MEDIA KIT 2022

SOUTH FLORIDA AGENT MAGAZINE

ELEVATING THE BUSINESS *of* REAL ESTATE

With over **287,000 impressions** annually and a readership of **100,600 real estate professionals**, South Florida Agent magazine is where agents and industry leaders turn for the latest news in South Florida residential real estate.

REACH OUR AUDIENCE BY PLATFORM

SOUTH FLORIDA AGENT SOCIAL NETWORKS

+ 7,900+ engaged real estate professionals in our Facebook, Twitter and Instagram communities

SOUTHFLORIDAGENTMAGAZINE.COM

+ 23,900+ impressions monthly

WHO'S WHO IN SOUTH FLORIDA REAL ESTATE

+ Print copies are distributed to 500+ brokerages throughout the South Florida area

AGENT UPDATE NEWSLETTER

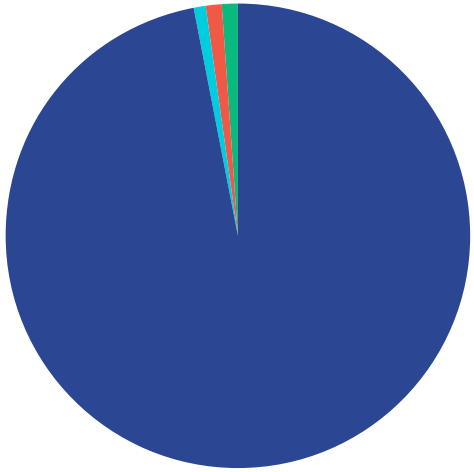
+ 100,500+ subscribers

LIVE EVENTS

+ Issue release events and other networking opportunities throughout the year

WHO READS *SOUTH FLORIDA AGENT* MAGAZINE

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



$116,700
*median **household income** of Realtors in 2020**

