

MEDIA KIT 2023

CHICAGO AGENT MAGAZINE

ELEVATING THE BUSINESS *of* REAL ESTATE

With over **860,000 impressions** annually and a readership of **more than 29,000 real estate professionals**, Chicago Agent magazine is where agents and industry leaders turn for the latest news in Chicagoland real estate.

REACH OUR AUDIENCE BY PLATFORM



CHICAGOAGENTMAGAZINE.COM

+ 71,600+ impressions monthly



AGENT UPDATE NEWSLETTER

+ 29,000+ subscribers



CHICAGO AGENT SOCIAL NETWORKS

+ 21,800+ engaged real estate professionals in our Facebook, Twitter, LinkedIn and Instagram communities



CHICAGO AGENT MAGAZINE PRINT

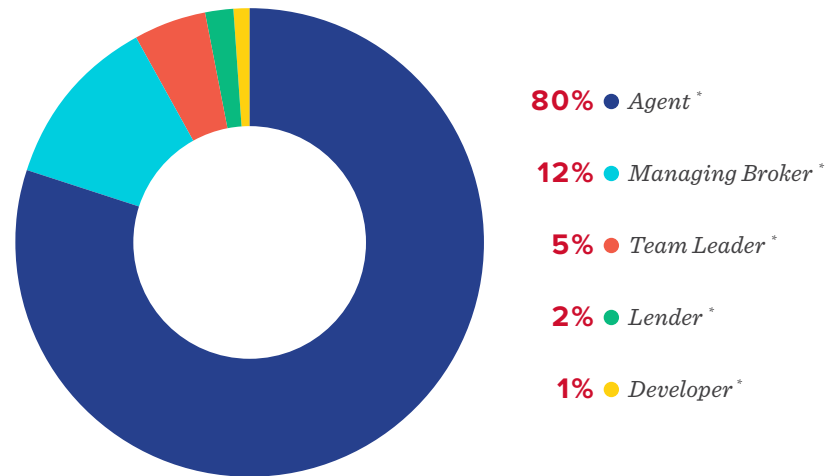
+ Print copies are distributed to 500+ real estate offices throughout Chicagoland 13x/year



LIVE EVENTS

+ Issue release events and other networking opportunities throughout the year

WHO READS CHICAGO AGENT MAGAZINE



Our readers value Chicago Agent magazine’s insightful and data-driven journalism. We’ve earned our reputation as the leading Chicago B2B media company covering local residential real estate news, tech, educational articles, interviews with industry leaders and in-depth features that empower agents to build their business and stay connected to the community.

