

**4** SUPER-SIZED QUARTERLY ISSUES **1** WEBSITE VISITED BY 600,000+ USERS EACH MONTH

# THE REAL DEAL

[www.TheRealDeal.com/Miami](http://www.TheRealDeal.com/Miami) **SOUTH FLORIDA REAL ESTATE NEWS**

## 2018 **MEDIA** KIT

DIGITAL + EVENTS + PRINT



*Reserve your space  
today by contacting*  
**ADVERTISING**  
**@THEREALDEAL.COM**  
**OR AT 212-260-1332**

6318 Biscayne Blvd. #200  
Miami FL 33138

**HIT A  
BULLSEYE  
WITH THE  
#1 REAL  
ESTATE  
NEWS  
OUTLET.**

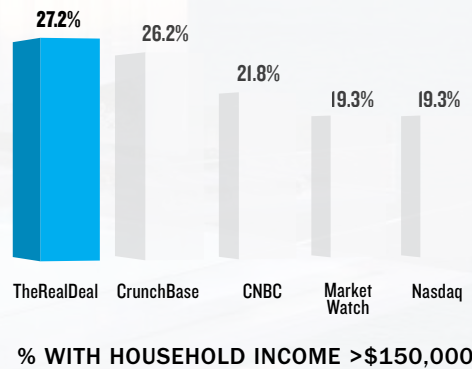
# REAL AUDIENCE

**HARD HITTING REAL ESTATE NEWS + ENGAGEMENT + WEALTH =  
SIGNIFICANT ROI FOR YOUR BRAND**

**E**ngage with **The Real Deal**: The country's foremost real estate authority which is relied upon by the most elite in the industry on a daily basis in print, online, mobile, live events, newsletters and more.

**The Real Deal Miami** delivers everything real estate brokers, developers, investors, attorneys, and all other industry professionals need to know to make market savvy decisions and put their best foot forward. No wonder the site, along with its New York **THE REAL DEAL.com** counterpart, consistently attracts more than **3 million visits** every month!

**#1**  
**COMCAST**  
**WEALTHIEST**  
**AUDIENCE**



AND RANKS IN THE

**TOP 25** SITES WITH THE MOST  
EDUCATED AUDIENCE

\*According to Quantcast

# THE REAL DEAL

South Florida Real Estate News

## ONLINE STATS & FACTS

**10+ million**  
ad impressions per month

**3.3**  
pages visited per user

**17min. 19sec.**  
Average visit time

**34.3%**  
are new monthly visits

**35,000**  
newsletter subscribers daily

**41.3%**  
of traffic is from mobile devices

**2+ million**  
page views per month

**74.9%**  
are male visitors

**25.1%**  
are female visitors

**20%**  
open rate

**630,000** that's **20,000+** from South Florida

## PRINT

## REAL READERSHIP

**30,000**

direct mail copies to real estate insiders in South Florida

**15,000**

mailed directly to members in the Miami-Dade area

**1,500**

distributed in magazine racks

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**47,500**

**x 2.8**

readers per copy

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**131,600**

highly engaged RE pros in your target market

## OUR READERS AT A GLANCE

With an average income of \$235,000, our readers are some of the most affluent individuals in any demographic. Over 95% of our readership is represented by significant industry professionals including major players and high-level decision makers who are...

- Residential Brokers
- Commercial Brokers
- Developers
- Landlords
- Real Estate Investors
- Investment Bankers
- Finance Executives
- Mortgage Brokers
- Architects
- Appraisers
- Property Managers
- Project Managers
- Construction Executives
- REIT Executives
- Buyers/Sellers
- Engineers
- Real Estate Attorneys
- Designers

THE REAL DEAL.com / Miami



# SNEAK PEEKS

## AT 2018 EDITORIAL CALENDAR\*

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### March

#### Spring Issue

- Ranking the top luxury brokers in Miami-Dade County
- Tracking what's coming in the Miami condo pipeline
- Exploring the top tech tools that help commercial brokers get ahead
- **Profiling the top real estate law firms in South Florida**

### June

#### Summer Issue

- Ranking South Florida's biggest developers
- Analyzing Amazon's impact on SoFla's industrial market
- Ranking the top brokers of Palm Beach County
- Storytellers: resi broker edition — agents share stories about their toughest sales

