MEDIA KIT 2019

MIAMI AGENT MAGAZINE

ELEVATING THE BUSINESS *of* REAL ESTATE

With more than **350,000 impressions** annually and a readership of **more than 39,000** real estate professionals, Miami Agent magazine is where agents and industry leaders turn to for the latest news in Miami residential real estate.

REACH OUR AUDIENCE BY PLATFORM

MIAMI AGENT SOCIAL NETWORKS

+ 5,994+ engaged real estate professionals in our Facebook, Twitter and Instagram communities

MIAMIAGENTMAGAZINE.COM

+ More than 45,000 impressions/month

WHO'S WHO IN MIAMI REAL ESTATE

+ Print copies are distributed to 500+ brokerages throughout Miami Metro area

AGENT UPDATE NEWSLETTER

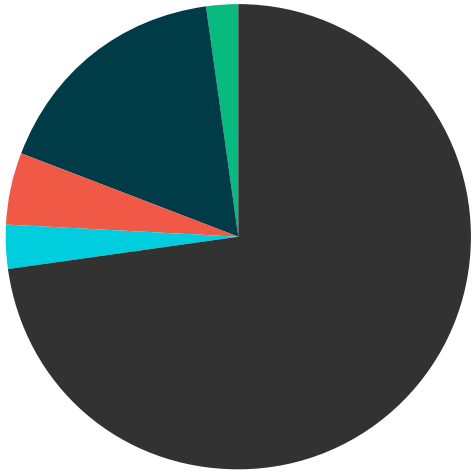
+ 39,000+ subscribers

LIVE EVENTS

+ Issue release events and other networking opportunities throughout the year

WHO READS *MIAMI AGENT* MAGAZINE

Our readers value *Miami Agent* magazine's insightful and data-driven journalism. We've earned our reputation as the leading Miami B to B 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.



73% *Active Agents*

3% *Lenders*

5% *Other Affiliates*

17% *Managing Brokers*

2% *Real Estate Developers*

$110,760
*median household income of REALTORS in 2018**

10 YEARS
median real estate ***experience*** *of all REALTORS**

4 YEARS
median ***tenure at present*** *for all REALTORS**

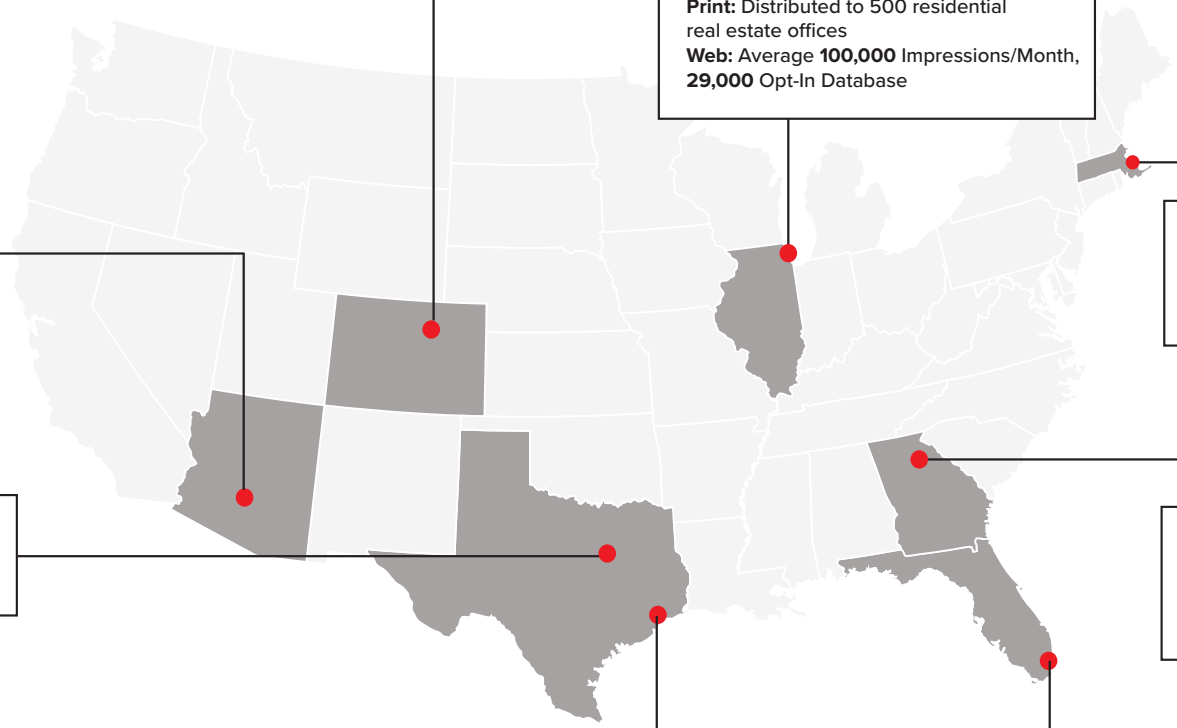
77%
of REALTORS reccomend ***a mortgage lender*****

