



# THINK REALTY

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2021 Media Kit

## WHAT IS THINK REALTY?

Think Realty is the premier media platform for real estate investors. We publish news, education, tools, and resources for every sector of the industry including single family, multifamily, office, retail, lending, property management, and more. We positively impact investors in their career with accurate and timely strategies and in-depth content.

Advertise with us to connect with investors actively building their portfolios. Think Realty subscribers range from new investors just starting out to seasoned pros with hundreds of properties.

## OPPORTUNITIES

### MAGAZINE p.3

Think Realty Magazine  
Investor Review  
Commercial Review

### DIGITAL p.5

ThinkRealty.com Display  
Email Communication  
Sponsored Articles

### DISPLAY TARGETING p.7

### VIDEO p.8

Podcast  
Webinar

### EVENTS p.9

Think Realty Conference & Expo

### CORPORATE PARTNERS p.10

## OUR AUDIENCE

Think Realty is one of the fastest-growing media companies in the REI space. With more than 29,000 members and 200,000+ subscribers, we are the industry leader for news and education.

## OUR USER DEMOGRAPHICS

### MALE/FEMALE

Male	58%
Female	42%

### AGE RANGE

<25 years	12%
25-34	24%
35-44	19%
45-54	17%
55-64	15%
>65	10%

### INCOME

<\$100,000	45%
\$100,001-\$150,000	26%
\$150,001-\$250,000	23%
>\$250,001	6%

### JOB TITLE

Management	45%
Sales	45%
Business & Finance	20%

### TOP REI INDUSTRY INTERESTS

1. Single-Family
2. Multi-Family
3. Fix-and-Flip
4. Buy-and-Hold
5. Passive Income

### TOP STATES

[PRINT / DIGITAL]

- |            |            |
|------------|------------|
| 1. CA / CA | 4. VA / NY |
| 2. TX / TX | 5. FL / VA |
| 3. MD / FL |            |

## OUR REACH

### DEVICES

Desktop	51%
Mobile	47%
Tablet	2%

### THINKREALTY.COM

[MONTHLY AVG.]

Pageviews	35,000
Users	18,500
Ad Impressions	23,500
Digital Magazine Impressions	1,300

### PRINT

[READERSHIP]

2020	5,100
2019	3,600

### NEWSLETTER

[AVG. PER EMAIL]

Subscribers	24,000
Open Rate	10%

### EBLASTS

[AVG. PER EMAIL]

Subscribers	200,000
Open Rate	8%

### SOCIAL MEDIA FOLLOWERS

Instagram	10,000
Facebook	9,000
Twitter	4,200
LinkedIn	3,300
YouTube	600



## MAGAZINE ADVERTISING

**Think Realty Magazine** is America's foremost magazine for real estate investors. It offers a comprehensive look into the world of real estate investing, including spotlights on successful investors, best practices, and news. The magazine is delivered monthly to members, real estate investment associations, industry events, and newsstands.

**Investor Review** is published bi-monthly as an insert in *Think Realty Magazine*, with each focusing on a regional market.

**Commercial Review** is published 4x annually as an insert in *Think Realty Magazine*, and includes expert contributions on everything commercial real estate.



## THINK REALTY MAGAZINE

PLACEMENTS	STANDARD RATE	x12 RATE
Outside Back Cover	\$3,000	\$2,500
Inside Front Cover	\$2,500	\$2,000
Inside Back Cover	\$2,500	\$2,000
Page 3	\$2,500	\$2,000
2-Page Spread	\$2,500	\$2,000
Full Page Ad & 1 Page Article	\$2,000	\$1,250
Full Page Ad	\$1,500	\$1,000
Half Page Ad	\$1,000	\$750
Sponsored 1 Page Article	\$1,000	
> Includes print and website placement		

SPECIALTY PLACEMENTS (ALSO AVAILABLE FOR SUPPLEMENTS)	STANDARD RATE
16-Page Supplement + 2,500 Copies	\$10,000
4-Page Company or CEO Profile	\$3,000
Digital Magazine Sponsorship	\$500