\$54,330
*median household income of Realtors in 2022***

8 YEARS
*median real estate experience of all Realtors***

56
*median age of all Realtors***

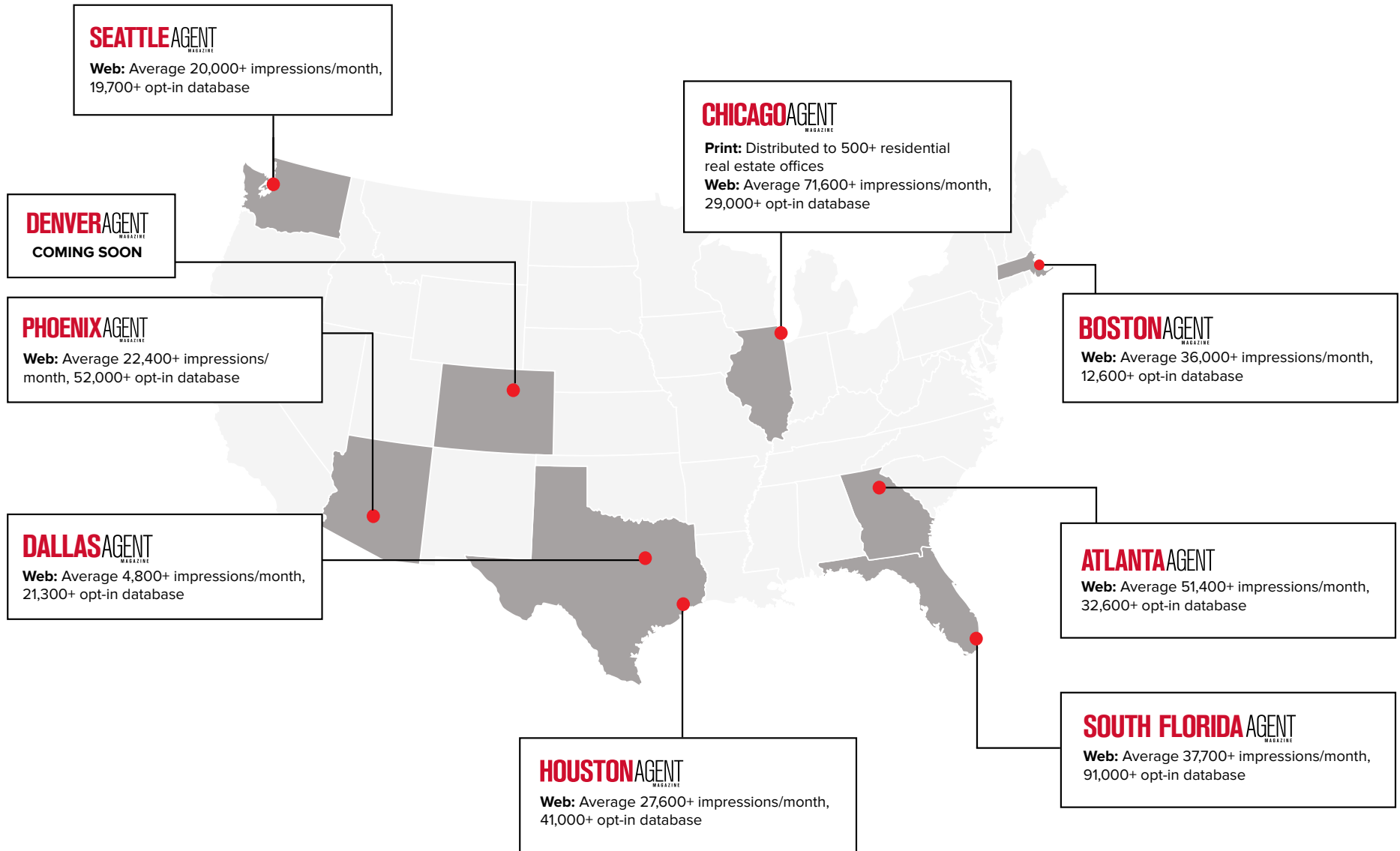
66%
*of all Realtors are female***

60%
*of readers currently have clients interested in new construction****

62%
*of readers sold new construction in the past 12 months****

*Agent Publishing’s annual Truth About Agents surveys
**National Association of Realtors 2022 Member Profile
***Chicago Agent’s 2022 New Construction survey

REACH MARKETS • Audience



PRINT ADVERTISEMENTS

PRINT ISSUES DELIVERED TO AGENTS IN **MORE THAN 500** CHICAGOLAND OFFICES.

Chicago Agent offers advertisers **high-impact** print placements alongside the latest real estate data, trends and rich editorial features. Our readers look to us to help stay on top of the Chicagoland market and bring them the information that matters most in today's real estate climate.



PRINT ADVERTISEMENTS • Rates

PREMIUM DISPLAY ADVERTISING

PRODUCT	1x	6x	13x
*Outside Back Cover	\$3,990	\$3,570	\$3,350
*Inside Front Cover	\$2,920	\$2,800	\$2,600
*Inside Back Cover	\$2,590	\$2,310	\$2,230
*Across from TOC	\$2,535	\$2,255	\$2,040
*Center Spread	\$4,050	\$3,700	\$3,460
Full Page	\$1,735	\$1,460	\$1,270
2/3 Page	\$1,420	\$1,270	\$1,100
1/2 Page	\$1,185	\$1,045	\$935
1/3 Page	\$880	\$795	\$680
1/4 Page	\$715	\$635	\$550

Add \$360 per insertion for 4-color processing.

