



a | **r** | **e**
ASIAN | REAL | ESTATE

2018

Media Kit

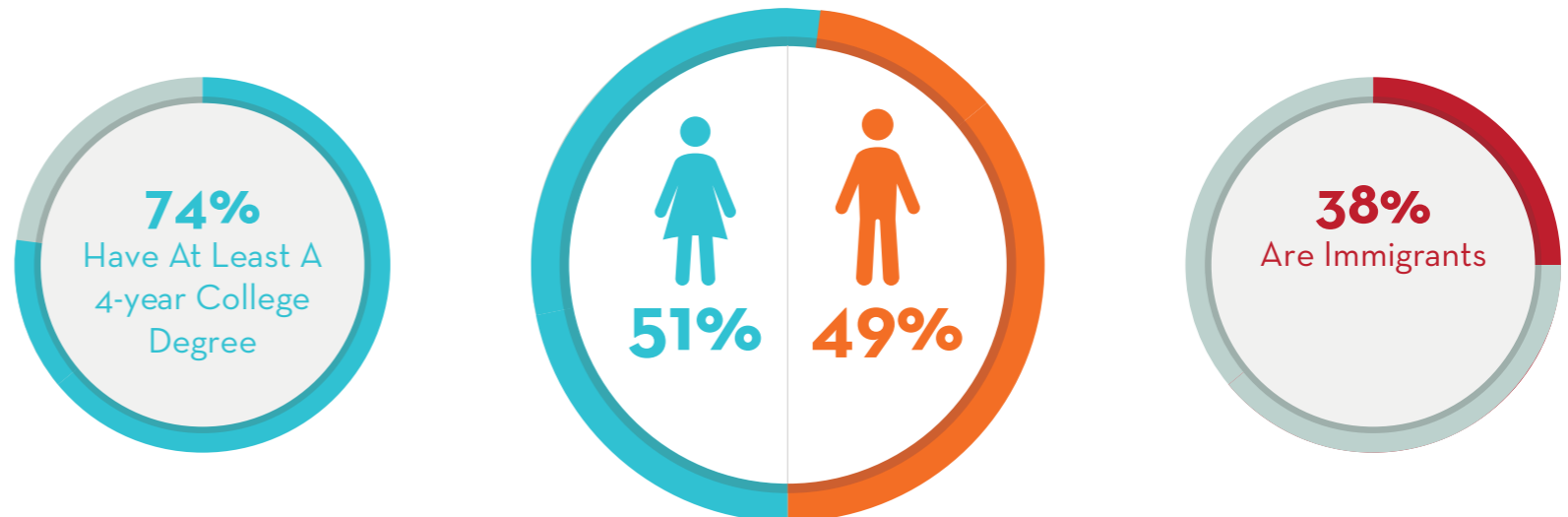
OUR READERS

Our readers come from diverse cultural backgrounds, and represent all sides of the real estate industry

Who IS OUR AUDIENCE?

Check out the stats to see just who we are so you can tailor your message just right.

On top of the National Office distributing the magazine to sponsors, partners, and at various real estate conferences throughout the year, many of our members drop off stacks at their offices, give to their clients, and show off at local real estate events!



Average Member Age

51

Typical Annual Income

\$111,538

Typical Household Income

\$156,250

the PUBLICATION

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.

a|r|e magazine is the only real estate publication in the nation focused exclusively on Asian Americans.



Uniquely-sized and perfectly bound with a heavy weight and high gloss stock, a|r|e Magazine has that professional look and feel you would expect from a high-end trade publication. Produced twice per year to coincide with AREAA's two major national conferences in the Spring and Fall, the print issues of a|r|e are put directly into the hands of attendees, guaranteeing you reach your target audience. Every chapter and sponsor of AREAA also receives copies of the print issues to distribute at local and regional events.

