MEDIA KIT 2026

CHICAGO AGENT MAGAZINE

ELEVATING THE BUSINESS OF REAL ESTATE

AN AGENT PUBLISHING COMPANY

CHICAGOAGENT
MAGAZINE

WHO WE ARE

Chicago Agent magazine is the trusted voice of the residential real estate community in the Chicago area. As part of the Agent Publishing network, we deliver high-value, accessible industry journalism that informs, connects and elevates Chicagoland's top agents, brokers, lenders, affiliates and developers.

WHAT WE DO

We deliver high-impact local real estate content through news, market intelligence, professional spotlights and actionable business insights — all designed to help Chicago-area real estate professionals grow their business and strengthen client relationships. Through daily digital coverage, social media, newsletters and signature print issues, we give industry leaders a platform to learn, connect and set themselves apart.

OUR AUDIENCE

Our audience includes Chicagoland's most engaged real estate decision-makers: top-producing agents, brokerage leaders, luxury specialists, new-construction experts, mortgage lenders, title professionals and industry innovators. They rely on us for trusted insight, market trends and high-visibility storytelling reaching an influential, motivated and opportunity-driven network across the region.

AUDIENCE STATISTICS

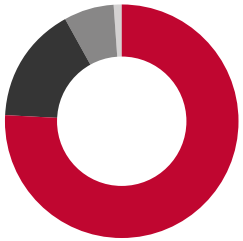
148k+
monthly website impressions

50k+
newsletter subscribers

28k+
combined social followers

500+
offices receiving Chicago Real Estate monthly print issue

AUDIENCE PROFILE



76% Agents*

16% Managing Brokers*

7% Team Leaders*

1% Lenders*

57
median age of all Realtors**

12 years
median real estate experience of all Realtors**

63%
of all Realtors are female**

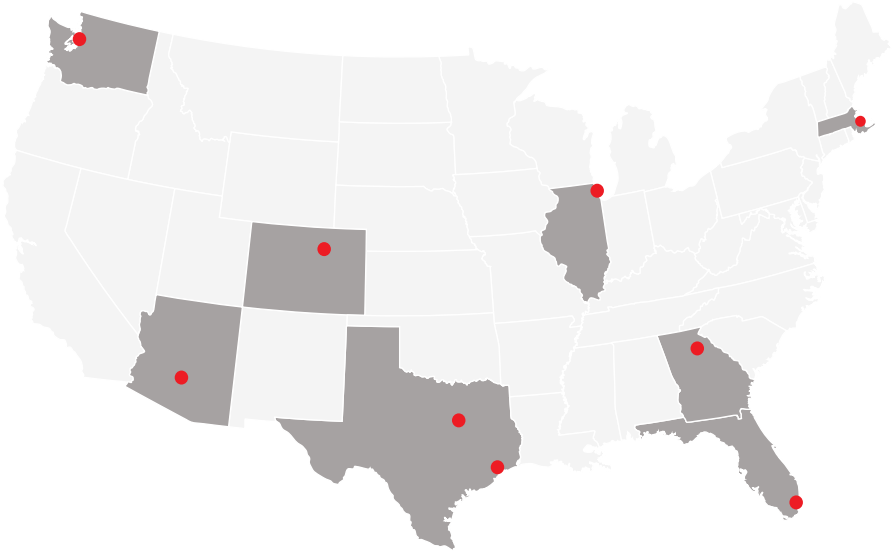
$132,000
median household income of Realtors in 2025**

38%
of readers sold new construction in the past 12 months***

41%
of readers with clients interested in new construction*

*Agent Publishing's 2025 Truth About Agents survey **NAR's 2025 Member Profile ***Agent Publishing's 2025 New Construction survey

