2022 Media Kit
We Are the #1 News Resource for the Real Estate Industry

The Real Deal is the premier real estate news outlet in the US, reaching millions of professionals daily through digital, print, social media and events.

Readers turn to us for breaking news, market intelligence, custom research, proprietary rankings, deal analysis, profiles, trends and more.

27% of users are C-suite, business owner, board member or senior management

Source: Quantcast 2020; Competitive set includes Inman News, Crain’s, Bisnow, and Commercial Observer
The Publication of Record for the Industry

"Everyone's always sending me articles from The Real Deal. All my buddies, everything they announce."

ALEX RODRIGUEZ
FORMER YANKEES PLAYER, CELEBRITY INVESTOR & FOUNDER, A-ROD CORP

"The Real Deal is exactly that, the real deal. We make it a mandatory read for our brokers. It's our Wall Street Journal."

PAM LIEBMAN
CEO & PRESIDENT, CORCORAN GROUP

"For every person who is in the real estate industry, The Real Deal is a must-read. If not, they are at a disadvantage."

DON PEEBLES
FOUNDER, CHAIR & CEO, PEEBLES CORPORATION

"The Real Deal is the first thing I read in the morning. It is truly the only source of everything happening in the real estate business."

DAVID LICHTENSTEIN
FOUNDER & CEO, LIGHTSTONE GROUP

"Anything that happens in The Real Deal, every broker, every developer and every lender sees it. For people in the business, it's must-see reading."

RYAN SERHANT
FOUNDER, THE SERHANT TEAM

"I look forward to my daily email from The Real Deal, where I am able to stay up to date with all the latest real estate happenings... No one does a better job."

MAY DE LA VEGA
FOUNDER & CEO, ONE SOTHEBY'S INTERNATIONAL REALTY

"The Real Deal is the authority when it comes to real estate."

STEPHEN SIEGEL
CHAIR OF GLOBAL BROKERAGE, CBRE

"The Real Deal is the broker's bible on the state of the market."

NIKKI FIELD
SENIOR GLOBAL REAL ESTATE ADVISOR, SOTHEBY'S INTERNATIONAL REALTY
The Wealthiest Audience On The Internet

TheRealDeal.com has the wealthiest audience of all media websites in the U.S., with more discretionary buying and decision-making power than our competition.

- 55% MALE
- 45% FEMALE

71% Ages 25-54

$315K HHI

(Data Source: Google Analytics and Quantcast)
The Real Audience

We reach real estate professionals across the industry in different sectors and at every level.

COMPANIES THAT SUBSCRIBE TO US INCLUDE:
Reaching **millions** of real estate professionals across every platform

**DIGITAL**
- 5M MONTHLY PAGE VIEWS
- 3.2M MONTHLY VISITORS

**SOCIAL**
- 600K+ FOLLOWERS

**EVENTS**
- 10K+ ATTENDEES

**NEWSLETTERS**
- 1.7M OPENS

**PRINT**
- 400K SUBSCRIBERS
- 150K READERS
# Cross Marketing Platform Opportunities

<table>
<thead>
<tr>
<th>PRINT</th>
<th>DIGITAL MEDIA</th>
<th>EMAILS</th>
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<tbody>
<tr>
<td><img src="image1.png" alt="Print Example" /></td>
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<tr>
<th>VIDEO</th>
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<th>CONTENT</th>
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<tr>
<td><img src="image4.png" alt="Video Example" /></td>
<td><img src="image5.png" alt="Social Media Example" /></td>
<td><img src="image6.png" alt="Content Example" /></td>
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</table>
**DIGITAL**

TheRealDeal.com

**MONTHLY SITE STATS:**

- **5M** Monthly page views
- **3.3M** Monthly active users
- **64%** Mobile visits

**AUDIENCE DEMOGRAPHICS:**

- **55%** Male
- **45%** Female
- **71%** Ages 25-44
- **1M** Average net income
Display & High-Impact Media

Display units are offered both direct and programmatic on desktop and mobile.

BILLBOARD
970 x 250 PX

Reach a highly engaged audience and drive awareness through targeted and high-impact units.

SUPER BILLBOARD
1920 x 400 PX

Geotargeting and contextual targeting also available.

MEDIUM Rectangle
300 x 250 PX
Half-page portrait also available 300 x 600 PX

MOBILE INTERMISSION
1242 x 2124 PX
First-Party Audience Data

TRD’s Data Management Platform (DMP) is the backbone of our data-driven marketing capabilities to ensure more effective delivery of your campaign.

Get your ads in front of the right audience with our first-party audience targeting.

<table>
<thead>
<tr>
<th>1ST PARTY DATA SET</th>
<th>MONTHLY REACH</th>
<th>CPM</th>
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<tbody>
<tr>
<td>Brokers</td>
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<tr>
<td>Residential Brokers</td>
<td>100k+</td>
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</tr>
<tr>
<td>Commercial Brokers</td>
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<td>Construction Industry</td>
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</tr>
<tr>
<td>Consultants</td>
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*Only available for super high impact roadblocks*
Programmatic Media

The Real Deal’s programmatic offering gives partners access to our audience at scale, with guaranteed rates and premium placements.

Inventory available via the top platforms such as GAM, AppNexus, Index Exchange, Rubicon and OpenX.

<table>
<thead>
<tr>
<th>Desktop</th>
<th>Mobile:</th>
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<tbody>
<tr>
<td>300 x 250</td>
<td>300 x 250</td>
</tr>
<tr>
<td>970 x 250</td>
<td>320 x 100</td>
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<tr>
<td>300 x 600</td>
<td>320 x 50</td>
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</table>

Standard display units available on desktop and mobile on homepage and all article pages:
Content Solutions

Sponsored content on our site gets your brand story and message in front of millions of real estate professionals. TRD’s content solutions offers your brand a powerful platform to distribute your branded or co-created custom content, reaching the internet’s most affluent audience, natively.