Add \$780 for color spreads.

PREMIUM DISPLAY ADVERTISING

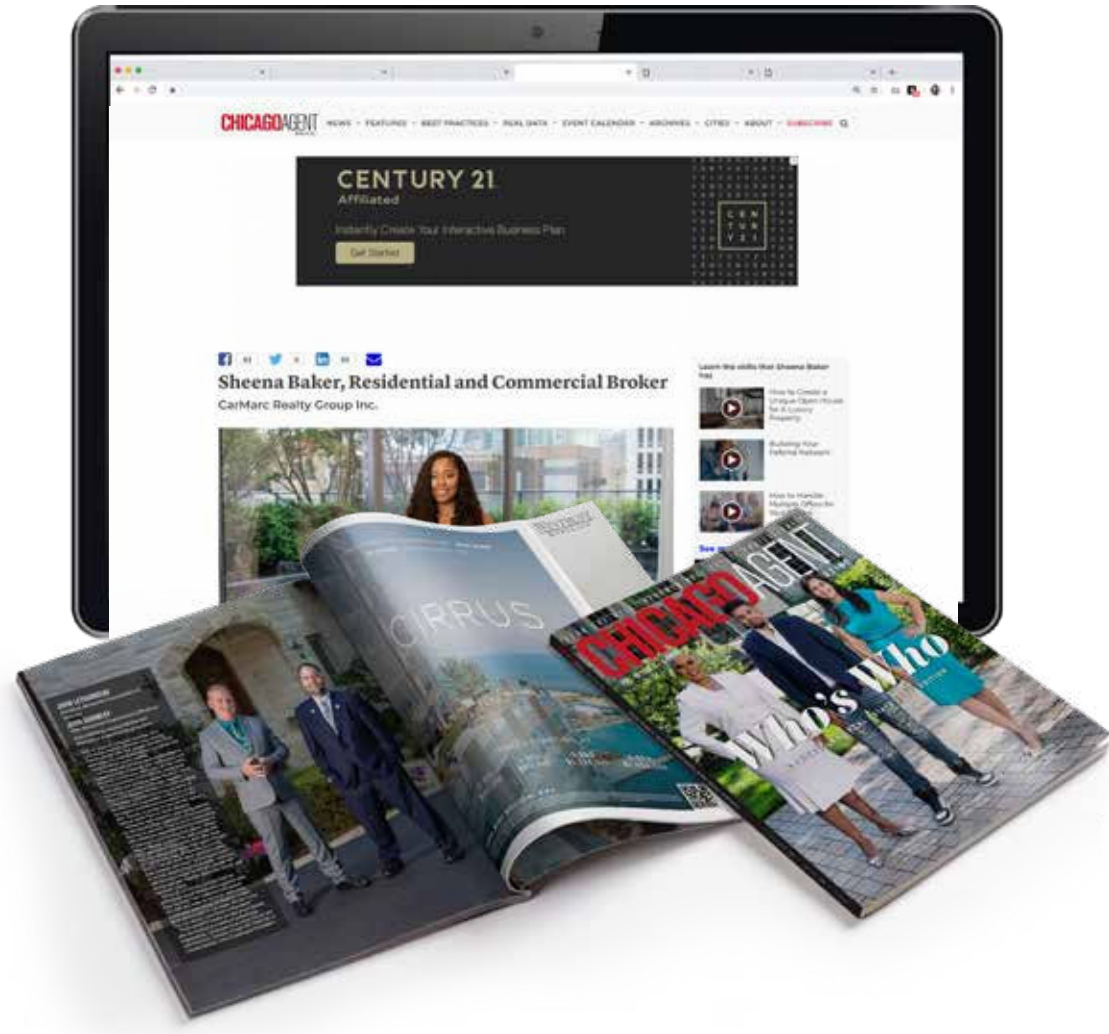
Premium display advertising units are indicated with * and include color processing. All other display advertising units are in black and white.

