

MEDIA KIT 2024

# DALLAS AGENT

MAGAZINE

## ELEVATING THE BUSINESS *of* REAL ESTATE

With **over 1,000 impressions** annually and a readership of **more than 16,000 real estate professionals**, Dallas Agent magazine is where agents and industry leaders turn for the latest news in DFW residential real estate.

## REACH OUR AUDIENCE BY PLATFORM



### **DALLASAGENTMAGAZINE.COM**

+ 1,000+ impressions monthly



### **AGENT UPDATE NEWSLETTER**

+ 16,000+ subscribers



### **DALLAS AGENT SOCIAL NETWORKS**

A growing community of engaged real estate professionals across Facebook, Twitter and Instagram

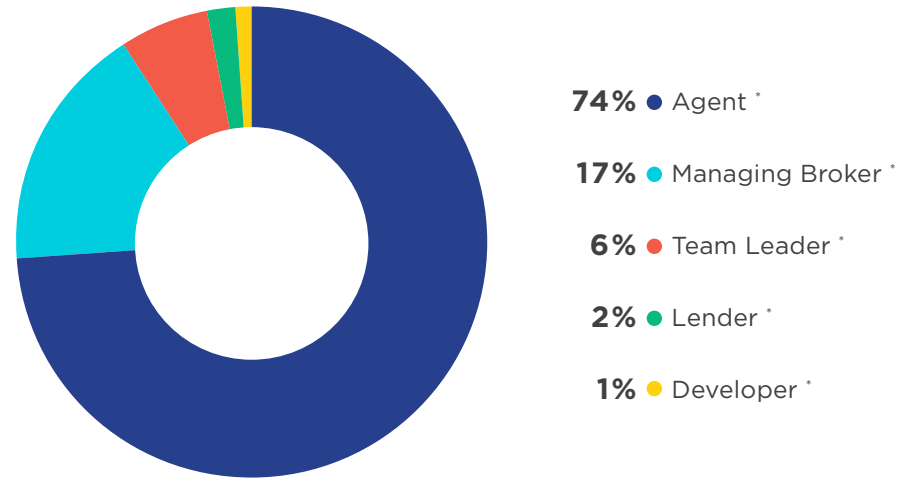
## WHO READS DALLAS AGENT MAGAZINE

Our readers value Dallas Agent magazine's insightful and data-driven journalism. We've earned our reputation as the leading Dallas 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, Dallas Agent empowers agents to build their business.

