

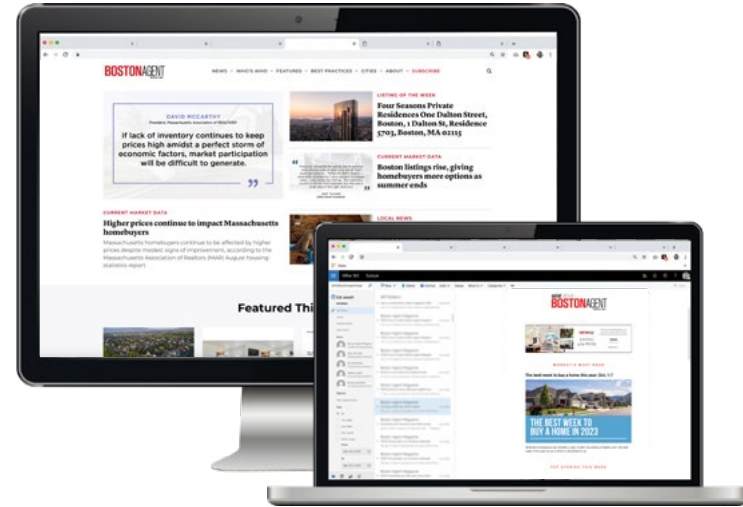
MEDIA KIT 2025

BOSTON AGENT MAGAZINE

ELEVATING THE BUSINESS *of* REAL ESTATE

With more than **68,000 impressions per month** and a readership of **more than 28,000 real estate professionals**, Boston Agent magazine is where agents and industry leaders turn for the latest news in Boston real estate.

REACH OUR AUDIENCE BY PLATFORM



BOSTONAGENTMAGAZINE.COM

+ 68,000+ impressions monthly



AGENT UPDATE NEWSLETTER

+ 28,000+ subscribers



BOSTON AGENT SOCIAL NETWORKS

+ 6,000+ engaged real estate professionals in our Facebook, LinkedIn and Instagram communities



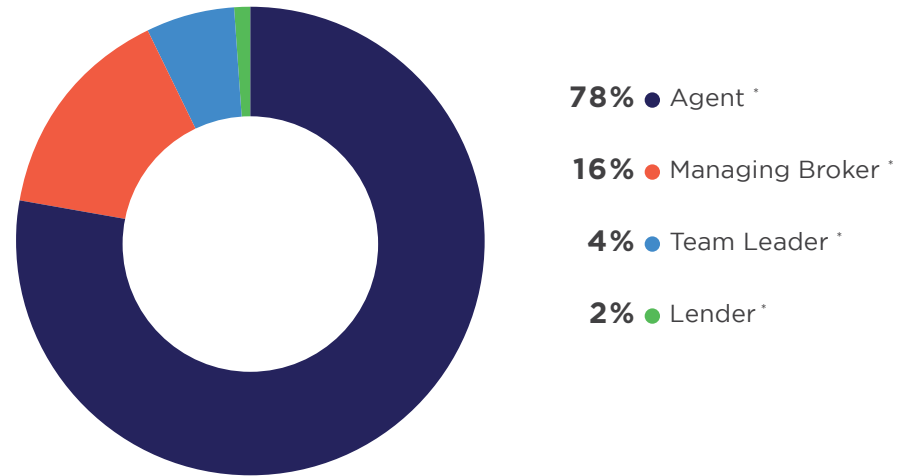
WHO'S WHO IN BOSTON REAL ESTATE

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

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 through news and tech coverage, educational articles, interviews with industry leaders and other in-depth features. Facilitating connection within the real estate community, Boston 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**

