

MEDIA KIT 2024

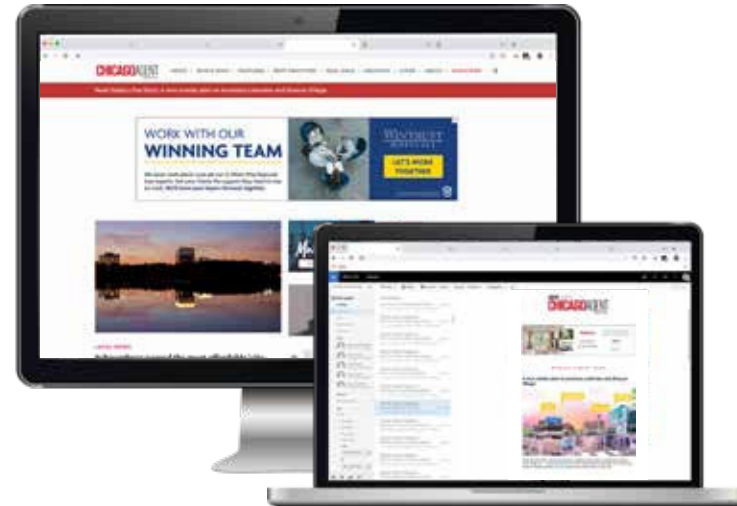
CHICAGO AGENT

MAGAZINE

ELEVATING THE BUSINESS *of* REAL ESTATE

With over **835,000 impressions** annually and a readership of **more than 26,600 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

+ 69,600+ impressions monthly



AGENT UPDATE NEWSLETTER

+ 26,600+ subscribers



CHICAGO AGENT SOCIAL NETWORKS

+ 23,400+ engaged real estate professionals in our Facebook, Twitter, LinkedIn and Instagram communities

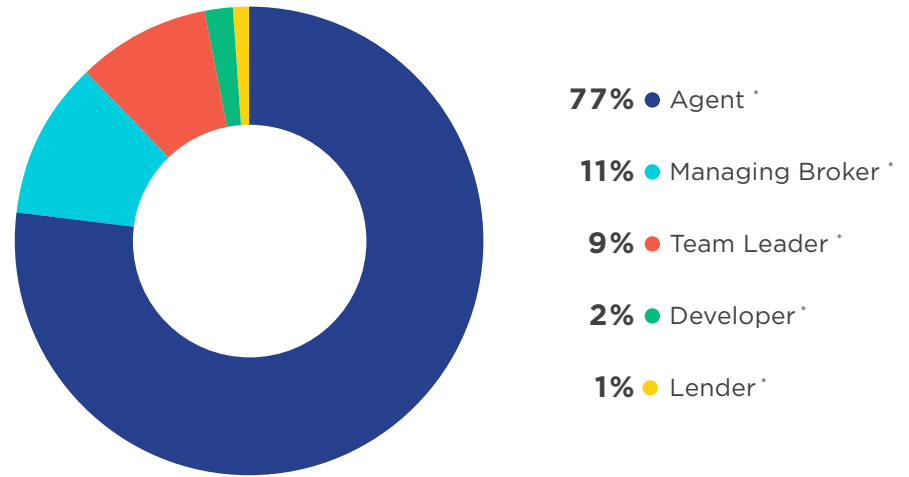


CHICAGO AGENT MAGAZINE PRINT

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

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 through news and tech coverage, educational articles, interviews with industry leaders and other in-depth features. Facilitating connection within the real estate community, Chicago Agent empowers agents to build their business.