\*Agent Publishing's 2023 Truth About Agents survey

\*\*National Association of REALTORS® 2023 Member Profile

\*\*\*Agent Publishing's 2023 New Construction surveys



**\$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**\*\*

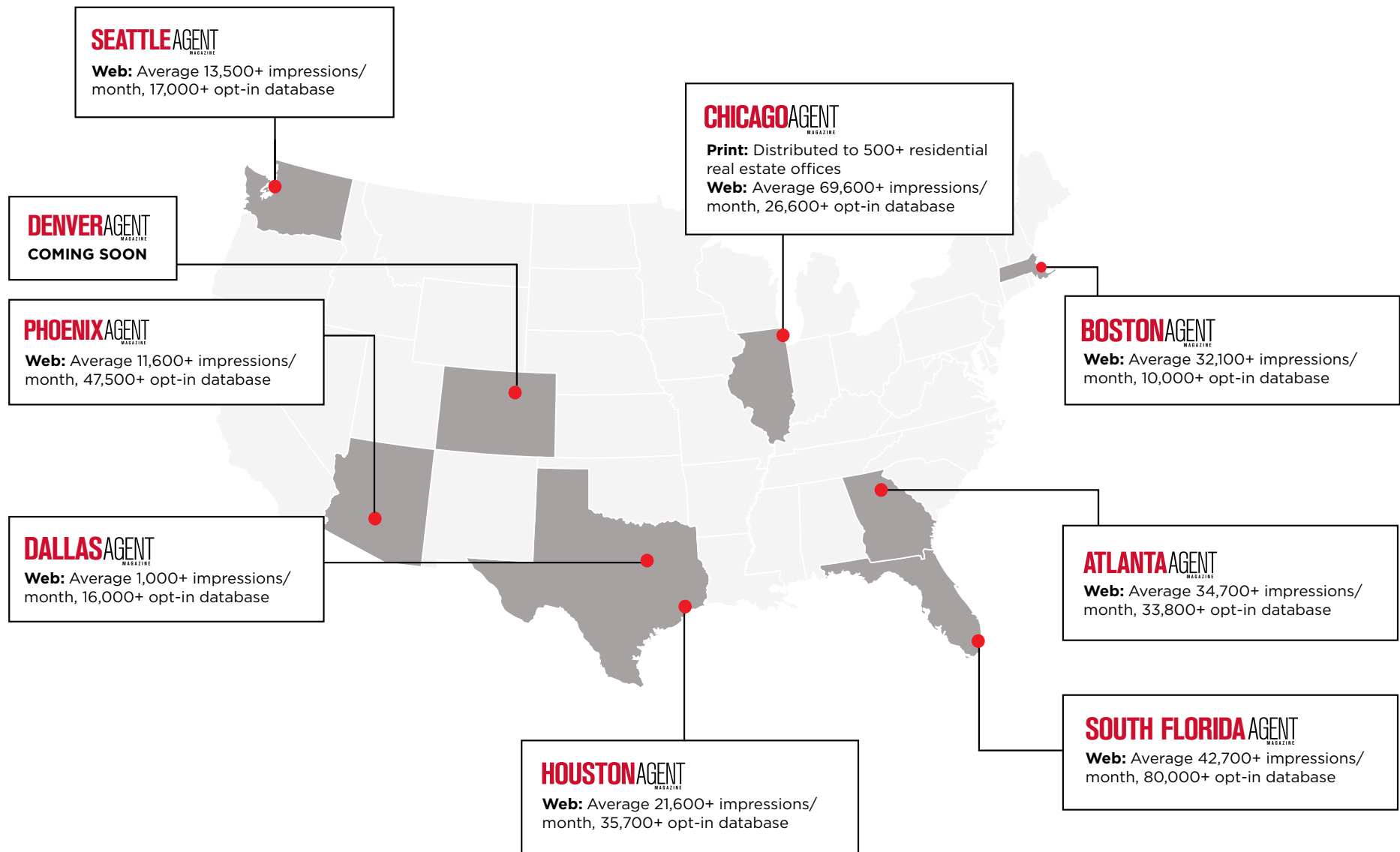
**65%**

of readers sold new construction  
in the **past 12 months**\*\*\*

**73%**

of readers currently have clients  
interested in **new construction**\*\*\*

# REACH MARKETS • Audience



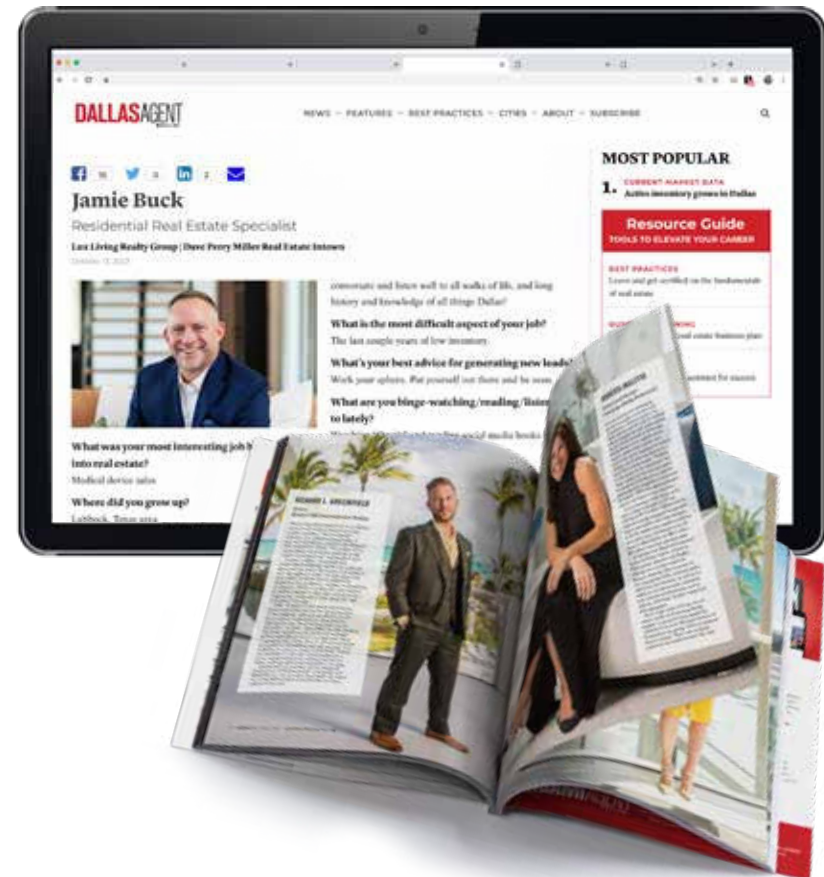
## SPECIAL FEATURE

# WHO'S WHO IN DALLAS 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 Dallas residential real estate.



**Issue Date:** Dec. 9, 2024

**Ad Reservation Deadline:** Sep. 28, 2024

**Materials Deadline:** Nov. 11, 2024

**Full Page:** \$2,500

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

*Premium position rates available upon request.*

For more information on advertising in our Who's Who in Dallas Real Estate issue, or if you would like information about being profiled or nominating others to be profiled, contact [marci@agentpublishing.com](mailto:marci@agentpublishing.com).

# DIGITAL ADVERTISEMENTS · 2024 Editorial Calendar

**Dallas Agent magazine** delivers local news and information to residential real estate professionals throughout Dallas. As an 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 — including the professionals that make the Dallas market move.

## DECEMBER

---

### 02 Real Estate Predictions

For our end-of-year December Predictions feature, we let local experts weigh in on what they think will happen in the year ahead. Who could have predicted 2020? Now, we want to hear what they have to say about 2024, 2025 and beyond.

## DECEMBER

---

### 09 Who's Who in Boston Real Estate IN PRINT

This special yearly issue supports and recognizes both excellence and leadership in the real estate industry. We profile top producers, team leaders, mentors and other highly regarded professionals. This popular issue also gives advertisers an opportunity to align with the best in Dallas residential real estate.