### September

#### Fall Issue

- Ranking the top lenders and construction loans in South Florida development
- Exploring how the Keys and its hotel industry have recovered a year after Hurricane Irma
- Tracking the most active resi brokerages in the suburbs in Broward county
- Investigating the best South Florida neighborhoods for investment property purchases

### November

#### Winter Issue

- **Examining the top retail brokerages in South Florida**
- Ranking the multifamily sector's biggest winners
- Predicting how a post-election governmental shakeup could impact South Florida real estate
- Analyzing resi buyer behavior: the amenities and concessions they want most

\* Subject to change

# PRINT RATES & SPECS

**THE REAL DEAL  
IS NOT RESPONSIBLE FOR  
REPRODUCTION OF ADS THAT  
DO NOT MEET THE LISTED  
REQUIREMENTS.**

**Two Page Spread**  
21" x 14.5"  
(with bleed\*  
21.25" x 14.75")  
Text safety area is  
20.75" x 14.25"

**Full Page**  
10.5" x 14.5"  
(with bleed\*  
10.75" x 14.75")  
Text safety area is  
10.25" x 14.25"

**Half Page Vertical**  
4.625" x  
13.125"

**Half Page Horizontal**  
9.5" x 6.75"

**Quarter Page**  
4.625" x 6.375"

<b>RATES:</b>	<b>1X</b>	<b>2X</b>	<b>4X</b>
<b>TWO-PAGE SPREAD</b>	\$10,000	\$8,500	\$8,000
<b>FULL PAGE</b>	\$5,500	\$5,000	\$4,500
<b>HALF PAGE</b>	\$4,000	\$3,500	\$3,000
<b>QUARTER PAGE</b>	\$3,000	\$2,500	\$2,000

**DUE DATES:**

MARCH 2018

**Reservation deadline:**  
March 4, 2018  
**Artwork due by:**  
March 11, 2018

JUNE 2018

**Reservation deadline:**  
June 4, 2018  
**Artwork due by:**  
June 11, 2018

SEPTEMBER 2018

**Reservation deadline:**  
September 6, 2018  
**Artwork due by:**  
September 13, 2018

DECEMBER 2018

**Reservation deadline:**  
December 5, 2018  
**Artwork due by:**  
December 12, 2018

**SPECIFICATIONS:**

All images and ads must be in CMYK color format • Images must have MINIMUM • resolution of 300 dpi • All blacks must be true black, not four-color • Text must not be closer than 1/4" from the trim • All ads must have 1/8" bleed off the trim • All fonts must be embedded • All ads must be delivered as PDF • Carefully flight check the PDF • Ads must be submitted by deadline to [advertising@therealdeal.com](mailto:advertising@therealdeal.com).

**ADDITIONAL HIGH-IMPACT UNITS ARE AVAILABLE:**

**Cover tips • Gate folds • French gates • Inserts  
Polybagged pieces • Belly bands • UV spot coating  
Foil • Textured printing • Embossing**

Please contact your sales rep for pricing.

# DIGITAL RATES & SPECS

{HOMEPAGE}

**THE REAL DEAL**

HOME MAGAZINE NEW YORK ARCHIVES ADVERTISING ABOUT US CONTACT US

Search The Real Deal

SOUTH FLORIDA REAL ESTATE NEWS

Leaderboard  
728 x 90 pixels  
CPM: \$20



**Metrorail bike path redevelopment plan in the works**



**Buyers of new brand name condo towers face pronounced risk**



**Marina Palms condo project taps Coastal Construction for second tower**



**Rosinella Italian Trattoria's owners opening new ventures in Miami Beach**

## Q&A with Ezra Katz: Notable deals and what lies ahead

On firm's history and where he'll invest \$200 million this year

January 20, 2015 02:36PM

By Katherine Kallergis

Ezra Katz has handled multi-million dollar transactions in South Florida, ranging from the Fontainebleau Hotel sale (twice) to portfolios of office buildings in Miami-Dade and Broward counties.