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

5 YEARS
*median **tenure** at present firm for all Realtors**

54
*median **age** of all Realtors**

65%
*of all Realtors are **female***

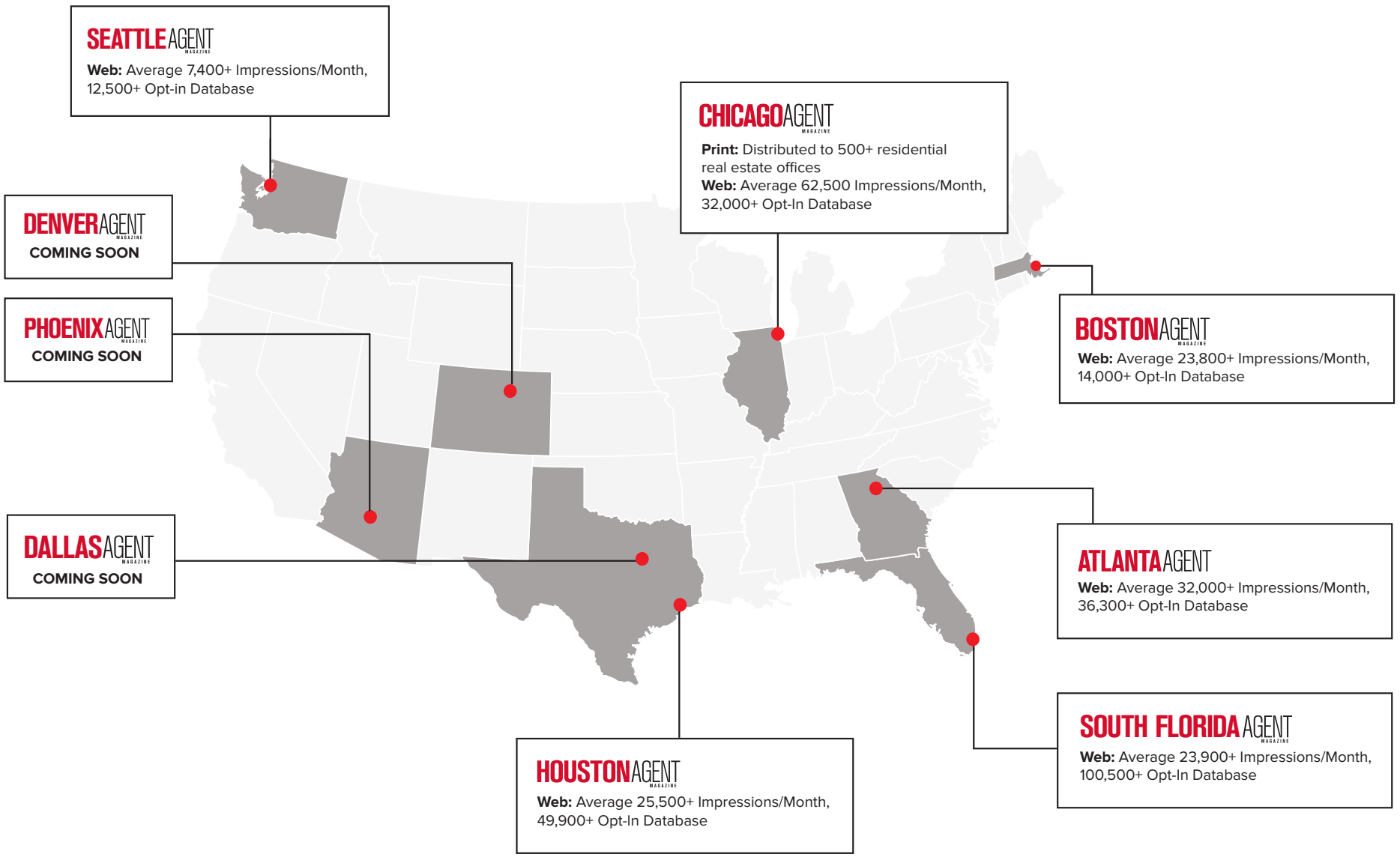
71%
*of readers currently have clients interested in **new construction*****

83%
*of readers sold new contruction in the **past 12 months*****

*National Association of Realtors 2020 Member Profile
**2020 Miami Agent Audience Survey

*National Association of Realtors 2021 Member Profile
**2021 Houston Agent magazine New Construction survey

REACH MARKETS • *Audience*



SEATTLE AGENT MAGAZINE
Web: Average 7,400+ Impressions/Month, 12,500+ Opt-in Database

CHICAGO AGENT MAGAZINE
Print: Distributed to 500+ residential real estate offices
Web: Average 62,500 Impressions/Month, 32,000+ Opt-In Database

DENVER AGENT MAGAZINE
COMING SOON

PHOENIX AGENT MAGAZINE
COMING SOON

BOSTON AGENT MAGAZINE
Web: Average 23,800+ Impressions/Month, 14,000+ Opt-In Database