SPECIAL FEATURE

WHO'S WHO IN CHICAGOLAND REAL ESTATE

This special annual issue supports and recognizes excellence and leadership in the real estate industry. **In print and online.**

We profile top producers, team leaders, mentors and other highly regarded professionals. This popular issue gives advertisers an opportunity to align with the best in Chicagoland residential real estate.



Issue Date: Aug. 28, 2023 **Ad Reservation Deadline:** June 26, 2023 **Materials Deadline:** July 17, 2023

Premium placement ads may have an earlier materials deadline.

For more information contact anne@agentpublishing.com. If you would like information about being profiled or nominating others to be profiled, contact marci@agentpublishing.com.

PRINT ADVERTISEMENTS · 2023 Editorial Calendar

JANUARY

- 02 State of the Market**
Ad Reservation Deadline: Dec. 19
Materials Deadline: Dec. 22

FEBRUARY

- 06 Real Data/Top Producers**
Ad Reservation Deadline: Jan. 25
Materials Deadline: Jan. 30

MARCH

- 06 Mortgage Lending**
Ad Reservation Deadline: Feb. 22
Materials Deadline: Feb. 27

APRIL

- 03 Truth About Agents Survey**
Ad Reservation Deadline: March 22
Materials Deadline: March 27

MAY

- 01 Chicagoland Luxury Homes**
Ad Reservation Deadline: April 19
Materials Deadline: April 24

JUNE

- 05 Tech**
Ad Reservation Deadline: May 24
Materials Deadline: May 29

JULY

- 03 Selling to First-Time Buyers**
Ad Reservation Deadline: June 21
Materials Deadline: June 26

AUGUST

- 07 Teams**
Ad Reservation Deadline: July 26
Materials Deadline: July 31
- 28 Who's Who**
Ad Reservation Deadline: June 28
Materials Deadline: Aug. July 17

SEPTEMBER

- 04 New Construction**
Ad Reservation Deadline: Aug. 23
Materials Deadline: Aug. 28

OCTOBER

- 02 Mentorship Issue**
Ad Reservation Deadline: Sept. 20
Materials Deadline: Sept. 25

NOVEMBER

- 06 Agents' Choice Awards**
Ad Reservation Deadline: Oct. 25
Materials Deadline: Oct. 30

DECEMBER

- 04 Predictions**
Ad Reservation Deadline: Nov. 22
Materials Deadline: Nov. 27



SPECIAL ISSUE

August 28

Who's Who in Chicagoland Residential Real Estate

Ad Reservation Deadline: June 28
Materials Deadline: July 17

This special annual issue supports and recognizes excellence and leadership in the real estate industry.

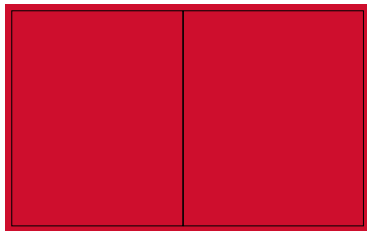
In print and online.

We profile top producers, team leaders, mentors and other highly regarded professionals. This popular issue gives advertisers an opportunity to align with the best in Chicagoland residential real estate.

See **page 6** for print ad rates.

NOTE: Premium placement ads have an earlier materials deadline. Please contact Chicago Agent for specific dates.

PRINT ADVERTISEMENTS • *Specifications*



SPREAD

Bleed: 21.25" x 12.25"
Trim size: 21" x 12"
Live area: 20" x 10.75"



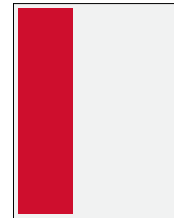
FULL PAGE

Bleed: 10.75" x 12.25"
Trim size: 10.5" x 12"
Live area: 9.5" x 10.75"



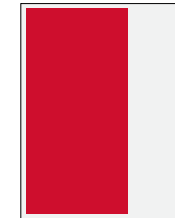
1/2 PAGE

Vertical: 4.6" x 10.75"
Horizontal: 9.5" x 5.225"
No bleed.



