



THE REAL DEAL
REAL ESTATE NEWS

2023 Media Kit



We are the
publication
of record
for real estate

REAL ESTATE IS ALL ABOUT RELATIONSHIPS

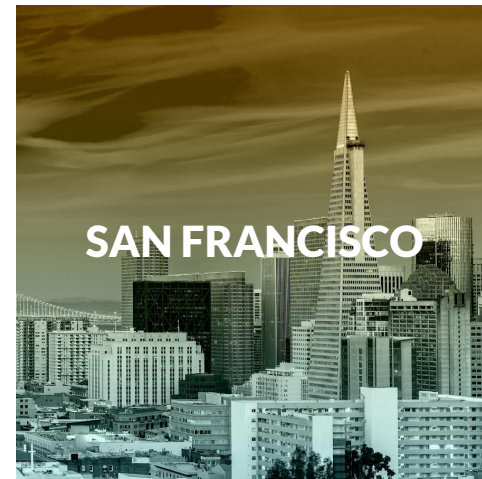
For nearly 20 years, *The Real Deal* has been the nexus of the industry, connecting real estate professionals with opportunities and each other through digital, print, social media and events, ranging from intimate C-level programs to conferences across the US.

From the boardroom to the boiler room, millions of readers turn to *The Real Deal* for breaking news, factual 24/7 news, data, information and tools they need to succeed in a highly competitive industry.

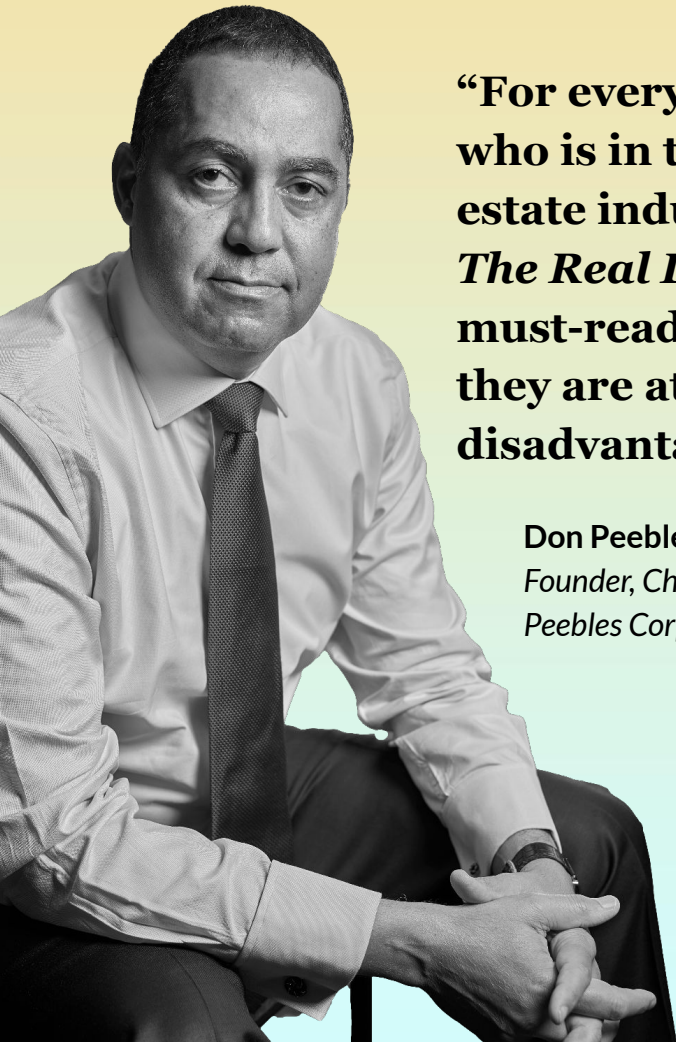
IN MANY MAJOR U.S. MARKETS, REAL ESTATE IS THE MAIN EVENT

Real estate is the largest source of city tax revenues and a force that shapes the broader economy and culture. The industry brings together the most influential members of the business community, from developers to financiers to investors to politicians.

At *The Real Deal*, we are there, covering real estate and everything that intersects with it— from finance to government policy to technology— at the national level and in six markets, with more to be announced.



