

CHICAGOAGENT


PUBLISHING

2014
MEDIA
KIT



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 real estate professionals by providing rich, game-changing content.

We deliver consistent communication and a dynamic point of view to more than 500 Chicagoland residential real estate offices and 27,000 email recipients. 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.

 for over 6 years

AGENTS RELY ON CHICAGO AGENT

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

88% of agents find Chicago Agent e-blasts helpful

82% of agents say they read the weekly e-newsletter "Chicago Agent Update"

82% of agents say they spend more than two hours online every day

*SOURCE: Chicago Agent magazine's 2013 Readers Survey



AUDIENCE

FEMALE

60%

MALE

40%

.....

AGE

15%21-35

33.4%36-50

52%51-60

Average age is 48

.....

- **40%** report having clients interested in new construction
- Average annual income **\$96,266**
- **74%** of agents have been in real estate

	ISSUE DATE	RESERVATION DEADLINE	MATERIALS DEADLINE	TOPIC
ISS. 1	JAN. 13	JAN. 2	JAN. 6	Market Update
ISS. 2	JAN. 27	JAN. 16	JAN. 20	The Mortgage Issue
ISS. 3	FEB. 10	JAN. 30	FEB. 3	Website Rankings
ISS. 4	FEB. 24	FEB. 13	FEB. 17	Top Producers
ISS. 5	MARCH 10	FEB. 27	MARCH 3	The Truth About Agents
ISS. 6	MARCH 24	MARCH 13	MARCH 17	Spring New Construction
ISS. 7	APRIL 7	MARCH 27	MARCH 31	Appeal to Different Personalities
ISS. 8	APRIL 21	APRIL 10	APRIL 14	The Managing Brokers Issue
ISS. 9	MAY 5	APRIL 24	APRIL 28	Marketing and Branding
ISS. 10	MAY 19	MAY 8	MAY 12	Luxury Homes
ISS. 11	JUNE 2	MAY 21	MAY 23	Prospecting Using Tech
ISS. 12	JUNE 16	JUNE 5	JUNE 9	Relocation
ISS. 13	JUNE 30	JUNE 19	JUNE 23	Whos Who
ISS. 14	JULY 14	JULY 3	JULY 7	One-Stop Brokerages
ISS. 15	JULY 28	JULY 17	JULY 21	How to Make 8% Commission
ISS. 16	AUG. 11	JULY 31	AUG. 4	Lead Generation
ISS. 17	AUG. 25	AUG. 14	AUG. 18	Fall New Construction
ISS. 18	SEPT. 8	AUG. 27	AUG. 29	Best of the Best in Tech
ISS. 19	SEPT. 22	SEPT. 11	SEPT. 15	Advice for Struggling Agents
ISS. 20	OCT. 6	SEPT. 25	SEPT. 29	The Lending Update
ISS. 21	OCT. 20	OCT. 9	OCT. 13	Agents' Choice
ISS. 22	NOV. 3	OCT. 23	OCT. 27	Appeal to All Generations of Clients
ISS. 23	NOV. 17	NOV. 6	NOV. 10	Top Recruitment Strategies
ISS. 24	DEC. 1	NOV. 20	NOV. 24	What Do Your Clients Think of You?
ISS. 25	DEC. 15	DEC. 4	DEC. 8	Predictions



With over 100,000 page views a month, ChicagoAgentMagazine.com includes breaking news, blogs, video, job board, connections to Twitter and Facebook networks, and more.



WEB AD PRICING

TOP BANNER (ROTATING)

728 x 90 px **\$475/30 DAYS**

ISLAND (ROTATING)*

300 x 250 px **\$350/30 DAYS**

*The ad will be visible on both island ad locations on the website.

The screenshot displays the ChicagoAgentMagazine.com website layout with several advertising spots:

- Top Banner (Rotating):** A black banner at the top right with white text: "BANNER (ROTATING) 728x90px".
- Current Issue:** A featured article titled "2013 Agents' Choice Awards" with a photo of a man in a suit.
- Island (Rotating):** Two large black rectangular ad spots on the right side, each labeled "ISLAND (ROTATING) 300x250px".
- Sponsored Area:** A black box with white text "SPONSORED AREA" containing several article teasers:
 - "4 Mobile Apps You Need to Win Today's Tech Savvy Real Estate Clients"
 - "3 Undeniable Signs That the Foreclosure Markets Have Improved"
 - "Winners Circle"
 - "Industry MVP, City: Matt Laricy"
- Other Elements:** A "THE DAILY STAT" section, a "OUR TOP 5 STORIES" list, a "SIGN UP FOR OUR NEWSLETTER" form, and a "WHO'S WHO" section.



Sponsored Posts are uniquely positioned to generate both awareness and engagement beyond the advertising display banner. Presented within the editorial stories on our website, the Sponsored Post positions your brand so it can directly “speak” to the Chicago Agent audience.

The Sponsored Post is featured above the fold alongside the day’s headlines and stories, and is a featured link in our Monday email newsletter, Agent Update. When readers click on the Sponsored Post, the complete post is revealed – a wide canvas for copy, imagery or video and interactivity that showcases your message.



