

Just the Stats

- 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%
- Spend 30 minutes or more reading:** 49%
- Save entire issue:** 48%
- Visit vendor Web site:** 33%
- Discuss ad with others:** 23%
- Use magazine articles/ads when considering technology-related products & services:** 41%



California Real Estate Readers:

- 1.6 readers per copy = 264,000 readers
- Prefer *California Real Estate* magazine over the national industry publication by a 3 to 1 margin
- More than half of respondents believe *California Real Estate* magazine provides the most news about legislative, legal, economic, and industry issues in California

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%
- Male: 48%
- Female: 52%
- Average years in real estate: 14
- Conduct business from:
 - Company office: 86%
 - Home office: 82%
 - Automobile: 65%

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

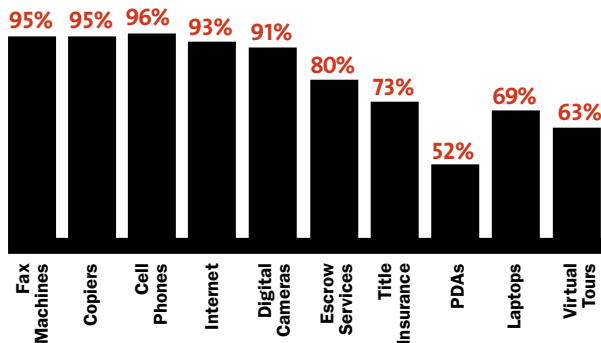
California REALTORS® have purchasing power:

- \$1.4 billion per year on work-related expenses
- \$275 million per year on gifts for clients

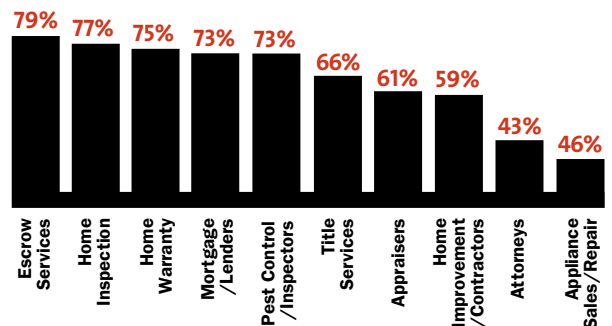
California Brokers/Owners/Managers:

- Earn an annual average household income of \$256,000
- Prefer to read *California Real Estate* magazine before any other publication by a 5 to 1 margin
- Find *California Real Estate* magazine's advertising more relevant to their business than the national industry publication by a 4 to 1 margin

California REALTORS® Use:



California REALTORS® Recommend Products and Services to Their Clients:



The A-List

888-Vegas	Countrywide Home Loans	Kodak	RealEstate.com
ACT!	Craig Proctor Productions	Land America Buyers	Real Edge, Inc.
Acura	Credit Suisse	Home Warranty	Real Estate Book
Adigida	DataQuick	Liberty Mutual	Real Estate Buyers Agent
ADT Security Services	David Knox Seminars	Lincoln Mercury	Council (REBAC)
Advanced Access	Downey Savings	Linsin Sherman E&O	RealCare Insurance
a la mode, inc.	DR Horton	ListingDomains.com	REALTOR.com®
Allstate	EarthLink	Lloyd's of America	Realty Executives
Alpine Navigation Systems	E-loan	LookyLooz	Realty Tools
American Arbitration	eNeighborhoods	Los Angeles Times	Realty Trac
Association	Entertainment	Lowe's	Realty World
American Home Shield	Publications	MCI	R.E. Marketing
American Society of	ERA Inc.	Merrill Lynch	RE/MAX International
Home Inspectors (ASHI)	Exit Realty	MGM Mirage	Residential Cruise Lines
AmeriSpec	Experian	Hotel, Las Vegas	Reverse Exchange
Announce My Move	expresscopy.com	Microsoft Corporation	Services
Anthony Schools	Fannie Mae	Mike Ferry Organization	Seasons Sand
Apple Computer	Fidelity National	Minolta	Point, Florida
Appraisal Institute	Home Warranty	MLSToday.com	Senior Advantage
Assist-2-Sell	Fidelity National Real	Monterrey at Las Vegas	Real Estate
AT&T	Estate Solutions	Country Club	ServiceMaster
Avalar	First American Title	Mrs. Beasley's	Shearson Lehman
Bancroft Whitney	First Exchange Corp.	My Agent Phone	Mortgage
Bank of America	First Nationwide Bank	NATIONAL ASSOCIATION	Silver Hill Financial
Better Homes & Gardens	First USA Bank	OF REALTORS®	Spectrus
Real Estate	Floyd Wickman	Nationwide Exchange	SphereBuilder
BMW	For 1031	Services	Sprint International
Calculated Industries	Forbes Magazine	Natural Hazards	State Compensation
California Association of	Freddie Mac	Disclosure Inc.	Insurance
Mortgage Brokers	Frontline Seminars	New York Life	Stewart Title
California Department of	GE Security Supra	Nextel	Streamline Tower
Veterans Affairs	GMAC/BankOne	Nokia	Las Vegas
California Housing	GMAC Real Estate	OfferRings	Sunset Publishing
Finance Agency	Grand Sierra	OfficeMax	Tegris
California Real Estate	Resort, Reno	OkiData	Teldon
Inspection Association	Help-U-Sell Real Estate	Oldsmobile	Texas Instruments
Cbeyond	Hertz Corporation	Olympus	Tom Hopkins International
CD Data	Hewlett-Packard	Orange Coast Title	Top Producer Systems
CENTURY 21	Hobbs/Herder	Company	TrackMyFile
Charter Media	HomeAdvisor.com	Pacific Bell	Trump International
Chase Manhattan Bank	Home By Design	Packet 8	Towers Las Vegas
Chicago Title	Home Warranty of America	Paychex	U.S. Bank
Citicorp	HomeGain.com	PayCycle	Union Bank
CitiMortgage	Homes.com	PMAC Lending	United Parcel Service
Coastal Homes	Homes & Land	Services, Inc.	Verizon
Publishing	Electronic Magazine	proflowers.com	Volkswagen
Coldwell Banker	HomeTour 360	Property Data Services	Wall Street Journal
Residential	HouseValues.com	Property Inspection	Washington Mutual
Comcast	HSBC Mortgage	Service	Weichert Real Estate
Commerce Title	HUD	PropertyMinder	Wells Fargo Bank
Commission Fast	IBM	Providence Seminars	Windermere Real Estate
Commissions Today	Imprev	Prudential Real Estate	Women's Council of
Comp USA	ImproveNet	PsPrint	REALTORS®
Continental Lawyers	InspecTech	Q-PC Real Car Computer	Wyndham Vacation
Council of Real Estate	Instafi.com	Quantum Mail	Ownership
Brokerage Managers	International Plaza	QuickBooks®	Xerox Corporation
Council of Residential	Resort & Spa, Florida	Quicken Mortgage	ZipForm®
Specialists (CRS)	K. Hovnanian Homes	RealBiz360	