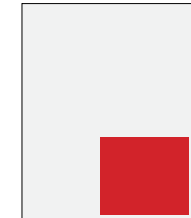
1/3 PAGE

Vertical: 2.96" x 10.5"
Horizontal: 9.5" x 3.38"
No bleed.



2/3 PAGE

Vertical: 6.23" x 10.5"
Horizontal: 9.5" x 7.066"
No bleed.



1/4 PAGE

Size: 4.6" x 5.225"
No bleed.

REQUIREMENTS

SUBMISSION

All ads must be submitted by the ad artwork deadline.
Ad artwork can be submitted via email to toria.beckum@agentpublishing.com.

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

FILE FORMATS

- PDF (no JPGs will be accepted)
- CMYK only (RGB, spot colors, lab colors and Pantone to CMYK)
- 300 dpi (high resolution)

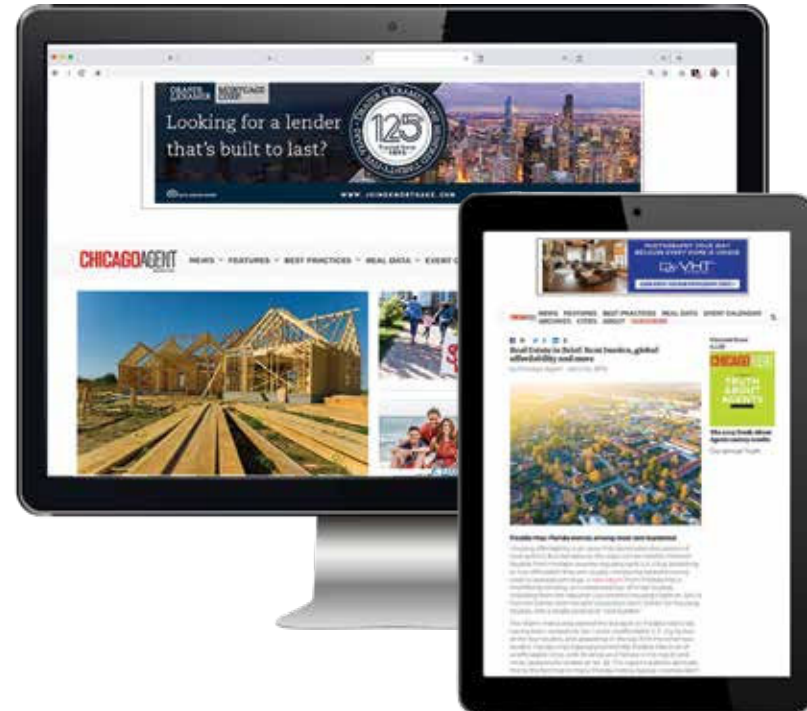
OTHER REQUIREMENTS

- Spread and full page ads must have crop marks turned on, and should include the bleed size even if the artwork does not bleed off the page.
- Adjust the trapping settings accordingly. Turn off the overprint setting on all text and art elements unless overlapping colors are intended.
- Vertical/horizontal option for 1/2 page ads must be selected upon signing.
- All ads submitted must be suitable as is. Chicago Agent is not responsible for errors in content or format.

DIGITAL ADVERTISEMENTS

MORE THAN **71,000+** 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 industry, every day. ChicagoAgentMagazine.com is the place agents go to learn and cultivate their success.