CIRCULATION

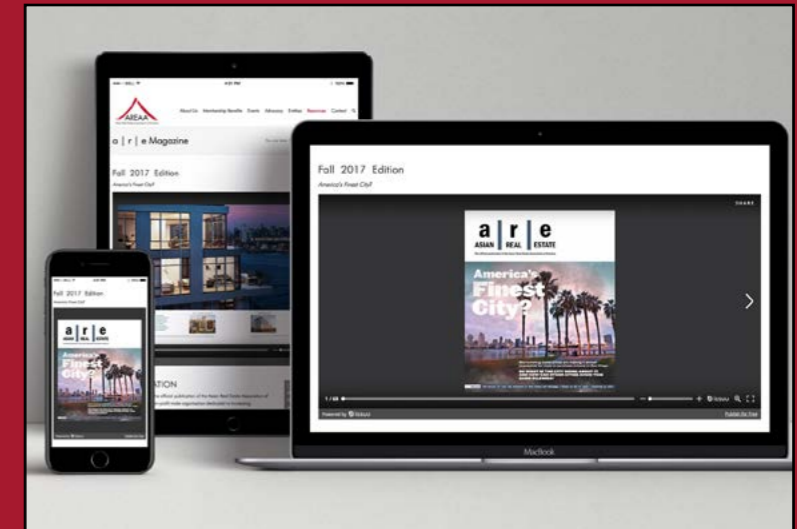
5,000

DIMENSIONS

9" X 10.875"

FREQUENCY

Two Times / Year



Everything that the print edition offers, but in the convenience of an online, mobile-friendly format that on-the-go professionals demand. all four issues are published digitally and promoted through all of AREAA's communications and social media platforms, giving your ad an extended shelf life and audience.

CIRCULATION

18,000

FREQUENCY

Four Times / Year

**AREAA GLOBAL &
LUXURY SUMMIT**



DATE:
April 21-23, 2017

LOCATION:
Fairmont Olympic Hotel

ANTICIPATED ATTENDANCE:
600 Real Estate Professionals &
Investors

ISSUE:
Spring

**AREAA NATIONAL
CONVENTION**



DATE:
Sept 28-30, 2017

LOCATION:
Aria 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 2017, Winter and Summer, will be released exclusively online. Distribution of the online issues will tap AREAA's network of 15,000+ real estate professionals who serve Asian home buyers and investors in America through email marketing and social media campaigns.

the CONTENTS

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 business and culture 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.

The Commercial Brief

AREAA's commercial experts give updates on the market, go in-depth behind headline making deals and projects, and highlight some of the trends that are shaping the industry.

Bohemian Vagabond

AREAA's resident globe-trotter, Jacki Ueng, takes readers around the world and gives insights and advice for traveling through some of the world's most desired destinations.

Immigrant Nation

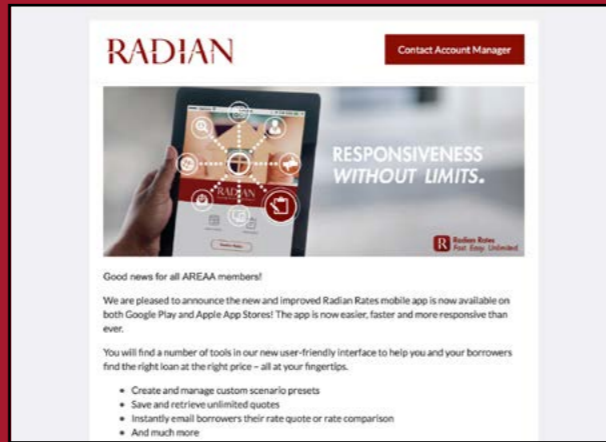
This new section for 2018 will highlight the life and work of a different person each issue who represents the ideals and hard-work of the tens of thousands of immigrants who work in real estate.

Around the Association/Making Headlines

This section focuses on all the great events, promotions, and other newsworthy happenings that occurred throughout the organization since the previous issue. Everyone loves reading about themselves!