## INVESTOR REVIEW & COMMERCIAL REVIEW SUPPLEMENTS

PLACEMENTS	STANDARD RATE
Cover	\$5,000
> Includes Full Page Ad & Article	
Cover Line Headshot + Eblast	\$2,500
> Includes Full Page Ad & Article	
Cover Line Headshot	\$1,500
> Includes Full Page Ad & Article	
Outside Back Cover Ad	\$1,000

**Disclaimer:** All ads and content must have Think Realty approval before publishing. We reserve the right to reject content that does not meet our editorial guidelines or fit a real estate investor audience; or ads where the typography and/or layout simulate our editorial format and, thereby, deceive readers; advertisements that are typographically ugly or that distort the appearance of Think Realty; those that are patently fraudulent, illegal or libelous in their claims and language.

## MAGAZINE SPECIFICATIONS

- > EPS files with fonts must be converted to outlines.
- > PDF files at press-ready settings/compression PDF/X-1a2001.
- > Please do not include registration, trim, or bleed markings.
- > All fonts and graphic links must be included; line art should be at least 600 DPI; photos at least 300 DPI.
- > For *Think Realty Magazine* all colors and images must be CMYK.
- > For *Think Realty Commercial Review* all colors and images must be converted to RGB (no Spot, CMYK, or Pantone colors).

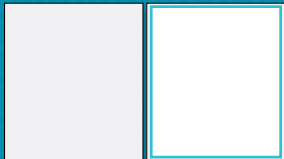
Advertising material not meeting specifications and requiring additional prep work will be billed for the work performed at a rate of \$120/hour.

### AD DIMENSIONS

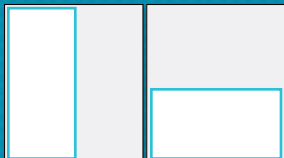
- > Final magazine trim size: 8.375" x 10.5"
- > For bleed, add .25" to outside



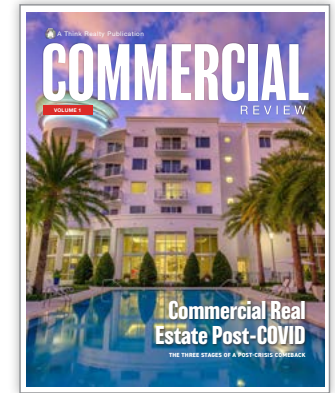
**2 Page Spread**  
16.75" x 10.5" + .25" bleed  
Live Area: 16" x 9.75"



**Full Page**  
8.375" x 10.5" + .25" bleed  
Live Area: 7.625" x 9.75"



**Half Page**  
Vertical: 3.75" x 9.5"  
Horizontal: 7.375" x 4.5"



## 2021 EDITORIAL CALENDAR

ISSUE/THEME	CLOSE	ARTICLES*	ADS	DELIVERY
January: Philanthropic Investing <sup>+IR</sup>	11/2/20	11/13/20	11/23/20	1/4/21
February: Technology & Innovation	12/2/20	12/14/20	12/23/20	2/1/21
March: Women to Watch <sup>+IR</sup>	1/6/21	1/13/21	1/22/21	3/2/21
April: Real Estate Education <sup>+CR</sup>	2/2/21	2/15/21	2/22/21	4/1/21
May: Creative Investing <sup>+IR</sup>	3/2/21	3/15/21	3/23/21	5/3/21
June: Risk Management <sup>+CR</sup>	4/2/21	4/14/21	4/23/21	6/1/21
July: Design <sup>+IR</sup>	5/3/21	5/14/21	5/21/21	7/2/21
August: Industry Trends	6/2/21	6/14/21	6/23/21	8/2/21
September: Resources & Sustainability <sup>+IR</sup>	7/2/21	7/14/21	7/23/21	9/1/21
October: Diversification <sup>+CR</sup>	8/2/21	8/13/21	8/23/21	10/1/21
November: Community Development <sup>+IR</sup>	9/1/21	9/13/21	9/23/21	11/1/21
December: Advocacy in REI <sup>+CR</sup>	10/1/21	10/13/21	10/22/21	12/1/21

<sup>+IR</sup> Denotes Investor Review supplement (regional market TBD based on Cover advertiser).

