



CHICAGOAGENT

PUBLISHING

2012
MEDIA
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Chicago Agent Publishing offers the broadest and deepest reach available into the Chicagoland residential real estate community. Our magazine, websites, newsletters, events, social networks and job board reach tens of thousands of real estate professionals by providing rich, game-changing content.

We deliver consistent communication and a dynamic point of view to over 500 residential real estate offices and 32,000 e-mail recipients, in addition to the countless readers that view our magazine online and in print. Chicago 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, Chicago Agent is the trusted source where agents turn for honest and reliable information about their business.



AGENTS RELY ON CHICAGO AGENT

65% of agents say they read every print issue of Chicago Agent

88% of agents find Chicago Agent eBlasts helpful

76% of agents say they read the weekly e-newsletter "Agent Update"

72% of agents say they spend more than two hours online every day

*SOURCE: 2010 Readers Survey



AUDIENCE

FEMALE

60%

MALE

40%

AGE

14.98% . . .21-35

32.61% . . .36-50

35.51% . . .51-60

16.91% . . .61+%

- **25%** report having clients interested in new construction
- Average annual income **\$63,500**
- **45%** of agents have been in real estate between six and 15 years



A staple in the industry for seven years, *Chicago Agent* magazine has a frequency of 25 issues, with an impressive lineup of business-savvy insights, enlightening features, invaluable industry rankings and original research.

PREMIUM DISPLAY RATES				
PAGE UNIT	1x	6x	12x	25x
Outside Back Cover (color)	\$2,360	\$2,195	\$2,085	\$1,980
Inside Front Cover (color)	\$1,800	\$1,725	\$1,635	\$1,545
Inside Back Cover (color)	\$1,545	\$1,440	\$1,380	\$1,335
Center Spread (color)	\$2,990	\$2,840	\$2,705	\$2,575
Across From T.O.C. (b/w)	\$1,080	\$965	\$920	\$860

COLOR: Add \$350 per insertion for 4-color processing. Add \$700 for color spreads.
All print rates are gross.

DISPLAY RATES (B & W)				
PAGE UNIT	1x	6x	12x	25x
Full	\$995	\$890	\$780	\$705
2/3	\$860	\$775	\$675	\$600
1/2	\$720	\$645	\$560	\$505
1/3	\$535	\$480	\$410	\$390
1/4	\$410	\$375	\$330	\$295
Spread	\$1,770	\$1,600	\$1,500	\$1,260

COLOR: Add \$350 per insertion for 4-color processing. Add \$700 for color spreads.
All print rates are gross.

FULL	2/3 V	2/3 H	1/2 V
1/2 H	1/3 V	1/3 H	1/4

Call for Insert, Belly Band, Cover Sticker and Distribution Drop package pricing.



2012 EDITORIAL CALENDAR



	ISSUE DATE	RESERVATION DEADLINE	MATERIALS DEADLINE	TOPIC	DIGITAL ADDED VALUE*
ISS. 1	JAN. 16	JAN. 5	JAN. 9	The New Lead Generation Strategies	-
ISS. 2	JAN. 30	JAN. 19	JAN. 23	Mortgage Issue	-
ISS. 3	FEB. 13	FEB. 2	FEB. 6	Realtor.com, Zillow and Trulia - Which Works the Best for Agents?	-
ISS. 4	FEB. 27	FEB. 16	FEB. 20	Top Producers	-
ISS. 5	MARCH 12	MARCH 1	MARCH 5	TBD	-
ISS. 6	MARCH 26	MARCH 15	MARCH 19	Spring New Construction	The Collection eNewsletter
ISS. 7	APRIL 9	MARCH 29	APRIL 2	Virtual Assistants vs Actual Assistants	-
ISS. 8	APRIL 23	APRIL 12	APRIL 16	Build An Effective Online Presence	-
ISS. 9	MAY 7	APRIL 26	APRIL 30	Luxury Homes	-
ISS. 10	MAY 21	MAY 10	MAY 14	Better Customer Service, Better Business	-
ISS. 11	JUNE 4	MAY 24	MAY 28	Managing Brokers Issue	-
ISS. 12	JUNE 18	JUNE 7	JUNE 11	How To Be a Master Negotiator	-
ISS. 13	JULY 2	JUNE 21	JUNE 25	Who's Who	-
ISS. 14	JULY 16	JULY 5	JULY 9	Adapting to Atypical Challenges	-
ISS. 15	JULY 30	JULY 19	JULY 23	Manage Your Own Brokerage – Can You Handle It?	-
ISS. 16	AUG. 13	AUG. 2	AUG. 6	Making an Open House Worth Your While	-
ISS. 17	AUG. 27	AUG. 16	AUG. 20	Truth About Agents	-
ISS. 18	SEPT. 10	AUG. 30	SEPT. 3	Fall New Construction	The Collection eNewsletter
ISS. 19	SEPT. 24	SEPT. 13	SEPT. 17	TBD	-
ISS. 20	OCT. 8	SEPT. 27	OCT. 1	Lending Update	-
ISS. 21	OCT. 22	OCT. 11	OCT. 15	The Latest in Tech	-
ISS. 22	NOV. 5	OCT. 25	OCT. 29	Agents' Choice	-
ISS. 23	NOV. 19	NOV. 8	NOV. 12	Build Your Best Team	-
ISS. 24	DEC. 3	NOV. 22	NOV. 26	Offices to Watch	-
ISS. 25	DEC. 17	DEC. 6	DEC. 10	Predictions	-
*with half or full page color ads					
2013				
DIGITAL	JAN. 7, 2013	-	-	2013 Real Data Digital	Digital only

