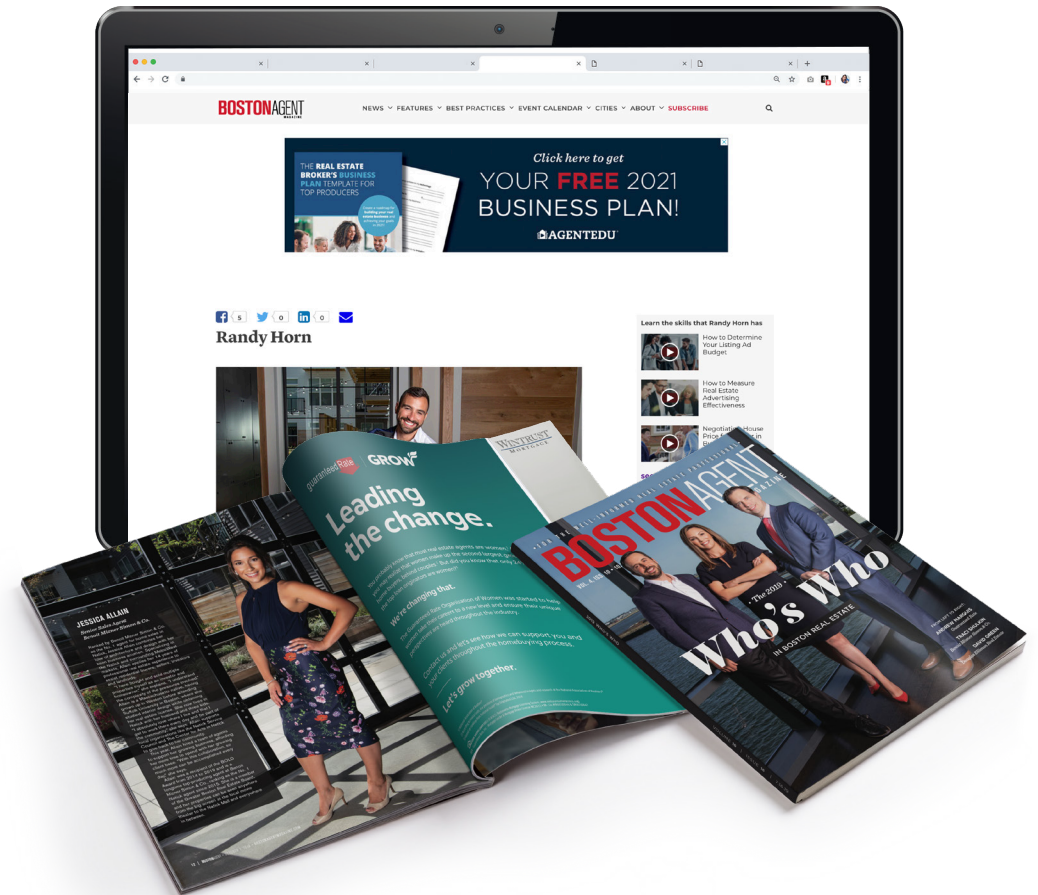


**SPECIAL** FEATURE

# WHO'S WHO IN BOSTON 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 Boston residential real estate.



**Issue Date:** March 1

**Ad Reservation Deadline:** Jan. 21

**Materials Deadline:** Feb. 4

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

**2 Page Spread:** \$4,500

*Premium positions available upon request.*

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

# DIGITAL ADVERTISEMENTS · 2021 Editorial Calendar

**Boston Agent magazine** delivers local news and information to residential real estate professionals throughout Boston. 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 – the residential real estate professionals that make the Boston market move.

## MARCH

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### 01 Who's Who in Boston Residential Real Estate

#### IN PRINT

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

**In print and online.**  
See **page 5** for print ad rates.

## MAY

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### 03 Truth About Agents

This annual survey asks real estate professionals to weigh in on how much they're earning, how much they're spending on marketing, what they think of their current brokerages and what kind of training they value. You'll find demographic information you won't find elsewhere, but also what amounts to a finger on the pulse of the market.

## AUGUST

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### 04 Agents' Choice Awards

*Boston Agent* magazine's Annual Agents' Choice Awards issue is a special edition where our readers vote, and we recognize the best in the business! The top vote-getters are honored in a special edition of the magazine and receive a commemorative award.

**Nomination deadline:**  
Friday, July 2, 2021

## DECEMBER

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### 06 Real Estate Predictions

For our annual December Predictions issue, we ask our readers to tell us what they think will happen in the year ahead. Who could have predicted 2020? We want to hear what they have to say about 2021.

