

MEDIA KIT 2018

CHICAGOAGENT

AGENT**PUBLISHING**



Since our launch in 2003, we've had one goal: **to elevate the business of residential real estate.**

That's why we built a media company that helps residential agents navigate current market data, hone their skills and build rewarding careers that serve their highest ambitions.

Together, we are transforming the residential real estate industry by **raising the bar for every agent.** We offer valuable insight, superior training and an established platform where hardworking agents get what they need: **a trusted resource that helps them succeed in every aspect of their profession.**

AGENT **PUBLISHING**

2000 N. RACINE
CHICAGO, IL 60614
773.296.6001

ATLANTAAGENTMAGAZINE.COM
BOSTONAGENTMAGAZINE.COM
CHICAGOAGENTMAGAZINE.COM

HOUSTONAGENTMAGAZINE.COM
MIAMIAGENTMAGAZINE.COM
AGENTPUBLISHING.COM

AGENT **PUBLISHING** / OUR COMMUNITY

Connecting with our community requires access. We are on every platform they use.

MORE THAN
100,000
ENGAGED
NEWSLETTER
SUBSCRIBERS

35,000+
FOLLOWERS
ON SOCIAL CHANNELS
ACROSS THE COUNTRY

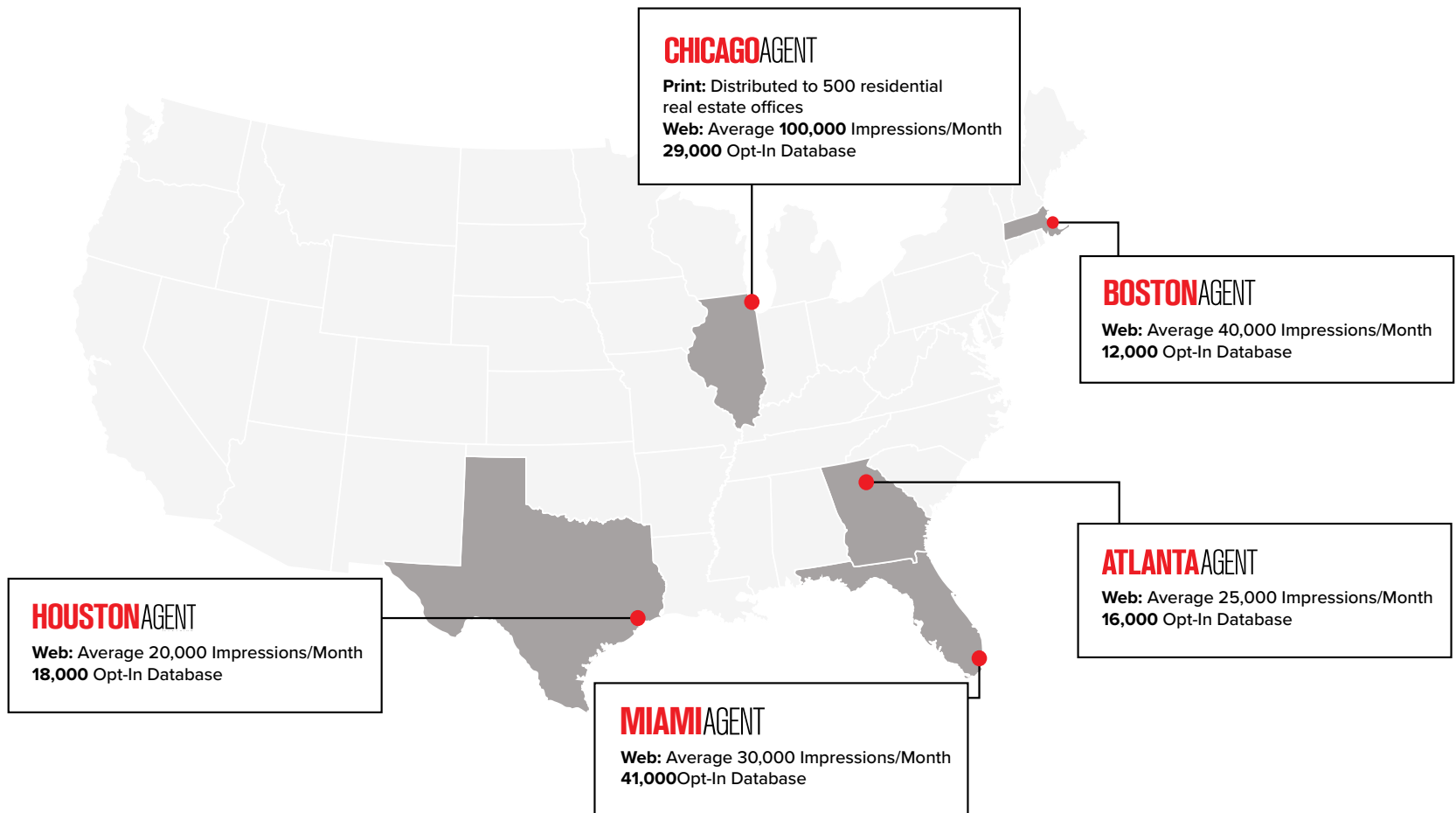


AGENT PUBLISHING / 5 MARKETS

More than **100,000** real estate professionals make Agent Publishing a part of their professional lives. For 15 years, Agent Publishing has been committed to providing residential real estate professionals with information and inspiration to create a successful and meaningful career in their local markets. By focusing