DALLAS AGENT MAGAZINE
COMING SOON

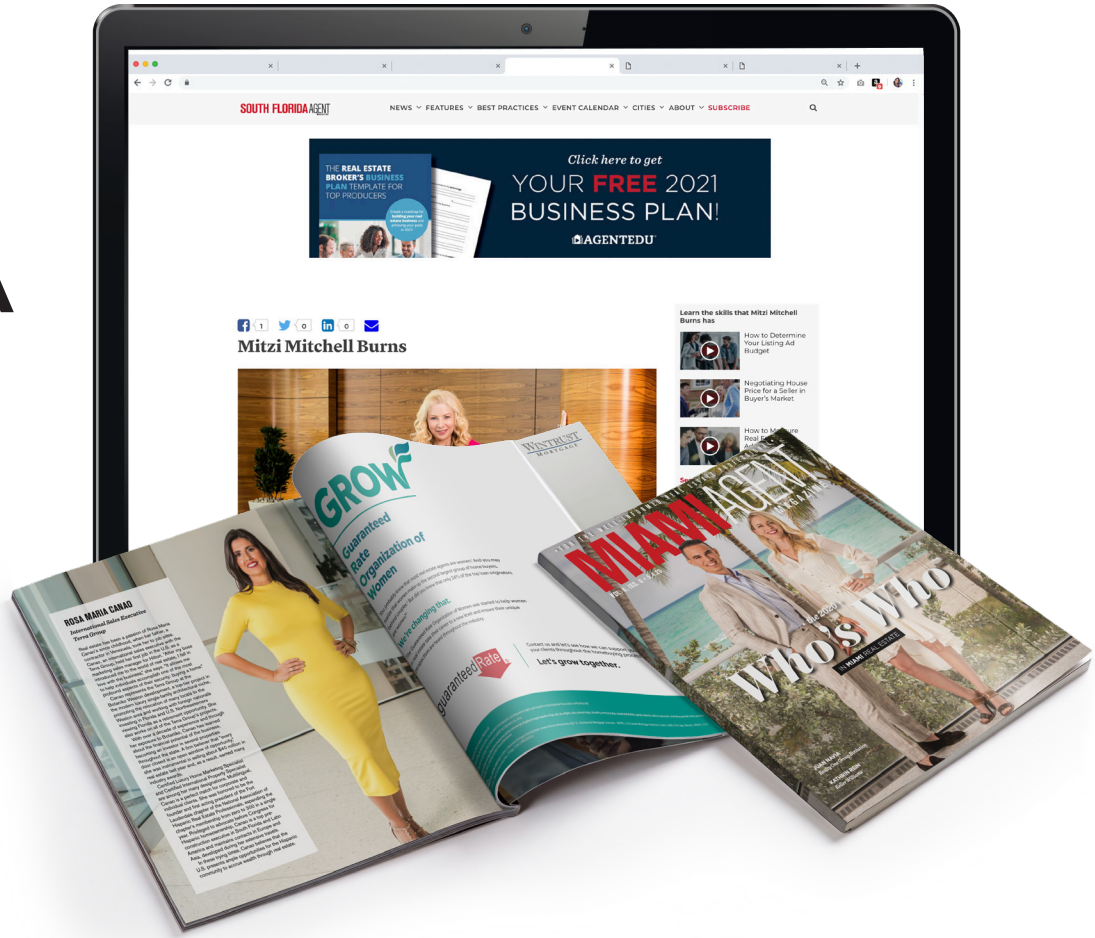
ATLANTA AGENT MAGAZINE
Web: Average 32,000+ Impressions/Month, 36,300+ Opt-In Database

SOUTH FLORIDA AGENT MAGAZINE
Web: Average 23,900+ Impressions/Month, 100,500+ Opt-In Database

HOUSTON AGENT MAGAZINE
Web: Average 25,500+ Impressions/Month, 49,900+ Opt-In Database

SPECIAL FEATURE

WHO'S WHO IN SOUTH FLORIDA 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 South Florida residential real estate.

Issue Date: June 6, 2022 **Ad Reservation Deadline:** May 4, 2022 **Materials Deadline:** May 9, 2022

Full Page: $2,500 **2 Page Spread:** $4,500

Premium positions available upon request.

For more information on advertising in our Who's Who in South Florida Real Estate issue, or if you would like information about being profiled or nominating others to be profiled, contact **sales@agentpublishing.com**.

DIGITAL ADVERTISEMENTS · ***2022 Editorial Calendar***

***South Florida Agent* magazine** delivers local news and information to residential real estate professionals throughout south Florida. As on online publication, we take a perspective that goes beyond daily news to offer in-depth reporting on the full range of topics that are important to our readers — the residential real estate professionals that make the south Florida market move.

