

a | r | e
ASIAN | REAL | ESTATE



2016 MEDIA KIT

a | r | e magazine is the official publication of the Asian Real Estate Association of America (AREAA), a non-profit trade organization dedicated to increasing homeownership opportunities for Asians in America. The magazine features individuals, businesses, developments and neighborhoods that are making an impact on the way Asians live and buy real estate in America. Regularly heralded for its visual appeal, the magazine stands out as one of the premier real estate industry publications.

PRINT



The uniquely-sized and perfectly bound print edition is produced two times a year, in spring and fall, to coincide with AREAA's international real estate conventions at the Royal Hawaiian Resort in Honolulu and the Bellagio Casino and Resort in Las Vegas, respectively.

CIRCULATION

5,000

DIMENSIONS

9" X 10.875"

FREQUENCY

Two Times / Year

DIGITAL



Everything that the print edition offers in the convenience of an online, mobile-ready format that on-the-go professionals demand. All four issues each year are published digitally and promoted through AREAA's online communications and social media platforms.

CIRCULATION

18,000

FREQUENCY

Four Times / Year

AREAA is a professional trade organization known for hosting world-class events. Recent national events have been hosted in Beijing, Chicago, Ho Chi Minh City, Hong Kong, Honolulu, New York City, and Vancouver. 2016 distribution is highlighted by two print editions, which will be delivered to all attendees of the AREAA Global and Luxury Summit in Honolulu (Spring) and the AREAA National Convention in Las Vegas (Fall). In addition, these two editions will be distributed to AREAA chapters, 35 and counting, in major markets across North America.

AREAA GLOBAL & LUXURY SUMMIT



DATE: April 3-5, 2016
LOCATION: Royal Hawaiian Honolulu, HI
ANTICIPATED ATTENDANCE: 600 Real Estate Professionals & Investors
ISSUE: Spring

AREAA NATIONAL CONVENTION



DATE: Oct 21-23, 2016
LOCATION: Bellagio Las Vegas
ANTICIPATED ATTENDANCE: 1200 Real Estate Professionals & Investors
ISSUE: Fall

DIGITAL DISTRIBUTION

In addition to the print distribution of the Spring and Fall editions, these two issues will be released digitally as well. The two remaining issues in 2016, Winter and Summer, will be released exclusively online. Distribution of the online issues will tap AREAA's network of 18,000 real estate professionals who serve Asian home buyers and investors in America through email marketing and social media campaigns.



a | r | e shares stories of individual leaders, innovators, businesses, developments and neighborhoods in the Asian American real estate community. Spanning from emotional tales of immigration and the pursuit of the American Dream, to inspirational business success stories, to up-and-coming Asian neighborhoods in America, *a | r | e* content promotes Asian cultures and helps the publication's readers become better real estate professionals.

POPULAR SECTIONS

In My Neighborhood

Community leaders reveal what they love about their neighborhood, including the local shops, restaurants and landmarks that make their corner of the world special

10 Questions

We profile a prominent individual in the real estate market or Asian American community to get to know them beyond their day job.


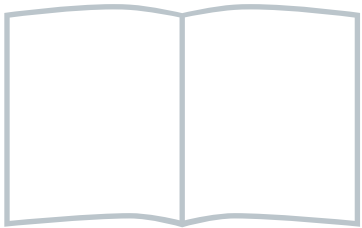
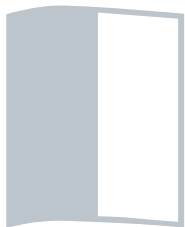
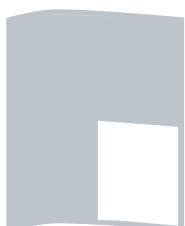

Country Report

A real estate market update on a different Asian country each issue, including outbound investment activity in the U.S.A.

