



MEDIA KIT 2021



Keeping the Spotlight on
You and Your Listings

Who We Are

Since its founding in 1973, **Homes & Land** has been a leader in the real estate industry and an advocate for real estate agents. We offer a complete suite of products and services designed to maximize marketing efforts, win more listings, connect with ideal clients, and generate referrals.

Utilize our digital and print capabilities to **build a trusted reputation** in your community.

48
YEARS IN
BUSINESS

150+
LOCAL MARKETS

The Washington Post
THE WALL STREET JOURNAL
duPont REGISTRY
UNIQUE HOMES
MANSSION GLOBAL
The New York Times
Robb Report

What We Believe

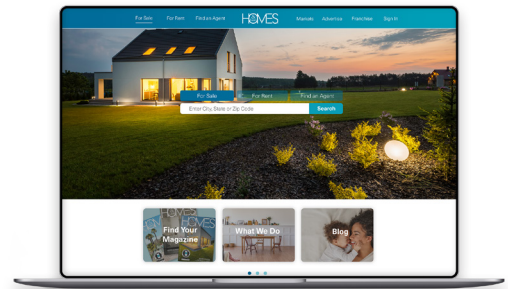
- Your listings should always remain directly tied to YOU
- Our platform works to keep buyers directly engaged with you, the agent, throughout the search experience
- You should never have to compete against multiple agents, websites, and agent ratings to maintain control of your hard-won listings



H&L Complete Marketing Solution

H&L WEBSITE

- No competing agents attached to your listings
- Never be separated from your listings
- MLS feed integration to receive premium placement and visibility



4.3m+
MONTHLY PAGE
VIEWS

1.8m+
UNIQUE MONTHLY
VISITORS

45
AVERAGE AGE

55% / 45%
FEMALE / MALE



MOBILE APP

- Homebuyers seamlessly move from your print ad to your listings online
- Designed to keep homebuyers engaged with you, the listing agent
- Browse, save, and share your favorite properties

MAGAZINE

- Hyper-local real estate publication
- Build credibility amongst consumers
- Reach an audience highly engaged in buying and selling real estate

62%
TAKE ACTION AFTER
SEEING A PRINT AD

75%
LIKELY TO SELECT
AN AGENT WHO



DIGITAL MAGAZINE

- Shareable, searchable, interactive
- Listings integrated with email and social media for seamless sharing
- Limitless reach to soon-to-be homebuyers and sellers



39k
AVERAGE MONTHLY
SUBSCRIBERS

2m+
MAILINGS ANNUALLY



DIRECT MAIL

- Target qualified buyers and sellers in their homes
- Send a Homes & Land magazine to your sellers featuring their property
- Generate higher referral rates and an increased perception of your brand

PARTNER SITES

- Access the luxury real estate sites that matter
- Reach an exclusive audience to help your listings stand out
- Link your listings back to Homes & Land, keeping the spotlight on you

215m+
UNIQUE MONTHLY
VISITORS

The Washington Post
THE WALL STREET JOURNAL.
duPont **UNIQUE**
REGISTRY **HOMES**
MANSION GLOBAL
The New York Times
Robb Report



Circulation & Distribution

Homes & Land of **Park City & The Wasatch Mountains** is committed to providing the highest level of marketing services by ensuring a comprehensive distribution strategy that encompasses both targeted direct mail and local distribution locations. Through this proven strategy, we aim to increase your ads' conversion rates while building a higher trust and perception of your real estate brand.

Circulation

40k

MONTHLY
READERSHIP

10k

MONTHLY
CIRCULATION

480k

ANNUAL
READERSHIP



Wall Street Journal Mailing Program

- For all of 2021, each issue will have insertion into the Mansion Edition of the Wall Street Journal, including exposure to major metropolitan areas

THE WALL STREET JOURNAL.



Stand Out at Local Distribution Points

Grocery Stores

Historic Main Street

Title Companies

Banks

SLC High Traffic Locations

SLC Airport

Medical Offices

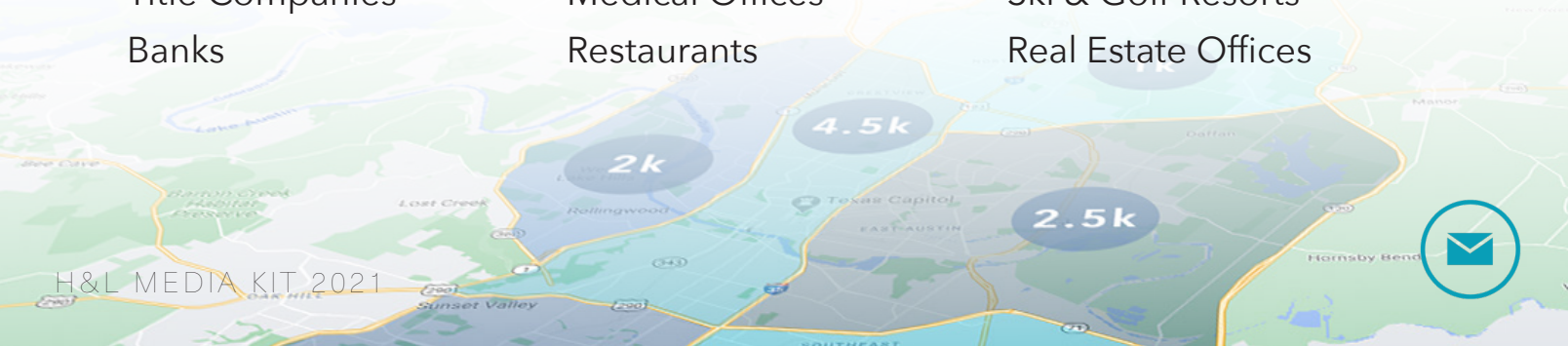
Restaurants

Spas/Salons

Fitness Studios

Ski & Golf Resorts

Real Estate Offices



2021 Production Calendar

Issue	Materials Deadline	Publication Date
Volume 25, Issue 1	Fri. Dec 18	Jan 16 - Feb 26
Volume 25, Issue 2	Thur. Feb 4	Feb 27 - Apr 16
Volume 25, Issue 3	Thur. Mar 25	Apr 17 - Jun 4
Volume 25, Issue 4	Thur. May 13	Jun 5 - July 16
Volume 25, Issue 5	Thur. Jun 24	Jul 17 - Aug 27
Volume 25, Issue 6	Thur. Aug 5	Aug 28 - Oct 15
Volume 25, Issue 7	Thur. Sep 23	Oct 16 - Nov 26
Volume 25, Issue 8	Thur. Nov 4	Nov 27 - Jan 7



Ad Specs & Rate Card



RATES PER ISSUE

	1 ISSUE	4 ISSUES	8 ISSUES
 Front Cover* 9.25" x 11.125" *requires additional full page	\$800	N/A	N/A
 Back Cover 9.25" x 11.125"	\$800	N/A	N/A
 2 Page Spread 18.25" x 11.125"	\$1325	\$1295	\$1250
 Full-page 9.25" x 11.125"	\$725	\$670	\$650
 Half-page 8.125" x 5"	\$385	\$365	\$345
 Quarter-page 4" x 5"	\$245	\$225	\$205

Contact Us Today!

Find out how Homes & Land can **maximize your marketing efforts!**



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Publishers

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