

Formerly PERSONAL
REAL ESTATE INVESTOR



THINK REALTY

THE MAGAZINE FOR REAL ESTATE INVESTORS



Media Kit | 2016

FOR MORE INFORMATION :: Call 816-398-4065 :: www.ThinkRealty.com/Mag

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SO, WHAT IS THINK REALTY?

ACCESS TO INFORMATION, other investors and vital services are important to the success of any real estate investor. You can find all this and more with Think Realty, a members-only organization for real estate investors that provides access to the resources they need to build wealth, make better use of time and live a life of purpose.

These resources include:

EDUCATION

A subscription to *Think Realty Magazine* (in both print and digital formats), as well as an archive of valuable information and how-to articles.

NETWORKING

With other real estate investors, lenders and service providers.

EVENT ACCESS

Tickets to Think Realty's Expo events and annual global conference this fall in San Francisco.

ADVOCACY

Members have access to RE Rights, an organization that advocates for real estate investors regarding legal and regulatory matters.

BUYING POWER

Membership in the Community Buying Group, with additional discounts from participating retailers.

INDUSTRY NEWS

An accumulating archive of industry news, trends and tips.

Learn more at ThinkRealty.com

What is Think Realty Magazine?

Think Realty Magazine is America's foremost investment, business and finance magazine for residential real estate investors. The magazine is part of the larger Think Realty brand, which offers tools and resources real estate investors need to be successful. The magazine itself offers a comprehensive look into the world of residential real estate investing, including spotlights on successful investors; best practices; and news, stories and announcements about key industry developments.

OUR MISSION

As the magazine of record for the individual real estate investment industry, *Think Realty Magazine* is the place where real estate investors can find useful information, expert advice, insights, resources and inspiration ... plus information on companies and resources that can help you grow your business.

We help investors with their overall business goals, vision and focus to create wealth in real estate investing.

We work hard every day to keep investors updated on the latest trends in the real estate investing business. Our editorial contributors—both in print and online—are industry professionals and longtime, successful real estate investors themselves who provide real, practical advice.

TARGET AUDIENCE

Think Realty Magazine reaches a highly coveted audience consisting of:

- Individuals who own income or investment property
- Individuals who aspire to utilize this wealth-building strategy
- Institutional investors in residential real estate
- Inquisitive traditional investors awakening to strong and stable returns through real estate
- Businesses that provide vital services to these investors

Affluent individual investors own more than 23 million single-family dwellings as rental properties, with an asset value of nearly \$4 trillion. This does not include the inventory of larger apartment buildings owned by big investors.

Our goal is to help our readers—these investors—find, make and save money. There is no other broadly distributed magazine in the U.S. that addresses the reader on this subject. •





AT A GLANCE

TYPES OF INVESTMENT PROPERTIES

- Single-family homes :: 92%
- Apartments :: 19%
- Commercial :: 17%
- Land :: 27%

VALUE OF PORTFOLIO

- <\$200,000 :: 6%
- \$201,000-\$500,000 :: 16%
- \$501,000-\$1,000,000 :: 28%
- \$1,100,000-\$3,000,000 :: 36%
- \$3,100,000-\$7,000,000 :: 10%
- \$7 million or higher :: 5%

NEXT REAL ESTATE TRANSACTION

- Next 30 days :: 17%
- 31-90 days :: 29%
- 3-6 months :: 25%
- 6-12 months :: 19%
- 1+ years :: 11%

TRANSACTION TYPE

- Buy :: 73%
- Sell :: 20%
- Exchange :: 7%

ESTIMATED VALUE OF 401K OR IRA

- <\$50,000 :: 30%
- \$50,000-\$250,000 :: 45%
- \$250,000-\$400,000 :: 10%
- \$400,000-\$1,000,000 :: 9%
- >\$1,000,000 :: 5%

Reader Demographics

Total Circulation

25 THOUSAND

76% are male :: 24% are female



Education



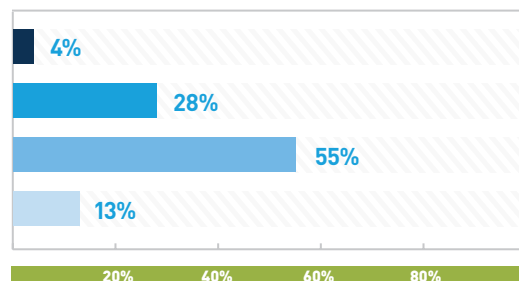
81% completed college
19% graduate degree