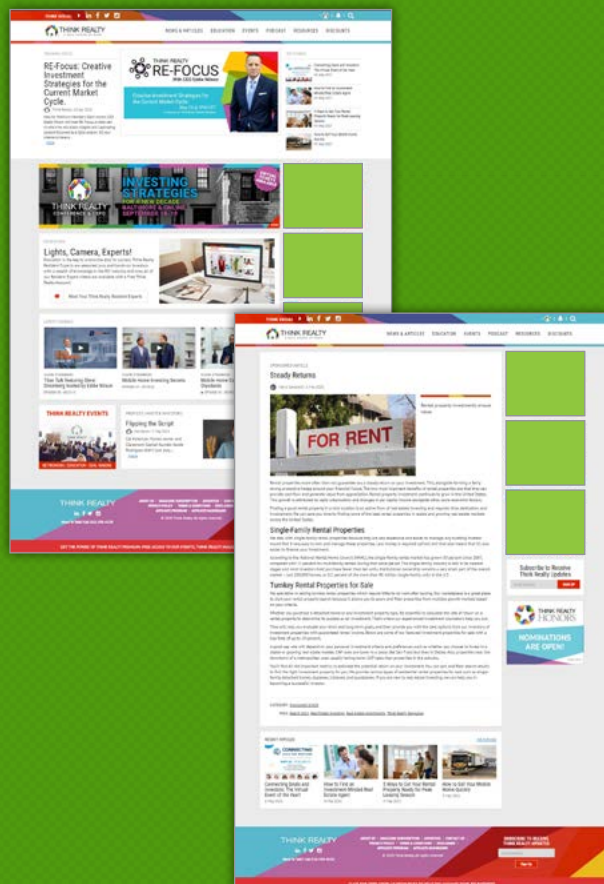
<sup>+CR</sup> Denotes Commercial Review digital magazine.

\*Sponsored articles are educational content written by the advertiser and can include a call to action, but should not be product-focused. Think Realty reserves the right to reject content that does not meet our editorial guidelines or fit an REI audience. Think Realty may edit content with advertiser approval. Assets needed are 400-500 words per page, print-resolution headshot, author bio, and optional pictures. Advertiser must own all image copyrights.



## DIGITAL ADVERTISING

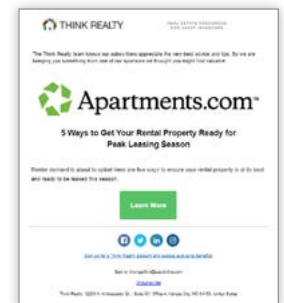
The real estate investment industry moves quickly. Keeping the conversation open with tens of thousands of our Think Realty members and hundreds of thousands of subscribers is critical to get them the information they need to succeed. We employ several vehicles to communicate with our audience, including daily content postings on **ThinkRealty.com**, **email blasts**, and a weekly **e-newsletter**. Our constantly-refreshing media platform means our network is always checking in to see what's new.



## EMAIL BLASTS

PLACEMENTS	STANDARD RATE	x12 RATE
200,000 Subscribers	\$6,000	\$4,000
17,500 Subscribers	\$1,500	\$1,000
Interest-Based (1,500-12,000)	ask for pricing	ask for pricing

[Sample Email Blast >](#)



## 300x250 NEWSLETTER BANNER (24,000+ SUBSCRIBERS)

PLACEMENTS (PER MONTH)	STANDARD RATE	x12 RATE
2 Newsletters	\$1,250	\$800
1 Newsletter	\$750	\$500

[Sample Newsletter Banner Placement >](#)



## 300x250 WEBSITE BANNER (35,000+ PAGEVIEWS/MO.)

PLACEMENTS (PER MONTH)	STANDARD RATE	x12 RATE
Prime Position	\$1,250	\$750
Standard Position	\$1,500	\$1,000

[< Sample Banner Placement](#)

## SPONSORED ARTICLES (VIEWS VARY BASED ON CONTENT)

PLACEMENTS (PER MONTH, WEBSITE ONLY*)	STANDARD RATE	x12 RATE
10 Articles	\$2,000	\$1,000
4 Articles	\$800	\$250
2 Articles	\$500	\$150
1 Article	\$300	\$100

\*Add a sponsored article to our newsletter for \$250 each or \$150 for 12 placements.

