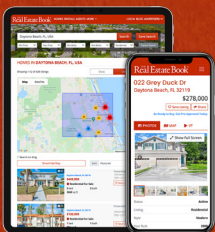


# THE Real Estate Book<sup>®</sup>

2024 MEDIA KIT

GUELPH &  
WELLINGTON  
COUNTY



WIN MORE LISTINGS  
GENERATE MORE REFERRALS  
BUILD A BETTER BRAND

# WHO WE ARE



## Our Start

For over 45 years, **The Real Estate Book** has been a leading innovator in real estate marketing. Our dedicated network has helped thousands of real estate professionals win more listings, build their brands and generate leads. We are known for innovative tools that complement the home buying experience and help our clients stand out in a crowded marketplace.

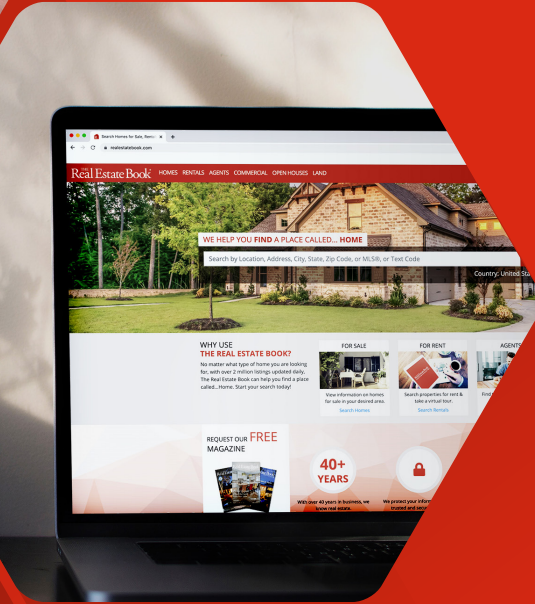
## Our Value

Today, our integrated media solutions include our top-ranked website (**RealEstateBook.com**), luxury syndication partners, digital magazines, digital newsletters for real estate professionals, mobile media tools, direct mail solutions, email campaigns, and social media integration. Real estate professionals that advertise with The Real Estate Book are the top agents in the area. They know today's consumers shop for homes everywhere and to reach them, you have to be everywhere they shop. They use The Real Estate Book to market themselves as professionals who go the extra mile to advertise their listings.



GUELPH & WELLINGTON COUNTY, ON  
**THE Real Estate Book**<sup>®</sup>  
HOME & LIFESTYLE GUIDE

More than a book,  
a **complete** marketing solution.



# THE Real Estate Book®

HOME & LIFESTYLE GUIDE

## PRINT

### Local Printed Magazine

Take advantage of our distribution and readership to build your brand through the most trusted medium.

### Targeted Direct Mail

We deliver your ads directly to the right prospects. Retain clients with our targeted direct mail programs.

### Book Order Leads

Prospects can easily request their local magazine and our advertisers receive those leads.

## WEB

### TREB.com

Connect with buyers and sellers who want to see more of your properties.

### Digital Newsletters

Stay in contact with your clients with our newsletters. You're the expert and The Real Estate Book helps make sure your clients know it.

### Social Media

Our online presence generates millions of impressions across social media channels.

### Online Syndication

Get your properties in front of qualified buyers on all the top real estate sites.

## MOBILE

### TREB App

Connect with buyers and sellers who want to see more of your properties.

### Property Text Codes

Engaged and curious buyers and sellers turn into leads with our texting solution.

# ADVERTISING RATES



## RATES PER ISSUE



SINGLE ISSUE    4 ISSUES    7 ISSUES    13 ISSUES

**Front Cover**

\$449

\*Must have an ad in the book to be eligible for front cover

**Full-page**

\$749

\$699

\$649

\$599

**Half-page**

\$549

\$499

\$449

\$399

# 2024 PRINT SCHEDULE



ISSUE	AD DEADLINE	DISTRIBUTION
Volume 22, Issue 5	January 24	February 5-8
Volume 22 Issue 6	February 21	March 4-7
Volume 22, Issue 7	March 20	April 1-4
Volume 22, Issue 8	April 16	April 29 - May 2
Volume 22, Issue 9	May 15	May 27-30
Volume 22, Issue 10	June 12	June 24-27
Volume 22, Issue 11	July 10	July 22-25
Volume 22, Issue 12	August 7	August 19-22
Volume 22, Issue 13	September 4	September 16-19
Volume 23, Issue 1	October 2	October 14-17
Volume 23, Issue 2	October 30	November 11-14
Volume 23, Issue 3	November 27	December 9-12
Volume 23, Issue 4	December 25	TBD

# DISTRIBUTION



## Get Your Ads to the Right Prospects

Our hyper-local distribution strategy allows you to get your listings in front of an audience of active home buyers and sellers right where they live, work and dine every day. Boost your visibility and keep your brand top of mind with comprehensive advertising from **The Real Estate Book**.