Marital Status



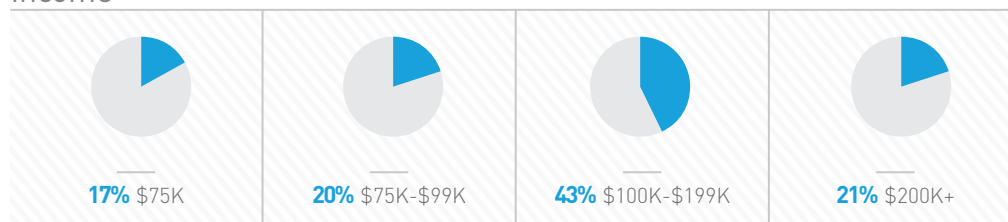
70% are married
30% are single

Age



- younger than 29
- 30-39 years old
- 40-59 years old
- 60 and over

Income



Circulation and Distribution

PUBLISHING SCHEDULE

PRINT MAGAZINE :: *Think Realty Magazine* is published bi-monthly, six times a year in January, March, May, July, September and November.

DIGITAL PRODUCTS :: *Think Realty Magazine* offers digital e-newsletters, which are distributed to an audience of 17,000, once each week. In addition to the e-newsletters, Think Realty Magazine publishes archived digital articles on ThinkRealty.com.

PRINT CIRCULATION AND DISTRIBUTION

Think Realty Magazine is mailed to a loyal and growing paid subscriber base and also is sold in single copies at popular newsstands and bookstores in major U.S. markets nationwide, including Barnes & Noble and select airports. The magazine is typically found in the business and finance section next to Business Week and Fortune.

The circulation of 25,000 copies is distributed as follows:

- 1 Paid national mail subscription
- 2 Paid national and international digital subscription
- 3 National retail newsstand sales
- 4 Controlled distribution in Arizona and Southern California
- 5 Public meeting venues with high demographics and traffic
- 6 Industry partner association events nationally





Why Advertise?

Advertising in *Think Realty Magazine* puts your message in front of an exclusive group of industry professionals.

Our print and online platforms offer a variety of niche opportunities to market your company's products and services to a distinguished and qualified audience.

Advertising in *Think Realty Magazine* is an investment that will pay off in greater visibility for your products and services —not to mention your bottom line. Our print and digital opportunities capitalize on the growing audience of real estate investors seeking resources and services through Think Realty's offerings, as well as knowledge and advice from our magazine. We help you plan and create strategic, multi-platform advertising campaigns to deliver a bigger return on your marketing investment.

Print

Think Realty Magazine provides information on how to invest in, manage and transform properties into income-producing assets essential to the financial growth of the investor. When readers are engaged with this content, they are poised to be more receptive to your marketing message.

PRINT ADVERTISING VEHICLES

> *Think Realty Magazine*

Our flagship print publication's deep content identifies issues and trends within the personal real estate investment industry, features profiles of successful investors and vendors, and highlights lessons they have learned that can help readers succeed in their own business pursuits.

> *Community Investor Regional Spotlight*

This spotlight package of stories focuses on a targeted geographic market and the investment opportunities happening in that region.

> *Investor Review Series*

Each issue intensely focuses on a specific facet of the personal real estate investing process, such as investing in notes, using self-directed IRAs, insuring investments and other topics. Content is provided directly by specialized service providers and experts in the field.

> *Advertiser-focused Magazine Supplements and Custom Marketing Products* that also are overrun as standalone publications can be used as marketing collateral by the client.