Katz, the founder and CEO of the Aztec Group and Mayan Properties, sat down with *The Real Deal* as his company announced its most recent deal, the sale of a downtown Miami building to Aria Development, the same group building



Medium Rectangle  
300 x 250 pixels  
Above the fold CPM: \$15

## Texas de Brazil founder sells Continuum townhouse

Company based in Denmark bought the three-story townhome

January 19, 2015 10:36AM  
By Katherine Kallergis



The founder and CEO of Texas de Brazil has sliced off a piece of his Miami holdings with the \$5 million sale of a unit at the Continuum South Beach. [\(more\)](#)

Facebook Twitter LinkedIn Google+ Email

Medium Rectangle  
300 x 600 pixels  
Below the fold CPM: \$10

**THE REAL DEAL.com / Miami**

Billboard  
970 x 250  
CPM: \$20  
Also available on homepage

### Art Deco apartment building on Collins sells for \$10M

25-unit building with vacant restaurant space last sold for \$620,000 in 1990  
January 21, 2016 12:45PM  
By Katherine Kallergis

PREVIOUS NEXT



1351 Collins Avenue in Miami Beach

Three Miami Beach investors have added a low-rise apartment building to their portfolio, county records show.

Gemms Inc. sold the two-story, Art Deco-era building at 1351 Collins Avenue for \$9.9 million. Mike Ryan Collins LLC, an entity managed by Jack Avid and Steven Ovid, bought a 50 percent stake in the property, which sits on a 7,000-square-foot lot. The two investors also own the SoBe Hostel at 235 Washington Avenue, and the Princess Ann Hotel at 920 Collins Avenue.

J. Amir Realty LLC purchased a 16 percent stake; and Gerald Steiglitz bought a 34 percent stake through two trusts. Those three entities all list an address of a Portofino South Beach unit that Steiglitz, a New Jersey developer, owns.

The 25-unit, 16,186-square-foot apartment building they purchased was developed in 1958, property records show. The seller, which lists a Miami Beach attorney on its corporate filings, paid \$620,000 for the building in 1990. The mixed-use property is on the west side of Collins Avenue, next to the Hotel Clifton.

A Loopnet listing advertises the building for hotel, condo conversion or single-user tenant, such as a nightclub, multi-level restaurant or a retail outlet. It currently includes a 2,500-square-foot vacant restaurant space, formerly occupied by Sushi Rock.

Tags: collins avenue, Jack Avid, Steven Ovid

Medium rectangle  
300 x 250  
Above the fold CPM: \$15

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Email address

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#### POPULAR STORIES



Novikov to open first restaurant in US in downtown Miami



Pre-auction exhibition of Kennedy furnishings re-creates "Cameiot" in NY



Investcorp pays \$105M for luxe student housing in Boca Raton



Miami's real estate market flattening, in flux: Bisnow conference



Miami real estate at or nearing peak: economist

learn more



# DIGITAL RATES & SPECS

{SPONSORED CONTENT}

HOMEPAGE



Sections ▾ THE REAL DEAL SOUTH FLORIDA REAL ESTATE NEWS

Miami New York Los Angeles

Aspire Real Estate Development plans boutique condo project in Pompano Beach  
November 21, 2017 10:30PM  
A new urban style boutique condo development is planned for Pompano Beach. Aspire Real Estate Development announced plans to build Arya Oceanside Residences, a 19-unit boutique condominium in 336 South...

**SPONSORED** The Answer To Tighter Commercial Real Estate Financing Lies Beyond Banks Alone  
Presented by Eastern Union

The week in luxury: A map of Miami-Dade's priciest condo sales  
By Katherine Kallaghi | November 21, 2017 11:58AM

Fall 2017 issue

ARTICLE  
PAGE

Sections ▾ THE REAL DEAL SOUTH FLORIDA REAL ESTATE NEWS

Miami New York Los Angeles

**SPONSORED** The Answer To Tighter Commercial Real Estate Financing Lies Beyond Banks Alone  
Presented by Eastern Union

As investment activity tapers off from its record-breaking pace of the past few years, commercial mortgage brokerage firms are searching for new opportunities. The most successful will be those that are the most nimble and creative amid a new lending environment. The pressure is on to stay ahead of a slowdown caused by anticipated interest rate hikes, a strict regulatory environment, overbuilding worries and peaking rents.

Mortgage brokers are already looking at refinances, with 10-year loans taken out during the go-go years coming due. Five-year loans made in 2012 and 2013 are in an even better position given their outsized performance since their origination.

WATCH: Teonic founders on their massive Meatpacking bet, developing the Essex Crossing megaproject ... & more

July 2017 issue



# PREMIUM ONLINE ADVERTISING



## WALLPAPER SPECS

\$9,000  
Net per day

## TAKEOVER SPECS

Includes wallpaper  
and all banner  
advertisements for  
a 24 hour period

\$12,000 Net



We recommend keeping all logos, brand messages and key imagery within the safe area.

