

MEDIA KIT 2026

BOSTONAGENT

MAGAZINE

ELEVATING THE BUSINESS OF REAL ESTATE

AN AGENT PUBLISHING COMPANY



WHO WE ARE

Boston Agent magazine is the trusted voice of the residential real estate community in the Boston area. As part of the Agent Publishing network, we deliver high-value, accessible industry journalism that informs, connects and elevates Boston's top agents, brokers, lenders, affiliates and developers.

WHAT WE DO

We deliver high-impact local real estate content through news, market intelligence, professional spotlights and actionable business insights — all designed to help Boston-area real estate professionals grow their business and strengthen client relationships. Through daily digital coverage, social media, newsletters and signature print issues, we give industry leaders a platform to learn, connect and set themselves apart.

OUR AUDIENCE

Our audience includes Boston's most engaged real estate decision-makers: top-producing agents, brokerage leaders, luxury specialists, new-construction experts, mortgage lenders, title professionals and industry innovators. They rely on us for trusted insight, market trends and high-visibility storytelling reaching an influential, motivated and opportunity-driven network across the region.

AUDIENCE STATISTICS

63k+

monthly website
impressions

25k+

newsletter
subscribers

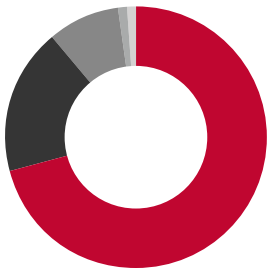
7k+

combined social
followers

450+

offices receiving
Who's Who in
Boston Real Estate
print issue

AUDIENCE PROFILE



71% Agents*

18% Managing Brokers*

9% Team Leaders*

1% Lenders*

1% Developers*

57

median age of
all Realtors**

12 years

median real estate
experience of all Realtors**

63%

of all Realtors
are female**

\$132,000

median household income
of Realtors in 2025**

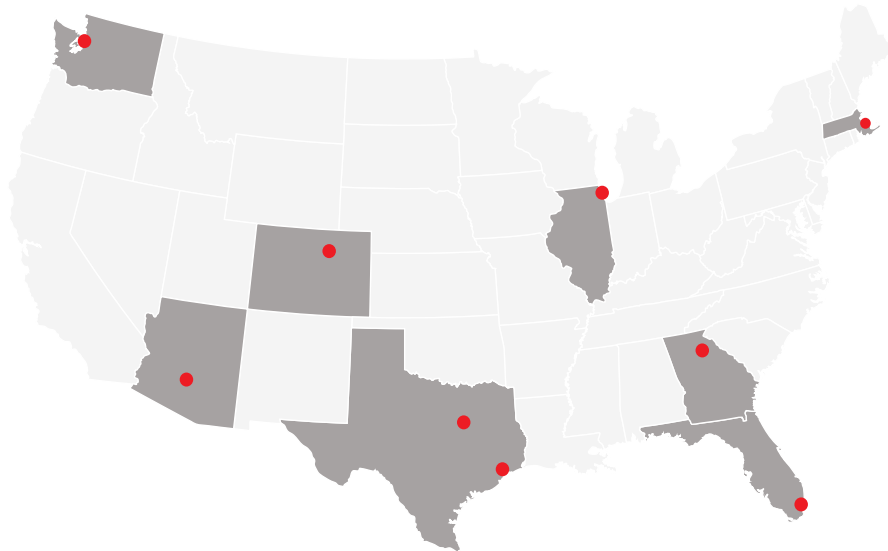
59%

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

60%

of readers with clients
interested in new construction*

NATIONAL MARKETS



ATLANTAAGENT

atlantaagentmagazine.com
Monthly impressions: 67,200+
Opt-in database: 57,800+

BOSTONAGENT

bostonagentmagazine.com
Monthly impressions: 63,200+
Opt-in database: 25,900+

CHICAGOAGENT

chicagoagentmagazine.com
Monthly impressions: 148,400+
Opt-in database: 44,500+

DFWAGENT

dfwagentmagazine.com
Monthly impressions: 115,000+
Opt-in database: 38,000+

HOUSTONAGENT

houstonagentmagazine.com
Monthly impressions: 65,000+
Opt-in database: 30,000+

PHOENIXAGENT

phoenixagentmagazine.com
Monthly impressions: 30,000+
Opt-in database: 39,000+

SEATTLEAGENT

seattleagentmagazine.com
Monthly impressions: 56,000+
Opt-in database: 14,000+

SOUTH FLORIDAAGENT

southfloridaagentmagazine.com
Monthly impressions: 68,000+
Opt-in database: 76,800+

WEBSITE ADVERTISING OPPORTUNITIES

PRODUCT	DESKTOP	MOBILE	RATE
Website Billboard Ad	970 x 250 px	320 x 320 px	\$475 / 30 days

Large, premium ad placement on BostonAgentMagazine.com keeps your brand front and center as professionals browse the latest market news.



PRODUCT	DESKTOP	MOBILE	RATE
Pop-Up Ad	700 x 700 px	320 x 320 px	\$375 / 7 days

Eye-catching digital pop-up featured across desktop and mobile interrupts the scroll with a clear, targeted message.

WEBSITE ADVERTISING OPPORTUNITIES

PRODUCT	DESKTOP	1X	3X	6X	12X
Custom E-blast Ad	600 x 650 px	\$575/blast	\$500/blast	\$450/blast	\$425/blast

A stand-alone email e-blast to our full subscriber list reaches a curated, professional audience that opens, reads and acts.