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

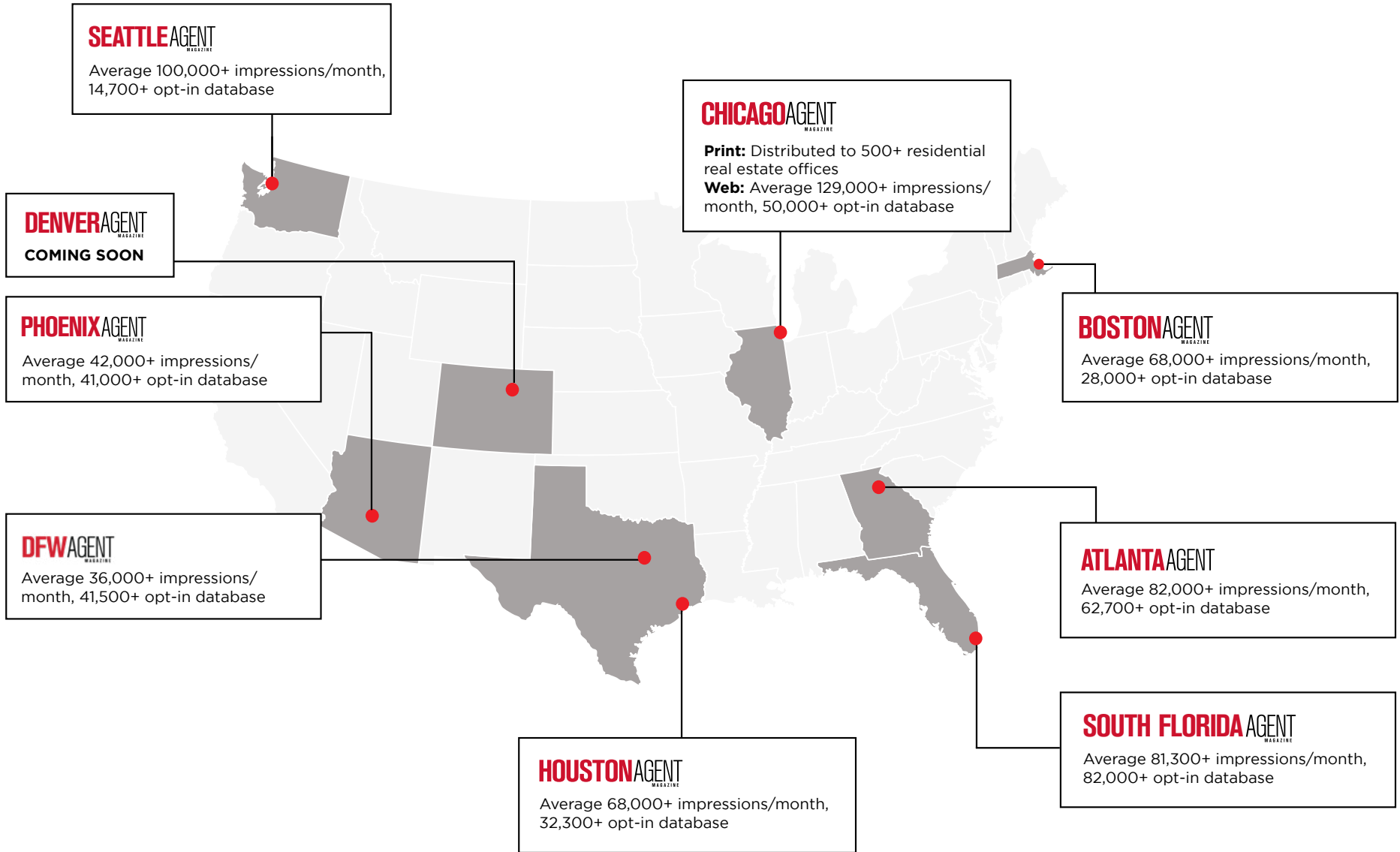
63%
of readers sold new construction
in the **past 12 months*****

10 YEARS
median real estate
experience of all Realtors**

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

56%
of readers currently have clients
interested in **new construction***

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.

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



Issue Date: April 7, 2025

Ad Reservation Deadline: March 6, 2025

Materials Deadline: March 10, 2025

Full Page: \$2,500

Two-Page Spread: \$4,500

Premium position rates 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.

DIGITAL ADVERTISEMENTS · 2025 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 — including the professionals that make the Boston market move.

APRIL

07 Who's Who in Boston Real Estate IN PRINT

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 Boston residential real estate.

MAY

12 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.

AUGUST

11 Agents' Choice Awards

Boston Agent 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

08 Real Estate Predictions

For our end-of-year December Predictions feature, we let local experts weigh in telling us what they think will happen in the year ahead. Who could have predicted 2024? 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.