Non-Profit Spotlight

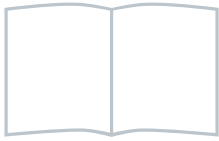





We shine a light on do-gooders who are dedicated to making a positive impact on the lives of Asian Americans through non-profit work



Size / Placement		Print + Digital* Spring or Fall	Digital-Only* Winter or Summer	Multiple Insertions
Full Page		\$1000	\$800	10% Discount on 2+ ads
Back Cover		\$3000	\$800	10% Discount on 2+ ads
Inside Cover		\$2000	\$1600	10% Discount on 2+ ads
Spread		\$2000	\$1600	10% Discount on 2+ ads
1/2 Page		\$750	\$700	5% Discount on 2+ ads
1/4 Page		\$500	\$475	5% Discount on 2+ ads
Business Card		\$200	\$188	\$750 for 4 ads

*All rates are net

AD SPECS

Spread <i>SUBMIT AS 2 FULL PAGES</i>		Full Page	1/2 Page (V)	1/2 Page (H)	1/4 Page	Bus. Card
						
Trim Size	9" x 10.875"	9" x 10.875"	4.375" x 10.875"	8.75" x 4.875"	4.375" x 4.875"	4" x 2.5"
With Bleed	9.25" x 11.125"	9.25" x 11.125"	4.625" x 11.125"	--	--	--
Live Area	8.25" x 10.125"	8.25" x 10.125"	4" x 10.125"	--	--	--

BLEED ON FULL PAGES: At least 1/8" on all four sides + trim marks	GUTTER: 3/8" on each side	FORMAT: Press-ready PDF	COLOR SPACE: CMYK for Digital + Print Issues RGB for Digital-Only Issues
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DEADLINES

Issue	Ad Commitments	Ad Materials
Spring 2016	Feb 7, 2016	Feb 10, 2016
Summer 2016	June 15, 2016	June 22, 2016
Fall 2016	Sept 1, 2016	Sept 8, 2016
Winter 2017	Dec 20, 2016	Dec 27, 2016

DELIVERY

File size less than 3mb:
 E-mail to Praveen Sharma at
a-r-e@prveen.com

File size greater than 3mb:
 Send via file-sharing service
 (Dropbox preferred)

Questions:
 Praveen Sharma
a-r-e@prveen.com
 951-514-1053

DISPLAY ADVERTISING CONTRACT

The undersigned hereby requests space in *a/r/e* magazine, the official publication of the Asian Real Estate Association of America, per the rates stated. Once complete, send this contract to Praveen Sharma by email (a-r-e@prveen.com).

COMPANY NAME

AGENCY NAME

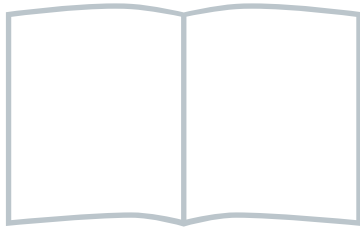
COMPANY REPRESENTATIVE

ADDRESS

CITY STATE ZIP

PHONE EMAIL

AD SIZE



Two Page Spread



Full Page



1/2 Page



1/4 Page



Business Card

INSERTIONS / MATERIALS DEADLINES

Place a check next to each issue

- SPRING 2016 / FEBRUARY 10, 2016**
- SUMMER 2016 / JUNE 22, 2016**
- FALL 2016 / SEPTEMBER 8, 2016**
- WINTER 2017 / DECEMBER 27, 2016**
- SPRING 2017 / TO BE DETERMINED**
- SUMMER 2017 / TO BE DETERMINED**

ADVERTISER'S SIGNATURE DATE

PUBLISHER'S SIGNATURE DATE

DELIVERY

Ship Materials to:
 Praveen Sharma
a-r-e@prveen.com
 For assistance, call
 Praveen at 951-514-1053

EDITORIAL INQUIRIES

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sberman@areaa.org
 619-795-7251

RATES

All rates are net.

Total cost per issue:

\$

Total Contract:

\$

PAYMENT

Payment made by:

Credit Card Check

To pay by credit card, call AREAA: 619-795-7873. Send checks made to "AREAA" to 3990 Old Town Avenue C304, San Diego, CA 92110, noting magazine advertisement in the memo.