

2023



ELEVATING THE BUSINESS *of* REAL ESTATE

With **over 616,000 impressions** annually and a readership of **more than 32,000 real estate professionals**, Atlanta Agent magazine is where agents and industry leaders turn for the latest news in Atlanta residential real estate.

REACH OUR AUDIENCE BY



ATLANTA AGENT SOCIAL NETWORKS

5,900+ engaged real estate professionals in our Facebook, Twitter and Instagram communities

ATLANTAAGENTMAGAZINE.COM

51,400+ impressions monthly

WHO'S WHO IN ATLANTA REAL ESTATE

Print copies are distributed to 500+ brokerages throughout the Atlanta metropolitan area

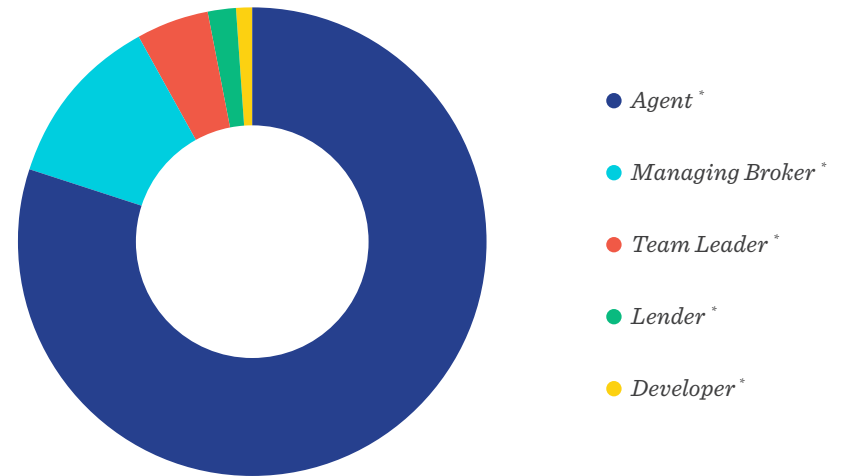
AGENT UPDATE NEWSLETTER

32,600+ subscribers

LIVE EVENTS

Issue release events and other networking opportunities throughout the year

WHO READS



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

*median **household income** of Realtors in 2021***

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

*of all Realtors are **female*****

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

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

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

*Agent Publishing's 2022 Truth About Agents surveys

**National Association of Realtors 2022 Member Profile

***Atlanta Agent's 2022 New Construction survey

MARKETS • Audience



FEATURE

IN ATLANTA REAL ESTATE

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 Atlanta residential real estate.



Nov. 13, 2023

\$2,500

Oct. 16, 2023

\$4,500

Oct. 20, 2023

Premium positions available upon request.

For more information on advertising in our Who's Who in Atlanta Real Estate issue, or if you would like information about being profiled or nominating others to be profiled, contact

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ADVERTISEMENTS · *2023 Editorial Calendar*

delivers local news and information to residential real estate professionals throughout Atlanta. 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 — the residential real estate professionals that make the Atlanta market move.

MAY

08 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 can't get elsewhere — it's a finger on the pulse of the market.

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

JUNE

05 Agents' Choice Awards

Atlanta 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-getters are honored in a special edition of the online magazine and receive a commemorative award.

A light Q&A with an agent, lender, developer or affiliate.

NOVEMBER

13 Who's Who

This special, annual 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 Atlanta residential real estate.

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

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

DECEMBER

04 Real Estate Predictions

For our annual, end-of-year Predictions feature, we ask our readers and experts 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 2023.

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

ADVERTISEMENTS

MORE THAN 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 industry, every day. AtlantaAgentMagazine.com is the place agents go to learn and cultivate their success.



Billboard (Rotating)