\$56,400
median **household income**
of Realtors in 2022**

11 YEARS
median real estate
experience of all Realtors**

60
median **age** of all Realtors**

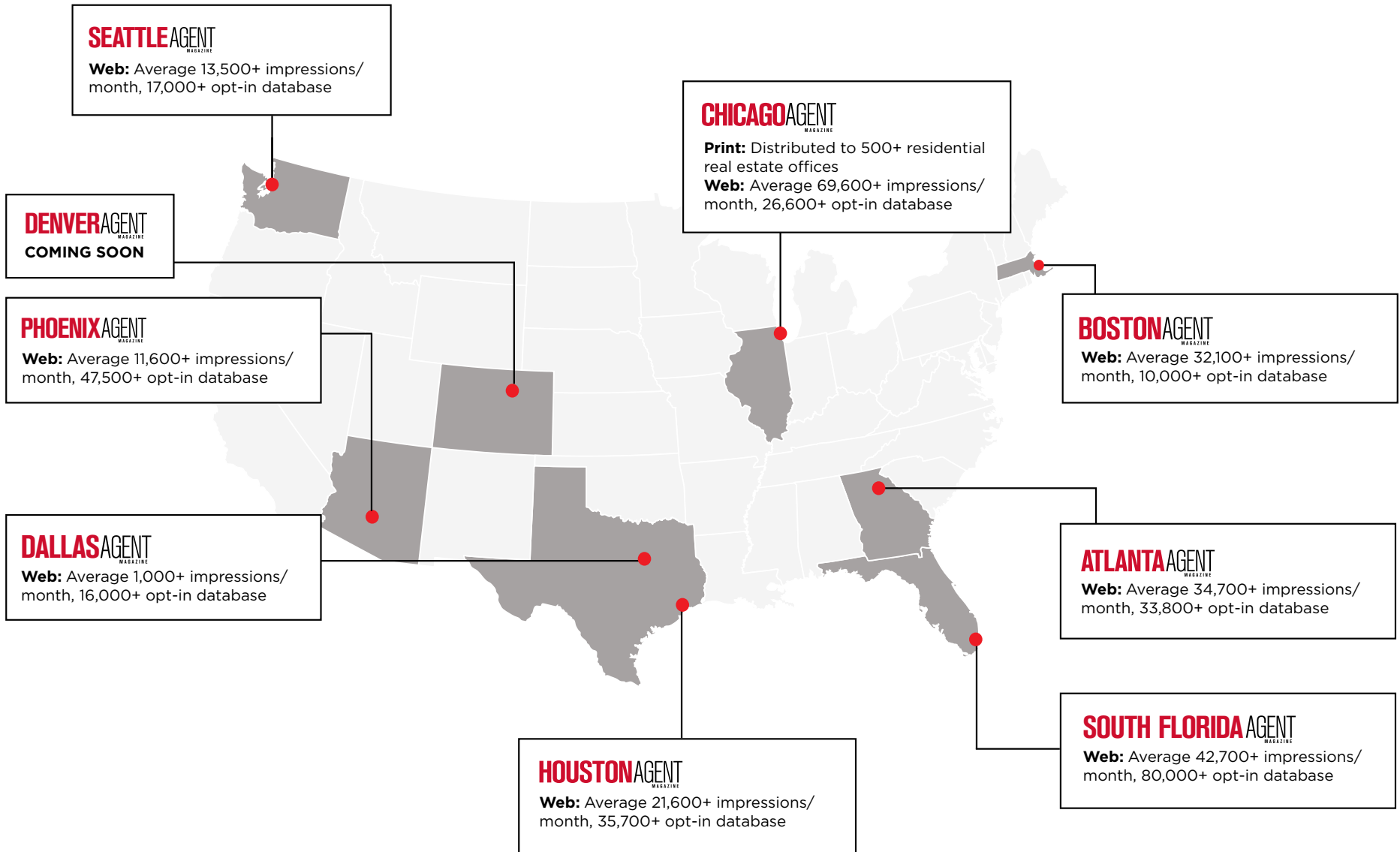
62%
of all Realtors are **female****

65%
of readers sold new construction
in the **past 12 months*****

73%
of readers currently have clients
interested in **new construction*****

*Chicago Agent’s 2023 Truth About Agents survey
**National Association of REALTORS® 2023 Member Profile
***Chicago Agent’s 2023 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 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 four-color processing.

Add \$780 for color spreads.