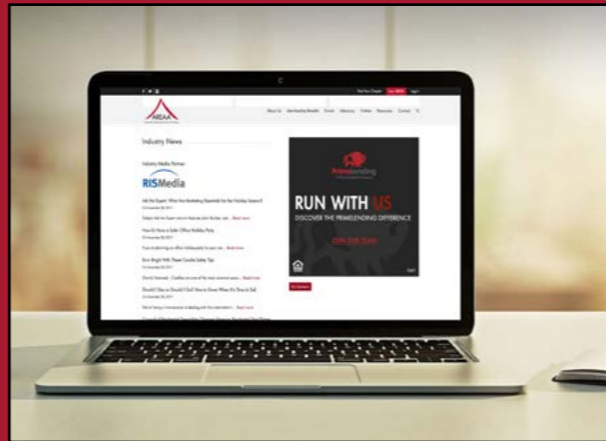
Digital & SOCIAL MEDIA

Digital advertising is an affordable and effective way to reach our members quickly. Being in real estate, AREAA's members are always on their phones or checking their inboxes. Our members are very active on social media, and our email open rates are above industry average.



Full eblast - \$2,000
 only once per quarter;
 10,000+ subscribers

Send an email to our database. The email will have a small disclaimer saying it's from a sponsor, otherwise it's all you!



Ad on website - \$250
 Average 50,000 pageviews per month

Price per week, get an ad on any of our pages excluding the homepage.



Social Media Post - \$150
 Only once per Quarter;
 \$150 base for single platform/\$100 for each additional - only one per month

8,849 Facebook Fans
 3,279 Followers on Twitter
 1,588 Followers on Instagram



Ad on AREAA Update - \$750

AREAA Update is our bi-weekly e-blast to our entire membership database.

AREAA'S REACH



10,000+
 Subscribers



8,849
 Fans



3,279
 Followers

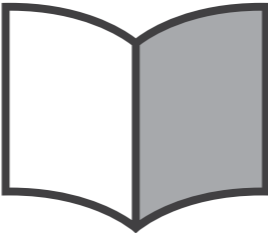
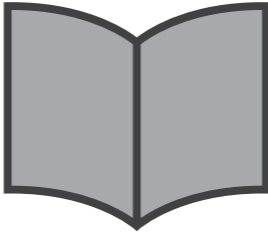
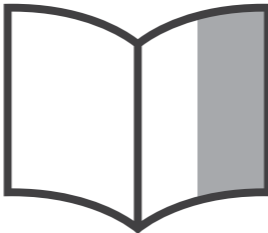
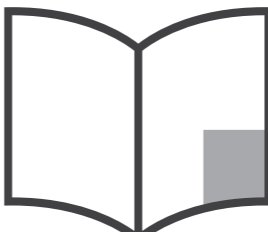
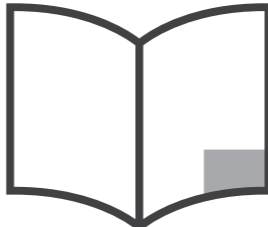


1,588
 Followers

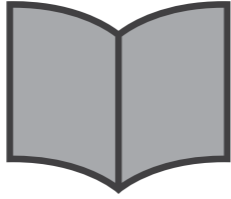
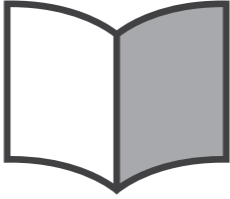
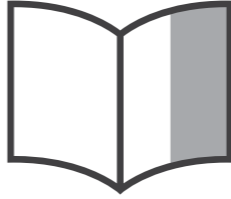
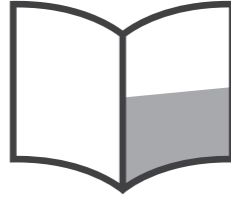
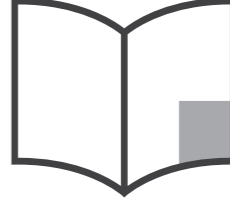
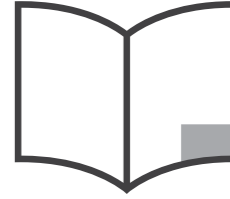
the RATES

Our rates are among the most competitive in the industry. With a shelf life of one business quarter, and with our multi-faceted approach to distribution, your ad is guaranteed to get in front of the audience you want to reach.