[< Sample Sponsored Article](#)

## BANNER AD SPECIFICATIONS

- > Banner Size: 300x250, 72 DPI to 150 DPI.
- > Maximum File Size: 300k.
- > File formats: JPG, PNG, GIF (no SWF or animation).
- > Assets Needed: Banner artwork and click-through link (a trackable link with UTM parameters is recommended).

## WEBSITE BANNER GUIDELINES

- > Lead Time: 3 business days from receiving correct artwork.
- > Creative Guidelines: Advertiser may run up to two creatives at once with the option to change creatives once per month.
- > Position: 3 positions, each rotating 2 advertisers at a time.

## NEWSLETTER BANNER GUIDELINES

- > Lead Time: Artwork must be received by the Friday before a scheduled Tuesday send.
- > Creative Guidelines: Advertiser may run different creatives for each placement.
- > Position: 2 positions each delivery.

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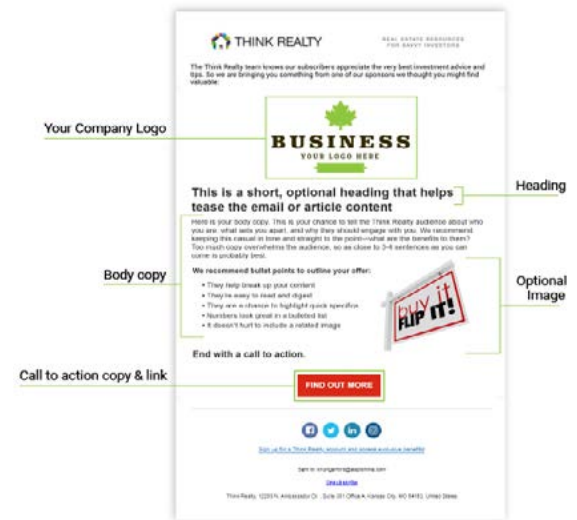
## EMAIL BLAST SPECIFICATIONS

- > Assets Needed: Subject line, logo, one image, headline, email copy, call-to-action button, click-through link (a trackable link with UTM parameters is recommended).
- > File Formats: JPG, PNG for graphics.
- > Lead Time: Assets must be received 5 business days prior to send date.
- > Creative Guidelines: Advertiser may run different creatives for each email.

*Note: Inventory is limited and final send dates are based on availability.*

## SPONSORED ARTICLE SPECIFICATIONS

- > Assets Needed: Article copy saved in a Microsoft Word document, author name, optional graphics (advertiser must own the copyright for images).
- > File Formats: JPG, PNG for graphics and Microsoft Word for copy.
- > Lead Time: Assets must be received 5 business days prior to website posting date.
- > Creative Guidelines: Sponsored articles are educational content written by the advertiser and can include a call to action, but should not be product-focused. Think Realty reserves the right to reject content that does not meet our editorial guidelines or fit an REI audience. Think Realty reserves the right to edit content with approval from the advertiser.





## DISPLAY TARGETING CAMPAIGN SERVICES

Grow brand awareness and increase conversions by targeting your ideal audience beyond ThinkRealty.com. Your marketing dollars go further when your audience sees you over and over again. Measure campaign success by tracking direct and organic website traffic!

- > All packages require a 3-month minimum commitment, and must be paid in full before services begin.
- > All targeting options include design services.
- > You'll receive monthly reports detailing delivery metrics (impressions, clicks, and click through rates), as well as any appropriate data points for top domains, zip codes, and/or best-performing ad size.