IN EACH ISSUE

Recurring/rotating features and departments include:

- > Master Investor Profile
- > Company Profile
- > Community Investor multipage geographic focus
- > Trends and Issues
- > Investing Strategies
- > Case Studies
- > Street Smart (advice from industry peers)
- > One-to-One Interview
- > Business Essentials (including accounting, funding, insurance, marketing, maintenance and more)
- > Legal & Tax Considerations
- > Property Management
- > Research Data, including Local Market Monitor and RealtyTrac

EDITORIAL CALENDAR :: DATES AND CONTENT SUBJECT TO CHANGE

ISSUE	TRENDS/ISSUES	FEATURE STORY	COMMUNITY INVESTOR	AD RSVP	MATERIALS DEADLINE	SALE DATE
Jan/Feb 2016	Data security in real estate investing	Funding solutions	San Antonio, Tx.	Dec. 1	Dec. 4	Jan. 5
Mar/Apr 2016	Senior housing as an emerging asset class	Renovating on a dime	San Diego, Calif.	Jan. 26	Jan. 29	Mar. 1
May/June 2016	Increased investment in U.S. by foreigners	Non-traditional rental investments	Oklahoma City, Okla.	Mar. 29	Apr. 1	May 3
July/Aug 2016	Mixed use investments	Thinking like a home inspector	Minneapolis/St. Paul, Minn.	May 31	June 3	July 5
Sept/Oct 2016	Election implications for real estate investing	Creative marketing to draw out sellers	Sacramento, Calif.	July 26	July 29	Aug. 30
Nov/Dec 2016	Look-ahead to 2017	Roundup of accounting and management software	Dallas/FortWorth/Arlington, Tx.	Sept. 27	Sept. 30	Nov. 1

Digital

Think Realty's website at www.ThinkRealty.com/Mag has an engaged, affluent audience with more than 80,000 visitors per year and additional reach through Facebook and social media.

The web has empowered consumers with new ways to find and research services and products. Fresh, relevant, targeted content that helps these consumers find you is now a key in digital marketing. We focus on creating great real estate investing content that can help you can reach this audience through these programs.

DIGITAL PROGRAMS AND OPPORTUNITIES

> *Website Display Advertising*

Think Realty Magazine offers 300x250 size ad positions on its website for traditional display advertising. Advertisers provide their own designs and creative message.

> *Email Newsletter Sponsorships*

Think Realty Magazine's email newsletters feature quick summaries of blogs by expert, veteran real estate investor-bloggers, news and other content and information. Sponsored advertising opportunities are available in a text-based native advertising style in these newsletters, allowing for a quick summary and link to an advertiser's site. These are limited to one sponsor per newsletter.

> *Sponsored Blogs*

Sponsored blogs offer your company a paid opportunity to write and post on the magazine website. The monthly posts are typically educational in nature and allow a company to promote its products and services. Blogs can be both video and text and typically contain links back to a website or offer a download of information. These are also promoted in the email newsletters.

> *Targeted, Promotional Email*

Email continues to be a valuable marketing tool. Research shows that every dollar spent produces a \$44 return, making it an extremely effective marketing tactic. *Think Realty Magazine* offers advertisers an opportunity to send a sponsored email on a single topic by a single advertiser to our email database.

Print Guidelines

PRINT FILE SPECIFICATIONS

WE ACCEPT THE FOLLOWING ELECTRONIC FILES:

- > Macintosh compatible
- > All fonts and graphic links must be included and all colors must be in CMYK mode
- > All colors must be converted to CMYK mode (no Spot, RGB or Pantone colors)
- > EPS files with fonts must be converted to outlines
- > PDF files at press-ready settings/compression (PDF/X-1a2001 export setting)

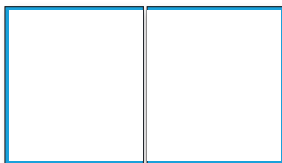
- > Line art should be at least 600 dpi
- > Photos should be at least 300 dpi

Advertising material not meeting the specifications outlined above and requiring additional prep work will be billed for the work performed.

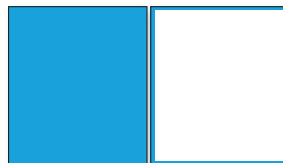
AD DIMENSIONS

- > Final magazine trim size: 8.375" x 10.5"
- > For bleed, add: .25" to outside

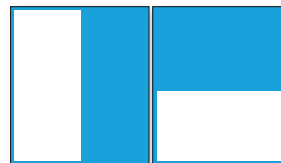
Note: Bleeds only available on full page ads. An accurate color proof must be provided. We are not responsible for inaccuracies in color if no proof is provided.