MARCH

07 Truth About Agents

This annual survey asks real estate professionals to weigh in on how much they're earning, how much they're spending on marketing, what they think of their current brokerages and what kind of training they value. You'll find demographic information you won't find elsewhere, but also what amounts to a finger on the pulse of the market.

JUNE

06 Who's Who

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

OCTOBER

24 Agents' Choice Awards

South Florida Agent magazine's annual Agents' Choice Awards issue is a special edition where our readers vote, and we recognize the best in the business! The top vote-getters are honored in a special edition of the magazine and receive a commemorative award.

DECEMBER

05 Real Estate Predictions

For our annual December Predictions issue, we ask our readers to tell us what they think will happen in the year ahead. Who could have predicted 2020? We want to hear what they have to say about 2022.

REGULAR FEATURES

THE SCENE
Photo coverage of project grand openings, company events, including parties, awards, golf outings, charity events, etc.

AGENT/LENDER SNAPSHOT
A light Q&A with an agent, lender, developer or affiliate.

MY STYLE
My Style features a photograph of a fashionable industry professional with their answers to our style-related questions.

NEW CONSTRUCTION NEWS
Developers and builders announce new projects/ communities, events and updates to the lifecycle of their project.

MAKING MOVES
Keep tabs on the comings and goings of real estate professionals, including new hires, office openings and other happenings within the south Florida area.

DIGITAL ADVERTISEMENTS

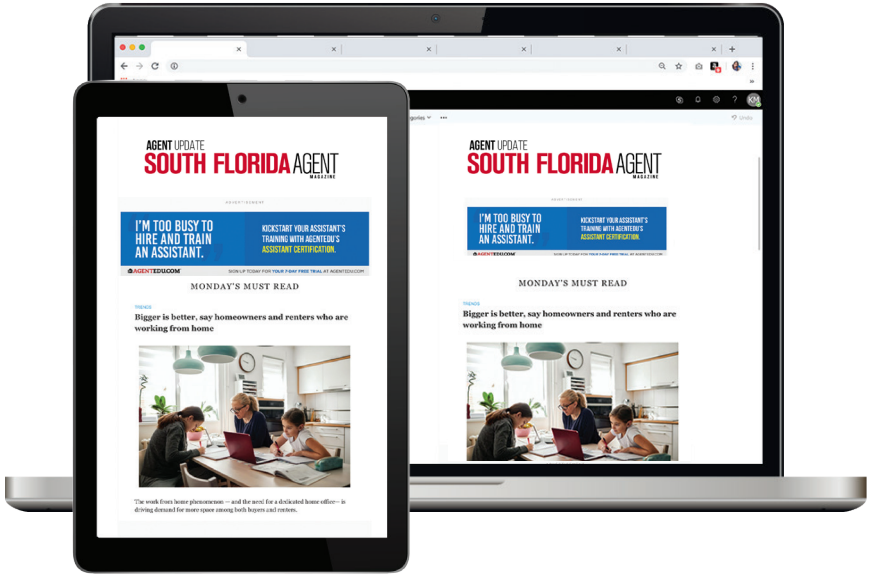
MORE THAN 23,900 WEB IMPRESSIONS PER MONTH

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. SouthFloridaAgentMagazine.com is the place agents go to learn and cultivate their success.

PRODUCT	DESKTOP	MOBILE	RATE
Billboard (Rotating)	970 x 250 px	300 x 120 px	$425 / 30 days
Pop-up Ad	700 x 700 px	320 x 320 px	$300 / 7 days