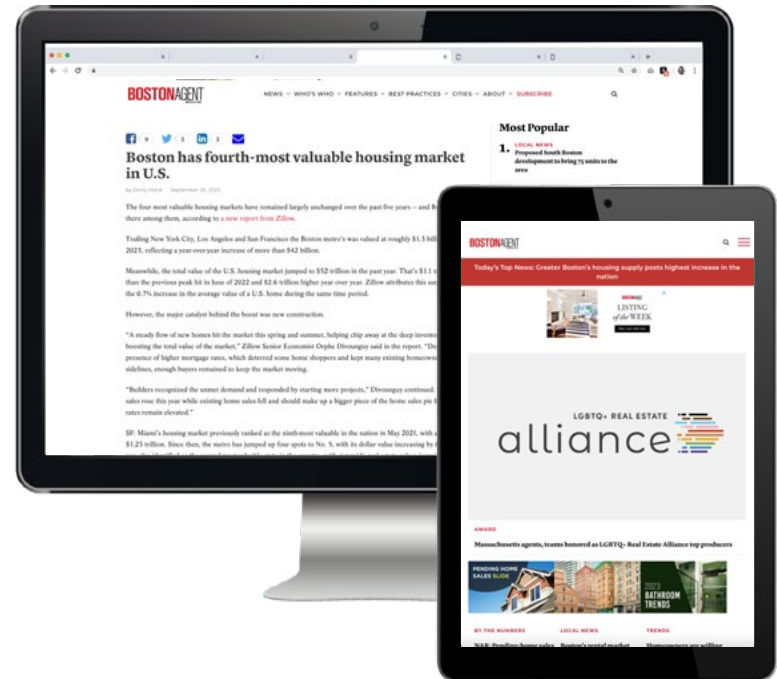
MAKING MOVES

Keep tabs on the comings and goings of real estate professionals, including new hires, office openings and other happenings within the Boston 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 local industry, every day. BostonAgentMagazine.com is where agents turn to learn, connect with peers and cultivate success.



PRODUCT

DESKTOP

MOBILE

RATE

Website Billboard Ad

970 x 250 px

320 x 320 px

\$475 / 30 days

Pop-up Ad

700 x 700 px

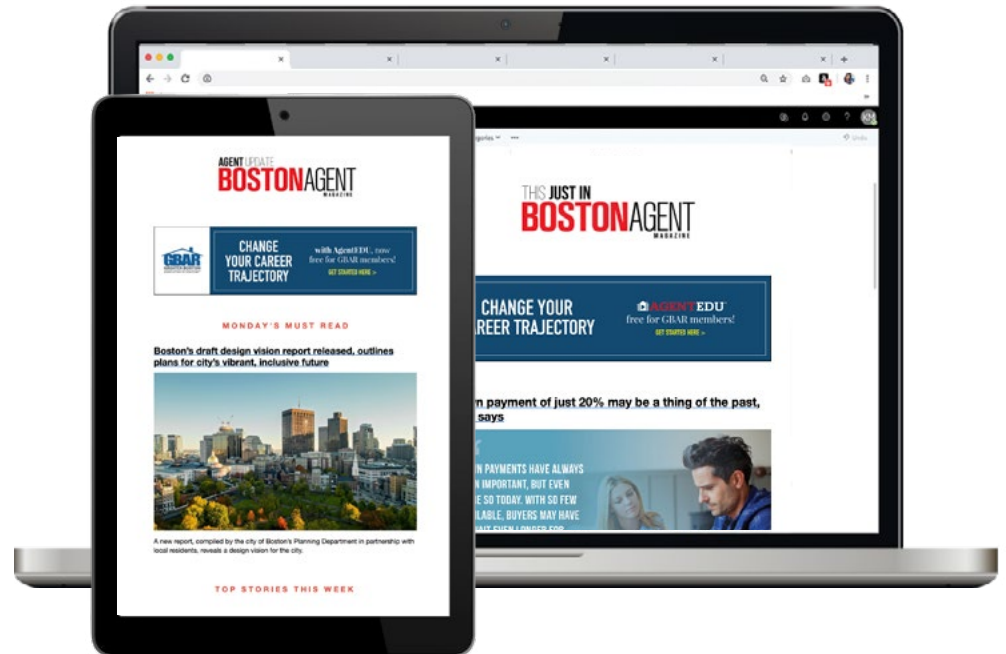
320 x 320 px

\$375 / 7 days

DIGITAL ADVERTISEMENTS • *Biweekly Newsletters*

MORE THAN 28,000 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 Ad
Includes four email newsletters

