

California Real Estate Magazine

Circulation: **160,000**

Readership: **256,000**

Issues per year: **8**



CIRCULATION AND AUDIENCE

With distribution to more than one-sixth of the entire nation's REALTORS®, California Real Estate reaches more than 160,000 real estate practitioners, including salespeople, brokers, office managers, top producers, appraisers, and transaction coordinators with each issue. Including pass-along readership, each issue is distributed to more than 256,000 readers.

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.

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

Source: Experian Simmons Independent Research



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.

Our Credentials

Audited biannually 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.



Print ads are much more likely to make a positive impact than ads in digital media.

- Source: Yankelovich Research, Inc.

C.A.R. EXPO Issue

Combined with the September issue of California Real Estate magazine, our annual EXPO issue is the official publication for the CALIFORNIA ASSOCIATION OF REALTORS® convention and EXPO, featuring events, speakers, and exhibitors.

Circulation: 160,000 + 5,000 Convention Attendees

Runs: Combined with September issue of California Real Estate magazine

Rates: Same as California Real Estate magazine



The 2012 CALIFORNIA REALTOR® EXPO will be held October 2-4 in Anaheim, California. To learn more about our EXPO opportunities, please contact the Special Events Director at (213) 739-8236 or visit <http://expo.car.org> for more details.