



The  
**residential**  
Specialist

- Reaching the Most Experienced,  
Successful and Savvy Agents

# OUR READERS



*The Residential Specialist* and its readership have a unique relationship. As Certified Residential Specialists, our readers have demonstrated their expertise and commitment to education and ethical standards in the residential real estate industry. They are the top professionals who challenge the rest of the industry to keep up—and they rely on *The Residential Specialist* for informative articles and timely news and trends to help them stay on top.

## ***The Residential Specialist: Rising Above***

2008 was a challenging year for the real estate profession. Negative news surrounding the housing market, the mortgage lending industry and the economy seemed constant. And *The Residential Specialist* rose to the challenge. The magazine proved its relevance and stood out as an important tool to help its readers weather the storm. Every issue reported on the latest trends and technologies, explored the tough issues REALTORS® faced every day and provided context and insight that dug deeper than the mass-media headlines. Articles gave readers the inspiration and encouragement, as well as the tools and strategies they needed, to thrive in a changing marketplace.

That's what *The Residential Specialist* has always done and will continue to do for its readers. Certified Residential Specialists represent the top 4 percent of the nation's real estate agents, and they are highly motivated to find solutions in tough times. Now more than ever, they need a trusted source to help them

navigate the ups and downs of this fast-paced, complex and competitive market. In good times and in bad, they look to the magazine's content and advertising partners for the latest strategies, technologies, tools and tips to help them in any market conditions.

Published by the Council of Residential Specialists, the magazine is the must-read professional resource for CRSs across the nation and is continually rated as the industry's most relevant and visually appealing publication.

Of our readership,

**90 PERCENT** of readers typically read half of each issue

**73 PERCENT** have read four of the last four issues

**32 PERCENT** read each issue cover to cover

**90 PERCENT** have purchased or considered purchasing a product or service as a result of reading *The Residential Specialist*

There just isn't a better way to reach the most influential real estate agents in the country.

**Circulation: 47,876**

(Nov/Dec 2007 issue)



**Our readers. Our market. Our way of conveying critical information.**

Readers of *The Residential Specialist* are the best REALTORS® in business today. As CRS Designees, they have proven their commitment and value to the industry.

Consider this:

The average CRS Designee:

- Completes 26 real estate transactions per year.
- Closes \$4 million in annual sales.
- Earns \$110,000 in individual annual income.
- Has been in the real estate business for 16 years.
- Spends \$1,000 per year on real estate-related hardware and software upgrades, books, magazines and newsletters.

“Your publication

is much superior to any other real estate publication I have encountered in the past — keep up the good work.”

—ELAD BUSHARI, CRS, BUSHARI GROUP REAL ESTATE, BOSTON

“Kudos to

you and everyone who has played a part in this successful endeavor. You continue to raise the bar — I like that and look forward to seeing more of the same. Thanks!”

— JAMES J. TSIGHIS, CRS, REALTY EXECUTIVES SOUTHERN ARIZONA, TUCSON

“I enjoy

the publication and look forward to receiving each issue. Keep up the good work.”

—A.C. ROBBINS, CRS, PRUDENTIAL CAROLINAS REALTY, CHAPEL HILL, N.C.

“Satisfied completely

with your efforts and worth to the trade! Thank you.”

—ED FRANKLIN, CRS, NEW DIRECTION REAL ESTATE, CHESAPEAKE, VA.



# RATES

The *Residential Specialist* advertising rates are based upon the total number of times a unit of advertising is placed with the magazine. A unit is any size advertisement from 1/4 to a full page. Full-page spreads earn two units toward a frequency discount. All rates are for each ad, per issue.

## Four Color

	1x	3x	6x
Full Page	\$5,135	\$4,775	\$4,415
2/3 Page	\$3,855	\$3,580	\$3,310
1/2 Page	\$3,435	\$3,200	\$2,955
1/3 Page	\$2,820	\$2,630	\$2,430
1/4 Page	\$2,515	\$2,355	\$2,165
Cover 2	\$5,900	\$5,500	\$5,080
Cover 3	\$5,385	\$5,015	\$4,640
Cover 4	\$6,415	\$5,970	\$5,520

Referral Marketplace Ad     \$215

## Black and White

	1x	3x	6x
Full Page	\$4,110	\$3,825	\$3,530
2/3 Page	\$3,085	\$2,865	\$2,650
1/2 Page	\$2,750	\$2,560	\$2,365
1/3 Page	\$2,260	\$2,100	\$1,940
1/4 Page	\$2,015	\$1,885	\$1,730

## Referral Marketplace Ads

Submit a high-resolution press-ready PDF ad or have one created for you. There's a \$100 one-time charge for each ad created by us. Submit a photo (300 dpi, JPEG file), text (30 words maximum) and a company logo (300 dpi, TIFF or EPS file). Once an ad is created, a proof will be sent for review. For more information, contact Kathleen Thomas at 202.721.1497.