### CAMPAIGN GUIDELINES

To create your campaign, we will first need:

- > Campaign start/stop dates.
- > Creative message or headline and call to action.
- > Any images or logos you would like used.
- > URL where ads will land when clicked.
- > Specific Household Campaigns: Metro area and up to 4 demographic/interest criteria.
- > Geo-Fence Campaigns: Names of fenced locations and addresses.



### SPECIFIC HOUSEHOLD TARGETING

Household targeting serves your ads to specific people within a metro according to your specified demographics and/or interest areas. We also track the devices we serve ads to so if your target later visits your storefront we can report those offline conversions.

PLACEMENTS (PER MONTH)	IMPRESSIONS	MONTHLY RATE
Gold (>1 million people)	250,000	\$3,000
Silver (<1 million people)	100,000	\$1,200

### GEO-FENCE TARGETING

Reach audiences whose device location data places them within your target location, then serve them ads for up to 30 days. You can geo-fence events, competitors, specific stores, attractions, and more.

PLACEMENTS (PER MONTH)	IMPRESSIONS	MONTHLY RATE
Gold (6-10 locations)	250,000	\$3,000
Silver (1-5 locations)	100,000	\$1,200

### WEBSITE RETARGETING

After visiting ThinkRealty.com, your ads will begin appearing on apps and other websites your target visits, building brand recognition and increasing recall by as much as 12%.

PLACEMENTS (PER MONTH)	IMPRESSIONS	MONTHLY RATE
Gold	300,000	\$3,600
Silver	200,000	\$2,400
Bronze	100,000	\$1,200

## VIDEO ADVERTISING

**Think Realty Podcast** reaches 1,300+ real estate investment aficionados weekly across 16 of the medium's top platforms. Our podcast is their source for the latest industry trends, hard-hitting insights, and news.



**Think Realty Webinars** offer the opportunity to speak directly to audiences interested in your topic. They are primed to absorb in-depth educational content from subject matter experts, ask questions, and interact with presenters. Advertisers receive the registration list to follow up with attendees.



Think Realty Podcast #71 - Robert Kiyosaki

## PODCAST

SPONSORSHIP (PER SHOW)	STANDARD RATE
Video Segment > Client-recorded 5-minute video aired following the podcast interview	\$750
Show Sponsor > 15 second commercial read by host > Thank-you at episode open and close	\$500
Interview > 20 minute one-on-one interview with show host, topic chosen by client	\$250
Segment Sponsor > 15 second commercial read by host at intro to news and info segment	\$100

## WEBINAR

	STANDARD RATE
One Hour Webinar* > Client chooses subject matter and provides headshot, logo, topic, and talking points > Webinar is marketed in Think Realty e-newsletter and social media > Think Realty hosts webinar and provides technical support while client presents > Client receives registration list post-webinar	\$750

*\*Disclaimer: Webinars may include a call to action, but should not be product-focused. Think Realty reserves the right to reject proposed webinar content that does not meet our guidelines or fit a real estate investor audience.*



## EVENT SPONSORSHIP

**Think Realty Conference & Expo** presents a unique environment to connect in person with captive audiences who are qualified and ready to deal. Each event offers real estate investors, service providers and industry subject matter experts the opportunity to:

- > Network with top-tier professionals at the Cocktail Reception.
- > Meet exhibitors specializing in REI tools, products, and services.
- > Attend sessions and specialty workshops on a variety of investment strategies.
- > Access deal-making opportunities with the biggest names and must-know people in the business.

### HOUSTON

March 26-27 2021

*Take Advantage of the Next Real Estate Boom*

### BALTIMORE

September 18-19 2021

*Investing Strategies for a New Decade*

*Disclaimer: Think Realty reserves the right to reject sponsors that do not fit our audience.*

## PACKAGES

All sponsors receive recognition on signage and event materials, including the event website and mobile app; and access to attendee contacts via our mobile app.