To have your ad designed in-house by our experienced design team, simply add 25% to the price of the ad.

Size / Placement		Print + Digital* Spring or Fall	Digital-Only* Winter or Summer	Multiple Insertions Commit to all 4 issues and get 25% discount
Full Page		\$1100	\$700	10% Discount on 2+ ads
Back Cover		\$3100	\$700	10% Discount on 2+ ads
Inside Cover		\$2100	\$1500	10% Discount on 2+ ads
Spread		\$2100	\$1500	10% Discount on 2+ ads
1/2 Page		\$850	\$600	10% Discount on 2+ ads
1/4 Page		\$600	\$375	10% Discount on 2+ ads
Business Card		\$300	\$150	\$750 for 4 ads

**SPECS &
 DEADLINES**

	Spread submit as 2 full pages	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

DEADLINES

Issue	Ad Commitments	Ad Materials
Spring 2018	February 19, 2018	February 24, 2018
Summer 2018	June 22, 2018	June 26, 2018
Fall 2018	August 21, 2018	August 25, 2018
Winter 2019	December 25, 2018	December 30, 2018

DELIVERY

File size less than 3mb:
 E-mail to Scott Berman at editor@areaa.org

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

Questions:
 Scott Berman
 editor@areaa.org
 619-794-2016

**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).

To reserve space, send this contract to Scott Berman by email (editor@areaa.org)

COMPANY NAME.....

AGENCY NAME.....

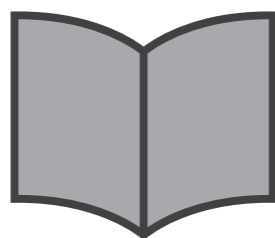
COMPANY REPRESENTATIVE.....

ADDRESS.....

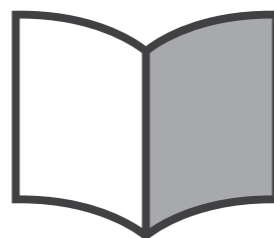
CITY..... STATE..... ZIP.....

PHONE..... EMAIL.....

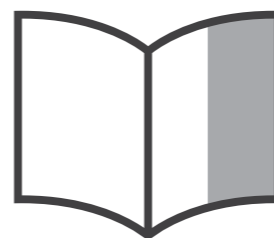
AD SIZE



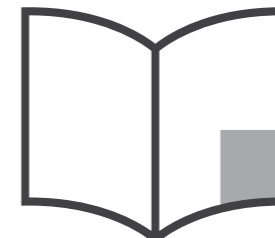
Two Page Spread



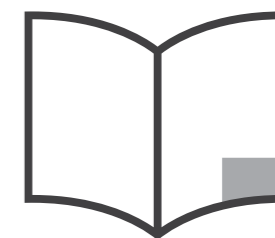
Full Page



1/2 Page



1/4 Page



Business Card

In-house Ad design +25%

INSERTIONS / MATERIALS DEADLINES

WINTER 2018 / JANUARY 9, 2018

SPRING 2018 / MARCH 5, 2018

SUMMER 2018 / JUNE 5, 2018

FALL 2018 / SEPTEMBER 4, 2018

WINTER 2019 / JANUARY 8, 2018

SPRING 2019 / TO BE DETERMINED

DELIVERY

Ship Materials to:
 Scott Berman
 Editor@areaa.org
 For assistance, call
 Scott at 619-795-7873

EDITORIAL INQUIRIES

Scott Berman
 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.

*Processing fees apply

ADVERTISER'S SIGNATURE..... DATE.....

PUBLISHER'S SIGNATURE..... DATE.....