PREMIUM DISPLAY ADVERTISING

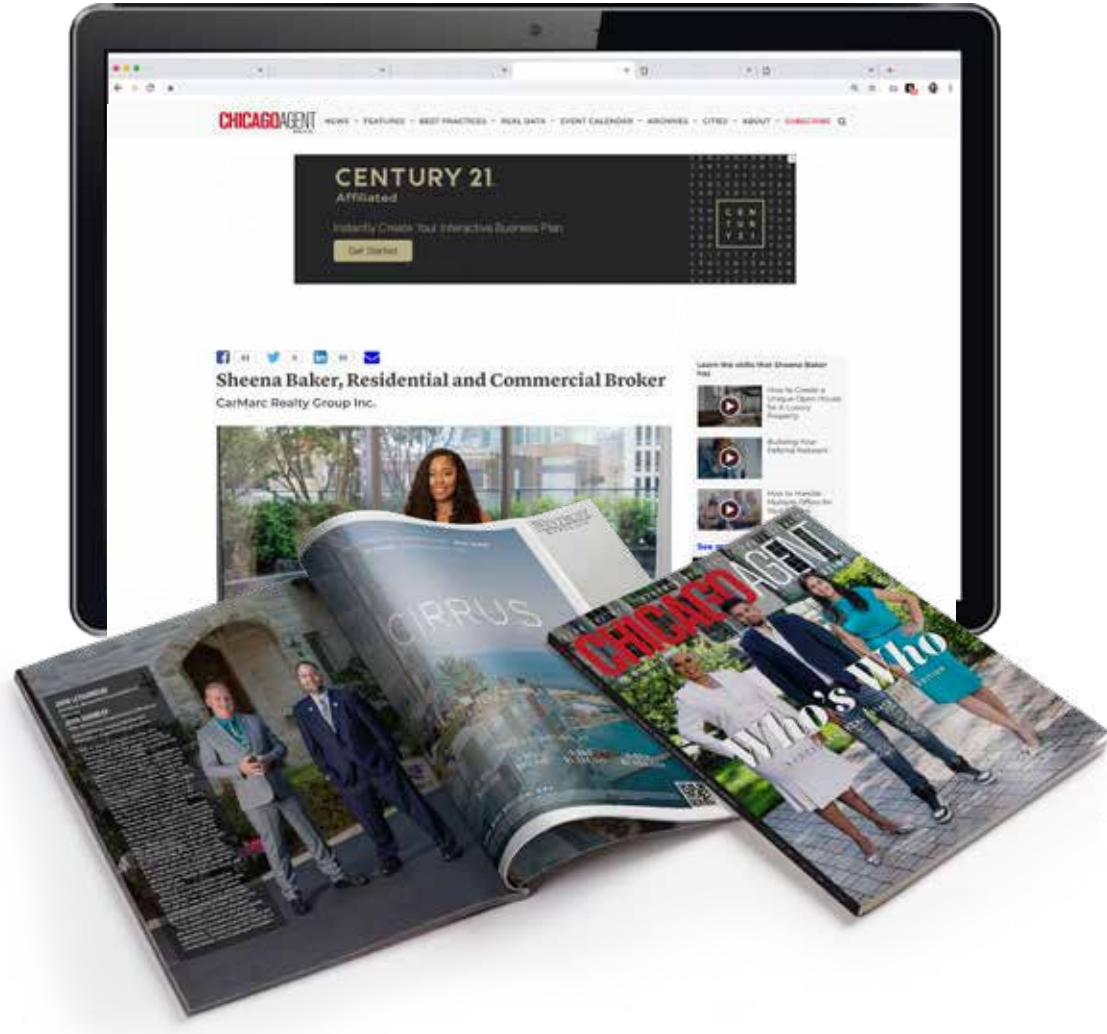
* Denotes premium display advertising units and includes color processing. All other display advertising units are in black and white.

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. 26, 2024 **Ad Reservation Deadline:** July 3, 2024 **Materials Deadline:** July 24, 2024

Premium placement ads may have an earlier materials deadline.