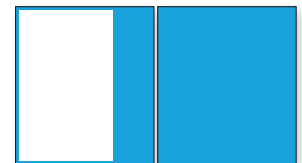
- > **2 page spread**
16.75" x 10.5" + .25" bleed
Live area: 16" x 9.75"



- > **Full page**
8.375" x 10.5" + .25" bleed
Live area: 7.625" x 9.75"



- > **1/2 page**
Vertical: 3.75" x 9.5"
Horizontal: 7.375" x 4.5"



- > **2/3 page vertical**
5.75" x 10.5"



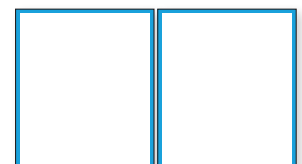
- > **1/3 page**
Vertical: 2.5" x 9.5"
Horizontal: 7.375" x 3.125"



- > **1/4 page**
3.5" x 4.625"



- > **1/8 page Marketplace**
3.5" x 2.25"



- > **Covers**
8.375" x 10.5" + .25" bleed
Back cover
Back inside cover
Front inside cover

Digital Guidelines

DIGITAL FILE SPECIFICATIONS

WE ACCEPT THE FOLLOWING ELECTRONIC FILES:

- > JPG, PNG, GIF

Note: No SWF or animation.

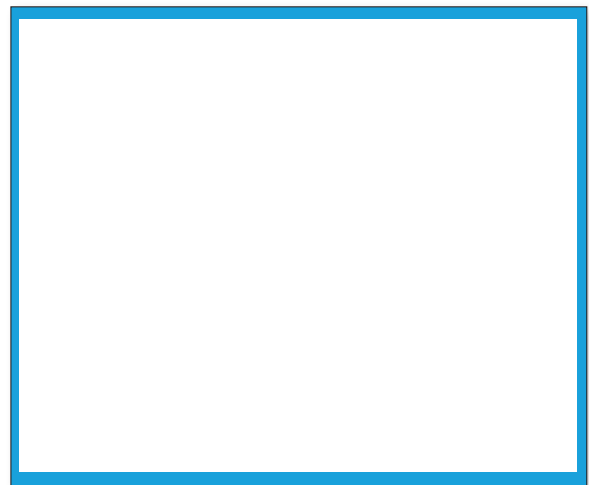
FILE RESOLUTION

- > 72 DPI to 150 DPI

Note: Maximum file size should not exceed 300k.

DISCLAIMER

All web ads must have site approval before launch. We reserve the right to reject ads where the typography and layout simulate our editorial format and, thereby, deceive readers; advertisements that are typographically ugly or that distort the appearance of *Think Realty Magazine*; those that are patently fraudulent, illegal or libelous in their claims and language.



- > **Web ad slot**
300 px x 250 px

2016 Print Rate Card

NET RATES EFFECTIVE THROUGH MARCH 31, 2016

PRINT AD RATES	1X	3X	6X
Full page *	\$2,889	\$2,779	\$2,689
2/3 page	\$2,299	\$2,178	\$1,997
1/2 page	\$1,859	\$1,699	\$1,599
1/3 page	\$1,499	\$1,384	\$1,259
1/4 page	\$987	\$877	\$767

PREMIUM PLACEMENTS	1X	3X	6X
Spread 1	\$6,499	\$5,799	\$5,245
Spread 2	\$5,199	\$4,899	\$4,799
Spread (other)	\$4,899	\$4,499	\$4,299
Outside Back Cover	\$7,499	\$6,542	\$6,274
Inside Back Cover	\$4,899	\$4,499	\$4,199
Masthead (2/3)	\$2,450	\$2,225	\$1,999

OTHER AD PLACEMENTS	1X	3X	6X
Marketplace (business card)	\$428	\$396	\$352

*15% premium for guaranteed position in the first 25% of magazine other than premium positions

2016 Digital Rate Card

NET RATES EFFECTIVE THROUGH MARCH 31, 2016

PROGRAM	COST
Dedicated one-time promotion email	\$1,000 per month
Sponsored Blog Posts	\$750 per month
Web ads - 300 px x 250 px	\$1,000 per month
Email newsletter one-time sponsorships	\$500 per month