## REGULAR FEATURES

### THE SCENE

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

### AGENT/LENDER SNAPSHOT

A light Q&A with an agent, lender, developer or affiliate.

### MY STYLE

My Style features a photograph of a fashionable industry professional with their answers to our style-related questions.

### NEW CONSTRUCTION NEWS

Developers and builders announce new projects/communities, events and updates to lifecycle of their project.

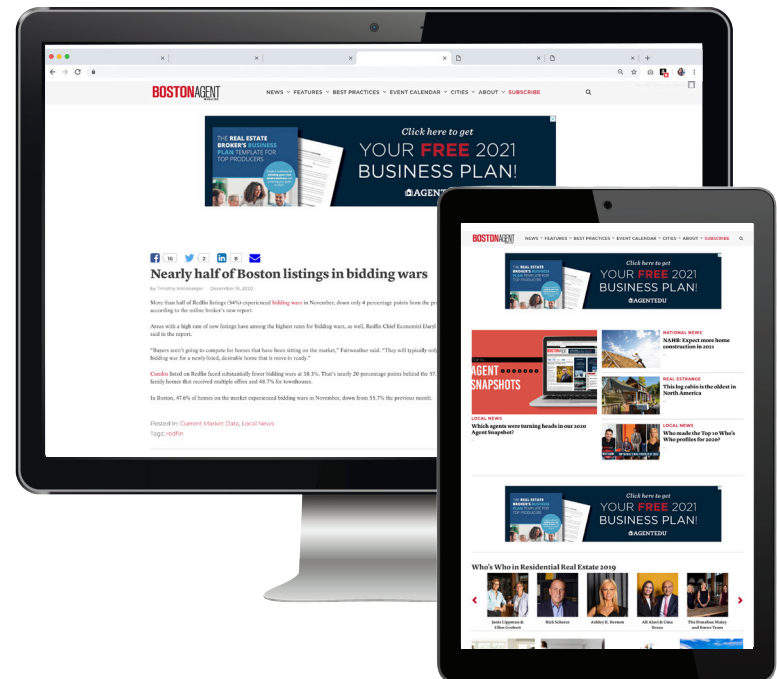
### MAKING MOVES

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

# DIGITAL ADVERTISEMENTS

# MORE THAN **27,000** 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. BostonAgentMagazine.com is the place agents go to learn and cultivate their success.

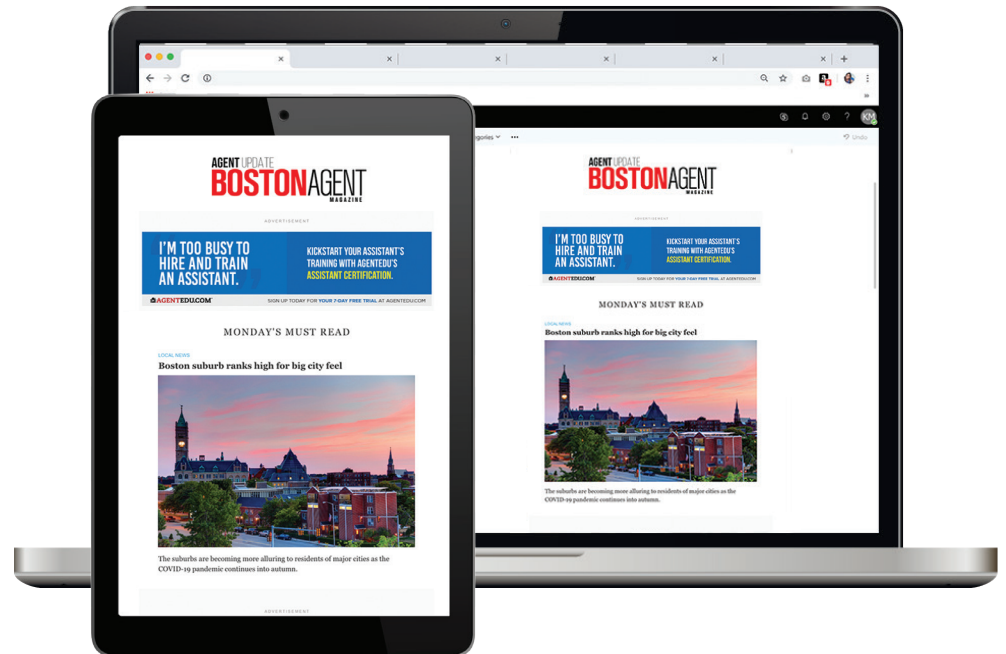


PRODUCT	DESKTOP	MOBILE	RATE
Billboard (Rotating)	970 x 250 px	300 x 250 px	\$425 / 30 days
Pop-up Ad	700 x 700 px	320 x 320 px	\$275 / 7 days