**Client Supplied Content**

Utilize the full power of TheRealDeal.com to seamlessly distribute your brand’s supplied content throughout our native editorial environment inclusive of email, social and homepage placements.

**Custom Created Content with TR BrandStudio**

Your brand and TRD collaborate to create and seamlessly distribute content throughout our native editorial environment inclusive of email, social, banners and homepage placements.
Pre-Roll & Editorial Sponsorship

TRD offers a variety of video-centric opportunities that will place your brand directly in front of millions of viewers.

OPPORTUNITIES INCLUDE:

- Sponsorships of editorial series such as The REinterview, TRD Talks LIVE and more
- Brand video distribution across TRD’s social channels
- On-site pre-roll video directly on the home page
- Outstream video
The National Issue

MARKETS:
NEW YORK CITY • LOS ANGELES • SAN FRANCISCO
SOUTH FLORIDA • CHICAGO • WESTCHESTER
LONG ISLAND • NEW JERSEY • THE HAMPTONS

The monthly issue covering all the news fit for print, from coast to coast, *The Real Deal*’s National issue has all the same hard-hitting journalism and industry insights real estate professionals count on for their local regions - with a national twist.

<table>
<thead>
<tr>
<th>PAGES</th>
<th>SPECS</th>
<th>WITH BLEED</th>
<th>TEXT SAFETY AREA</th>
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<td>Half-page horizontal</td>
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<td>N/A</td>
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</table>

Spreads must be supplied as 2 separate PDFs, left- and right-hand pages. (See full-page specs for details.)
The National Data Book

Distributed with our February issue, TRD’s highly anticipated annual round-up of the real estate industry’s data and statistics for commercial, residential, and new developments expanded to cover key markets across the country — a first for independent RE media.
National Issue Deadline Calendar

**JANUARY 2022**
YEAR IN REVIEW
ARTWORK DEADLINE: DECEMBER 28TH

**FEBRUARY 2022**
**+ DATA BOOK**
ARTWORK DEADLINE: JANUARY 25TH
DATA BOOK 2022: JANUARY 24TH

**MARCH 2022**
A RANKING OF THE BIGGEST RESIDENTIAL BROKERAGES
ARTWORK DEADLINE: FEBRUARY 28TH

**APRIL 2022**
A RANKING OF THE TOP RESIDENTIAL BROKERS
ARTWORK DEADLINE: MARCH 28TH

**MAY 2022**
A RANKING OF THE MOST ACTIVE GENERAL CONTRACTORS
ARTWORK DEADLINE: APRIL 26TH

**JUNE 2022**
A RANKING OF THE TOP ARCHITECTS
ARTWORK DEADLINE: MAY 24TH

**JULY 2022**
A RANKING OF THE BIGGEST DEVELOPERS
ARTWORK DEADLINE: JUNE 27TH

**AUGUST 2022**
LUXURY TOYS, HOMES, HOBBIES AND VACATION GETAWAYS OF REAL ESTATE TITANS
ARTWORK DEADLINE: JULY 26TH

**SEPTEMBER 2022**
A RANKING OF THE TOP LENDERS
ARTWORK DEADLINE: AUGUST 29TH

**OCTOBER 2022**
A RANKING OF THE MOST ACTIVE REAL ESTATE LAW FIRMS
ARTWORK DEADLINE: SEPTEMBER 27TH

**NOVEMBER 2022**
A RANKING OF THE TOP PROPERTY MANAGERS
ARTWORK DEADLINE: OCTOBER 25TH

**DECEMBER 2022**
RETAIL STATE OF THE SECTOR
ARTWORK DEADLINE: NOVEMBER 28TH
Newsletters & Dedicated Emails

Our core audience of real estate professionals rely on our newsletters for the most up-to-date information on the market. Sponsorships give partners unique access to directly share their message with this audience.

**OUR NEWSLETTERS INCLUDE:**

- **THE DAILY**
  Round-up of topics and news for NYC, South Florida, Los Angeles and Chicago

- **THE WEEKLY**
  Curated stories for our national, Hamptons and New York Tri-State areas

- **THE DAILY DIRT**
  Subscriber-exclusive featuring a fresh story

- **FUTURE CITY**
  Weekly lowdown on all things proptech

- **THE RESIDENTIAL ROUND-UP**
  Weekly digest of the need-to-know trends in residential real estate

- **THE COMMERCIAL CATCH-UP**
  Weekly digest of the biggest closings and most important insights in commercial real estate

- **CELEBRITY REAL ESTATE**
  All the celebrity real estate news you care about in one weekly newsletter.
Integration Opportunities

Ever fluid and informational, TRD’s social channels offer brands a wide array of integration opportunities directly within their newsfeeds, leveraging an editorially driven style of visual storytelling.

<table>
<thead>
<tr>
<th>119K+</th>
<th>207K+</th>
<th>89K+</th>
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<tbody>
<tr>
<td>Facebook followers</td>
<td>Instagram followers</td>
<td>LinkedIn followers</td>
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<table>
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<tr>
<th>67K+</th>
<th>2M+</th>
<th>5.9K+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Twitter followers</td>
<td>YouTube views</td>
<td>TikTok followers</td>
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</table>

530K+ Followers
The Real Deal’s events convene professionals across all areas of expertise, levels and geography to explore the ever-changing landscape of real estate.

**OPPORTUNITIES INCLUDE:**

- Custom webinars
- Lead generation
- Panel sponsorships
- Exhibitor spaces
- White label events
- Experiential activations

**EVENTS**

- Bahamas 3/20-3/22
- NYC 5/19
- Miami November
Let’s Connect.
advertising@therealdeal.com