

**Nearly  
one-sixth  
of all  
REALTORS®  
in the  
nation  
are  
C.A.R.  
members**

## About C.A.R.

As a recognized pacesetter within the industry, the CALIFORNIA ASSOCIATION OF REALTORS® (C.A.R.) is 165,000 members strong.

C.A.R. offers several marketing opportunities to connect with our 165,000 members and beyond, including:

- *California Real Estate* magazine
- Online and e-mail advertising
- Consumer advertising
- C.A.R. EXPO and conventions
- Member Advantage Program

C.A.R. is honored to have received awards of excellence from these prestigious organizations:

**Maggie Awards** WPA Winner

SOCIETY OF NATIONAL  
**SNAP**  
ASSOCIATION PUBLICATIONS

**ASBPE**  
American Society of  
Business Publication Editors

**EXCEL  
AWARDS**  
FOR EXCELLENCE IN  
ASSOCIATION PUBLISHING

# Expose Yourself

## We've Got The Numbers You're Looking For

With distribution to more than one-sixth of the entire nation's REALTORS®, *California Real Estate* reaches more than 165,000 real estate practitioners, including REALTORS®, real estate brokers, office managers, top producers, and transaction coordinators, with each issue.



## Our Message Is Clear

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.

## Advertiser Rewards

Our Advertiser Rewards program allows advertisers to stretch their dollars more than ever. See the Editorial Calendar for more details about how you can benefit from this exceptional offering.