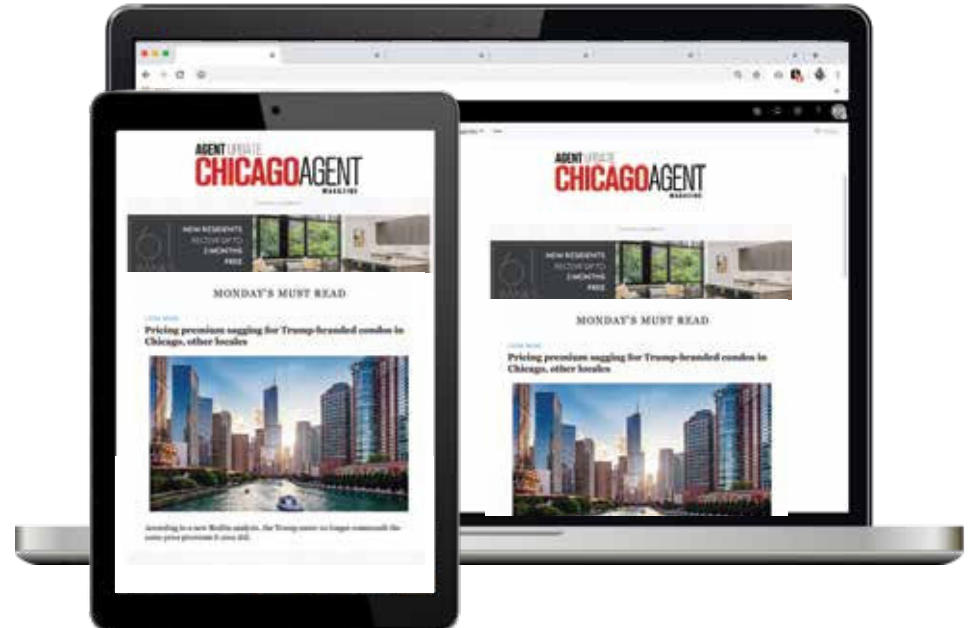


PRODUCT	DESKTOP	MOBILE	RATE
Website Billboard Ad	970 x 250 px	300 x 120 px	\$575 / 30 days
Prestitial Ad	700 x 700 px		\$575 / 7 days