Contact Advertising @TheRealDeal.com or at 212-260-1332

# PREMIUM ONLINE ADVERTISING

{PRE-LOAD/PUSH DOWN UNIT}

The screenshot shows a website header for 'THE REAL DEAL' with navigation links for New York, Miami, Los Angeles, TRData, and LLNYC. The main content area features a large red banner for the 'SHANGHAI 2017 THIRD ANNUAL REAL ESTATE SHOWCASE / FORUM'. Below the banner is a main article titled 'Don't hate the player: How a former NBA star built a real estate fraud scheme around his basketball ties'. To the right of the main article are several smaller article teasers with images and titles. Below the main article is a 'Most Recent' section with a featured article titled 'Is the link between gentrification and displacement actually that strong?'. A white box on the right side of the screenshot contains the text 'PRE-LOAD RATES & SPECS' and a list of three bullet points: 'Fully customizable', '1300 pixels wide for full width', and '\$40CPM (extra charge may apply)'.

Sections ▾ THE REAL DEAL New York Miami Los Angeles TRData LLNYC Q Search

## SHANGHAI 2017

THIRD ANNUAL REAL ESTATE SHOWCASE / FORUM

— THE LARGEST U.S. REAL ESTATE SHOWCASE & INVESTMENT FORUM HELD IN CHINA —

NOVEMBER 2-4, 2017

### Don't hate the player: How a former NBA star built a real estate fraud scheme around his basketball ties

Panelists discuss why the industry has yet to embrace data  
5 months ago

NYC spared CMBS wall of maturities  
5 months ago

Real estate crowdfunding exec is top HUD adviser  
5 months ago

Someone recreated the old Penn Station in Minecraft: PHOTOS

#### Most Recent

#### Is the link between gentrification and displacement actually that strong?

August 18, 2017 10:50AM

Although proposals for large new developments in New York City almost always face criticism that they will displace current neighborhood residents, research has shown the link is not necessarily...

## PRE-LOAD RATES & SPECS

- Fully customizable
- 1300 pixels wide for full width
- \$40CPM (extra charge may apply)

We recommend keeping all logos, brand messages and key imagery within the safe area.

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# MOBILE ADVERTISING



## THE BEST OF REAL ESTATE MEDIA ON THE GO

Bring your messaging to one of our most vital platforms: mobile.

40% of *The Real Deal* readers turn to us on their cellular devices, which makes it the ideal environment for you to display your brand to real estate movers and shakers throughout the day. Align with the most sought-after and cutting-edge news and analysis in real estate through *The Real Deal's* mobile platform.

- 1.8 million new users turn to *The Real Deal* on their phones in an average month
- The average reader spends almost three minutes per visit with *The Real Deal* on their mobile devices

**THE REAL DEAL**.com / Miami



# DAILY & WEEKLY E-LERTS

## E-LERT RATES

### ANIMATED AD SPECIFICATIONS

- Site: TheRealDeal.com/Miami
- Ad Format: JPG / GIF / PNG
- Max File Size: Less than 100 MB