54
median age *of all REALTORS**

63%
of all REALTORS ***are female****

*National Association of Realtors 2018 Member Profile.
**2018 Miami Agent Audience Survey

REACH MARKETS · *Audience*



DENVERAGENT MAGAZINE
COMING SOON

PHOENIXAGENT MAGAZINE
COMING SOON

DALLASAGENT MAGAZINE
COMING SOON

CHICAGOAGENT MAGAZINE
Print: Distributed to 500 residential real estate offices
Web: Average **100,000** Impressions/Month, **29,000** Opt-In Database

BOSTONAGENT
Web: Average 30,000 Impressions/Month, **11,000** Opt-In Database

ATLANTAAGENT
Web: Average 25,000 Impressions/Month, **16,000** Opt-In Database

MIAMIAGENT
Web: Average 45,000 Impressions/Month, **39,000** Opt-In Database

HOUSTONAGENT
Web: Average 20,000 Impressions/Month, **18,000** Opt-In Database

SPECIAL FEATURE

WHO'S WHO IN MIAMI 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 Miami residential real estate.

Issue Date: May 6
Ad Reservation Deadline: April 1
Materials Deadline: April 8
Full Page: $2,500
2 Page Spread: $4,500
Premium positions available upon request.

For more information contact **anne@agentpublishing.com.**

DIGITAL ADVERTISEMENTS · *2019 Editorial Calendar*

JANUARY

A New Year in Real Estate: Housing & the Economy

Issue release date: January 7

Every new year brings with it changes to how real estate professionals conduct business. We highlight some of the key developments in licensing requirements, continuing education and more.

FEBRUARY

Top Producers

Issue release date: February 4

What does it mean to be a top producer? We interview some of the industry's leading agents who reveal their secrets to real estate success.

MARCH

Real Estate Tech: New Tools, Trends & More

Issue release date: March 4

From new social media networks to mobile apps to virtual reality, we help agents understand how to use technology to facilitate better relationships and improve their business.

APRIL

New Construction: The Latest in Real Estate Development

Issue release date: April 1

We share our discussions with top developers on important trends in construction, the challenges developers face, issues of affordability and more. Plus, we highlight some of the most promising new construction and development projects!

MAY

Who's Who in Residential Real Estate

Issue release date: May 6

Our Who's Who issue features the best and brightest in real estate – including agents, brokers, lenders, developers and more!

JUNE

The Luxury Real Estate Market

Issue release date: June 3

The luxury market is thriving, but how can agents position themselves to capitalize on the booming market? We show you how!

JULY

Managing Brokers: How to Recruit & Retain Top Agents

Issue release date: July 1

How do managing brokers recruit and retain top agents while maintaining an excellent company culture? They share their insights and further define what it means to be a leader.

AUGUST

Real Estate Auctions

Issue release date: August 5

Agents with vast experience assisting clients in auction situations discuss how they analyze each property and the overall market to determine if it's the right fit.

SEPTEMBER

Agents' Choice Awards

Issue release date: September 9

In our annual Agents' Choice Awards, we ask our readers to vote for their favorites in a variety of categories, including Industry MVP, Managing Broker of the Year and the Charitable Services Award.

OCTOBER

Real Estate Teams

Issue release date: October 7

What makes real estate teams work? Some of the top local teams share their winning formula and how joining forces has benefits to both buyers and sellers.

NOVEMBER

Trends in Mortgage Lending

Issue release date: November 4

From interest rates to tax reform and new technological advances, here are some of the factors that will shape mortgage lending in 2019 and beyond.

