

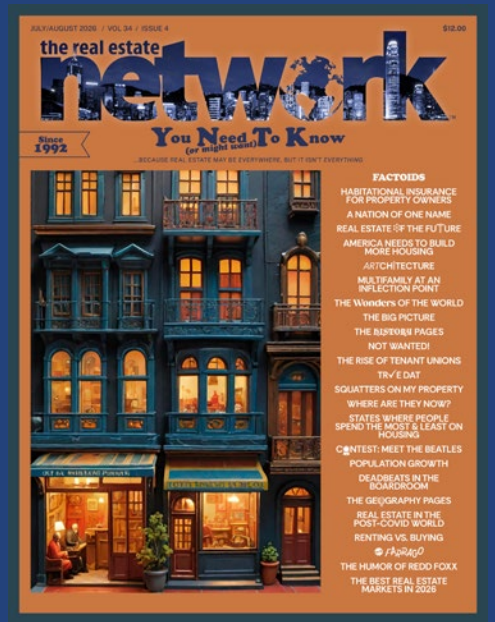














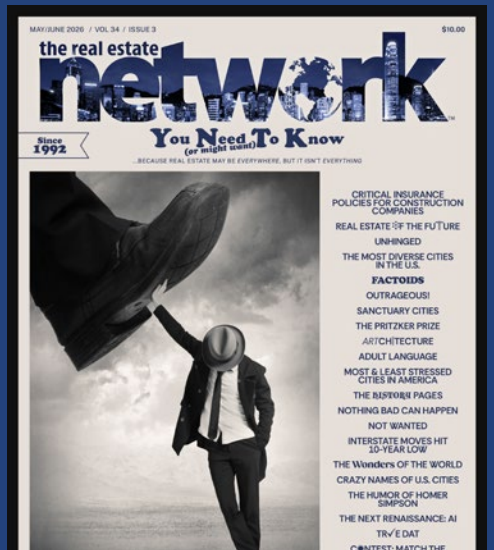














the real estate network

2027–2028

Media Kit





While we've been around for over 30 years, we're far from stuck in our ways

thenetwork leads the market in quality content and loyalty of readership. Our badge of honor is not our magazine's wide circulation – or even that it catches the eyes of the real estate industry's most influential movers and shakers (which, by the way, it does) – but rather that we create an eclectic, cross-sector, bi-monthly publication which both informs and is enjoyed by our readers.

We Speak Real Estate

Compelling and informative features.
Compelling and modern design.
Compelling artwork, humor and contests make for active and engaged readers.

> ***"A brand for a company is like a reputation for a person. You earn reputation by trying to do hard things well."***
> **– Jeff Bezos**







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Editorial Mission

Real estate is everywhere! In fact, the whole world breaks down into residential real estate, commercial real estate, government-owned real estate, and water. And there are amazingly few areas of endeavor or thought that are not impacted by real estate related-concerns. thenetwork appeals to the diversity of professionals who work in the broad spectrum of occupations related to the real estate industry – architects, engineers, developers, brokers, construction managers, property and facility managers, bankers, lawyers, appraisers, investors, service providers, and many more – and our aim is present clear and compelling articles that are interesting and informative in a format that is demonstrably eye-catching and punctuated with humor that makes each page noteworthy and relatable.

Our Audience | Our Reach

Office and medical building owners and managers.
Retail, industrial, educational and hospitality professionals.
Real estate developers, brokers, salespeople, and leasing agents.
Property, facility, project, and asset managers.
Economic development officers and government officials.
Architects, engineers, appraisers, and construction managers.
Green professionals, interior designers, and title experts.
Lawyers, bankers, and investors. Homeowners.
Environmental specialists, energy consultants, and many more.

Real estate professionals across the United States and around the world receive and read thenetwork. Most have a college or post graduate degree. Nearly all have recommending or final purchasing authority, and 92% are active in one or more professional associations. 76% prepare specifications/ standards; 84% evaluate products/services; 89% recommend products/ services; 71% approve awards of contracts.

Our Affiliates

Our Affiliates include hundreds of local chapters of national and international real estate—related professional associations which are based in the United States and many of their national associations as well.

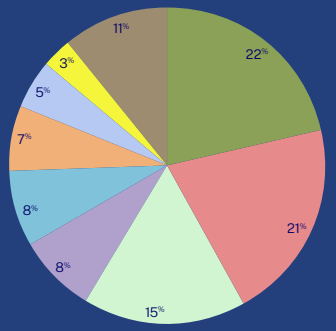
We speak to the people you want to reach!