### TITLE \$16,750

- > Exclusive Title sponsor status
- > 60 minute General Session speaking spot
- > Double booth
- > 5 tickets to the event and VIP Reception
- > Bag insert

### PLATINUM \$12,000

- > 60 minute General Session speaking spot
- > Double booth
- > 4 tickets to the event and VIP Reception
- > Bag insert
- > Add Cocktail Reception sponsorship (Platinum Plus) \$4,750

### GOLD \$7,500

- > 45 minute General Session speaking spot
- > Booth
- > 4 tickets to the event and VIP Reception

### SILVER \$3,500

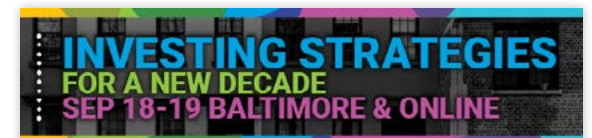
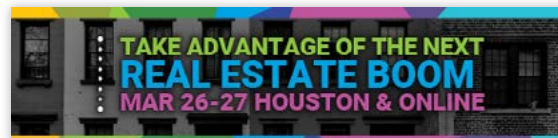
- > Panel speaking spot
- > Booth
- > 3 tickets to the event and VIP Reception

### BRONZE \$2,500

- > Booth
- > 2 tickets to the event and VIP Reception

### ADD-ONS

Lunch	\$10,000
VIP Reception	\$5,000
Day 2 Afternoon	\$4,000
Day 2 Morning	\$3,000
Lanyards	\$3,500
Bag Sponsor	\$3,500
Double Booth	\$1,500
Coffee	\$1,000
Bag Insert	\$750
App Banner Ad	\$750
Session Sponsor	\$750
10 Tickets	\$600
5 Tickets	\$300



## CORPORATE PARTNER PROGRAM

If you're looking for a one-stop-shop media mix that combines marketing and promotional opportunities across multiple Think Realty channels, our Corporate Partner Program will meet your needs:

- > Save on all Think Realty advertising to reach hundreds of thousands of real estate investors nationwide.
- > Save on Think Realty Conference & Expo sponsorship with hundreds of real estate investors and vendors attending both in-person and virtually.
- > Attend and invite your guests to Think Realty Conference & Expos at a discounted rate, and/or have your entire staff attend virtually (when virtual ticketing available) at no cost to you.
- > Reach audiences across media channels with rotating priority placement on our first-call contact list for magazine contributors, podcast interviewees, event speakers, and more.
- > Place the Think Realty Corporate Partner emblem on your website and marketing materials.
- > Promote yourself with an annual special profile in our e-newsletter and sponsored social media posts.
- > Receive your copy of Think Realty magazine monthly.
- > Earn affiliate marketing revenue by promoting Think Realty Trusted Suppliers to your network.

*Disclaimer: Think Realty reserves the right to reject partners that do not fit our audience.*

## ANNUAL PACKAGES

Membership to our Partner Program may be purchased at [thinkrealty.com/corporate](http://thinkrealty.com/corporate). The program is an annually-renewing subscription that, in addition to Corporate Partner enhancements, grants access to Premium account benefits.

### PLATINUM PARTNER \$5,000

- > 20% off all media advertising
- > 10% off all event sponsorship
- > 50% off event tickets for staff and guests
- > Unlimited free virtual access event tickets for staff
- > Rotation in our First-Call Contact List
- > Platinum Corporate Partner emblem
- > Newsletter profile
- > 4x social media sponsored posts
- > 1x Think Realty Magazine subscription
- > Affiliate marketer status

### GOLD PARTNER \$3,000

- > 10% off all media advertising
- > 25% off event tickets for staff and guests
- > Unlimited free virtual access event tickets for staff
- > Rotation in our First-Call Contact List
- > Gold Corporate Partner emblem
- > Newsletter profile
- > 2x social media sponsored posts
- > 1x Think Realty Magazine subscription
- > Affiliate marketer status

### PREMIUM ACCOUNT BENEFITS

Discounts at major suppliers like Benjamin Moore, Sunbelt Rentals, Office Depot, UPS, Home Depot Pro, and more.

Articles, webinars, videos and podcasts from top experts on REI education and emerging trends.

Lender, wholesaler, and REI group lists.

Downloadable templates, checklists, design guides, and eBooks.

And more!