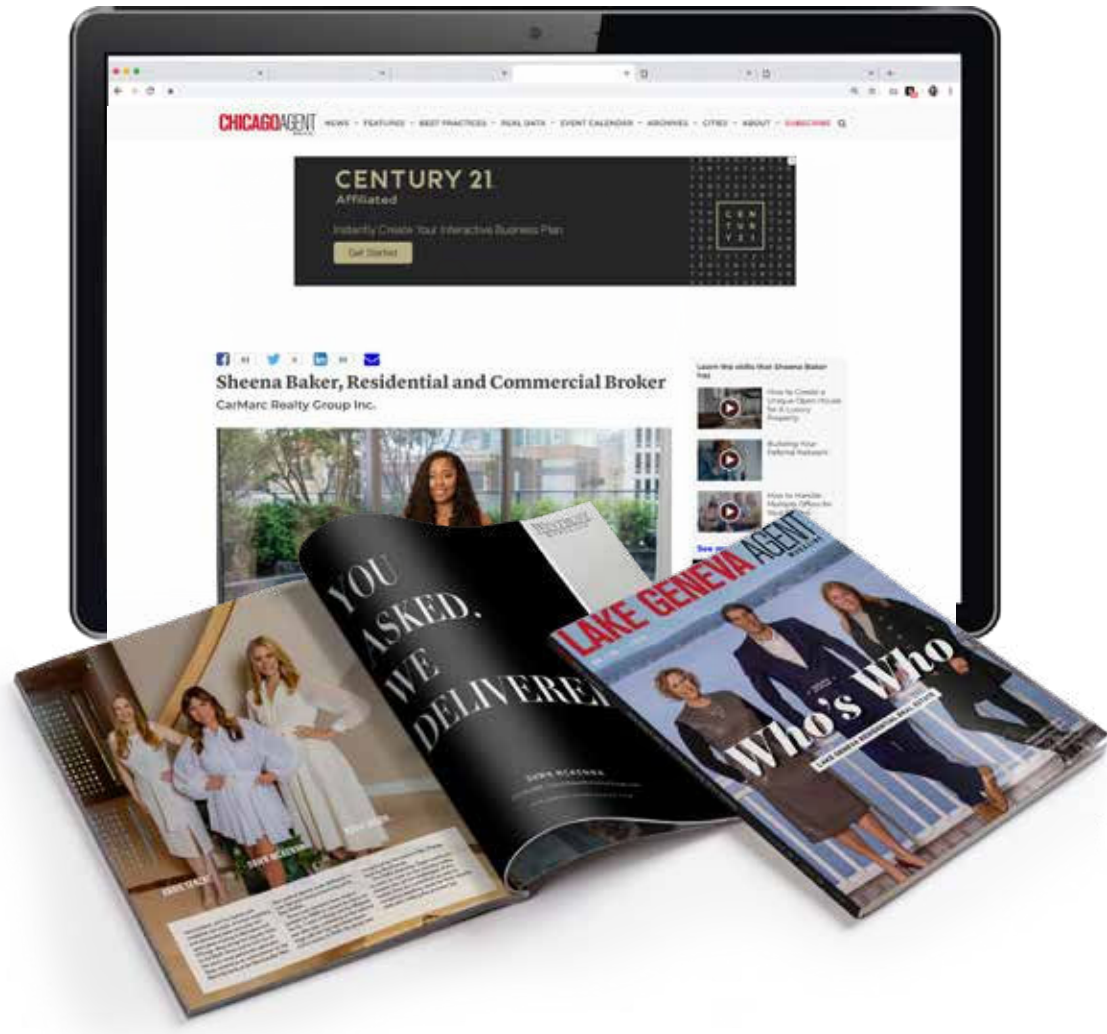
For more information contact anne@agentpublishing.com. If you would like information about being profiled or nominating others to be profiled, contact marci@agentpublishing.com.

SPECIAL FEATURE

ADDITIONAL WHO'S WHO OPPORTUNITIES

Last year, we expanded our regional coverage, adding Who's Who in Residential Real Estate in two new markets: Lake Geneva and Southwest Michigan/Northwest Indiana.

These new issues have broadened our readership and offer advertisers the chance to connect with additional real estate professionals adjacent to the Chicagoland area.



Lake Geneva

Issue Date: Feb. 5, 2024

Ad Reservation Deadline: Dec. 27, 2023

Materials Deadline: Jan. 5, 2024

Southwest Michigan/Northwest Indiana

Issue Date: March 4, 2024

Ad Reservation Deadline: Jan. 24, 2024

Materials Deadline: Feb. 2, 2024

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 · 2024 Editorial Calendar

JANUARY

- 01 Market Outlook**
Ad Reservation Deadline: Dec. 13
Materials Deadline: Dec. 18

APRIL

- 01 Truth About Agents Survey**
Ad Reservation Deadline: March 20
Materials Deadline: March 25

JULY

- 01 Relationships**
Ad Reservation Deadline: June 19
Materials Deadline: June 24

OCTOBER

- 07 Social Media Marketing**
Ad Reservation Deadline: Sept. 25
Materials Deadline: Sept. 30

FEBRUARY

- 05 Real Data/Top Producers**
Ad Reservation Deadline: Jan. 24
Materials Deadline: Jan. 29

MAY

- 06 Chicagoland Luxury Homes**
Ad Reservation Deadline: April 24
Materials Deadline: April 29

AUGUST

- 05 Second-Home Markets**
Ad Reservation Deadline: July 24
Materials Deadline: July 29
- 26 Who's Who in Chicago Real Estate**
Ad Reservation Deadline: July 3
Materials Deadline: July 24

NOVEMBER

- 04 Agents' Choice Awards**
Ad Reservation Deadline: Oct. 23
Materials Deadline: Oct. 28