## Stand Out at Local Distribution Points

- Grocery Stores
- Real Estate Offices
- Mortgage Offices
- Banks
- Medical Offices
- Restaurants
- Auto Dealerships
- Spas and Salons
- Neighbourhood Boxes
- Fitness Studios
- Convenience Stores
- Pizza Shops



FIND YOUR NEXT CLIENT THROUGH OUR **UNMATCHED** LOCAL REACH.

**600+**

LOCAL DISTRIBUTION POINTS AND GROWING!

**10k**

DISTRIBUTED OR DIRECT MAILED EACH ISSUE

# LUXURY SYNDICATION



Our online syndication connects your listings to a global network of real estate sites to complement our local distribution strategies.

Take full advantage of the unparalleled syndication reach and value you receive when you advertise with **The Real Estate Book**. Qualified listings are posted daily to our extensive portfolio of luxury partner sites.

## LUXURY ONLINE PARTNERS

THE WALL STREET JOURNAL

Robb Report  
MAGAZINE FOR THE LUXURY LIFESTYLE

UNIQUE HOMES  
LUXURY MEDIA

MANSION GLOBAL

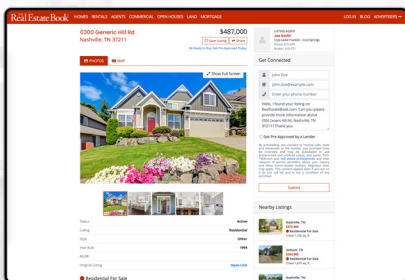
PENTA

BARRON'S

**MarketWatch**

**=\$1,900.00+**

*in advertising value + exposure to millions of buyers included with your ad in The Real Estate Book.*



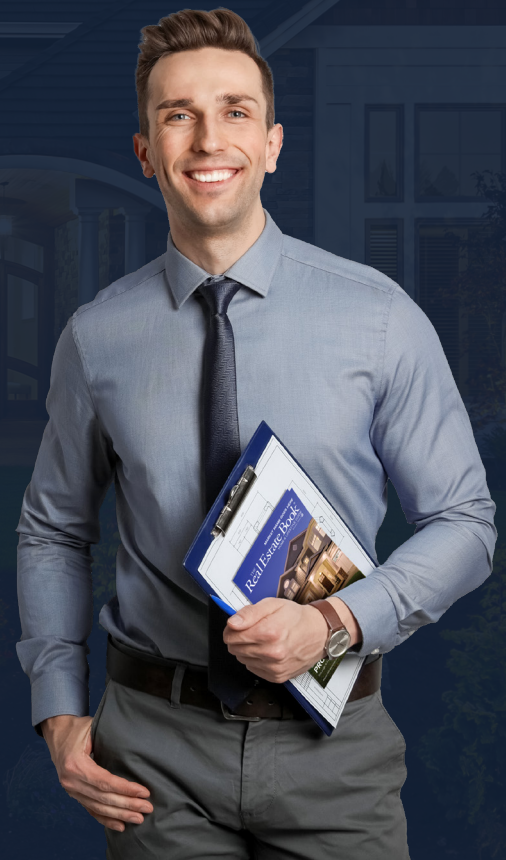
# COMPLETE ~~MARKETING~~

## FOR YOUR REAL ESTATE BRAND



Take your real estate brand to the next level with the best of print and digital advertising through **The Real Estate Book**. Beat the competition with a complete suite of marketing tools to help you build a stronger, more trustworthy brand.

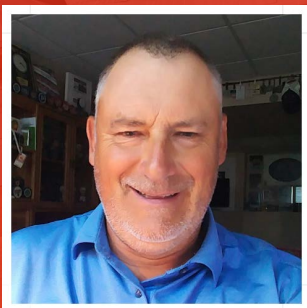
- **Win More Listings**
- **Generate More Referrals**
- **Build a Trusted Brand**



### **MORE THAN JUST A BOOK.**

Learn more about our complete advertising platform.

THE  
**Real Estate  
Book**<sup>®</sup>



**Jon G. Beauchesne**

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