on the core skills of building, growing and maintaining a thriving career, **we play a vital role in the lives of real estate professionals across the country.** Our coverage of local market data, emerging trends in technology, relationship management and industry news continues to make Agent Publishing the **national leader in the**

business of residential real estate reporting while engaging professionals on a local level. Our influence extends to every career stage and reaches agents through print, digital and live events. Online and offline, we deliver quality content that residential real estate professionals trust, covering the subject matter that's most important to them.

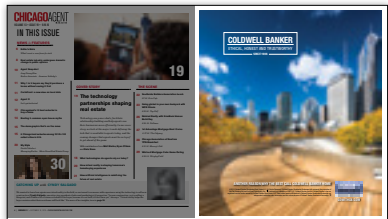


CHICAGOAGENT / PRINT ADVERTISEMENTS

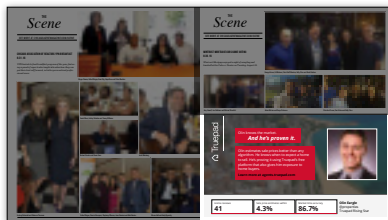
With print issues delivered to agents in over **500 Chicagoland offices**, *Chicago Agent* offers advertisers high-impact print placements alongside the latest real estate data, trends and rich editorial features.



SPREAD



FULL PAGE



1/2 PAGE



1/3 PAGE



RATES

OUTSIDE BACK COVER

1x	\$3,130
6x	\$2,770
13x	\$2,630
26x	\$2,500

*INSIDE FRONT COVER

1x	\$2,280
6x	\$2,180
13x	\$2,070
26x	\$1,950

*INSIDE BACK COVER

1x	\$1,970
6x	\$1,820
13x	\$1,750
26x	\$1,690

ACROSS FROM TOC (B/W)

1x	\$1,370
6x	\$1,220
13x	\$1,160
26x	\$1,085

*CENTER SPREAD

1x	\$3,190
6x	\$2,910
13x	\$2,710
26x	\$2,600

FULL PAGE (B/W)

1x	\$1,270
6x	\$1,130
13x	\$1,000
26x	\$900

2/3 PAGE (B/W)

1x	\$1,090
6x	\$990
13x	\$860
26x	\$770

1/2 PAGE (B/W)

1x	\$920
6x	\$820
13x	\$720
26x	\$660

1/3 PAGE (B/W)

1x	\$690
6x	\$610
13x	\$530
26x	\$500

1/4 PAGE (B/W)

1x	\$530
6x	\$485
13x	\$430
26x	\$375

All rates are in black and white. Add \$360 per insertion for 4-color processing. Add \$780 for color spreads.

CHICAGOAGENT / 2018 EDITORIAL CALENDAR

Each cover story reports on issues affecting the local residential real estate community and is accompanied by an array of features highlighting the latest realty trends and profiling local agents. Our **Agent Snapshot** and **My Style** features offer agents the opportunity to discuss pressing real estate topics and showcase their individual style.

JANUARY

02 **New Realtor Regulations**
Reservation Deadline: Dec. 22
Materials Deadline: Dec. 26

15 **Mortgage Lending**
Reservation Deadline: Jan. 4
Materials Deadline: Jan. 8

29 **Real Data**
Reservation Deadline: Jan. 18
Materials Deadline: Jan. 22

FEBRUARY

12 **Real Estate Taxes**
Reservation Deadline: Feb. 1
Materials Deadline: Feb. 5

26 **Top Producers**
Reservation Deadline: Feb. 15
Materials Deadline: Feb. 19

MARCH

12 **New Construction – Spring**
Reservation Deadline: Mar. 1
Materials Deadline: Mar. 5

26 **Agents' Survey**
Reservation Deadline: Mar. 15
Materials Deadline: Mar. 19

APRIL

09 **Managing Brokers/Leadership**
Reservation Deadline: Mar. 29
Materials Deadline: Apr. 2

23 **Technology – Spring**
Reservation Deadline: Apr. 12
Materials Deadline: Apr. 16