MARCH

- 04 Mortgage Lending**
Ad Reservation Deadline: Feb. 21
Materials Deadline: Feb. 26

JUNE

- 03 Tech**
Ad Reservation Deadline: May 22
Materials Deadline: May 27

SEPTEMBER

- 02 New Construction**
Ad Reservation Deadline: Aug. 21
Materials Deadline: Aug. 26

DECEMBER

- 02 Predictions**
Ad Reservation Deadline: Nov. 20
Materials Deadline: Nov. 25



SPECIAL ISSUE

August 26

Who's Who in Chicagoland Residential Real Estate

Ad Reservation Deadline: July 3
Materials Deadline: July 24

In this special annual issue, we profile top producers, team leaders, lenders and other highly regarded real estate professionals — supporting and recognizing excellence and leadership within the industry.

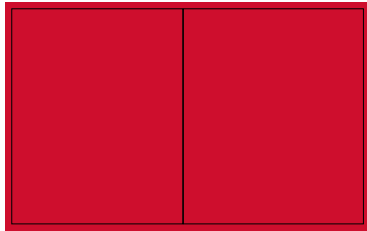
Who's Who publishes in print and online.

The popular issue also offers advertisers the opportunity to align with the best of the best in local 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*



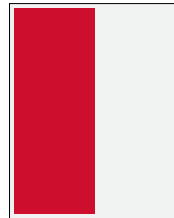
SPREAD

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.



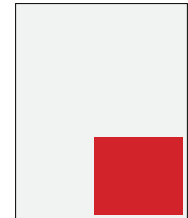
1/3 PAGE

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 jazmin.salazar@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)

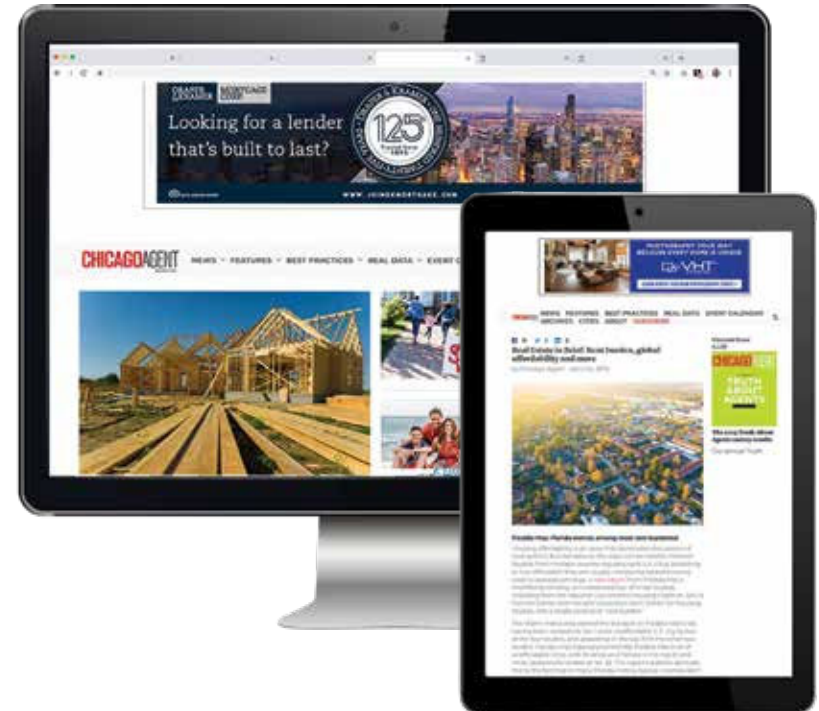
OTHER REQUIREMENTS

- 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 69,000 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 local industry, every day. ChicagoAgentMagazine.com where agents turn to learn, connect with peers and cultivate success.



