



the **Benchmark** in print advertising

Superior, Professional Image sets you apart
from the average REALTOR®.

• Readership of
117,500 Per Issue

*Harvey Research - 4.7 readers per Issue

• **25,000 Copies Distributed
Every 4 Weeks**

Mass Distribution



Ft.
Lee
Army
Base



Neighborhood Specialist Map

- Agents Knowledge of Area is the #1 Factor when Buyers Select an Agent
- Agents Knowledge of Area is the #4 Factor When Sellers Select an Agent
(Research Conducted By Perseus Development Company)



Targeted Direct Mail *Local, Regional and National*

- Active Real Estate Buyers & Sellers
- New Listings For Sale on the Market
- Major Employers Relocation and Recruitment Departments
- Your Home Sellers
- For Sale By Owners



International Exposure

- 30,000 Communities Across the U.S. & Canada
- Toll Free Number and Web site Published on 62 Million Magazine Covers Annually.
Home Buyers Across the Nation and Canada can Request a Free Magazine from the Richmond area.
- Print is the #1 Driver to the Internet *

72% of Consumers Prefer Print

"Enjoyable to Read, Targeted, Provides Valuable Information from a Credible Source and Motivates to Action"

- #1 Advertising Consumers Prefer
- #1 Type of Advertising Consumers Feel is More Relevant & Targeted to them
- #1 Medium in Which Consumers Pay Most Attention to Advertising
- #1 Media that Most Influences Consumers' Internet Use

*Hearst Magazine's Engagement Study ** Deloitte & Touche

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