DECEMBER

Seeing 2020: Real Estate Predictions from the Experts

Issue release date: December 2

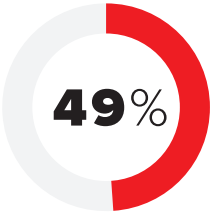
To provide further insight into the new year of real estate, we assemble an expert panel of local association executives, CEOs, presidents, managing brokers, agents, mortgage lenders and more.

DIGITAL ADVERTISEMENTS

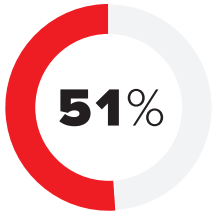
MORE THAN 45,000 WEB IMPRESSIONS PER MONTH

We've created a site for agents and real estate professionals to stay informed and stay ahead of what's happening in the industry every day. MiamiAgentMagazine.com is the place agents go to learn and cultivate their success.

DESKTOP
views



MOBILE
views



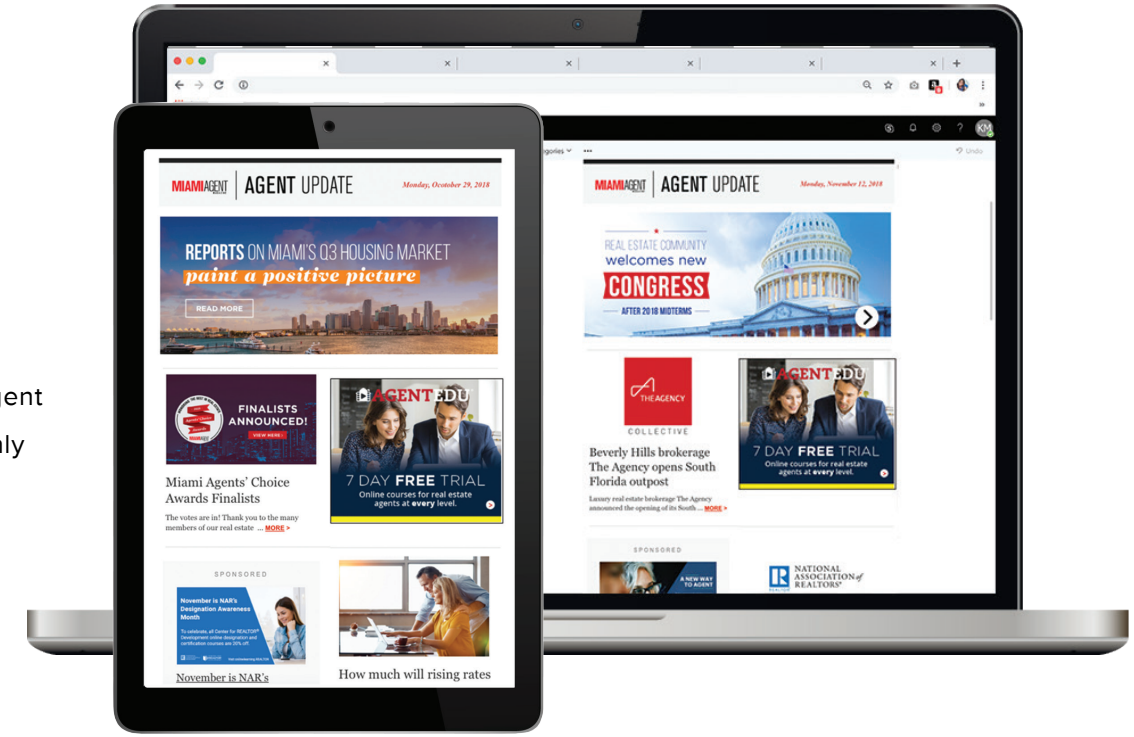
DIGITAL ADVERTISEMENTS · *Rates*

PRODUCT	DESKTOP	MOBILE	RATE
Top Banner (Rotating)	1092 x 135px	450 x 180 px	$400 / 30 days
Island Ad (Rotating)	450 x 375 px	450 x 180 px	$320 / 30 days
Prestitial Ad	700 x 700 px		$250 / 7 days

DIGITAL ADVERTISEMENTS • *Agent Update Newsletter*

MORE THAN 39,000 SUBSCRIBERS

Our weekly newsletter reaches a target audience that is actively seeking industry news. When you advertise in Agent Update, your message is a consistent presence for a highly engaged readership.