## MARCH

---

### 25 Agents' Choice Awards

Dallas Agent magazine's annual Agents' Choice Awards is a special feature where our readers vote to recognize the best in the business! The top vote-earners are honored in a special edition of the online magazine and receive a commemorative award.

## MAY

---

### 06 Truth About Agents

This annual survey asks real estate professionals to weigh in on how much they're earning, how much they spend on marketing, what they think of their current brokerages and what kind of training they value. You'll find demographic information you can't get elsewhere — it's a finger on the pulse of the market.

## REGULAR FEATURES

### THE SCENE

Photo coverage of grand openings or other company events, including parties, awards, golf outings, charity events, etc.

### AGENT/LENDER SNAPSHOT

A light Q&A with an agent or lender, which is promoted on our social channels.

### NEW CONSTRUCTION NEWS

Developers and builders announce new projects, communities and events, plus updates to the life cycle of their projects.

### MAKING MOVES

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

# DIGITAL ADVERTISEMENTS • 2024 Editorial Calendar

**Dallas Agent magazine** delivers local news and information to residential real estate professionals throughout Dallas. As an 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 — including the professionals that make the Dallas market move.

## REGULAR FEATURES

### THE SCENE

Photo coverage of grand openings or other company events, including parties, awards, golf outings, charity events, etc.

### NEW CONSTRUCTION NEWS

Developers and builders announce new projects, communities and events, plus updates to the life cycle of their projects.