## Guaranteed Positions

Orders specifying position other than covers will be guaranteed at 15 percent premium on space and color rates. Call for availability.

## Issuance

Published bimonthly. Issued the first month of the issue date, e.g., January for January/February.

## Closing Dates

Generally, space reservations are due five weeks in advance of the issue date. Materials are due three weeks in advance.

Issue Date	Reserve Space	Ads Due
January/February	Nov. 21	Nov. 26
March/April	Jan. 23	Jan. 30
May/June	Mar. 27	Apr. 3
July/August	May 22	May 29
September/October	July 24	July 31
November/December	Sept. 25	Oct. 2

## Agency Commissions

Standard commission of 15 percent on space, color and position will be given to recognized agencies when payment is received within 30 days of invoice date. Publisher reserves the right to discontinue any advertising schedule for which payments are not made promptly. Publisher reserves the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies that are due and payable. No agency discount on production, mechanical or bind-in costs.

## Terms and Conditions

In signing an insertion order, advertisers agree to abide by the following terms and conditions. These terms govern both the

advertiser's and the publisher's responsibilities regarding the placement of advertising.

1. The publisher reserves the right to review and possibly reject any advertising for any reason, including content and quality of supplied materials.
2. The advertiser and agency assume liability for all advertising text and illustrations, and also assume responsibility for any claims made against the publisher, including costs associated with defending such a claim.
3. All advertising copy that might be mistaken for an article, commentary or other nonadvertising material may be marked "advertisement," at the publisher's discretion.
4. The publisher shall be under no liability for failure, for any cause, to insert an advertisement.
5. Cancellations, changes or corrections must meet deadlines published in the rate card. Cancellations will not be accepted after the advertised space reservations date, and notification of cancellation is the sole responsibility of the advertiser. An advertiser is responsible for paying any authorized insertion that is not cancelled by the reserve-space date. Cancellation of a frequency schedule is subject to a cancellation fee, based on the original frequency contract compared to the number of ads actually published.
6. The publisher does not assume any liability or the return of printing material unless specific written request is received to return materials. Advertising materials are stored for 12 months from the date of insertion, then discarded.

## Cancellations and Materials Instructions

Cancellations will not be accepted after the "reserve space" date, and notification of cancellation is the sole responsibility of the advertiser. Changes — including instructions to run new or different ads — are due by the "ads due" date. Advertisers who cancel frequency contracts short of fulfilling the entire schedule will be charged a cancellation fee equal to the difference between the space rate contracted for and the space rate actually earned.

# SPECIFICATIONS

## Digital Advertisement Format

Required format for a four-color or black-and-white digital advertisement is a high-resolution press-ready PDF with all fonts and images embedded.

Please visit [www.pdf-x.com](http://www.pdf-x.com) for additional information on preparing PDFs.

For further instructions on how to prepare and submit your digital advertisement, please contact Kathleen Thomas at 202.721.1497.

## Proof

Advertisements supplied without a SWOP- (Specifications Web Offset Publications) certified color proof will be printed to SWOP standards. Please visit [www.swop.org](http://www.swop.org) for additional information on certified proofing and printing standards.

The printer and/or publisher cannot be held liable for color complaints when an advertisement is submitted without an acceptable color proof.

## Alterations

Requested alterations or advertisements requiring modifications to meet publication specifications will be advised and, if approved, billed at the publisher's prevailing rates.

## Space and Materials Contact

Kathleen Thomas  
The Magazine Group  
1707 L Street NW  
3rd Floor  
Washington, DC 20036  
Phone: 202.721.1497  
Fax: 202.331.2043  
E-mail: [kathleen@themagazinegroup.com](mailto:kathleen@themagazinegroup.com)

## Mechanical Specifications

**PRINTING:** Web offset

**BINDING METHOD:** Perfect bound. Full-page spread must have 1/8-inch gutter allowance.

### FULL PAGE:

**Trim:** 9" × 10 7/8"

**Bleed:** 9 1/4" × 11 1/8"

(1/8" outside trim on all sides)

**Live:** 8 1/2" × 10 3/16"

(1/4" inside trim on all sides)

### FRACTIONAL (NON-BLEED):

2/3 Page Vertical	4 7/8" × 9 1/2"
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1/2 Page Island	4 7/8" × 7"
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1/2 Page Horizontal	7 1/2" × 4 3/4"
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1/3 Page Vertical	2 7/8" × 9 1/2"
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1/3 Page Square	4 7/8" × 4 3/4"
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1/4 Page Vertical only	3 5/8" × 4 3/4"
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CRS Referral Marketplace	2 1/4" × 2 1/4"
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## FTP Information

**server:** [tmgftp.com](http://tmgftp.com)

**login:** crs\_ads

**password:** crs