The publication of record for the industry



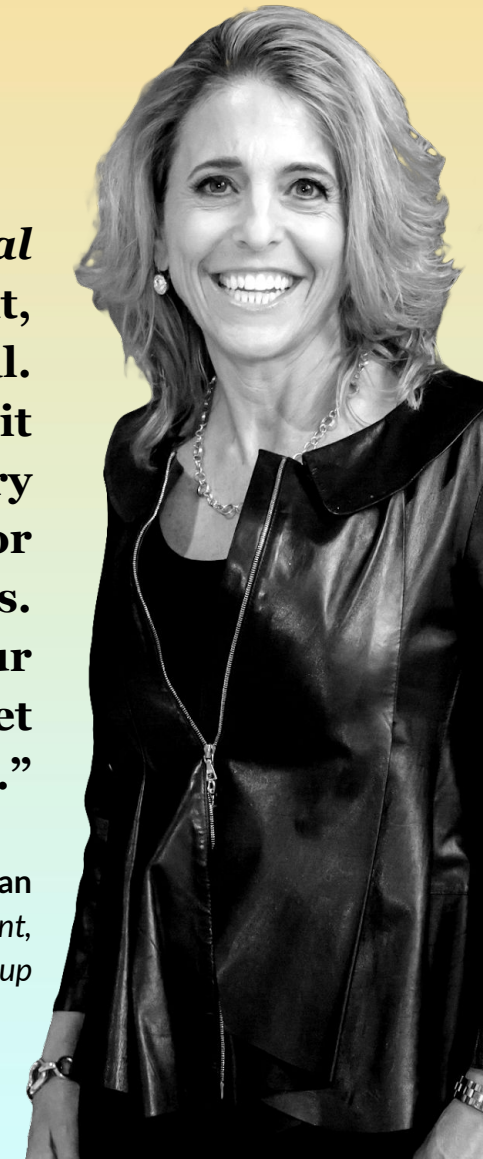
“For every person who is in the real estate industry, *The Real Deal* is a must-read. If not, they are at a disadvantage.”

Don Peebles
Founder, Chair & CEO,
Peebles Corporation



“One of the first things I do every day is check the news on *TRD*. I can keep up to date on my industry without having to jump to multiple sites.”

David Lichtenstein
Founder & CEO,
Lightstone Group



“*The Real Deal* is exactly that, the real deal. We make it a mandatory read for our brokers. It’s our Wall Street Journal.”

Pam Liebman
CEO & President,
Corcoran Group

THE MAGAZINE 20 Years and Going Strong

What began in 2003 as a monthly publication focused on the local New York City market, *The Real Deal* is now a premier real estate news source that covers all the news fit for print, from coast to coast. Offering the same hard-hitting, independent journalism and industry insights, the National issue is now read by more than 150,000 real estate professionals who count on *TRD* for regional market news-with a national twist.

MARKETS:

**NEW YORK CITY • LOS ANGELES • SAN FRANCISCO
TEXAS • SOUTH FLORIDA • CHICAGO • WESTCHESTER
LONG ISLAND • NEW JERSEY • THE HAMPTONS**

THE REAL DEAL



The Real Deal Audience



BUYING POWER

TheRealDeal.com has the wealthiest audience of all media websites in the U.S. **with a HHI of \$500K.**



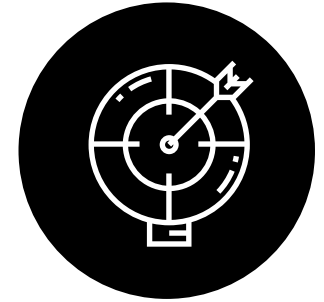
RESIDENTIAL DEVELOPMENT

27% of our audience is in a C-Level or decision-making role within the residential development category



BUYING POWER

99% of *The Real Deal* readers own buying power in their household, with 38% more likely to own a \$1M+ home than the average Internet audience.



AUDIENCE INDEX

TRD readers are **4x more likely to be a real estate investor** than the average Internet user.

Reaching **millions** of
real estate professionals
across every platform



DIGITAL

5.5M

MONTHLY PAGE VIEWS

3.2M

MONTHLY VISITORS

NEWSLETTERS

4.4M

OPENS

438K

SUBSCRIBERS

SOCIAL

760K+

FOLLOWERS

PRINT

150K

READERS

EVENTS

10K+

ATTENDEES

THEREALDEAL

Who reads TheRealDeal.com?