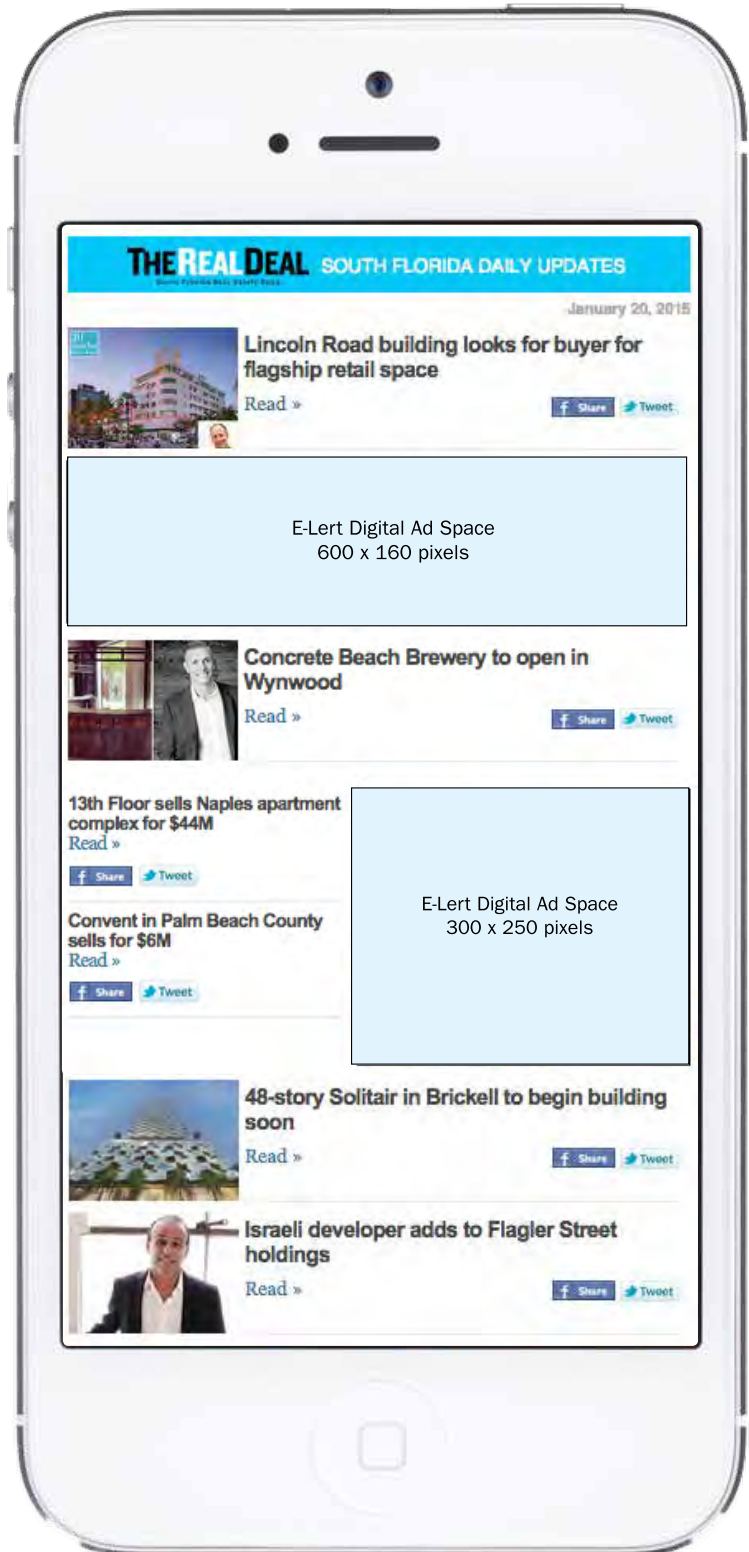
## E-LERT RATES & SPECS

- |                 |         |
|-----------------|---------|
| • E-Lert Banner | 1x      |
| • Daily e-Lert  | \$1,000 |

For packages including more than 7 e-Lerts please contact your sales representative.

7 DAYS A WEEK  
40K+ OPT-IN SUBSCRIBERS  
CTR 0.15% TO 0.35%  
ADS: JPEG, GIF, PNG  
27.1% OPEN RATE

**THE REAL DEAL**.com / Miami



# REAL EVENTS

**NETWORK.  
LEARN.  
COLLABORATE.**

**TRD'S SOUTH FLORIDA SHOWCASE** and Forum convenes over 4,000 of the region's movers and shakers and is a must-attend on any real estate professional's calendar.

Our October 26, 2017 event was standing-room only and trended on social media in Miami throughout the day.

Entering our fifth year this October, we expect to bring even more enhanced experiences to our delegates along with our cutting-edge content, headline speakers and outstanding vendors.



**OCTOBER 2018**

**SOUTH FLORIDA  
SHOWCASE + FORUM**

Time and Venue TBD

SOUTH FLORIDA 2018 MEDIA KIT

# THE REAL DEAL

South Florida Real Estate News

6318 Biscayne Blvd. #200 Miami FL 33138

The #1 source for real estate news  
in South Florida and New York City

“ I read it everyday... I read it  
all the time... TRD is a great  
source of information  
in both markets. ”

Richard LeFrak, LeFrak Organization



“ It's my bible for real  
estate in New York..  
it's important to keep  
up with both markets. ”

Daniel de la Vega,  
One Sotheby's International president

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or

at **212-260-1332**

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