PRODUCT

Website Billboard Ad

DESKTOP

970 x 250 px

MOBILE

300 x 120 px

RATE

\$575 / 30 days

Prestitial Ad

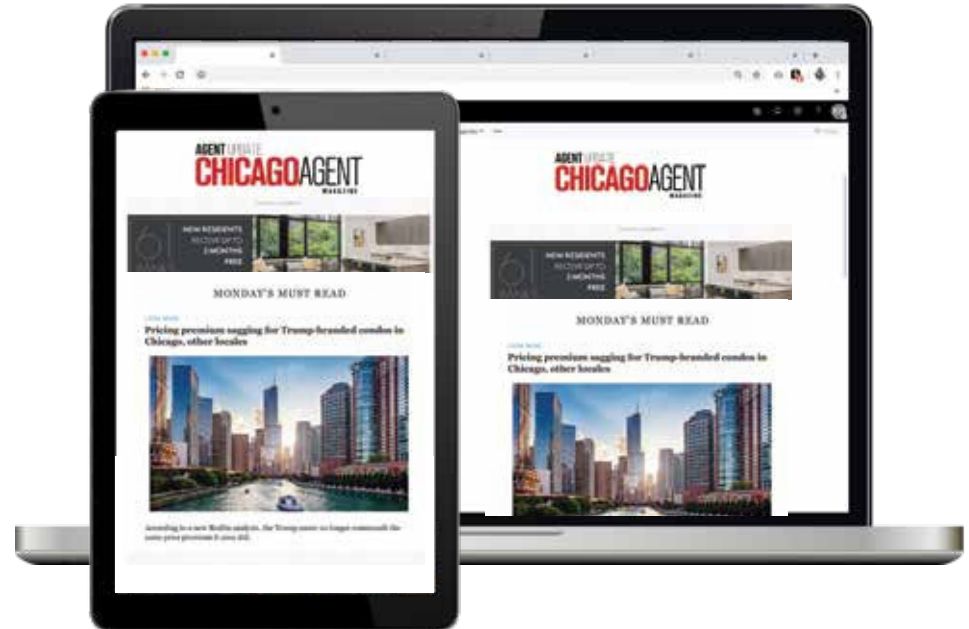
700 x 700 px

\$575 / 7 days

DIGITAL ADVERTISEMENTS • *Biweekly Newsletters*

MORE THAN **26,000** 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

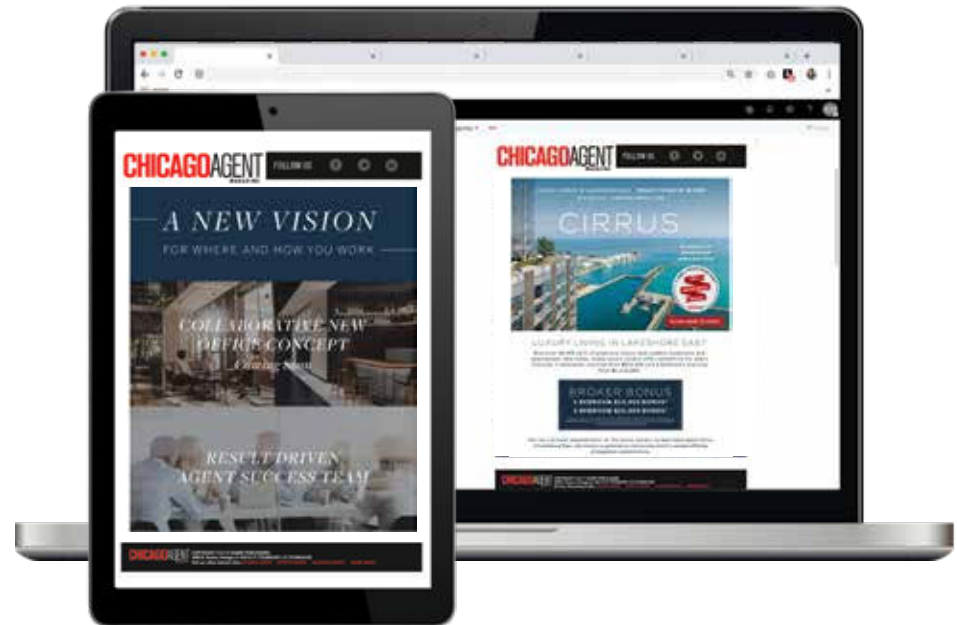
RATE

\$500 / Week

DIGITAL ADVERTISEMENTS • Custom E-blasts

YOUR MESSAGE DELIVERED STRAIGHT TO OUR AUDIENCE

Our targeted database consists of more than 26,600 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/e-blast	\$925 /e-blast	\$870/e-blast
Suburbs	\$975/e-blast	\$925/e-blast	\$870/e-blast
Both	\$1,450/e-blast	\$1,375/e-blast	\$1,325/e-blast

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 jack.renfree@agentedu.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 jack.renfree@agentedu.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*

SPONSORED POST | \$495

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.

**ALL AGENT PUBLISHING WEBSITES +
AGENT UPDATE EMAIL NEWSLETTERS +
SOCIAL NETWORKS**