

Stats

California Real Estate Readers:

- 1.6 readers per copy = 280,000 readers
- Prefer *California Real Estate* magazine over the national industry publication by a 3 to 1 margin
- Believe *California Real Estate* magazine provides the most news about legislative, legal, economic, and industry issues in California
- Find *California Real Estate* magazine's advertising more relevant to their business than the national industry publication by a 4 to 1 margin



- Regular readers: 75%
- Spend 30 minutes or more reading: 62%
- Valuable to their work: 84%
- Take action from seeing an ad: 53%
- Read before any other publication: 39%
- Save entire issue: 47%
- Visit vendor Web site: 33%
- Discuss ad with others: 23%
- Use magazine articles/ads when considering technology-related products & services: 41%

92% of our readers recommend products and/or services to their clients.

Source: Readex Independent Research

California REALTOR® Profile:

- California is home to nearly one-sixth of the nation's entire REALTOR® population

California REALTORS®:

- Earned 4-year college degree or higher: 60%
- Salespeople: 63%
- Brokers/owners: 24%
- Average years in real estate: 14
- Conduct business from:
 - Company office: 86%
 - Home office: 82%
 - Automobile: 65%

- Male: 48%
- Female: 52%

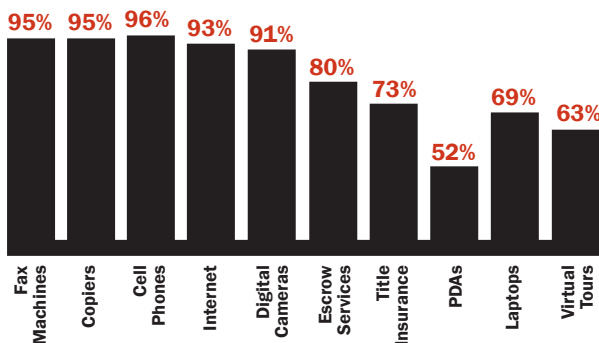
California REALTORS® earn:

- 35% more than the average REALTOR® nationally
- Average annual household income: \$182,000 compared with a nationwide average annual household income of \$46,900

California REALTORS® have purchasing power:

- \$1.4 billion per year on work-related expenses
- \$275 million per year on gifts for clients
- Brokers earn an annual average household income of \$256,000

California REALTORS® Use:



California REALTORS® Recommend Products and Services to Their Clients:

