



WHY

?

WE'RE MORE THAN JUST PRINT...

PRINT

PRINT MAGAZINES ARE #1 IN REACHING SUPER INFLUENTIAL CONSUMERS*

- **1200+ LOCATIONS** throughout the Triangle
- **50,000 PRINTED** per issue
- **98%** audited consumer pick up ratio
- Delivered to **136 MAJOR EMPLOYERS** for employee and relocation packages. Cisco, SAS Institute, Inc., Nortel are just a few.

"New Homes & Ideas Magazine is by far the most picked up magazine in all general public racks that cover the entire Triangle area! The drivers are constantly refilling the racks for this magazine in particular."

— Anne Roux, Independent Distribution, Auditor & Delivery Technician

61%

OF QUARTERLY MAGAZINE ADS PROMPT READERS TO TAKE ACTION

SOURCE: ORC Caravan

DIGITAL

LIST ONCE. BE EVERYWHERE.

- Hosting **11** individual websites
- Pushing content to over **200 WEB PARTNERS** such as Zillow, Google Real Estate, Trulia, AOL Real Estate, Home Finder, Realtor.com, Move.com
- **60 MILLION** unique users daily

62%

OF ONLINE RETAILERS SAY THAT PRINT GENERATES MORE THAN 50% OF THEIR ONLINE SALES

SOURCE: GfK, MRI

SOCIAL

OPTIMIZING YOUR MESSAGE ON ALL PLATFORMS TO REACH YOUR BUYERS



EMAIL

TARGETED COMMUNICATION TO REAL ESTATE PROFESSIONALS & GENERAL CONSUMERS

- **4,000+ LOCAL REAL ESTATE PROFESSIONALS** opted in to receive weekly event & inventory updates
- **CONSUMER NEWSLETTER** — 100% opted buyer participation

92%

OF BUYERS USE THE INTERNET IN SOME WAY IN THEIR HOME SEARCH PROCESS

SOURCE: Realtor.com