

# CHICAGOAGENT

MAGAZINE

## CONTENT OPPORTUNITIES 2022

**Chicago Agent Magazine** delivers local news and information to residential real estate professionals throughout Chicagoland. 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 Chicagoland market move.

- **Multiple articles** published online **daily**
- **13 print issues per year** delivered to more than **5,000 residential agents in 500+ offices** in Chicago and the surrounding suburbs
- Reaching a readership of **more than 32,000 real estate professionals**

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## SUBMIT PRESS RELEASES/MAKING MOVES

ONGOING

Just brought on a top producer? Acquiring a competitor? Make sure everyone in Chicagoland real estate knows about the big news at your company.

The editors at Chicago Agent magazine are happy to receive your press releases. Press releases that are most likely to be used will provide information about new hires, brokerage mergers and acquisitions, personnel changes and promotions, new technology, and other news that would be interesting to our readers.

Please note the difference between a press release and an ad: If the purpose of the release is strictly to promote a product or service, it will not be considered suitable for coverage.

Please send press releases to: [tim.inklebarger@agentpublishing.com](mailto:tim.inklebarger@agentpublishing.com).

There is **no fee** to submit a press release.

If you have promotional news that you would like to submit, please see our advertising and premium content opportunities (pg 5).

## COVER STORIES AND SIDEBARS

ONGOING

Our cover stories are about topics that affect residential real estate agents, not about a person or a company.

Each cover story has multiple sources. Most often they are agents, lenders, managing brokers or others who have expertise in the subject area. Sources are used to lend perspective, relay experiences, offer advice and provide commentary on the topic. Each source must be available by phone and email.

Often sources appear on the cover of our magazine. Our editorial team will contact the source and/or the source provider to work out arrangements for taking a photo.

You can see the 2022 editorial calendar here: <https://chicagoagentmagazine.com/about/editorial-calendar>. Please send source suggestions and the

information to: [tim.inklebarger@agentpublishing.com](mailto:tim.inklebarger@agentpublishing.com).

There is **no fee** to be involved in our cover stories or in our cover photographs.

Cover stories often include sidebars that help round out the information on a topic. They may offer input from an expert or company leader, technology updates, a graph or other related information.

## WHO'S WHO IN CHICAGOLAND RESIDENTIAL REAL ESTATE

PUBLISHES IN AUGUST

Nominations begin in **March 2022**

Published in print and online **Monday, August 29, 2022**

Who's Who in Chicagoland Residential Real Estate is a special annual issue where Chicago Agent magazine recognizes influential people who make up the community. All participants must be invited. Participants may include residential agents, managing brokers, broker-owners, developers, lenders and affiliates. Although there are many top producers who participate, the requirements to be invited to participate have more to do with quality of work, positive representation and consistent reliability than sales figures.

Each participant will have a bio written by the Chicago Agent team and a professional photo taken by our photographers, both of which they are free to use in personal branding and company marketing materials.

If you have a person or team you would like to nominate, please send their name, company information and email address (along with your own contact information) to: [marci@agentpublishing.com](mailto:marci@agentpublishing.com).



**Please note that there is a fee to participate in Who's Who.**

No more than twelve people from any one lender can participate.

No more than five people can participate as a team, although they can each participate individually.

All team members must be a bona fide team, working under one production number.

# AGENTS' CHOICE AWARDS

PUBLISHES IN NOVEMBER

Nominations due: **Monday, Oct. 03, 2022**

Voting begins: **Monday, Oct. 10, 2022**

Finalists announced: **Monday, Oct. 31, 2022**

Award presentation event: **TBD** (generally a few days before the issue is published)

Issue published: **Monday, Nov. 7, 2022**

## The categories include:

- Rookie of the Year (*city and suburbs*)
- Developer of the Year (*city and suburbs*)
- New Development of the Year (*city and suburbs*)
- Best Brokerage Website
- Best Agent Website
- Best Team (*city and suburbs*)
- Best Dressed
- Lender of the Year
- Loan Officer of the Year
- Charitable Service Award
- Association VIP
- Managing Broker of the Year (*city and suburbs*)
- Industry MVP (*city and suburbs*)
- Association Volunteer
- Title Company of the Year

If you would like to nominate anyone for this award, please send your nominations to: [tim.inklebarger@agentpublishing.com](mailto:tim.inklebarger@agentpublishing.com).

There is **no fee** to participate in Agents' Choice Awards.

# EVENT COVERAGE IN 'THE SCENE'

ONGOING

Our event section, called 'The Scene,' is one of the most popular features of both the print magazine and website. To have your event considered for The Scene, send us the details of the event.

If your event is selected for coverage, our photographer will take photos and collect names. We may ask you to help confirm names, companies, spelling and other details. We publish some events we attend in print and nearly all events we attend online. Events that have been advertised with Chicago Agent magazine will get priority coverage.