MONTHLY SITE STATS:

5.5M

Monthly page views

3.2M

Monthly active users

67%

Mobile visits

AUDIENCE DEMOGRAPHICS:

55%

Male

45%

Female

71%

Ages 25-44

1M

Average net income





Cross Marketing Platform Opportunities

Digital Display

Make your brand stand out with display media roadblocks on the news most relevant to your brand. TRD will utilize their first-party data to ensure you reach a highly engaged audience and drive awareness through targeted high-impact units. Geotargeting and contextual targeting also available.

**Display units offered direct and programmatic on desktop and mobile*

SUPER BILLBOARD

ONE WALL STREET
Swim in the Skyline
100,000 SF of Amenities
SCHEDULE A TOUR

MEDIUM RECTANGLE*

98% close on time rate.
NMLS#20059741
TOMO Mortgage
Get started ▶

BILLBOARD

Poliform

300x600

Real estate sold by real experts.
GET INSPIRED ▶

300x600

SEVENTY SEVEN
Where The Sky Begins
ONE-TO-FOUR BEDROOM CONDOMINIUMS
STARTING FROM \$1.58M
OCCUPANCY 2021
EXPLORE ▶

MOBILE INTERMISSION

970x250*

Better Don't let buying a home cost more than it has to.

300x600

Lawmakers one-up Cuomo with commercial eviction of Stephen betting \$1M on mayor's race

Accusamus aut voluptas eorum paratur nihil consequatur consequatur voluptas

TRD Pro looks at salaries and sale prices across US

Home affordability breakdown: What does Midland have on Malibu?

RESIDENTIAL REAL ESTATE NEW YORK

Breaking up a billionaire's property empire
John Paulson case shows the real estate stakes in a master of the universe's split

Top stories

News: Nuts Southampton better face fence closer

DIGITAL

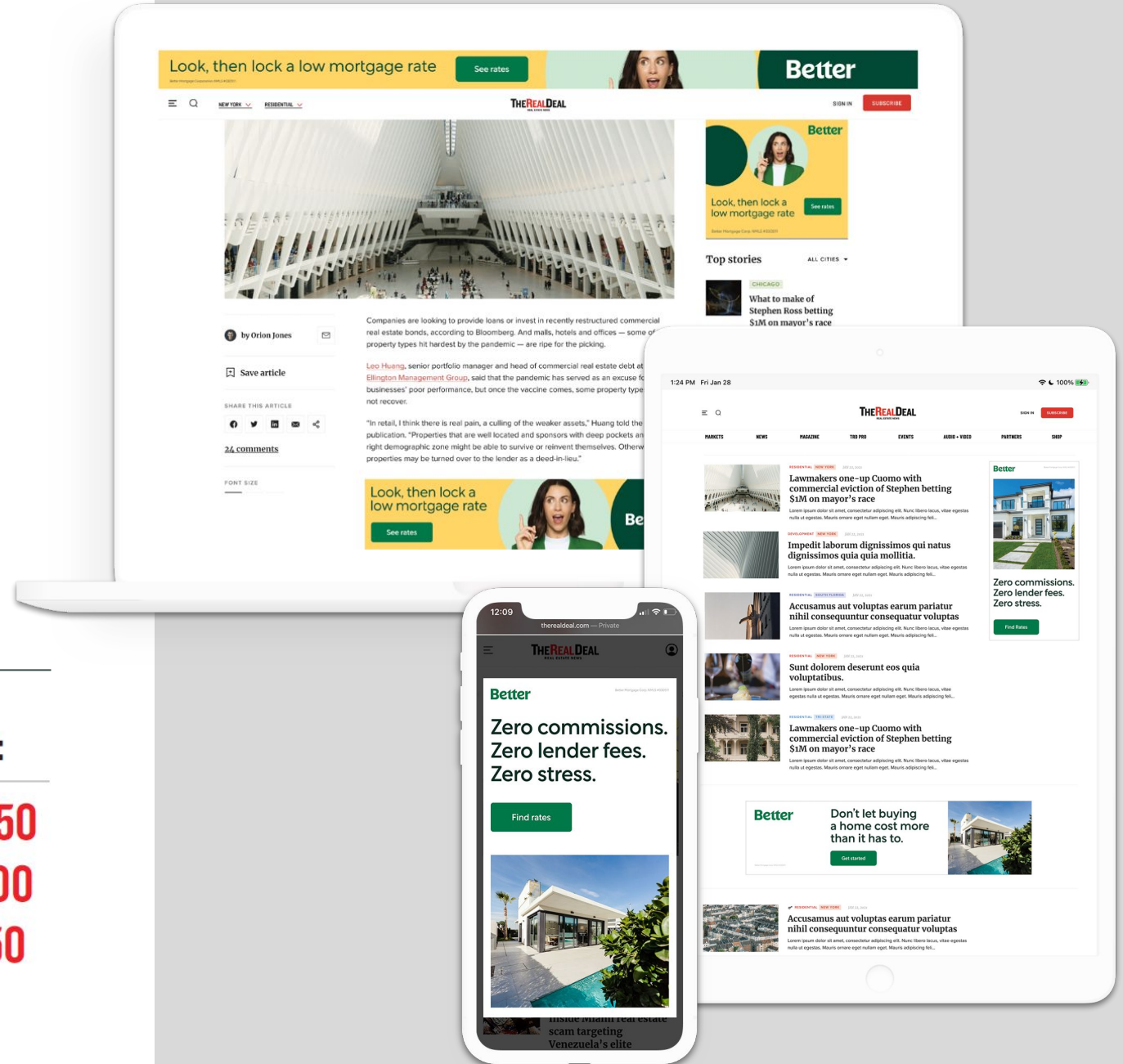
Programmatic Media

The Real Deal's programmatic offering gives partners access to our audience at scale, with guaranteed rates and premium placements.

Inventory available via the top platforms such as **GAM**, **AppNexus**, **Index Exchange**, **Rubicon** and **OpenX**.

Standard display units available on desktop and mobile on homepage and all article pages:

Desktop	Mobile:
300 x 250	300 x 250
970 x 250	320 x 100
300 x 600	320 x 50



Sponsored Content

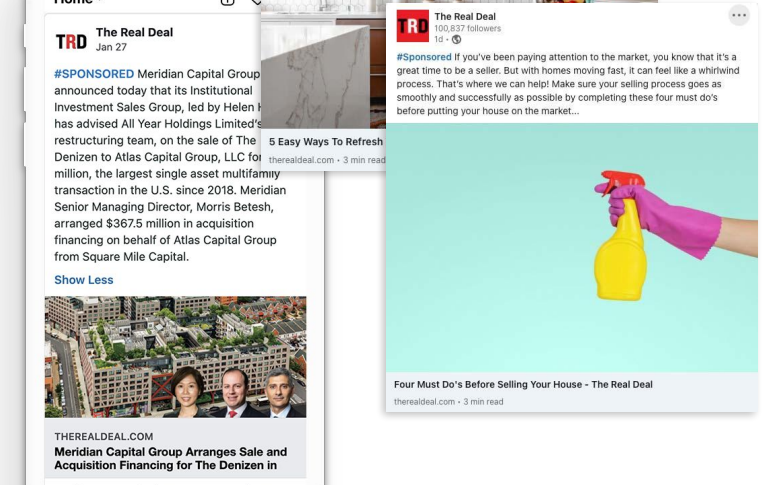
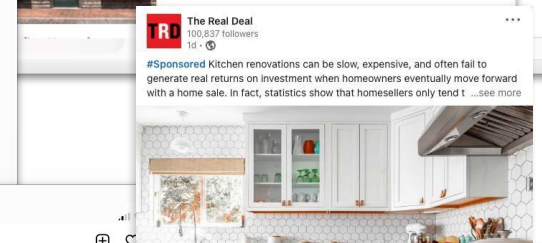
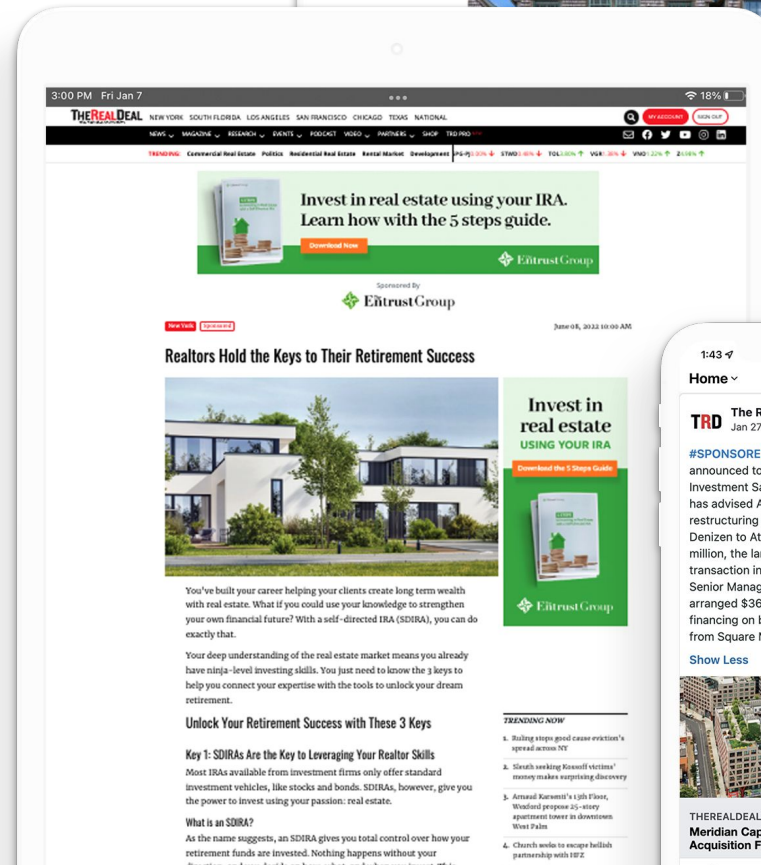
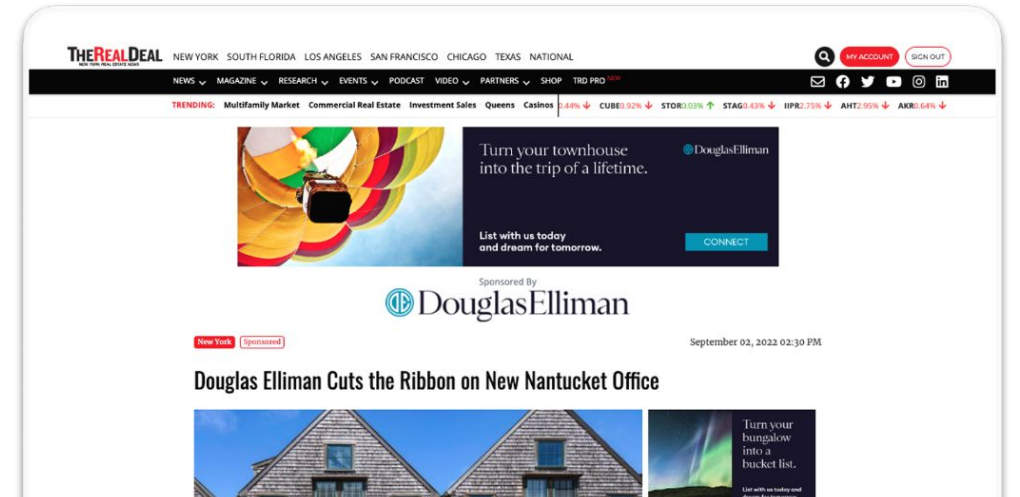
Solidify your brand story with your existing articles, videos, and more posted natively on TheRealDeal.com.

Supplied brand content is seamlessly integrated within our editorial environment and distributed across TRD's site, social and email channels driving greater views and engagement.