DIGITAL ADVERTISEMENTS · *Biweekly Newsletters*

MORE THAN **29,000+** 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

DIMENSIONS

970 x 250 px

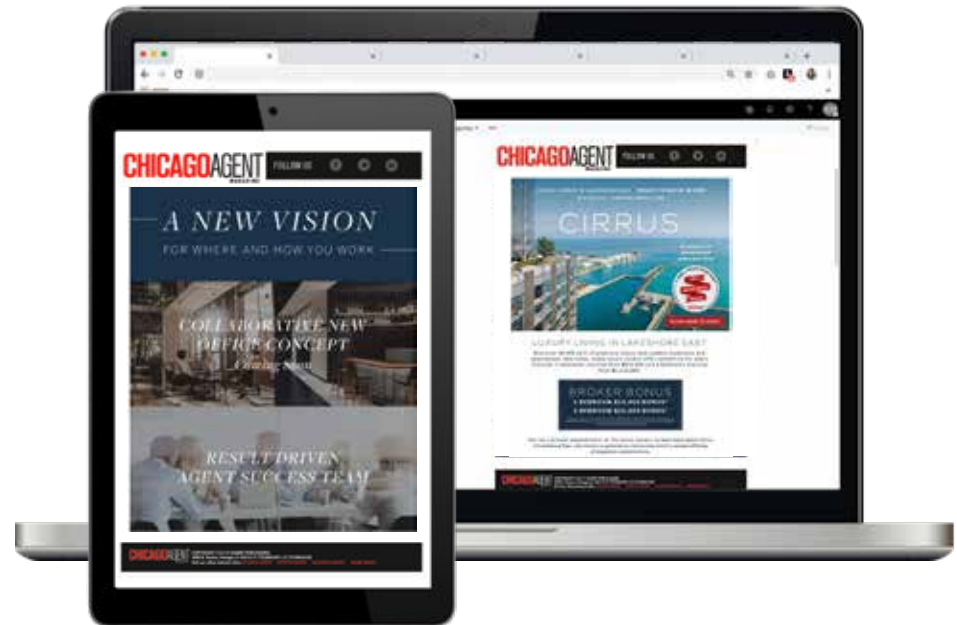
RATE

\$500 / Week

DIGITAL ADVERTISEMENTS • Custom E-blasts

YOUR MESSAGE DELIVERED STRAIGHT TO OUR AUDIENCE

Our targeted database consists of more than 29,100 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	1X	10X	20X
Chicago / North Shore	\$975	\$925	\$870
Suburbs	\$975	\$925	\$870
Both	\$1,450	\$1,375	\$1,325

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 toria.beckum@agentpublishing.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 toria.beckum@agentpublishing.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. Chicago Agent is not responsible for errors in content or format.

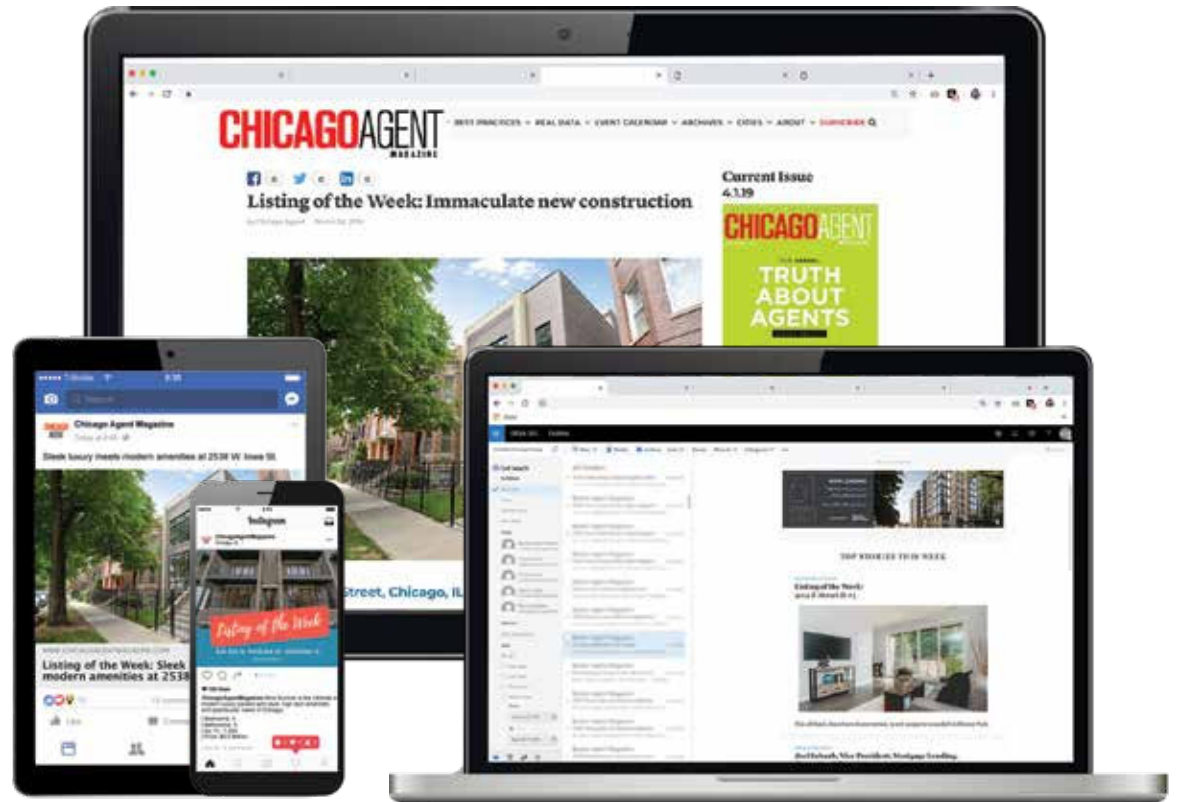
OTHER REQUIREMENTS

- 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. Chicago Agent is not responsible for errors in content or format.