Dates and topics subject to change



The leading website for the residential real estate industry, with monthly visitors approaching 40,000, ChicagoAgentMagazine.com includes breaking news, blogs, video, job board, connection to Twitter, Facebook networks and more.



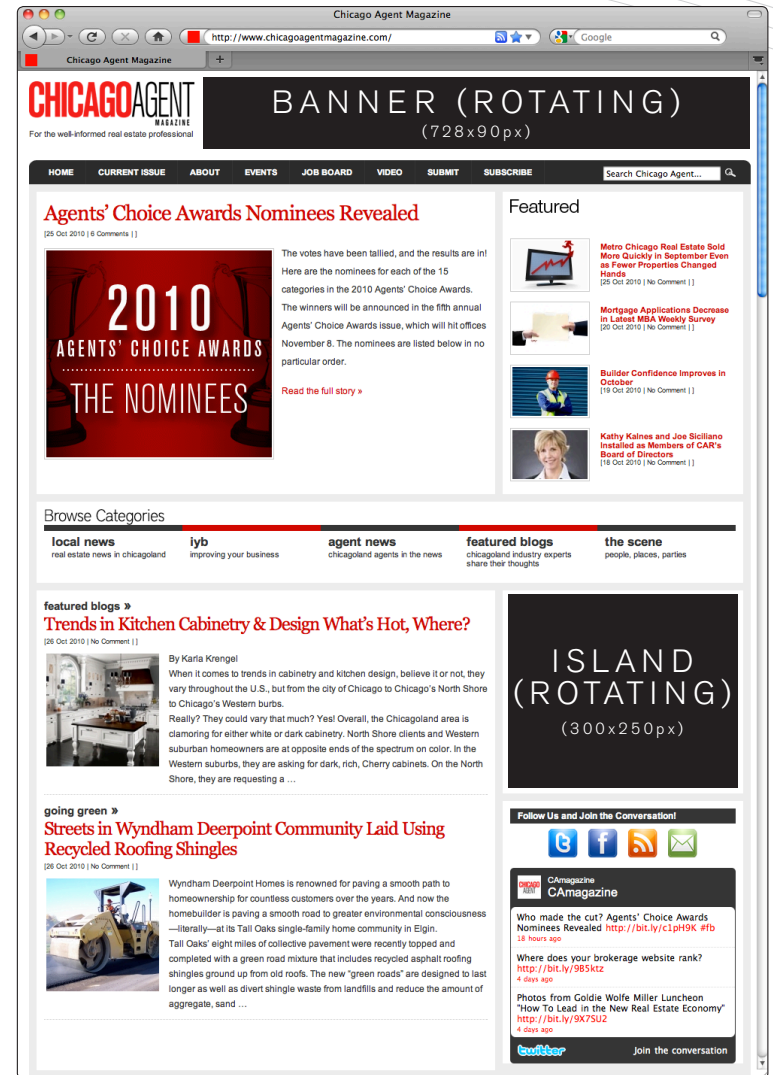
WEB AD PRICING

TOP BANNER (ROTATING)

728 x 90 px **\$450/30 DAYS**

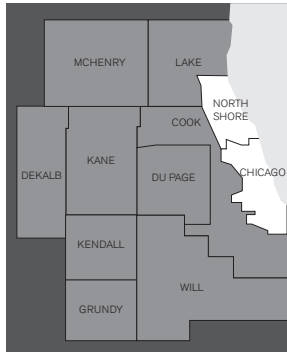
ISLAND (ROTATING)

300 x 250 px **\$325/30 DAYS**





Chicago Agent delivers useful, real estate related breaking news, advice and information to over 32,000 readers via e-mail with the weekly "Agent Update." Dedicated eBlasts can also be sent to announce events, company news and more.