Details:

- Home page news feed scroll integration
- Promotion: 2x newsletter alerts and social posts
- Sponsored content labeling (copy + logo)
- Lead generation option available separately
- Additional promotional placements available
- Benchmarks: 3:49 average time spent and 1,407 pageviews

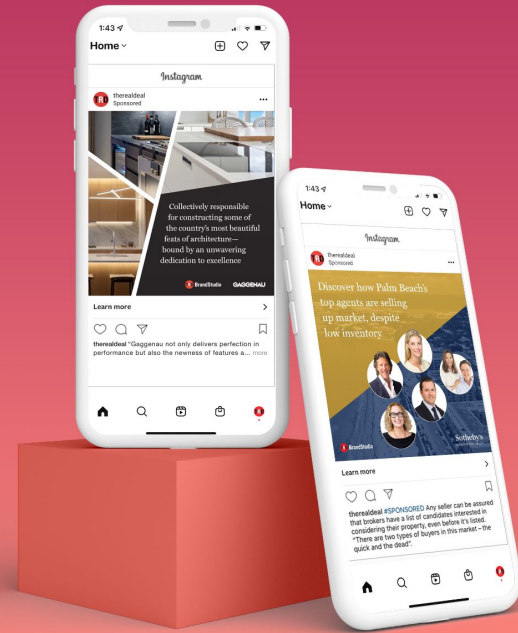
THE REAL DEAL



Content Creation with *TRD* Brand Studio

As the leader in real estate news, we know content.