### AGENT/LENDER SNAPSHOT

A light Q&A with an agent or lender, which is promoted on our social channels.

### MAKING MOVES

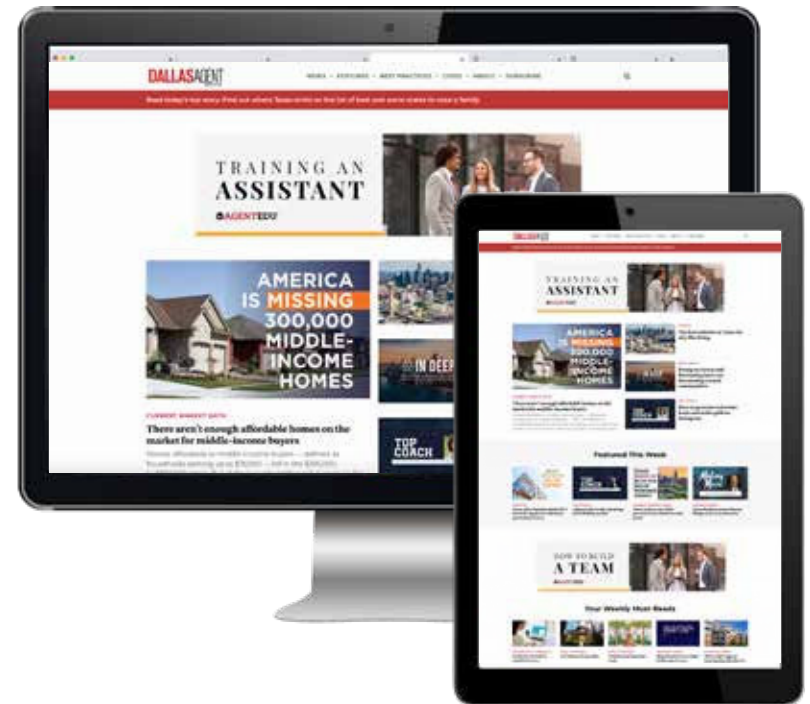
Keep tabs on the comings and goings of real estate professionals, including new hires, office openings and other happenings within the Dallas area.



## DIGITAL ADVERTISEMENTS

# MORE THAN 1,000 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. DallasAgentMagazine.com is where agents turn to learn, connect with peers and cultivate success.



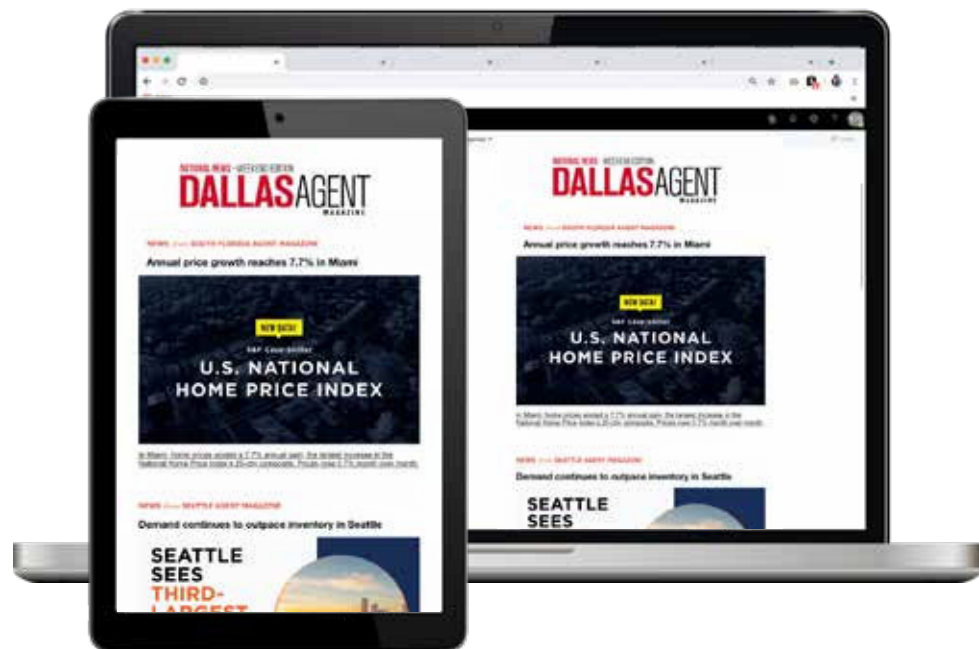
PRODUCT	DESKTOP	MOBILE	RATE
Website Billboard Ad	970 x 250 px	300 x 120 px	\$425 / 30 days
Pop-up Ad	700 x 700 px	320 x 320 px	\$300 / 7 days