SPONSORED POST PRICING

\$350/7 DAYS

WE PAY UP TO 5% COMMISSION*

We have Move-In-Ready Homes and Up to 5% Commission*

Get More with M/I You’ve probably heard about our “Get More Real Estate Agent Rewards Program,” but it’s such a...

mihomes.com

The screenshot shows the Chicago Agent website interface. At the top, there's a navigation bar with 'CHICAGO AGENT PUBLISHING' and a 'neighborhood loans' banner. Below that is a 'THE DAILY STAT: What are the 10 best cities in Illinois?' section. The main content area features a large article titled 'Tips for Realtors: How to Deal with Low Inventory in a High Competition Market' with a photo of a house. To the right of this article is a '2013 Agents' Choice Awards' section. Below the main article, a sponsored post is integrated into the layout, showing the same 'We have Move-In-Ready Homes and Up to 5% Commission' offer. The right sidebar contains a 'CURRENT ISSUE' section with a '2013 AGENTS' CHOICE AWARDS WINNERS!' banner, a 'SIGN UP FOR OUR NEWSLETTER' form, and a 'CATEGORIES' list including 'AGENT NEWS', 'AGENT SNAPSHOT', 'IMPROVING YOUR BUSINESS', 'INFOGRAPHICS', 'LOCAL NEWS', 'MY STYLE', 'NATIONAL NEWS', 'NEWS + FEATURES', 'TECH REVIEWS', 'TECHNOLOGY', 'THE SCENE', and 'TRENDS'. At the bottom right, there's a 'WHO'S WHO' section and a 'LIKE US ON FACEBOOK' section with a 'Chicago Agent Magazine' profile picture and a '2,858 people like Chicago Agent Magazine' count.



Web page sponsorships are ideal to position your brand on one of the two most popular sections of our website, **The Scene, Events Calendar** or our **New Construction Grid**.

Located above the fold, sponsorship includes your logo at the top of our content with the copy "Calendar of Events (or The Scene) Sponsored by (logo)." This spot does not rotate and will click through to your website.



SPONSORED WEB PAGE PRICING

BANNER

610 x 72 px \$500/30 DAYS





Chicago Agent delivers useful, real estate-related breaking news, advice and information to more than 27,000 readers via email with the weekly "Agent Update." Dedicated e-blasts can also be sent to announce events, company news and more.

DATABASE / PRICE OPTIONS			
	1x	10x	20x
Full Agent Database (approx. 27,000)	\$1,250	\$1,200	\$1,125
Chicago/Northshore (approx. 15,000)	\$850	\$800	\$750
Suburban Agents (approx. 19,000)	\$850	\$800	\$750

AVAILABLE
TUESDAY-SUNDAY

E-BLAST



This information is closely monitored and subject to change

Price Options

Top Banner
\$475
Island
\$350

AVAILABLE MONDAYS

AGENT UPDATE (approx. 27,000)





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 Producers" 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)

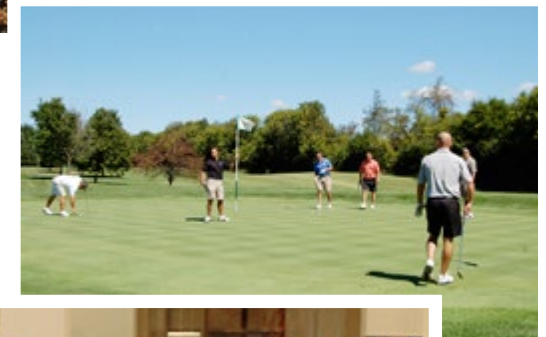
This annual awards event honors the top real estate professionals chosen by our readers in conjunction with the issue.

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](https://www.youtube.com/user/ChicagoAgentMagazine)) to provide a broad 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 more than 40 years of residential real estate marketing expertise, our team knows how to get the job done.





REAL DATA ANNUAL REPORT

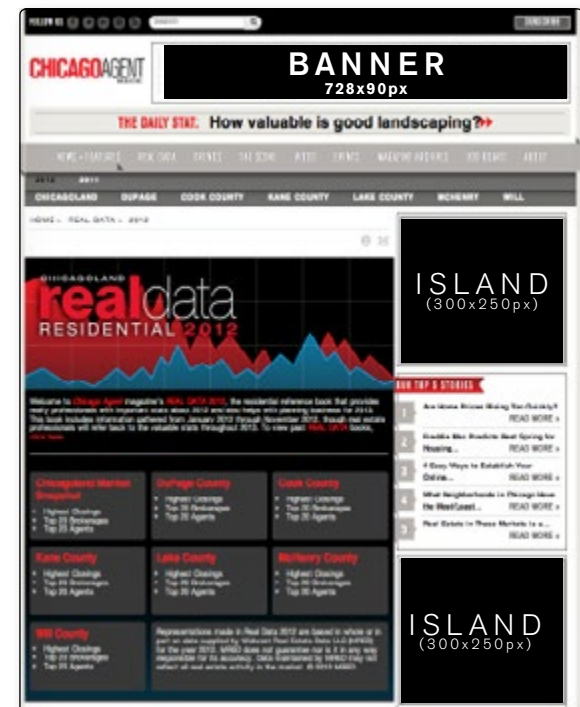
Each year, *Chicago Agent* magazine collects the top statistics by county in a number of categories and features them on our Real Data microsite.

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 overarching 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.



WEB AD PRICING

TOP BANNER (ROTATING)

728 x 90 px **\$1,200/YEAR**

ISLAND (ROTATING)

300 x 250 px **\$800/YEAR**

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 microsites.