DIGITAL ADVERTISEMENTS • *Agent Update Newsletter* • *Rates*

PRODUCT	DESKTOP & MOBILE DIMENSIONS	RATE
Top Position	300 x 250 px	$200
Secondary Position	300 x 250 px	$150

REQUIREMENTS

SUBMISSION

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

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

FILE FORMATS

- JPG or GIF
- RGB only
- 72 dpi (web resolution)

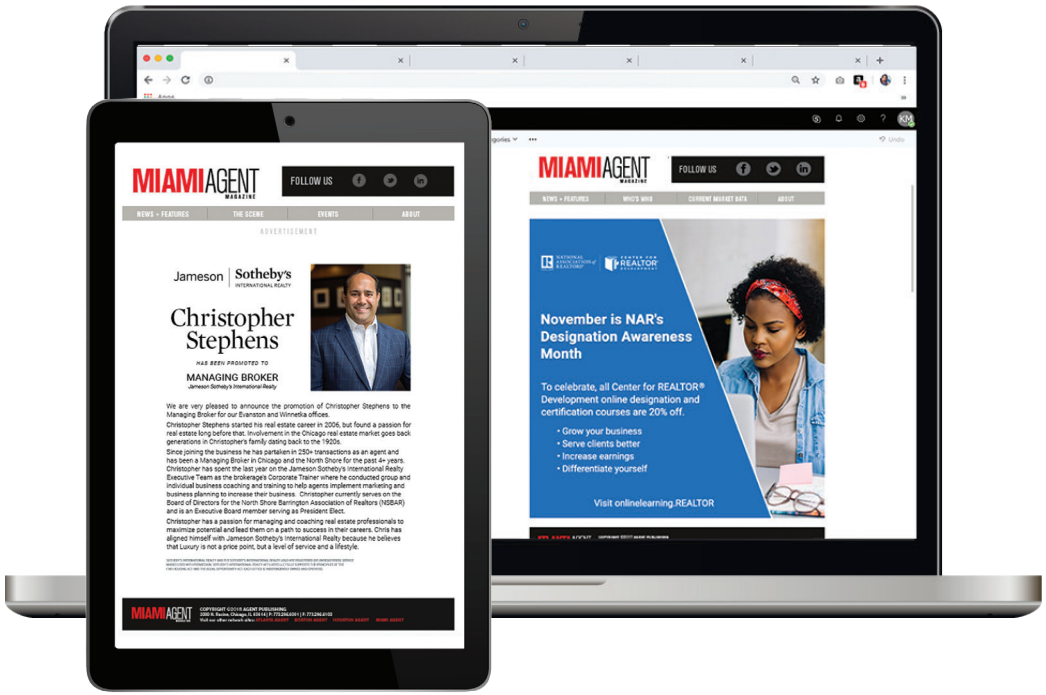
OTHER REQUIREMENTS

- GIFs must be under 1MB.
- All ads submitted must be suitable as-is. *Houston Agent* is not responsible for errors in content or format.

DIGITAL ADVERTISEMENTS • *Custom Eblasts*

YOUR MESSAGE DELIVERED STRAIGHT TO OUR AUDIENCE

Our database consists of targeted, qualified real estate professionals. Our most popular product, eblasts often sell out and have a high open rate every day of the week.