## DIGITAL ADVERTISEMENTS • *Agent Update Newsletter*

**MORE THAN**  
**16,000**  
**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**  
Includes four email newsletters

### DESKTOP & MOBILE DIMENSIONS

970 x 250 px - Top position banner  
970 x 250 px - Secondary position banner

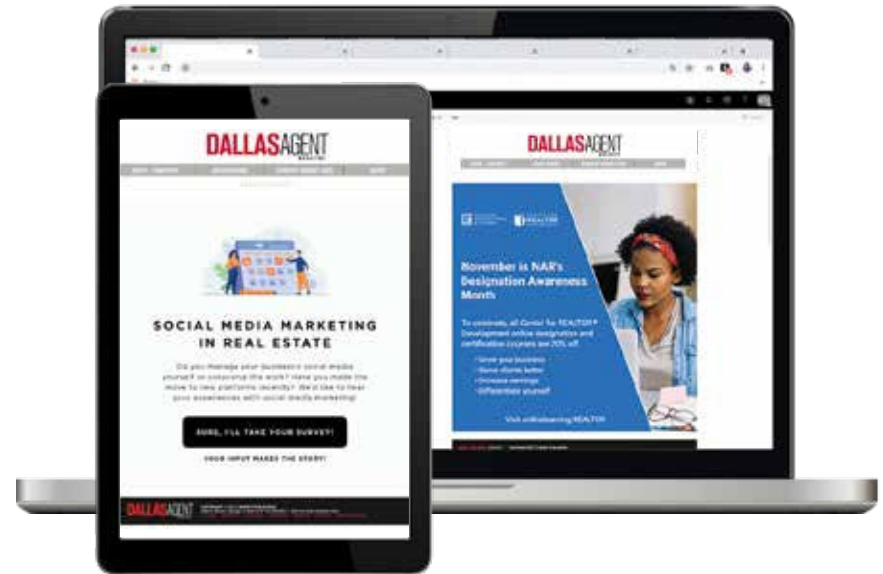
### RATE

\$225 / Week  
\$175 / Week

## DIGITAL ADVERTISEMENTS • *Custom E-blasts*

# YOUR MESSAGE DELIVERED STRAIGHT TO OUR AUDIENCE

Our targeted database consists of more than 16,000 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

Full Database

1x

\$575/e-blast

3x

\$500/e-blast

6x

\$450/e-blast

12x

\$425/e-blast

## CONTENT SOLUTIONS • *Premium Content*

# HIGHLY SEARCHABLE. HIGHLY SHAREABLE.

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



### **SPONSORED POST | \$375**

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

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

### **DEVELOPING DALLAS | \$1,600**

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

**DALLASAGENTMAGAZINE.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.

**DALLASAGENTMAGAZINE.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.

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

### **TEAM/COMPANY FEATURE | \$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.

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

### **TECH WATCH | \$2,500**

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

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

# **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](mailto:jack.renfree@agentedu.com).

For advertising inquiries, please contact Anne Hartnett at [anne@agentpublishing.com](mailto: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](mailto:jack.renfree@agentedu.com).

For advertising inquiries, please contact Anne Hartnett at [anne@agentpublishing.com](mailto: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. Dallas 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. Dallas Agent is not responsible for errors in content or format.