You have a story to tell. We have the audience that wants to hear it. From premium articles to custom events, market surveys and whitepapers to webinars, *TRD* Brand Studio works with you to develop the most compelling custom content programs for distribution to highly engaged real estate professionals and decision-makers.



Our **partnerships**

Turnkey execution

Campaign **pageviews**

150
& counting

3-week
Turnaround time

3K
Benchmark

SPECIAL EDITION PRINT

Annual Data Book

Distributed with our February issue, TRD's highly anticipated annual round-up of the real estate industry's data and statistics for commercial, residential, and new developments expanded to cover key markets across the country — a first for independent RE media.

Markets include:

- New York, South Florida, Los Angeles, Chicago, Texas and National

80+ rankings include:

- Biggest Brokerages
- Top Residential Sales
- Most Active Developers
- Top Industrial Leases
- Biggest New Projects
- Investment Sales





Email Newsletters

The Real Deal's regional newsletters are a must-read, rounding up trending topics and the latest news for motivated RE professionals in New York, Los Angeles, South Florida, Chicago, San Francisco and Texas.

A tablet is shown against a red background, displaying the 'Los Angeles' newsletter. The headline reads 'Harkham family signs leading NYC art gallery to Hollywood building'. Below the headline is a photo of a man and a woman. At the bottom of the newsletter, there is a call to action: 'Turn your former view into seeing the world.'

12-143K
SUBSCRIBERS

OPEN RATE
33-52%

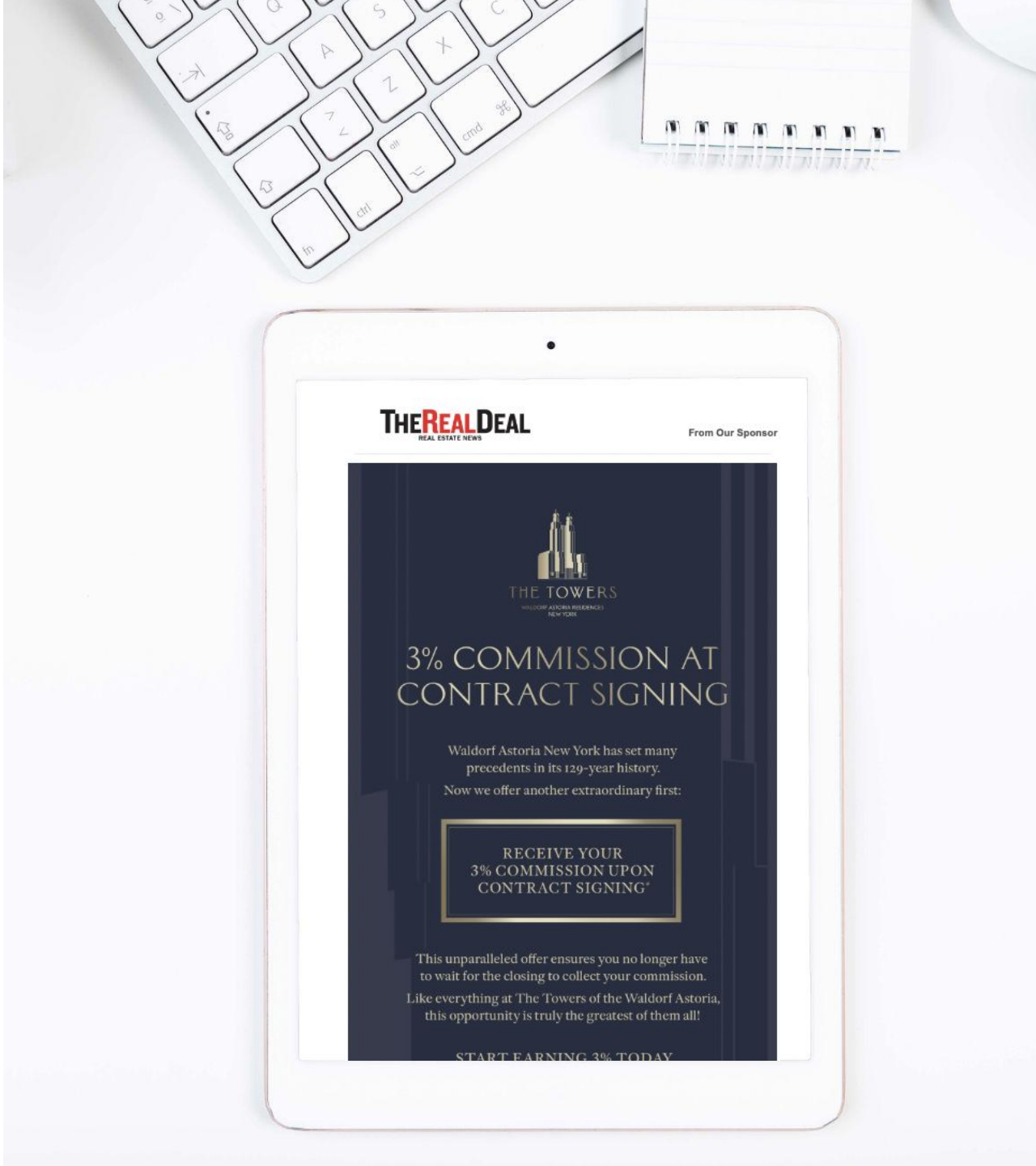
- Newsletter details:**
- Deployed to 12-143K (and growing!) subscribers
 - Daily version sent Tuesday through Saturday
 - (1) weekly “best of” edition sent on Monday
 - Open rate of 33-52% and a CTR of 4.5-10%
 - Ads average a 0.22% CTR
- The opportunity:**
- 600x500 display media placements
 - 100% SOV 24 hour period – subject to availability