CONTENT SOLUTIONS • *Premium Content*

**HIGHLY
SEARCHABLE.
HIGHLY
SHAREABLE.**

We deliver your customized messages, news products and company information direct to our engaged audience.



DEMONSTRATE THOUGHT LEADERSHIP WHILE GENERATING LEADS

With our **Resource Guide**, your authoritative content gets published and promoted by Agent Publishing. Our Resource Guide is a collection of high-value white papers, research reports, videos and surveys that work as a powerful marketing tool to educate your next potential customer. Custom registration forms help provide you with a database of quality leads.

Thought leadership authenticates your position as a subject matter expert by comprehensively communicating a unique innovation or point of view — building business over the long term.

Brand awareness strengthens your company image, helps define how purchase influencers perceive your company and increases consideration and preference for your products and services.

Lead generation develops as industry professionals access your Resource Guide content, including full reporting and contact information from anyone who downloads it.

Resource Guide	
TOOLS TO ELEVATE YOUR CAREER	
MOTIVATING SELLERS	Motivate Home Sellers off the Fence with This Cheat Sheet
FARMING GUIDE	The Complete Farming Guide with Scripts, Templates & more
VOICEMAIL SCRIPTS	Scripts & Tips for Leaving Voicemails That Get Callbacks
BEST PRACTICES	Learn and get certified on the fundamentals of real estate
ASSISTANTS	Train and certify your assistant for success

Resource Guide inclusion \$750/month on ChicagoAgentMagazine.com

CONTENT SOLUTIONS · *Premium Content*

SPONSORED POST | \$700

Position your story to drive additional exposure for your brand and promote your business.

**CHICAGOAGENTMAGAZINE.COM +
AGENT UPDATE EMAIL NEWSLETTER +
SOCIAL NETWORKS**

DEVELOPING CHICAGOLAND | \$2,400 **DIGITAL ONLY OPTION | \$1,800**

A multichannel feature — including a full page in Chicago Agent magazine — that showcases a new development, with full-color photos and information on its special amenities, affordability, luxury features, community impact and more.

**CHICAGO AGENT MAGAZINE +
CHICAGOAGENTMAGAZINE.COM +
AGENT UPDATE EMAIL NEWSLETTER +
SOCIAL NETWORKS**

LISTING OF THE WEEK | \$375

The perfect opportunity to highlight a home for sale that deserves a greater spotlight, including full-color images and listing information for potential buyers.

**CHICAGOAGENTMAGAZINE.COM +
AGENT UPDATE EMAIL NEWSLETTER +
SOCIAL NETWORKS**

REAL INFLUENCERS | \$1,475

Share your individual real estate success story — including your most noteworthy career experiences and accomplishments, and what inspires you to create a positive impact in the industry.

**CHICAGOAGENTMAGAZINE.COM +
AGENT UPDATE EMAIL NEWSLETTER +
SOCIAL NETWORKS**

TEAM/COMPANY FEATURE | \$1,995

A creative and compelling way to showcase your brand. This profile allows companies to demonstrate their expertise and gain exposure for their products, solutions and industry achievements.

**CHICAGOAGENTMAGAZINE.COM +
AGENT UPDATE EMAIL NEWSLETTER +
SOCIAL NETWORKS**

TECH WATCH | \$2,500

Present your real estate tech solution — CRM software, mobile apps, data analytics platform, etc. — and share how, and why, agents use it to grow their business.

**CHICAGO AGENT MAGAZINE +
CHICAGOAGENTMAGAZINE.COM AND ALL CITIES' WEBSITES**

LIVE AUDIENCE • *Events*

MEET OUR AUDIENCE **FACE** **TO FACE** & BUILD AWARENESS OF **YOUR BRAND**

Chicago Agent magazine hosts several events throughout the year, each corresponding with the release of our 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.