DIMENSIONS

970 x 300 px

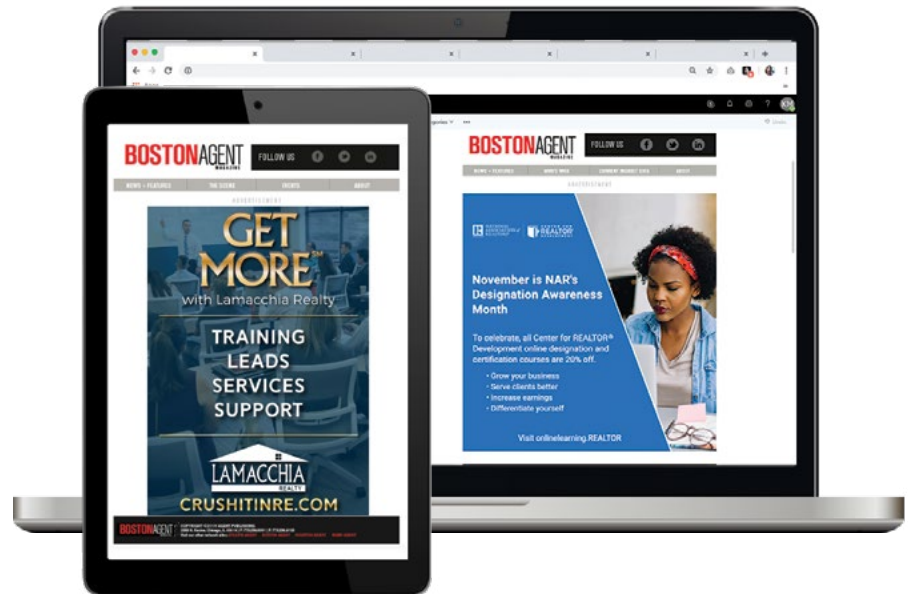
RATE

\$375 / Week

DIGITAL ADVERTISEMENTS • Custom E-blasts

YOUR MESSAGE DELIVERED STRAIGHT TO OUR AUDIENCE

Our targeted database consists of more than 28,000 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

Full Database

1x

\$575/e-blast

3x

\$500/e-blast

6x

\$450/e-blast

12x

\$425/e-blast

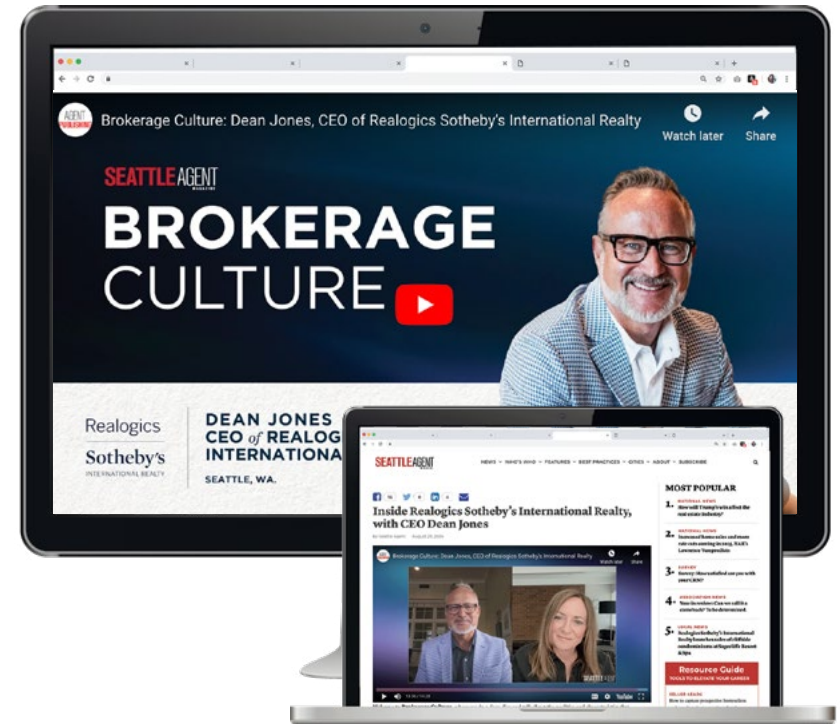
BROKERAGE CULTURE

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 BostonAgentMagazine.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 BOSTON