72% of our readers frequently purchase products and/or service providers or reach out to bidders from our ads

A SAMPLING OF SERVICES OUR READERS INTEND TO BID/BUY IN THE NEXT 18 MONTHS

- JANITORIAL SERVICES
- SECURITY SERVICES
- LANDSCAPING SERVICES
- ACCESS CONTROLS
- ELEVATOR MAINTENANCE
- ARCHITECTURAL SERVICES
- ENGINEERING SERVICES

Industry Segment



- 22% - Property/Facility Management
- 21% - Architects/Engineers
- 15% - Construction
- 8% - Brokerage
- 8% - Service Supplier/Wholesaler/Retail
- 7% - Interior Design
- 5% - Appraisal /Finance/Insurance/Legal
- 3% - Owner/Developer/Government
- 11% - Not in Real Estate Industry

REGULAR FEATURES







thenetwork
You Need To Know
(or might want)

...BECAUSE REAL ESTATE MAY BE *EVERYWHERE*, BUT IT ISN'T *EVERYTHING*



"Doing business without advertising is like winking at a girl in the dark. You know what you're doing but nobody else does."

- Stuart H. Britt

Special Opportunities in thenetwork

When it comes to opportunities, one size does not fit all - nor does one style. That's why we have created opportunities for those for whom traditional advertising is not the marketing avenue of choice. These opportunities are not openly marketed to the public and they are very limited in their availability. They will never be made available to any of your direct competitors in the same issue.

We have 5 formats by which companies can take advantage of a special opportunity for a one-issue run. Each of these article opportunities is conducive to reprinting for marketing purposes (and, upon request, we provide you with the art files and reprint rights without charge.) Note: To combine this opportunity with traditional advertising over a 6-issue term, please speak with a **network** representative.)

"CONTENT MARKETING: Reach your customers and generate leads with banner ad placements strategically placed with editorial alignment to add value and influence purchasing decisions."

ASK THE EXPERT in which the writer objectively presents advice on a topic (e.g., the importance of periodic [e.g., fire, roof, elevator, safety] inspections; the potential advantages of/savings from day-time janitorial services; the diversity of access controls and how to determine what works best for you, etc.). The potential topics are without limit.

WHY IT MATTERS in which the writer offers an objective presentation of why it matters which (for example) janitorial, security, landscaping, or pest control company you use, etc.). Here, too, the potential topics are without limit.

CLIENT PROFILE in which the writer provides an objective presentation, a case study of a client it has served or serviced in a very positive way. The focus is on the client (e.g., its building automation system, its soundproofed cubicles, its energy saving installation, etc.). The potential topics are without limit.

Each of the above (Ask the Expert, Why It Matters and Client Profile) is to be editorial content presented with a headshot and by-line. The company name may not be named in the text of the article. However, if you choose, you may include a small ad on the same page. The writer's bio and the writer's email address may include the company name, and the company name may also be used in the bio submitted for the Contributing Writers page.

COMPANY PROFILE - Presented in the third person, the company stages (in words and pictures) a subjective presentation of the company in its most favorable light (e.g., awards won, buildings designed, individual or corporate achievements, areas of specialty, etc.). This is very much an advertorial, presented as a profile. (You may include a small ad on the same page(s).

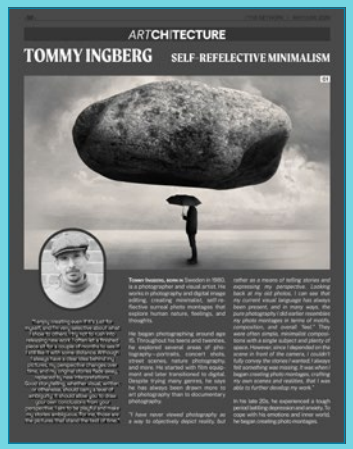
ADVERTORIAL - Without the use of the word 'advertorial', in this format the product or service is presented as a feature (though really it is favorable review). The product/service is named, of course, and 'reported' for its best qualities, capabilities, uniqueness, etc. Contact information may be included.













Repeat. Repeat. Repeat.

Studies show an 80% increase in intent to buy if advertising in six issues compared to one. In other words, to make a dent, you've got to hit your audience more than once. In other words, to make a dent, you've got to hit your audience more than once. **(See what we did there?)**











In a digital landscape that is saturated with lists, opinions, and recommendations, we provide insight and key information on real estate investing, development, law, insurance, sustainability, architecture, management and more. **LOOK** at some of the world's most amazing architectural accomplishments. **SEE** the influencers in the industry. **DISCOVER** what the future holds for real estate investments, designs, developments. **LEARN** about places you never knew existed, green buildings, and industry award winners. **INSPIRE** yourself with outstanding features on people, places and events of human interest and historical significance. **EXPLORE** the world's treasures from the comfort of your tablet. **SMILE** (and perhaps laugh out loud like a crazy person) at the diversions and vertical lines. Digestible information and stunning imagery.

