

MEDIA KIT 2026

# DFWAGENT

MAGAZINE

ELEVATING THE BUSINESS OF REAL ESTATE

AN AGENT PUBLISHING COMPANY



## **WHO WE ARE**

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

## **WHAT WE DO**

We provide hyperlocal real estate news, market intelligence, professional spotlights and actionable business insights — all designed to help DFW-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 stand out.

## **OUR AUDIENCE**

Our audience includes DFW's most engaged real estate decision-makers: top-producing agents, brokerage leaders, luxury specialists, new-construction experts, mortgage and 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

**115k+**

monthly website  
impressions

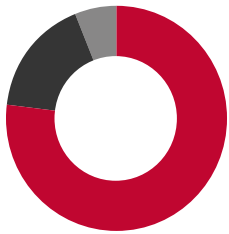
**53k+**

newsletter  
subscribers

**200+**

offices receiving  
Who's Who in  
DFW Real Estate  
print issue

## AUDIENCE PROFILE



**77% Agents\***

**17% Managing Brokers\***

**6% Team Leaders\***

**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\*\*

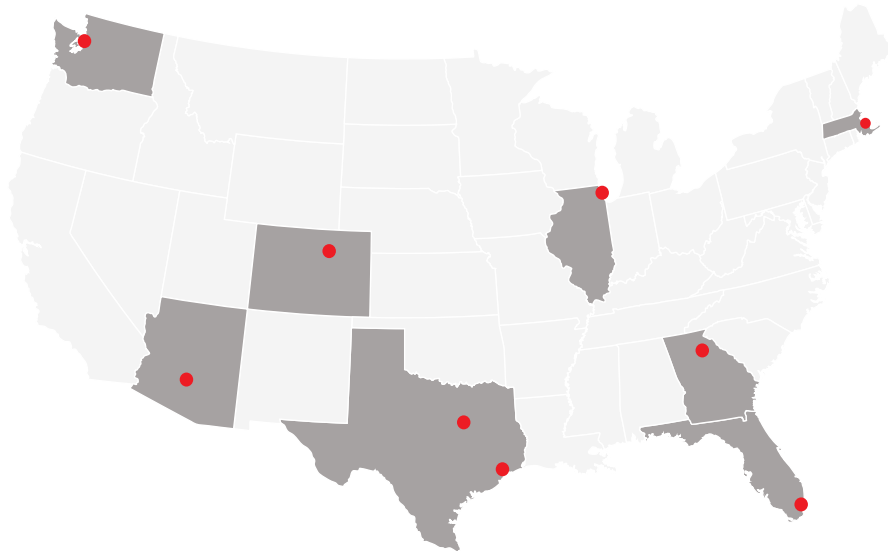
**77%**

of readers sold new construction  
in the past 12 months\*\*\*

**74%**

of readers with clients  
interested in new construction\*

# NATIONAL MARKETS



## ATLANTA AGENT

[atlantaagentmagazine.com](http://atlantaagentmagazine.com)  
Monthly impressions: 67,200+  
Opt-in database: 62,900

## BOSTON AGENT

[bostonagentmagazine.com](http://bostonagentmagazine.com)  
Monthly impressions: 63,200+  
Opt-in database: 29,500

## CHICAGO AGENT

[chicagoagentmagazine.com](http://chicagoagentmagazine.com)  
Monthly impressions: 148,400+  
Opt-in database: 50,200

## DENVER AGENT

[denveragentmagazine.com](http://denveragentmagazine.com)  
Monthly impressions: 6,546+  
Opt-in database: 31,800

## DFW AGENT

[dfwagentmagazine.com](http://dfwagentmagazine.com)  
Monthly impressions: 115,000+  
Opt-in database: 53,600

## HOUSTON AGENT

[houstonagentmagazine.com](http://houstonagentmagazine.com)  
Monthly impressions: 65,000+  
Opt-in database: 65,700

## PHOENIX AGENT

[phoenixagentmagazine.com](http://phoenixagentmagazine.com)  
Monthly impressions: 30,000+  
Opt-in database: 57,800

## SEATTLE AGENT

[seattleagentmagazine.com](http://seattleagentmagazine.com)  
Monthly impressions: 56,000+  
Opt-in database: 19,700

## SOUTH FLORIDA AGENT

[southfloridaagentmagazine.com](http://southfloridaagentmagazine.com)  
Monthly impressions: 68,000+  
Opt-in database: 128,900

# WEBSITE ADVERTISING OPPORTUNITIES

| PRODUCT              | DESKTOP      | MOBILE       | RATE            |
|----------------------|--------------|--------------|-----------------|
| Website Billboard Ad | 970 x 250 px | 320 x 320 px | \$475 / 30 days |

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



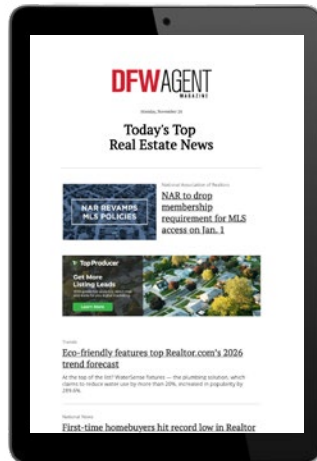
| PRODUCT   | DESKTOP      | MOBILE       | RATE           |
|-----------|--------------|--------------|----------------|
| Pop-Up Ad | 700 x 700 px | 320 x 320 px | \$375 / 7 days |

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

# EMAIL ADVERTISING OPPORTUNITIES

| PRODUCT           | DESKTOP      | 1X          | 3X          | 6X          | 12X         |
|-------------------|--------------|-------------|-------------|-------------|-------------|
| Custom E-blast Ad | 600 x 650 px | \$575/blast | \$500/blast | \$450/blast | \$425/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  | \$375 / week |

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

# SPECIAL FEATURES

## WHO'S WHO IN DFW REAL ESTATE

This annual issue celebrates the people shaping Dallas-Fort Worth-area real estate – the leaders, the producers, the professionals elevating the industry.

**Who's Who in DFW 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.



**PRINT ADS** Premium-position rates available upon request.

**One-Page Print Ad** 8.5 x 10.875in \$2,500    **Two-Page Print Ad** 17 x 10.875in \$4,500

**Issue Publish Date:** January 2027

**Ad Reservation Deadline:** TBD

**Materials Deadline:** TBD

For more information about being profiled or nominating others to be profiled, contact [Anne@agentpublishing.com](mailto:Anne@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 DFWAgentMagazine.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 DFW | \$1,600**

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 DFWAgentMagazine.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

- DFW 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 DFWAgentMagazine.com, gets highlighted in our weekly e-newsletter and is posted on our social networks.

### LISTING OF THE WEEK | \$375

- 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 DFWAgentMagazine.com, gets highlighted in our weekly e-newsletter and is posted on our social networks.



### SPONSORED POST | \$375

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

# EDITORIAL FEATURES AND COLUMNS

## EDITORIAL CALENDAR

**JANUARY 26, 2026**

### **Who's Who in DFW 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 DFW residential real estate.

**JUNE 29, 2026**

### **Agents' Choice Awards**

DFW 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.

**SEPTEMBER 14, 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.

## 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 DFW area.

Send editorial contributions and press releases to [emily.marek@agentpublishing.com](mailto:emily.marek@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:** 320px 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](mailto:jack.renfree@agentpublishing.com)

For any additional advertising inquiries, please contact Anne Hartnett at [anne@agentpublishing.com](mailto: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. DFW Agent is not responsible for any errors in content or format, including spelling and grammar.