# DIGITAL ADVERTISEMENTS · *Bi-Weekly Newsletters*

# MORE THAN 14,840 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

**1 Week Newsletter Sponsorship**  
Includes two email newsletters

## DIMENSIONS

970 x 250 px

## RATE

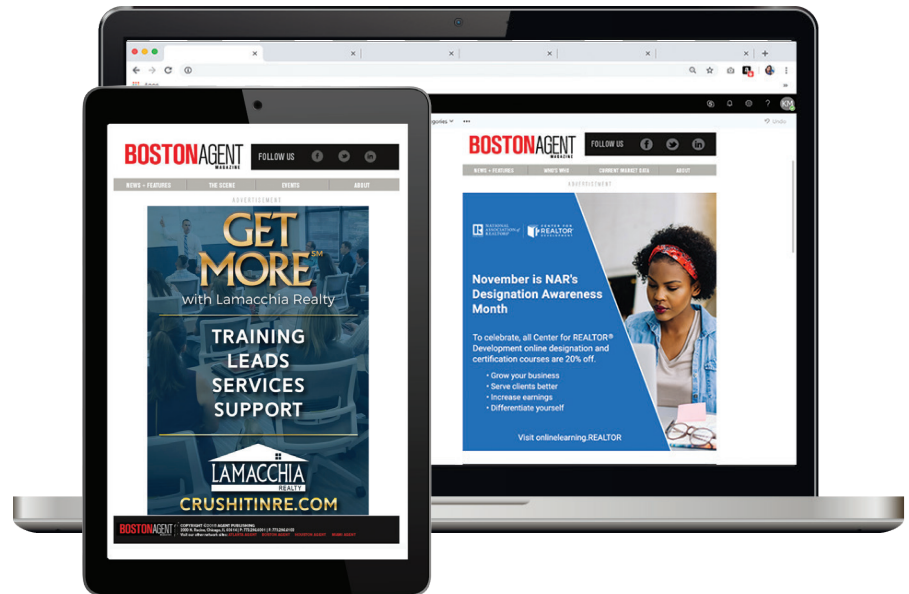
\$225 / Week



# 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

Full Database

1x

\$525

3x

\$500

6x

\$450

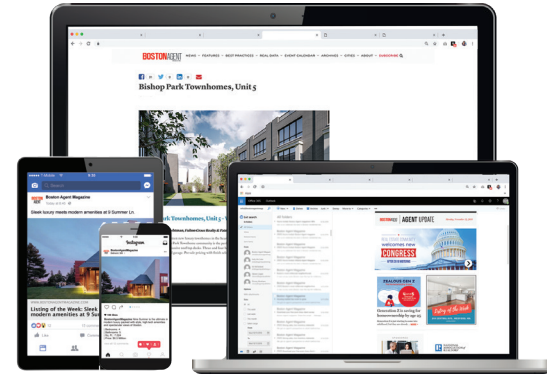
12x

\$425

# CONTENT SOLUTIONS · *Premium Content*

## HIGHLY SEARCHABLE. HIGHLY SHAREABLE.

We deliver your customized messages, news products and company information to our engaged audience.



### **SPONSORED POST | \$350**

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

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

### **DEVELOPING BOSTON | \$950**

A multichannel feature that showcases a new development, with full-color photos and information on its special amenities, affordability or luxury features, community impact and more.

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

### **LISTING OF THE WEEK | \$325**

The perfect opportunity to highlight a home for sale that deserves a greater spotlight, including full-color images and listing information for potential buyers.

**BOSTONAGENTMAGAZINE.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.

**BOSTONAGENTMAGAZINE.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.

**BOSTONAGENTMAGAZINE.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.

**BOSTONAGENTMAGAZINE.COM AND ALL  
CITIES' WEBSITES**

# 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

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### BUSINESS DEVELOPMENT

Joel Schaub, VP of Mortgage  
Lending, Guaranteed Rate

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### SOCIAL MEDIA MARKETING

Is Virtual Staging Here to Stay?  
We Asked the Experts

**Resource Guide inclusion** \$750/month on  
BostonAgentMagazine.com

**LIVE** AUDIENCE • *Events*

# MEET OUR AUDIENCE **FACE- TO-FACE** & BUILD AWARENESS OF **YOUR BRAND**

*Boston 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.



# 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 [toria.beckum@agentpublishing.com](mailto:toria.beckum@agentpublishing.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 [toria.beckum@agentpublishing.com](mailto:toria.beckum@agentpublishing.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. *Boston 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. *Boston Agent* is not responsible for errors in content or format.