## The events eligible for coverage are:

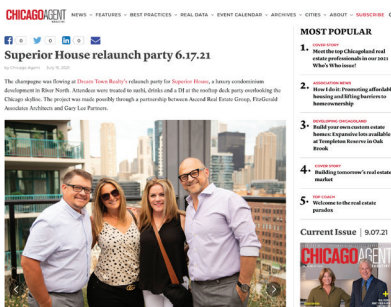
- New construction development grand openings
- Grand openings of new offices
- Company events, including parties, awards, golf outings etc.
- Charity events
- Association events

For scene coverage, contact: [kit@agentpublishing.com](mailto:kit@agentpublishing.com).

There is **no fee** to be featured in The Scene.

**ALL EVENTS MUST BE INDUSTRY FOCUSED AND HAVE ONLY INDUSTRY PERSONNEL AS ATTENDEES.** Events that target consumers or clients and events that center around commercial real estate will not be photographed. For events that may have a mixed group, contact us to see if coverage is warranted.

While we generally do not cover open houses, there are a few exceptions to this rule. Please contact us if you feel yours may be eligible.



# AGENT SNAPSHOT/LENDER SNAPSHOT

ONGOING

These features are a short Q&A with an agent, lender, developer or affiliate. We publish snapshots year-round. To be considered, the person highlighted should be an active industry professional.

## AGENT SNAPSHOT

If you would like to be featured in **Agent Snapshot**, please fill out the submission form here: <https://chicagoagentmagazine.com/submit/agent-snapshot-questionnaire-2/>. We will contact you if we decide to use your submission.

There is **no fee** to be featured in Agent Snapshot.

See on our website: <https://chicagoagentmagazine.com/category/agent-snapshot/>

The screenshot shows the Chicago Agent Magazine website. The main article is for Jamie Ficca, a Global Real Estate Advisor at Jameson Sotheby's International, dated July 09, 2021. The article includes a photo of Jamie and several Q&A sections. The 'Most Popular' sidebar on the right lists five items, with the first being a cover story about top Chicago real estate professionals.

## LENDER SNAPSHOT

If you or someone you suggest would like to be featured in **Lender Snapshot**, please fill out the submission form here: <https://chicagoagentmagazine.com/lender-snapshot-questionnaire/>. We will contact you if we decide to use your submission.

There is **no fee** to be featured in Lender Snapshot.

See on our website: <https://chicagoagentmagazine.com/category/lender-snapshot/>

The screenshot shows the Chicago Agent Magazine website. The main article is for Lynn Kummerer, a Senior Broker at Luxury Living Chicago Realty, dated May 18, 2021. The article includes a photo of Lynn and several Q&A sections. The 'Most Popular' sidebar on the right lists five items, with the first being a cover story about top Chicago real estate professionals.

# MY STYLE

ONGOING

Our fashion feature, My Style, is the last editorial page of the print issue, which makes it highly read in print and frequently shared online. In My Style, we photograph a fashionable industry professional and publish the photo with their answers to our style-related questions.

If you know a fashionable agent you'd like to see in My Style, please send their contact information to [kit@agentpublishing.com](mailto:kit@agentpublishing.com) for consideration.

There is **no fee** to be featured in My Style.

See on our website: <https://chicagoagentmagazine.com/category/my-style/>

The screenshot shows the Chicago Agent Magazine website. The main article is for Sylvia Kos, a Real Estate Agent at Berkshire Hathaway Chicago | Hinsdale, dated August 02, 2021. The article includes a photo of Sylvia in a black blazer and white pants, and several Q&A sections. The 'Most Popular' sidebar on the right lists five items, with the first being a cover story about top Chicago real estate professionals.

## OTHER PITCHES, IDEAS, TIPS AND SUGGESTIONS

ONGOING

### Photoshoot locations

The editorial team at Chicago Agent magazine likes to photograph covers and features in local properties. We are able to bring top producers and industry influencers to locations throughout the city and suburbs and then promote the shoots on social media. If you would like to offer your new construction building's amenity floors, lobbies or extraordinary properties for sale or rent to be used as a photoshoot location for Who's Who, My Style or events, please contact: [kit@agentpublishing.com](mailto:kit@agentpublishing.com).

### Pitches for cover stories and sidebars, Tips and suggestions

To see our current editorial calendar, go to <https://chicagoagentmagazine.com/about/editorial-calendar>. You may send pitches and ideas for articles at any time. We are happy to hear from readers and company representatives anytime! If you have any interesting ideas, stories, suggestions or tips, please send them to: [tim.inklebarger@agentpublishing.com](mailto:tim.inklebarger@agentpublishing.com) or [marci@agentpublishing.com](mailto:marci@agentpublishing.com).

## PREMIUM CONTENT

ONGOING

Chicago Agent magazine offers paid content to help amplify messages and make information easily available in online search. These opportunities include:

### Sponsored Posts

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

### Developing Chicagoland

A multichannel feature, this option includes a full page in Chicago Agent's print magazine that showcases a new development, with full-color photos and information on its special amenities, affordability or luxury features, community impact and more.

### Listing of the Week

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

### Real Influencers

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

### Team/Company Profile

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

### Tech Watch

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

For information about these and other advertising opportunities, contact: [anne@agentpublishing.com](mailto:anne@agentpublishing.com).

**Media kit available upon request**