DIGITAL ADVERTISEMENTS • *Custom Eblasts* • *Rates*

DATABASE	**1x**
Full Database	$500

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

FILE FORMATS

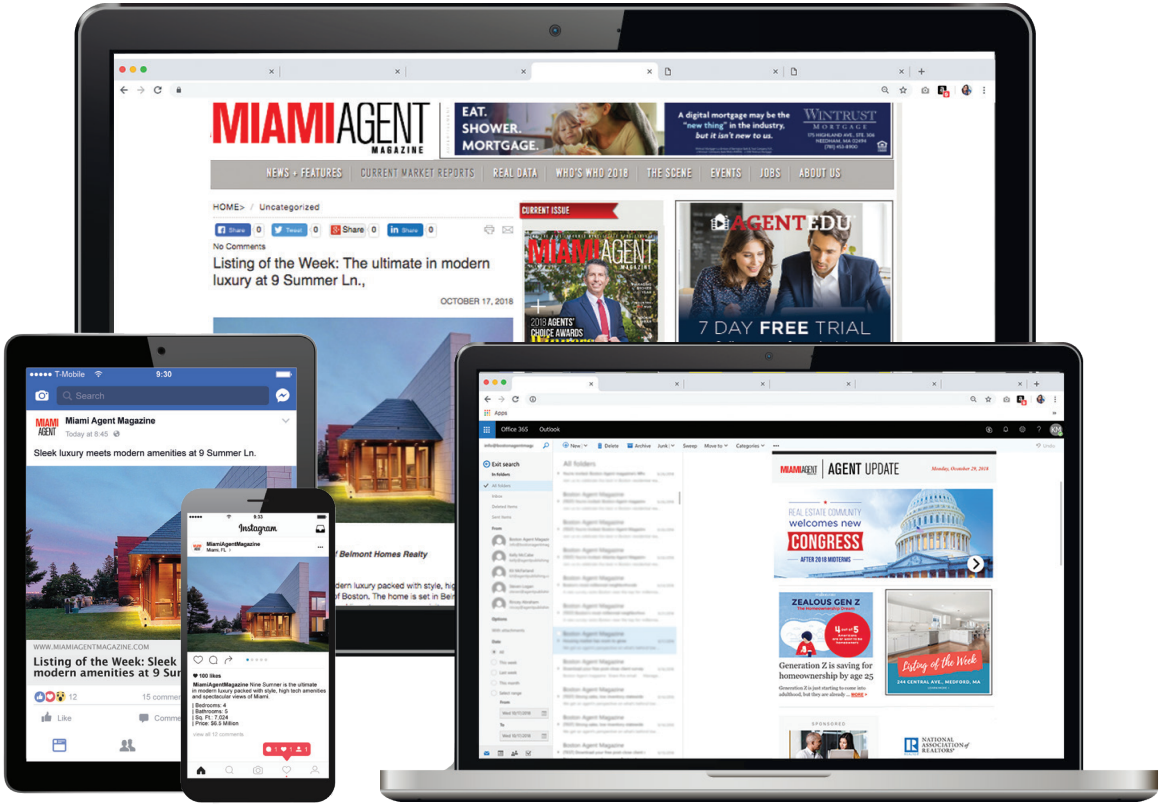
- JPG or GIF
- RGB only
- 72 dpi (web resolution)

OTHER REQUIREMENTS

- All ads must be within 550 x 558 px.
- GIFs must be under 1MB
- Eblast tests must be approved before sending. If the eblast is not approved by deadline, advertiser must reschedule pending availability.
- All ads submitted must be suitable as-is. *Houston Agent* is not responsible for errors in content or format.

HIGHLY SEARCHABLE. HIGHLY SHAREABLE.

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



CONTENT SOLUTIONS • *Premium Content*

SPONSORED POST | $300

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

MIAMIAGENTMAGAZINE.COM +
AGENT UPDATE EMAIL NEWSLETTER +
SOCIAL NETWORKS

DEVELOPING MIAMI | $900

A multichannel feature that showcases a new development, with full-color photos and information on its special amenities, affordability or luxury features, community impact and more.

MIAMIAGENTMAGAZINE.COM +
AGENT UPDATE EMAIL NEWSLETTER +
SOCIAL NETWORKS

LISTING OF THE WEEK | $300

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

MIAMIAGENTMAGAZINE.COM +
AGENT UPDATE EMAIL NEWSLETTER +
SOCIAL NETWORKS

REAL INFLUENCERS | $1,400

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.

MIAMIAGENTMAGAZINE.COM +
AGENT UPDATE EMAIL NEWSLETTER +
SOCIAL NETWORKS

TEAM/COMPANY PROFILE | $1,900

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.

MIAMIAGENTMAGAZINE.COM +
AGENT UPDATE EMAIL NEWSLETTER +
SOCIAL NETWORKS

TECH WATCH | $2,500

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

MIAMIAGENTMAGAZINE.COM AND ALL CITIES WEBSITES

MEET YOUR AUDIENCE FACE-TO-FACE & BUILD AWARENESS OF YOUR BRAND

Miami Agent magazine 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.