What Our Readers Are Saying

Love your magazine! You got me hooked. This is my new "must read" publication! Ed Selkow, Palm Harbor, FL

thenetwork ***is a well-written, good-looking, eclectic, informative, funny, and full of surprises – an altogether delightful publication. If it was food, it would be a smorgasbord!*** Tanya McIntyre, Oklahoma City, OK

…a wonderful and extremely informative publication. Brooke Raynor, Houston, TX



Print

We print to order a limited edition of our publication for our writers, advertisers, and affiliates. Additional copies are available if ordered prior to publication.



PDF Version

An exact duplicate of the print version accessible at:
www.thenetworkmagazine.org

More Bang. Less Bucks.

Rate List 2027—2028

SIZE

	1 ISSUE:	6 ISSUES:
FULL PAGE	$2260	$2082
2-PAGE SPREAD	$3963	$3528
HALF-PAGE ISLAND	$2070	$1875
HALF-PAGE	$1880	$1697
ONE-THIRD PAGE	$1477	$1330
QUARTER PAGE	$1233	$1099
EIGHTH PAGE	$923	$830

LINKS DIRECTORY
(REQUIRES 6-ISSUE COMMITMENT)

1" AD	$366
2" AD	$459
3" AD	$544

SPECIAL PLACEMENT

	1 ISSUE:	6 ISSUES:
INSIDE FRONT COVER	ADD $305	ADD $233
PAGE 3	ADD $305	ADD $233
OTHER SPECIAL PLACEMENT	ADD $183	ADD $122

SPECIAL OPPORTUNITIES

ONE PAGE	$2320
2-PAGE SPREAD	$4030

PRINT SPECIFICATIONS

AD SIZES

Full Page With bleed
Safety: 8”x10.5”
Trim: 8.5”x11”
Bleed: 8.75”x11.25”

Full Page No Bleed
7.5”x10”

Half Page
7.5”x5.0”

Third Page Horizontal
7.5”x3.167”

Third Page Vertical
2.33”x10”

Quarter page
3.625”x4.875”

Eighth page
3.625”x2.313”

The Links Directory
- 1”, 2” or 3” High Impact ads.
- Ad development.
- Include your logo, description and contact information.

3.625”x1”
3.625”x2”
3.625”x3”

MECHANICAL REQUIREMENTS

Standard advertisements:
· Digital ads submitted may incur a production charge if not completely camera ready or require changes.
· Preparing your ad for submission as a PDF is highly recommended.
Other formats: (300dpi) .pdf, .tif, .eps, .jpg, .indd

“Stopping advertising to save money is like stopping your watch to save time.” – Henry Ford

DEADLINES AND PUBLICATION DATES



ISSUE 1 (JAN-FEB) 2027
Deadline ····· December 20, 2026
Publication Date ··· January 11, 2027

ISSUE 2 (MAR-APR) 2027
Deadline ····· February 17, 2027
Publication Date ··· March 1, 2027

ISSUE 3 (MAY-JUNE) 2027
Deadline ····· April 16, 2027
Publication Date ··· May 3, 2027

ISSUE 4 (JULY-AUG) 2027
Deadline ····· June 18, 2027
Publication Date ··· July 1, 2027

ISSUE 5 (SEPT-OCT) 2027
Deadline ····· August 18, 2027
Publication Date ··· September 1, 2027

ISSUE 6 (NOV-DEC) 2027
Deadline ····· October 15, 2027
Publication Date ··· November 1, 2027

ISSUE 1 (JAN-FEB) 2028
Deadline ····· December 17, 2027
Publication Date ··· January 10, 2028

ISSUE 2 (MAR-APR) 2028
Deadline ····· February 12, 2028
Publication Date ··· March 1, 2028

ISSUE 3 (MAY-JUNE) 2028
Deadline ····· April 18, 2028
Publication Date ··· May 2, 2028

ISSUE 4 (JULY-AUG) 2028
Deadline ····· June 17, 2028
Publication Date ··· July 3, 2028

ISSUE 5 (SEPT-OCT) 2028
Deadline ····· August 18, 2028
Publication Date ··· September 1, 2028

ISSUE 6 (NOV-DEC) 2028
Deadline ····· October 19, 2028
Publication Date ··· November 1, 2028

It doesn’t take a statistician to tell you that the more you’re in front of people, the greater chance you have of being noticed.