MAY

07 **Selling Luxury Homes**
Reservation Deadline: Apr. 26
Materials Deadline: Apr. 30

21 **Neighborhoods: Where to Buy**
Reservation Deadline: May 10
Materials Deadline: May 14

JUNE

04 **Fair Housing Act**
Reservation Deadline: May 24
Materials Deadline: May 28

18 **Agents' Public Perception**
Reservation Deadline: June 7
Materials Deadline: June 11

JULY

02 **Rookie/New Agent Onboarding**
Reservation Deadline: June 21
Materials Deadline: June 25

16 **Who's Who 2018**
Reservation Deadline: July 2
Materials Deadline: July 3

30 **Personal vs. Company Branding**
Reservation Deadline: July 19
Materials Deadline: July 23

AUGUST

13 **Real Estate Affiliations**
Reservation Deadline: Aug. 2
Materials Deadline: Aug. 6

27 **New Construction – Fall**
Reservation Deadline: Aug. 16
Materials Deadline: Aug. 20

SEPTEMBER

10 **Lending Update**
Reservation Deadline: Aug. 30
Materials Deadline: Sept. 3

24 **Technology – Fall**
Reservation Deadline: Sept. 13
Materials Deadline: Sept. 17

OCTOBER

08 **Selling Problem Properties**
Reservation Deadline: Sept. 27
Materials Deadline: Oct. 1

22 **Agents' Choice Awards**
Reservation Deadline: Oct. 11
Materials Deadline: Oct. 15

NOVEMBER

05 **The Real Estate Assistant**
Reservation Deadline: Oct. 25
Materials Deadline: Oct. 29

19 **Agent Recruiting**
Reservation Deadline: Nov. 8
Materials Deadline: Nov. 12

DECEMBER

03 **Agent Training**
Reservation Deadline: Nov. 22
Materials Deadline: Nov. 26

17 **2019 Predictions**
Reservation Deadline: Dec. 6
Materials Deadline: Dec. 10

**NEW DESIGN
COMING IN 2018**

CHICAGOAGENT / DIGITAL / WEB ADVERTISEMENTS

ChicagoAgentMagazine.com is updated daily with breaking news, video, blog posts, market indicators and industry reports. Our website, which is optimized for mobile, offers real estate professionals a direct line to the pulse of the local real estate industry. Banner ads and island ads on ChicagoAgentMagazine.com give advertisers an opportunity to put their brand in front of thousands of residential professionals.



RATES

TOP BANNER (ROTATING)	
1092 x 135 px (desktop)	
450 x 180 px (mobile)	\$500/30 DAYS
 ISLAND AD (ROTATING)*	
450 x 375 px (desktop)	
450 x 180 px (mobile)	\$400/30 DAYS

CHICAGOAGENT / DIGITAL / PRESTITIAL ADS

Achieve high visibility with our prestitial or interstitial ads. Your ad is the first thing our visitors see before accessing our site. Prestitials and interstitials are run once per day for each unique site visitor.



RATES

PRESTITIAL ADS

CHICAGO
 700 x 700 px **\$500/7 DAYS**

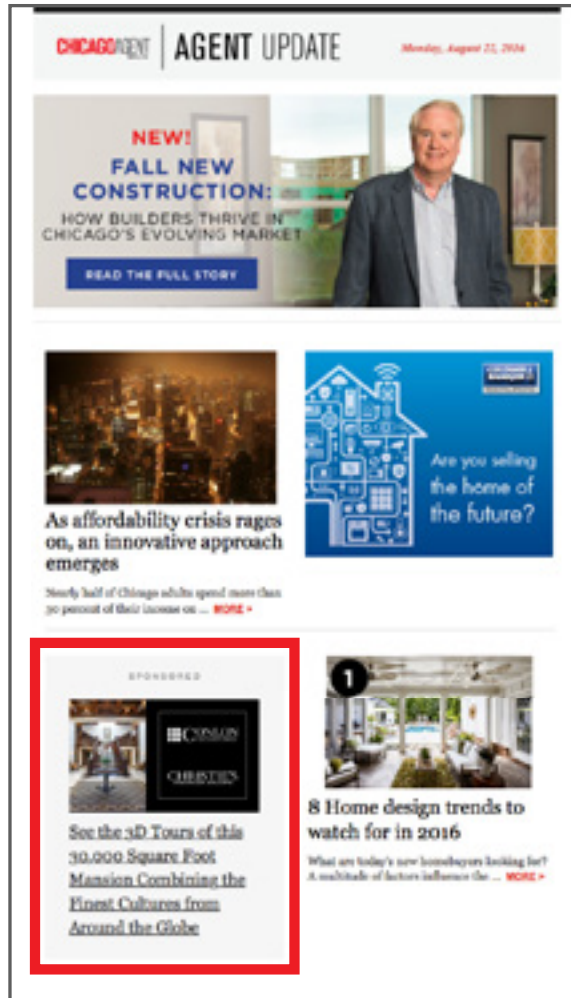
INTERSTITIAL ADS

CHICAGO
 700 x 700 px **\$300/7 DAYS**

The ad is featured on the web and on our weekly Agent Update newsletter sent every Monday.