NATIONAL MARKETS



ATLANTA AGENT

atlantaagentmagazine.com
Monthly impressions: 67,200+
Opt-in database: 62,900

BOSTON AGENT

bostonagentmagazine.com
Monthly impressions: 63,200+
Opt-in database: 29,500

CHICAGO AGENT

chicagoagentmagazine.com
Monthly impressions: 148,400+
Opt-in database: 50,200

DENVER AGENT

denveragentmagazine.com
Monthly impressions: 6,546+
Opt-in database: 31,800

DFW AGENT

dfwagentmagazine.com
Monthly impressions: 115,000+
Opt-in database: 53,600

HOUSTON AGENT

houstonagentmagazine.com
Monthly impressions: 65,000+
Opt-in database: 65,700

PHOENIX AGENT

phoenixagentmagazine.com
Monthly impressions: 30,000+
Opt-in database: 57,800

SEATTLE AGENT

seattleagentmagazine.com
Monthly impressions: 56,000+
Opt-in database: 19,700

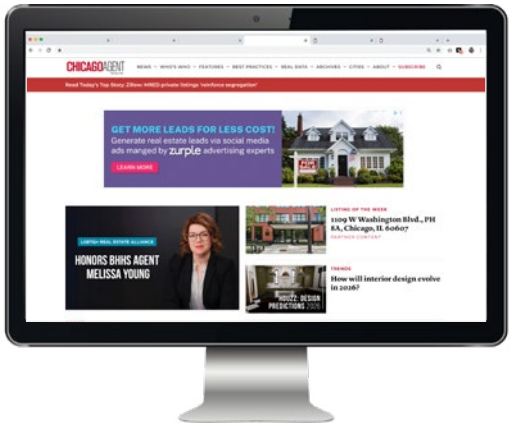
SOUTH FLORIDA AGENT

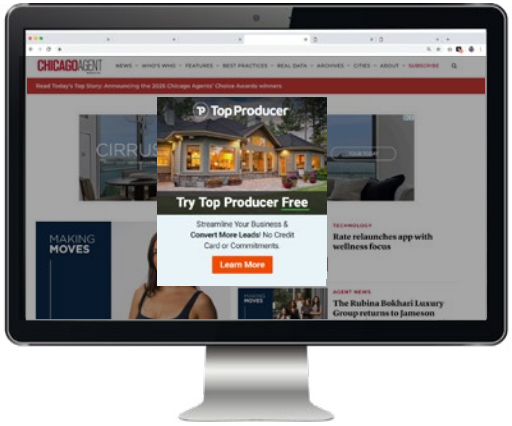
southfloridaagentmagazine.com
Monthly impressions: 68,000+
Opt-in database: 128,900

ADVERTISING OPPORTUNITIES

PRODUCT	DESKTOP	MOBILE	RATE
Website Billboard Ad	970 x 250 px	320 x 320 px	$575 / 30 days

Large, premium ad placement on ChicagoAgentMagazine.com keeps your brand front and center as professionals browse the latest market news.





PRODUCT	DESKTOP	MOBILE	RATE
Pop-Up Ad	700 x 700 px	320 x 320 px	$575 / 7 days

Eye-catching digital pop-up featured across desktop and mobile interrupts the scroll with a clear, targeted message.

EMAIL ADVERTISING OPPORTUNITIES

CUSTOM E-BLAST AD	AD DIMENSIONS	1X	10X	20X
Chicago/North Shore 17,500+	600 x 650 px	$975/blast	$925/blast	$870/blast
Suburbs 23,600+	600 x 650 px	$975/blast	$925/blast	$870/blast
Both 50,000+	600 x 650 px	$1,450/blast	$1,375/blast	$1,325/blast



A stand-alone email e-blast to our full subscriber list reaches a curated, professional audience that opens, reads and acts.



PRODUCT	AD DIMENSIONS	RATE
Weekly Newsletter Ad	970 x 300 px	$500 / week

Prominent banner ad in our newsletter email (4x/week). Aligns your brand with the news and insights readers rely on each week.

PRINT ADVERTISING OPPORTUNITIES

PREMIUM DISPLAY ADVERTISING

PRODUCT	1X	6X	13X
***Outside Back Cover**	$4,110	$3,675	$3,450
***Inside Front Cover**	$3,010	$2,885	$2,680
***Inside Back Cover**	$2,670	$2,380	$2,300
***Across from TOC**	$2,610	$2,325	$2,100
***Center Spread**	$4,170	$3,810	$3,565
Full Page	$2,160	$1,875	$1,685
1/2 Page	$1,595	$1,450	$1,340
1/4 Page	$1,115	$1,040	$940

* Denotes premium display advertising units

SPECIAL FEATURES

WHO'S WHO IN CHICAGO REAL ESTATE

This annual issue celebrates the people shaping Chicago-area real estate — the leaders, the producers, the professionals elevating the industry.