PRODUCT	AD DIMENSIONS	RATE
Weekly Newsletter Ad	970 x 300 px	\$375 / week

Prominent banner ad in our newsletter email (4x/week). Aligns your brand with the news and insights readers rely on each week.

SPECIAL FEATURES

WHO'S WHO IN BOSTON REAL ESTATE

This annual issue celebrates the people shaping Boston-area real estate — the leaders, the producers, the professionals elevating the industry.

Who's Who in Boston Real Estate lives both in print and online, giving brands a presence alongside the city's most respected names. Distributed to brokerage offices, lending branches and key industry hubs across the region, it stays in circulation all year.



PRINT ADS Premium-position rates available upon request.

One-Page Print Ad	8.5 x 10.875in	\$2,500	Two-Page Print Ad	17 x 10.875in	\$4,500
--------------------------	----------------	---------	--------------------------	---------------	---------

Issue Publish Date: April 6, 2026

Ad Reservation Deadline: March 6, 2026

Materials Deadline: March 10, 2026

For more information about being profiled or nominating others to be profiled, contact Marci@agentpublishing.com

SPECIAL FEATURES

BROKERAGE CULTURE | \$2,500

Video is one of the strongest ways to tell your story. Brokerage Culture brings your leadership, values and point of view to life in a polished interview format. We handle the full process — concept through completion — to create a piece that elevates your brand and shows agents what makes you different.

- Pre-production, filming and editing of a 10-to-15-minute video focused on a topic of your choice (support, tools, management, culture, etc.)
- Video interview and transcript that lives on BostonAgentMagazine.com
- Interview is promoted across all eight Agent Publishing markets through email newsletters (over 325,000 total subscribers) and Agent Publishing's YouTube channel
- Three video clips are posted on Instagram, and the interview is posted on Facebook and LinkedIn



DEVELOPING BOSTON | \$1,600

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

- The feature lives on BostonAgentMagazine.com, gets highlighted in our weekly e-newsletter and is posted on our social networks.
- This feature is highly searchable and highly shareable.

SPECIAL FEATURES

REAL INFLUENCERS | \$1,495

- Boston Agent's Real Influencers feature gets spotlights the professionals shaping the region's residential real estate market — the trendsetters, dealmakers and community leaders driving change.
- The feature lives on BostonAgentMagazine.com, highlighted in our weekly e-newsletter and is posted on our social networks.

LISTING OF THE WEEK | \$375

- Highlight a listing that deserves the spotlight. Published on our site and includes up to 10 full-color images and listing information for potential buyers.
- The feature lives on BostonAgentMagazine.com, gets highlighted in our weekly e-newsletter and is posted on our social networks.



SPONSORED POST | \$375

- A published article written by you (650 words max) with accompanying image(s) or video on BostonAgentMagazine.com
- Featured prominently on our homepage for one week.
- The feature lives on BostonAgentMagazine.com and gets highlighted in our weekly e-newsletter.

EDITORIAL FEATURES AND COLUMNS

EDITORIAL CALENDAR

APRIL 6, 2026

Who's Who in Boston Real Estate

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.

JULY 27, 2026

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.

OCTOBER 12, 2026

The Truth About Agents Annual Survey

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.

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.

Send editorial contributions and press releases to john.yellig@agentpublishing.com

ADVERTISING SPECS & REQUIREMENTS

WEB ADVERTISING REQUIREMENTS

- **Website billboard ads** require artwork for both
Desktop: 970 x 250 px **Mobile:** 320 x 320 px
- **Website pop-up ads** require artwork for both
Desktop: 700 x 700 px **Mobile:** 320px x 320px
- **Email newsletter ads**
Dimensions: 970 x 300 px

SUBMISSION

All ad artwork must be submitted by the ad artwork deadline via email to
jack.renfree@agentpublishing.com

For any additional advertising inquiries, please contact Anne Hartnett at
anne@agentpublishing.com
or 773.296.6025.

E-BLAST REQUIREMENTS

- **Dimensions:** 600 x 650 px
- Client must provide subject line, preheader text and a suitable link for the advertisement.
- E-blast tests must be approved before sending. If the e-blast is not approved by deadline, advertiser must reschedule pending availability.

WHO'S WHO PRINT ADVERTISING REQUIREMENTS

Single-Page Print Ad:

- **Trim:** 8.5 x 10.875 in
- **Bleed:** All artwork must include a 0.125 in bleed on all sides with crop marks included
- **Safe Area:** Type and other non-bleed content must clear trim by minimum of 0.25 in

2-Page Spread Print Ad:

- **Trim:** 17 x 10.875 in (*must be submitted as one full spread; please do not submit as two separate pages*)
- **Bleed:** All artwork must include a 0.125 in bleed on all sides with crop marks included
- **Safe Area:** Type and other non-bleed content must clear trim by minimum of 0.25 in

ADDITIONAL INFO

Digital advertisements: acceptable file formats include JPG or GIF (GIFs must be under 1MB to ensure auto-loading). All artwork should be exported for web (RGB, 72 dpi). Print advertisements: file format must be high-res PDF with bleeds and crop marks included. All ads submitted must be suitable as is. Agent is not responsible for any errors in content or format, including spelling and grammar.