Dedicated Emails

Speak directly to our audience with Dedicated Emails. Dedicated Emails offer 100% SOV and release complete control of the layout, design, copy and CTA. With above industry standard open rates, there is no better way to reach real estate professionals.

Opportunity includes:

- Provided creative will be sent directly to real estate professionals across every sector
- Ability to reach a national or regional audience
- Above industry benchmark open rates and clicks



Social Media Integration

Ever fluid and informational, TRD's social channels offer brands a wide array of integration opportunities directly within their newsfeeds, leveraging an editorially driven style of visual storytelling.



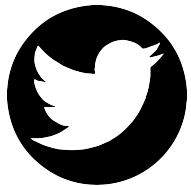
127K+ FOLLOWERS



390K+ FOLLOWERS



124K+ FOLLOWERS



92K+ FOLLOWERS

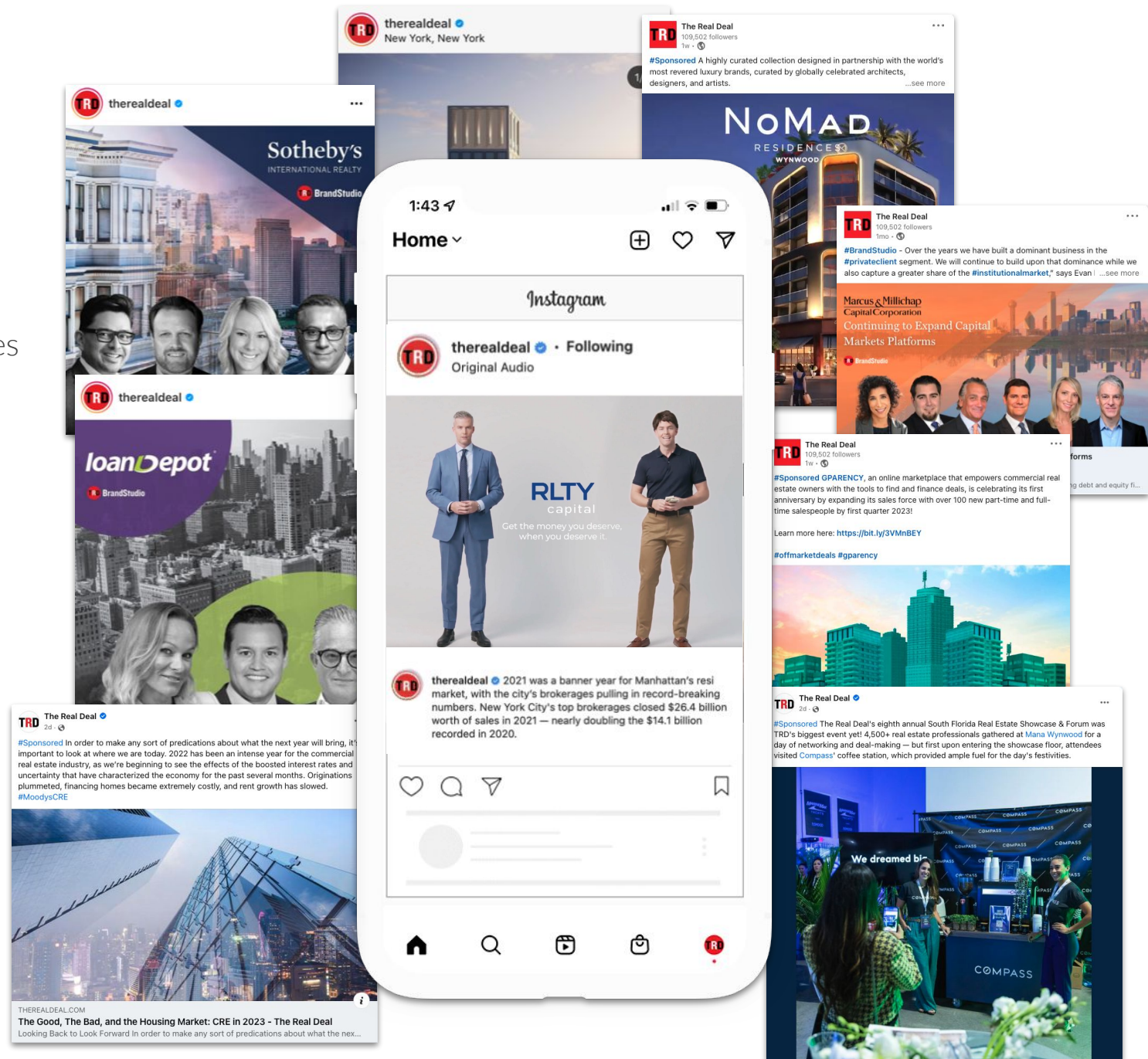


11K+ FOLLOWERS



13K+ FOLLOWERS

THE REAL DEAL

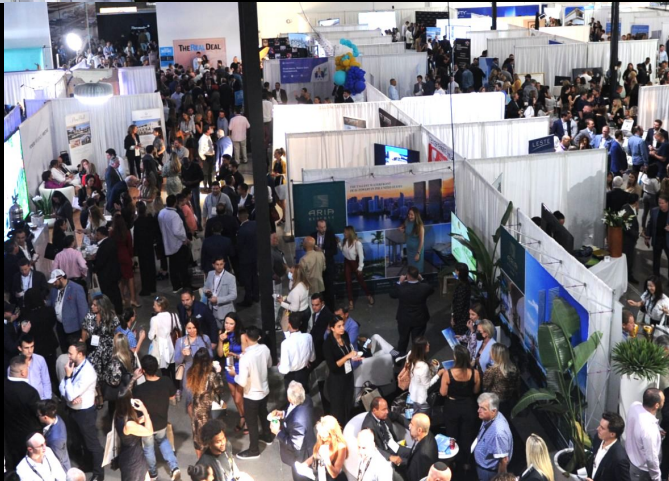




**NYC
REAL
ESTATE
SHOWCASE
+ FORUM**



**SOUTH
FLORIDA
REAL ESTATE
SHOWCASE + FORUM**



**LOS ANGELES
REAL ESTATE
SHOWCASE
+ FORUM**

Domestic Events

TRD SHOWCASES

From New York to Miami, *The Real Deal's* events convene thousands of professionals to explore the ever-changing landscape of real estate.

UPCOMING EVENTS

LA Event | September 21, 2023

South Florida Showcase & Forum | November 9, 2023

New York Showcase & Forum | May 8, 2024

WHO ATTENDS

Brokers, developers, lenders, investors, prop tech, fintech, professional services (accounting and legal) and construction professionals.



Future City

February 25-27, 2024

Baha Mar, Bahamas

Future City brings together industry titans real estate leaders for three days of high-level, off-the-record discussions about the planning of, investment in, and development of the next generation in built spaces.

WHO ATTENDS

Forward thinking real estate executives across sectors including developers and investors, with the technologists, architects, politicians and industry experts whose plans will shape the future of cities.



THE REAL DEAL
REAL ESTATE NEWS

Let's Connect.

advertising@therealdeal.com