970 x 250 px

300 x 120 px

\$425 / 30 days

Pop-up Ad

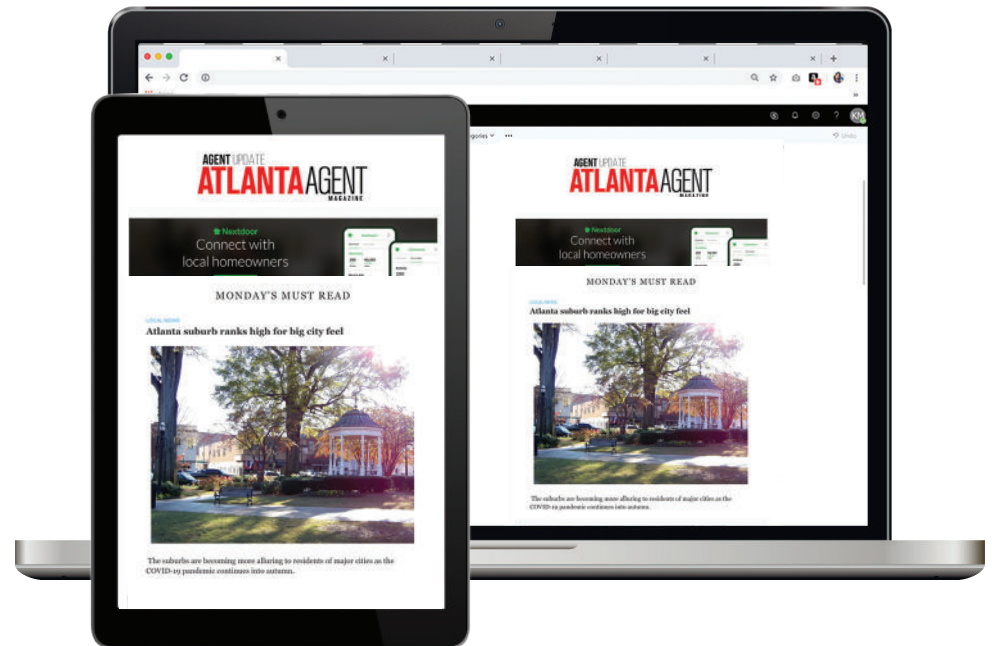
700 x 700 px

320 x 320 px

\$300 / 7 days

MORE THAN 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.



1 Week Newsletter Sponsorship

Includes two email newsletters

970 x 250 px - Top position banner

970 x 250 px - Secondary position banner

\$225 / Week

\$175 / Week

ADVERTISEMENTS • *Custom E-blasts*

DELIVERED STRAIGHT TO OUR AUDIENCE

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



Full Database

\$575

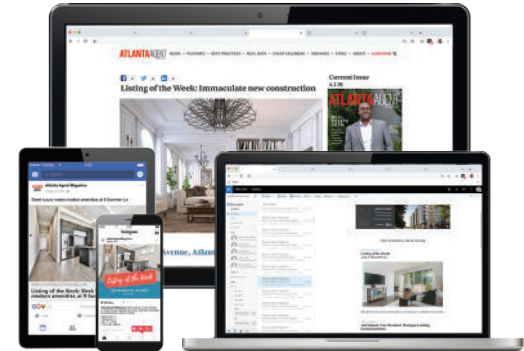
\$500

\$450

\$425

SOLUTIONS • *Premium Content*

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



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

ATLANTAAGENTMAGAZINE.COM
AGENT UPDATE EMAIL NEWSLETTER
SOCIAL NETWORKS

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.

ATLANTAAGENTMAGAZINE.COM
AGENT UPDATE EMAIL NEWSLETTER
SOCIAL NETWORKS

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

ATLANTAAGENTMAGAZINE.COM
AGENT UPDATE EMAIL NEWSLETTER
SOCIAL NETWORKS

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.

ATLANTAAGENTMAGAZINE.COM
AGENT UPDATE EMAIL NEWSLETTER
SOCIAL NETWORKS

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.

ATLANTAAGENTMAGAZINE.COM
AGENT UPDATE EMAIL NEWSLETTER
SOCIAL NETWORKS

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.

ATLANTAAGENTMAGAZINE.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 that work as 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 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

TOOLS TO ELEVATE YOUR CAREER

TECHNOLOGY

Guaranteed Rate Raises over
\$3M for Childrens Charity

BUSINESS DEVELOPMENT

Joel Schaub, VP of Mortgage
Lending, Guaranteed Rate

SOCIAL MEDIA MARKETING

Is Virtual Staging Here to Stay?
We Asked the Experts

\$750/month on
AtlantaAgentMagazine.com

MEET OUR AUDIENCE & BUILD AWARENESS OF

Atlanta Agent magazine hosts several events throughout the year, corresponding with the release of our 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 at your property or discuss other sponsorship opportunities.



ADVERTISEMENTS • *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 your account executive at **sales@agentpublishing.com** or **786.485.0976**.

FILE FORMATS

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

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OTHER REQUIREMENTS

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