Who's Who in Chicagoland Real Estate lives both in print and online, giving brands a presence alongside the city's most respected names. Distributed to brokerage offices, lending branches and key industry hubs across the region, it stays in circulation all year.

Issue Publish Date: August 31, 2026

Ad Reservation Deadline: July 17, 2026

Materials Deadline: August 5, 2026



For more information about being profiled or nominating others to be profiled, contact **Marci@agentpublishing.com**

SPECIAL FEATURES

BROKERAGE CULTURE | $2,500



Video is one of the strongest ways to tell your story. Brokerage Culture brings your leadership, values and point of view to life in a polished interview format. We handle the full process — concept through completion – to create a piece that elevates your brand and shows agents what makes you different.

- Pre-production, filming and editing of a 10-to-15-minute video focused on a topic of your choice (support, tools, management, culture, etc.)
- Video interview and transcript that lives on ChicagoAgentMagazine.com
- Interview is promoted across all eight Agent Publishing markets through email newsletters (over 325,000 total subscribers) and Agent Publishing's YouTube channel
- Three video clips are posted on Instagram, and the interview is posted on Facebook and LinkedIn



DEVELOPING CHICAGO | $2,400 PRINT • $1,800 DIGITAL

Full-length article on our site featuring a new development, a new community or condominium building, including full-color photos and information on special amenities, affordability, luxury features, local impact and more.

- The feature lives on ChicagoAgentMagazine.com, gets highlighted in our weekly e-newsletter and is posted on our social networks.
- This feature is highly searchable and highly shareable.

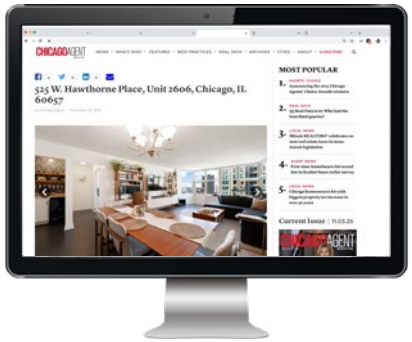
SPECIAL FEATURES

REAL INFLUENCERS | $1,495

- Chicago Agent's Real Influencers feature spotlights the professionals shaping the region's residential real estate market — the trendsetters, dealmakers and community leaders driving change.
- The feature lives on ChicagoAgentMagazine.com, gets highlighted in our weekly e-newsletter and is posted on our social networks.

SPONSORED POST | $495

- Highlight a listing that deserves the spotlight. Published on our site and includes up to 10 full-color images and listing information for potential buyers.
- The feature lives on ChicagoAgentMagazine.com, gets highlighted in our weekly e-newsletter and is posted on our social networks.



LISTING OF THE WEEK | $375

- A published article written by you (650 words max) with accompanying image(s) or video on ChicagoAgentMagazine.com
- Featured prominently on our homepage for one week.
- The feature lives on ChicagoAgentMagazine.com and gets highlighted in our weekly e-newsletter.