MORE THAN 100,500 SUBSCRIBERS

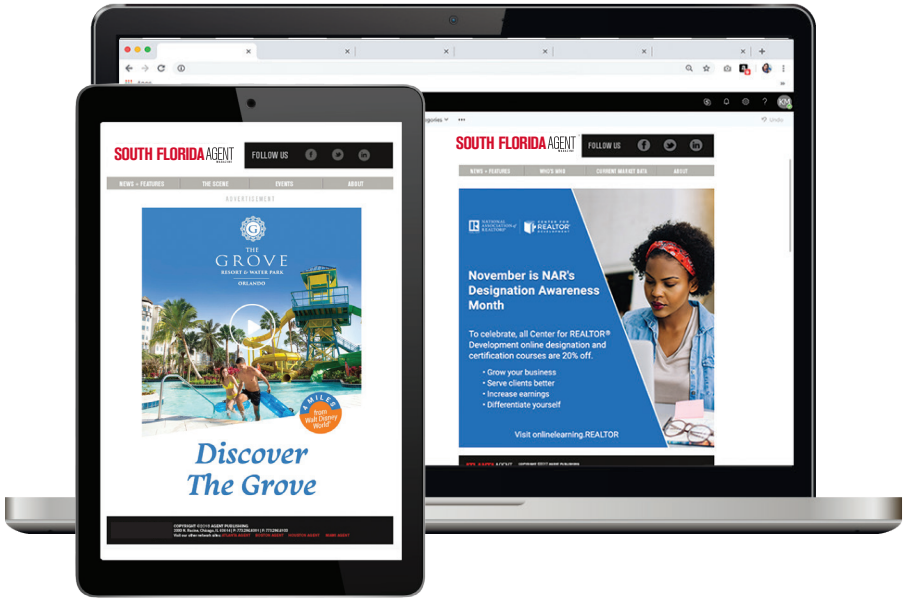
Our weekly newsletter reaches a target audience that is actively seeking industry news. When you advertise in Agent Update, your message is a consistent presence for a highly engaged readership.



PRODUCT	DESKTOP & MOBILE DIMENSIONS	RATE
1 Week Newsletter Sponsorship Includes two email newsletters	970 x 250 px	$225 / Week

YOUR MESSAGE DELIVERED STRAIGHT TO OUR AUDIENCE

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

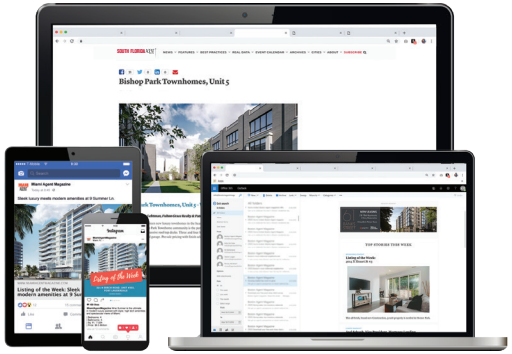


DATABASE	1x	3x	6x	12x
Full Database	$525	$500	$450	$425

CONTENT SOLUTIONS • *Premium Content*

HIGHLY SEARCHABLE. HIGHLY SHAREABLE.

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



SPONSORED POST | $375

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

SOUTHFLORIDAAGENTMAGAZINE.COM + AGENT UPDATE EMAIL NEWSLETTER + SOCIAL NETWORKS

DEVELOPING SOUTH FLORIDA | $950

Choose from Miami, Palm Beach, Broward or Ft. Lauderdale. 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.

SOUTHFLORIDAAGENTMAGAZINE.COM + AGENT UPDATE EMAIL NEWSLETTER + SOCIAL NETWORKS

LISTING OF THE WEEK | $325

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

SOUTHFLORIDAAGENTMAGAZINE.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.

SOUTHFLORIDAAGENTMAGAZINE.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.

SOUTHFLORIDAAGENTMAGAZINE.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.

SOUTHFLORIDAAGENTMAGAZINE.COM AND ALL CITIES' WEBSITES

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 resulting in 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 products 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 inclusion $750/month on SouthFloridaAgentMagazine.com

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

South Florida Agent magazine hosts several events throughout the year, each corresponding with the release of a popular annual issue. 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.

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)

OTHER REQUIREMENTS

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

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

- 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. *South Florida Agent* is not responsible for errors in content or format.