CHICAGOAGENT / SPONSORED POST

Sponsored posts on **ChicagoAgentMagazine.com** position your message within popular editorial content, above the fold and alongside the day's top headlines. Sponsored posts are also featured in our weekly e-newsletter, Agent Update, as a top post.



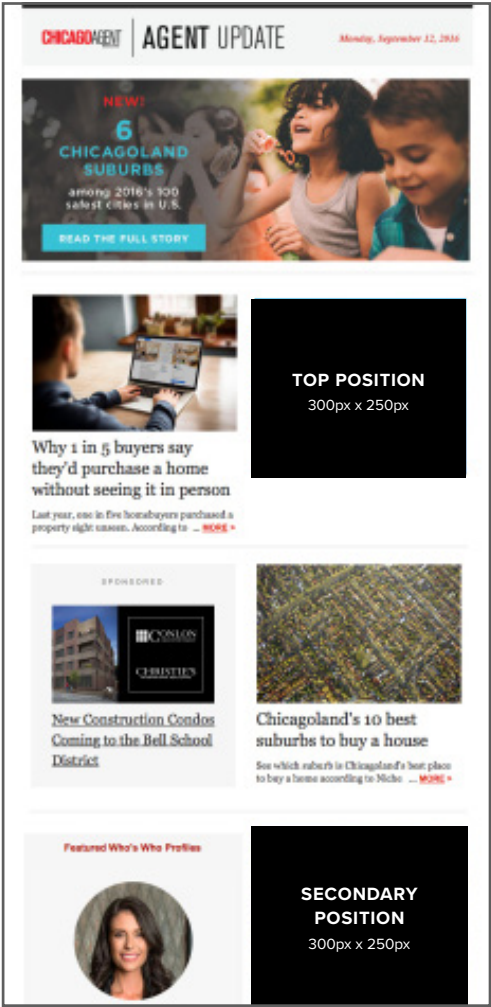
RATES

SPONSORED POSTS

CHICAGO
100 x 120 px **\$600/7 DAYS**

CHICAGOAGENT / EMAIL / AGENT UPDATE NEWSLETTER ADS

Agent Update is a weekly newsletter sent to our Chicagoland database every Monday. Our blend of topical news and features offers advertisers a rich environment for their sponsored content. Options include digital ads and sponsored posts (with purchase of homepage sponsored post).



RATES

TOP POSITION	
CHICAGO	
300 x 250 px	\$450
SECONDARY POSITION	
CHICAGO	
300 x 250 px	\$350

CHICAGOAGENT / EMAIL / DEDICATED EBLAST

Our eblast offering delivers your message straight to a targeted audience of qualified contacts. Our most popular product, eblasts often sell out at least two weeks in advance.



RATES

DEDICATED EBLASTS

CHICAGO / NORTH SHORE	
1x	\$875
10x	\$825
20x	\$775
SUBURBS	
1x	\$875
10x	\$825
20x	\$775
BOTH	
1x	\$1,300
10x	\$1,225
20x	\$1,175

All dedicated eblasts must be between 550 x 558 px.

CHICAGOAGENT / EVENT SPONSORSHIP

Chicago Agent 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.



TOP PRODUCERS EVENT (FEBRUARY)

Mingle with the agents who move the most real estate in Chicagoland. Our Top Producers Issue profiles our highest-ranked agents and their performance. The event draws featured city and suburban top agents, and the top 20 producers from six Chicagoland counties receive awards.



WHO'S WHO IN RESIDENTIAL REAL ESTATE NETWORKING EVENT (JULY)

At this popular event we honor the industry's best agents, managing brokers, developers, lenders and affiliates, and other executives profiled in our Who's Who in Residential Real Estate Issue.



LUXURY HOMES ISSUE RELEASE PARTY (MAY)

Every year our Luxury Issue examines the latest news and trends in luxury housing, and launch party attendees include Chicagoland's top-producing agents in the high-end market.



AGENTS' CHOICE AWARDS RECEPTION (NOVEMBER)

The highly anticipated annual Agents' Choice Issue draws thousands of votes from our readers. The winners, chosen by their peers in 15 categories, are announced and receive their awards at this exclusive event.

CUSTOM EVENTS: Custom events are a great way to meet your audience face-to-face, build awareness of your brand and services, and foster goodwill in the industry. *Chicago Agent* designs strategic events to help companies achieve their goals.