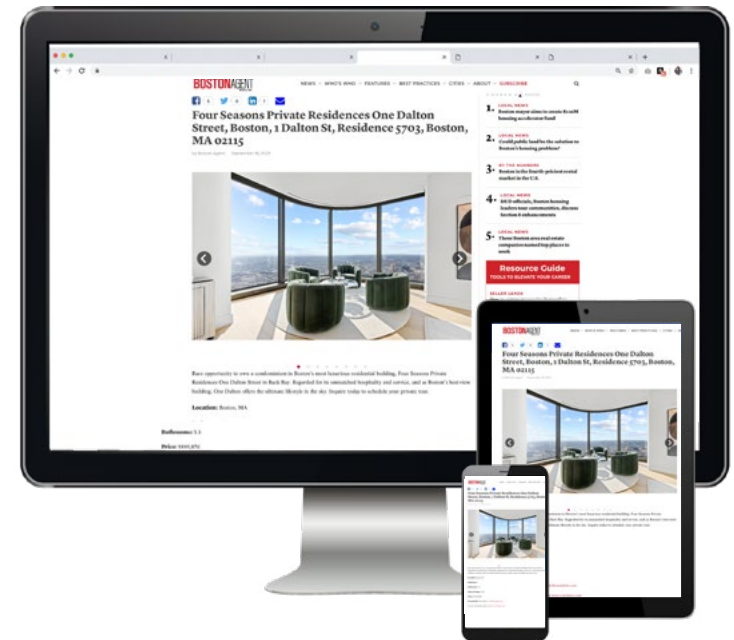
Developing Boston is sponsored, full-length article on our site featuring a new development, new community or condominium building, including full-color photos and information on special amenities, affordability, luxury features, local impact and more.

Developing Boston is promoted:

- On BostonAgentMagazine.com
- In our weekly e-newsletter, Agent Update (28,000+ subscribers)
- On our social media accounts (Instagram, Facebook, LinkedIn)

This feature is highly searchable and highly shareable.

TOTAL: \$1,600



LISTING OF THE WEEK

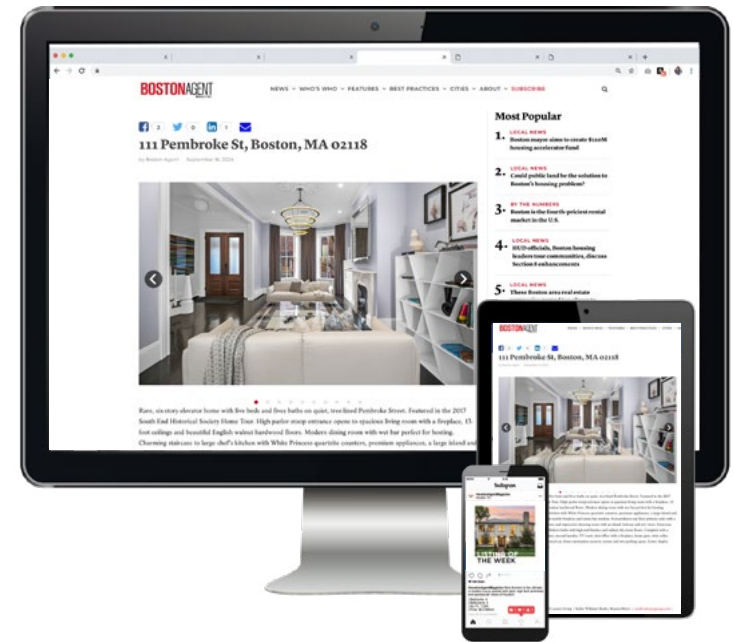
Listing of the Week is a perfect opportunity to highlight a home for sale that deserves a greater spotlight. Published on our site, it includes full-color images and listing information for potential buyers.

Listing of the Week is promoted:

- On BostonAgentMagazine.com
- In our weekly e-newsletter, Agent Update (28,000+ 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 BostonAgentMagazine.com. The content is featured prominently on our home page for one week.

Sponsored posts are promoted:

- On BostonAgentMagazine.com
- In our weekly e-newsletter, Agent Update (28,000+ 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.

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)

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.

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. 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.