EDITORIAL CALENDAR

JANUARY

05 Market outlook
Ad Reservation Deadline: Dec. 22
Materials Deadline: Dec. 26

FEBRUARY

02 Real data | Top producers
Ad Reservation Deadline: Jan. 16
Materials Deadline: Jan. 21

MARCH

02 Mortgage lending
Ad Reservation Deadline: Feb. 13
Materials Deadline: Feb. 18

APRIL

06 The Truth About Agents survey
Ad Reservation Deadline: March 20
Materials Deadline: March 25

MAY

04 Chicagoland luxury
Ad Reservation Deadline: April 17
Materials Deadline: April 22

JUNE

01 Tech
Ad Reservation Deadline: May 15
Materials Deadline: May 20

JULY

06 Business models
Ad Reservation Deadline: June 19
Materials Deadline: June 24

AUGUST

03 Do you need a coach?
Ad Reservation Deadline: July 17
Materials Deadline: July 22

31 Who's Who in Chicagoland Residential Real Estate
Ad Reservation Deadline: July 17
Materials Deadline: August 5

SEPTEMBER

07 New construction
Ad Reservation Deadline: Aug. 21
Materials Deadline: Aug. 26

OCTOBER

05 Marketing
Ad Reservation Deadline: Sept. 18
Materials Deadline: Sept. 23



NOVEMBER

02 Agents' Choice Awards
Ad Reservation Deadline: Oct. 16
Materials Deadline: Oct. 21

DECEMBER

01 2026 Year in Review
Ad Reservation Deadline: Nov. 18
Materials Deadline: Nov. 20

NOTE: Premium-placement ads have an earlier materials deadline. Please contact Chicago Agent for specific dates.

EDITORIAL FEATURES AND COLUMNS

EDITORIAL CALENDAR

APRIL 6, 2026

The Truth About Agents Annual Survey

This annual survey asks real estate professionals to weigh in on how much they're earning, how much they spend on marketing, what they think of their current brokerages and what kind of training they value. You'll find demographic information you can't get elsewhere — it's a finger on the pulse of the market.

AUGUST 31, 2026

Who's Who in Chicagoland Real Estate

This special, yearly issue supports and recognizes both excellence and leadership in the real estate industry. We profile top producers, team leaders, mentors and other highly regarded professionals. This popular issue also gives advertisers an opportunity to align with the best in Chicago residential real estate.

NOVEMBER 2, 2026

Agents' Choice Awards

Chicago Agent magazine's annual Agents' Choice Awards is a special feature where our readers vote to recognize the best in the business! The top vote-earners are honored in a special edition of the online magazine and receive a commemorative award.

REGULAR FEATURES

The Scene
Photo coverage of grand openings or other company events, including parties, awards, golf outings, charity events, etc.

Agent/Lender Snapshot
A light Q&A with an agent or lender, which is promoted on our social channels.

New-Construction News
Developers and builders announce new projects, communities and events, plus updates to the life cycle of their projects.

Making Moves
Keep tabs on the comings and goings of real estate professionals, including new hires, office openings and other happenings within the Chicago area.

Send editorial contributions and press releases to john.yellig@agentpublishing.com

ADVERTISING SPECS & REQUIREMENTS

WEB ADVERTISING REQUIREMENTS

- **Website billboard ads** require artwork for both
  Desktop: 970 x 250 px **Mobile:** 320 x 320 px
- **Website pop-up ads** require artwork for both
  Desktop: 700 x 700 px **Mobile:** 320 x 320px
- **Email newsletter ads**
  Dimensions: 970 x 300 px

SUBMISSION

All ad artwork must be submitted by the ad artwork deadline via email to jack.renfree@agentpublishing.com

For any additional advertising inquiries, please contact Anne Hartnett at anne@agentpublishing.com or 773.296.6025.

E-BLAST REQUIREMENTS

- **Dimensions:** 600 x 650 px
- Client must provide subject line, preheader text and a suitable link for the advertisement.
- E-blast tests must be approved before sending. If the e-blast is not approved by deadline, advertiser must reschedule pending availability.

WHO'S WHO PRINT ADVERTISING REQUIREMENTS

Single-Page Print Ad:

- **Trim:** 8.5 x 10.875 in
- **Bleed:** All artwork must include a 0.125 in bleed on all sides with crop marks included
- **Safe Area:** Type and other non-bleed content must clear trim by minimum of 0.25 in

2-Page Spread Print Ad:

- **Trim:** 17 x 10.875 in (*must be submitted as one full spread; please do not submit as two separate pages)*
- **Bleed:** All artwork must include a 0.125 in bleed on all sides with crop marks included
- **Safe Area:** Type and other non-bleed content must clear trim by minimum of 0.25 in

ADDITIONAL INFO

Digital advertisements: acceptable file formats include JPG or GIF (GIFs must be under 1MB to ensure auto-loading). All artwork should be exported for web (RGB, 72 dpi). Print advertisements: file format must be high res PDF with bleeds and crop marks included. All ads submitted must be suitable as is. Chicago Agent is not responsible for any errors in content or format, including spelling and grammar.