Database/Price Options

- Full Agent Database (approx. 32,000) **\$1,200**
 - Chicago/North Shore Agents (approx. 15,000) **\$800**
 - Suburban Agents (approx. 18,000) **\$800**
 - Mortgage (approx. 4,000) **\$400**
 - Developers (approx. 800) **\$400**
- AVAILABLE TUESDAY-SUNDAY**

EBLAST

This information is closely monitored and subject to change

Price Options

- Top Banner **\$450**
- Island **\$325**

AVAILABLE MONDAYS

AGENT UPDATE (approx. 32,000)



Chicago Agent hosts several events throughout the year designed to offer the real estate community valuable information and an opportunity to network with those in the industry. Sponsoring one of these events gives your company a unique and powerful way to reach Chicagoland's residential community.

TOP PRODUCERS ISSUE RELEASE PARTY (SPRING)

This event allows networking with prominent agents ranked by Chicago Agent in partnership with our Top Producer Issue.

LUXURY HOMES ISSUE RELEASE PARTY (SPRING)

This event coincides with the release of the Luxury Issue, and attendees include the top-producing agents who specialize in the luxury market.

WHO'S WHO ISSUE RELEASE PARTY (SUMMER)

Coinciding with the issue, this industry-wide event hosts top agents, managing brokers, loan officers, real estate developers, title companies and other top executives serving the residential real estate community.

AGENTS' CHOICE AWARDS RECEPTION (FALL)

This annual awards event honors the top real estate professionals chosen by our readers in conjunction with the issue.

CHICAGO AGENT INVITATIONAL GOLF OUTING (SUMMER)

This exclusive, invitation-only event features the industry's top players. Special guests of the magazine are invited to this all day event to enjoy a day of golf while mingling with others. This outing is a coveted ticket year after year.

CUSTOM EVENTS

Building strong relationships always begins on a personal level. Whether your company is looking to boost sales, bolster awareness, introduce a new product or service or build client relations, business-to-business growth thrives on networking within the residential community, and Chicago Agent delivers.





Our customizable products are ideal for launching new products, generating awareness, building business and increasing interaction and engagement.

CUSTOM PUBLISHING

Chicago Agent has the full in-house capabilities to create a custom-published masterpiece. Our talented staff can write, design, proof and produce your marketing piece, in print or online.

VIDEO

Chicago Agent brings its unique energy and expertise to video, covering everything from our live events to in-depth interviews. In addition to a permanent home on ChicagoAgentMagazine.com we post and tag our videos on our YouTube page (youtube.com/user/ChicagoAgentMagazine) to provide abroad platform for our videos.

SURVEYS/POLLS/RESEARCH

We put residential real estate research on the map by utilizing our database as the foundation for an extensive and groundbreaking market research program. Chicago Agent is able to provide you with an in-depth view of the industry through an agent's eyes.

TARGETED BUSINESS DEVELOPMENT

Chicago Agent Publishing employs an in-house marketing specialist to ensure you are making the most of your efforts. Whether you need to brand your company, develop a traditional or online marketing strategy or launch a new product or service, you can rest assured our team can guide you along the way. With over 40 years of residential real estate marketing expertise, our team knows how to get the job done.





REAL DATA MICROSITE

Each year, *Chicago Agent* magazine collects the top statistics by county in a number of categories and features them on our Real Data microsite.

The Real Data microsite contains an overview of the entire Chicagoland residential marketplace with information broken down for all six counties including:

- Top brokerages
- Top agents
- Price changes by home type
- Inventory data
- Highest /lowest priced sales with selling data

Chicago Agent implements an overreaching marketing program (PR, social networks, print advertising, SEM, etc.) to garner maximum exposure and impressions.

Real Data is available to our audience year round right on the ChicagoAgentMagazine.com navigation bar. Advertisements have a life span of one year.

Advertising opportunities include:

- **County sponsorship: \$750/year***
- **Landing page ad: \$950/year***
- **Display ad within the statistics: \$400/year***
- **Premium placement of display ads: 20% price increase**

* LIMITED OPPORTUNITIES

CUSTOM MICROSITES

Chicago Agent can leverage its vast web traffic into a custom opportunity for our marketing partners through the construction of sophisticated, information-driven microsities.

