

California Real Estate Magazine

CIRCULATION AND AUDIENCE

With distribution to more than one-sixth of the entire nation's REALTORS®, *California Real Estate* reaches more than 175,000 real estate practitioners, including salespeople, brokers, office managers, top producers, appraisers, and transaction coordinators, with each issue.

The Power of Print

For more than 80 years, our award-winning flagship publication has been the leading information resource for real estate professionals, delivering the ONLY coverage of people, products, and trends affecting California's real estate community.

We Deliver Qualified Leads

With the power to purchase and refer, REALTORS® determine which products and services meet their own needs and recommend those that will best serve their clients.



California REALTORS® read California Real Estate magazine before any other real estate publication.

Source: Readex Independent Research

Our Credentials

Audited bi-annually by BPA International, the most recognized circulation study in the publication industry. Why is that important? Verification of circulation numbers ensures that your advertising dollars are being spent to deliver your message to the audience we promise.



Your Toughest Short Sale Challenges ... Solved!

How smart agents are getting these deals closed, despite the headlines

By Bridget McCoy

Three years and you'd be hard pressed to find a real estate agent in California who isn't spending most of her time handling short sales and foreclosures. "Traditional" real estate deals were the name of the game at the time, with very little thought given to the ups and downs of selling distressed properties. Times have changed. In December 2009 (the most recent numbers available), C.A.R. reported that the ratio of distressed sales to total sales was nearly three times that of the distressed market. SoCal County took the top spot at 76 percent. For example, while Marin County came in at 25 percent, REALTORS® who have educated themselves on the ins and outs of the distressed market take short sales as their biggest challenge in that market, and how to work through them.

PROBLEM: Fickle short sale buyers who back out at the last minute.

SOLUTION: Require buyers to get pre-qualified before they can make an offer. This means you'll have a better idea of their financial situation and ability to pay. It also means you'll have a better idea of their credit score and ability to get approved for a loan. This means you'll have a better idea of their ability to pay. It also means you'll have a better idea of their ability to pay. It also means you'll have a better idea of their ability to pay.

DEATH ON THE SIDE: Many agents believe a short sale is a "dead end" deal. In reality, it's a "win-win" situation for both parties. The seller can avoid a foreclosure and the buyer can get a better deal than they could otherwise. It's a win-win situation for both parties.

One Well-placed Call: When lenders are unresponsive to your calls about possible short sale negotiations, call a mortgage broker. They can help you get the lender's attention and get the deal done. It's a win-win situation for both parties.

INDUSTRY NEWS | News, Information & Hot Topics

These Apps Mean Business

AgreTech's C.A.R. mobile app is a game-changer for real estate professionals. It provides a comprehensive overview of the market, including a detailed breakdown of the top 100 agents and their performance. The app also includes a variety of other features, such as a calendar, a contact list, and a news section. It's a must-have tool for any real estate professional.

The Great Recession at 30

It's been 30 years since the Great Recession began. How has the industry fared? The answer is mixed. While some agents have thrived, others have struggled. The industry has seen a significant increase in the number of agents, but the average income has decreased. This is due to a variety of factors, including a shift in the market and a change in the way agents work.

21% Say they are in better financial shape now than when the recession began

A recent survey found that 21 percent of real estate professionals say they are in better financial shape now than when the recession began. This is a positive sign for the industry, as it suggests that many agents have been able to weather the economic challenges and emerge stronger.

HUD's "First Look" Program

HUD's "First Look" program is a new initiative designed to help first-time homebuyers. The program provides a variety of resources, including a list of approved lenders, a list of approved sellers, and a list of approved properties. It's a great way for first-time buyers to get started in the market.

Newsweek

Newsweek has named California Real Estate Magazine as one of the top 100 most influential publications in the world. This is a testament to the magazine's long history of providing high-quality, authoritative information to real estate professionals.

Print Ad Rates / Dates

2011 DISPLAY AD RATES

Black & White	1x	3x	6x	8x
Spread	\$10,925	\$9,900	\$9,250	\$8,600
Full Page	6,100	5,500	5,150	4,775
2/3 Page	4,250	3,800	3,550	3,300
1/2 Page	3,350	3,075	2,800	2,600
1/3 Page	2,275	2,075	1,900	1,800
1/6 Page	1,375	1,200	1,100	1,050
Two-color	1x	3x	6x	8x
Spread	\$12,950	\$11,775	\$10,875	\$10,125
Full Page	7,200	6,500	6,050	5,600
2/3 Page	5,050	4,550	4,250	3,875
1/2 Page	3,975	3,600	3,350	3,125
1/3 Page	2,750	2,500	2,350	2,125
Four-color	1x	3x	6x	8x
Spread	\$14,200	\$12,900	\$12,000	\$11,150
Full Page	7,900	7,150	6,675	6,200
2/3 Page	5,575	5,050	4,665	4,350
1/2 Page	4,350	3,975	3,700	3,450
1/3 Page	3,025	2,750	2,550	2,350
Covers	1x	3x	6x	8x
2nd	N/A	\$8,450	\$7,800	\$7,200
3rd	N/A	8,275	7,650	7,100
4th	N/A	8,500	7,800	7,200
Broker/Manager Section (August Issue)				1x
Full Page, 4-color				\$3,025
1/2 Page, 4-color				1,800

2011 CLOSING DATES

Issue	Space Closing	Materials Due	Issue Mails
Jan/Feb	Nov 8 '10	Dec 8 '10	Jan 14
March/April	Jan 13	Feb 14	Mar 15
May	Mar 3	April 1	May 3
June/July	April 7	May 11	June 14
August	June 1	June 30	Aug 2
Sept/EXPO	July 1	July 26	Aug 30
October	Aug 1	Aug 24	Oct 4
Nov/Dec	Sept 9	Oct 12	Nov 15
Jan/Feb '12	Nov 8	Dec 13	Jan 13

2011 CLASSIFIED AD RATES

Classified Display Box Rates

Black & White	1x	3x	6x	8x
1/2 Square	\$250	\$225	\$200	\$175
Square	450	425	400	350
Horiz./Vert. Box	900	825	775	700
Large Square	1,750	1,650	1,550	1,375

Color	1x	3x	6x	8x
1/2 Square	\$275	\$250	\$225	\$200
Square	550	500	475	425
Horiz./Vert. Box	1,075	1,000	925	825
Large Square	2,150	1,975	1,850	1,650

Classified Line Rates

Standard Line:	\$30 per line
Size:	5-line minimum
Enhancements:	Additional \$30 per line each: Shading, Large Font, Color Font

All rates are published in gross. Agency commission is 15% on display advertising. For ad specs, please see pages 22 and 23.