

NO MATTER WHERE CONSUMERS LOOK FOR REAL ESTATE, WE WANT THEM TO FIND YOU.

For over 40 years, **Homes & Land** has been the leader in real estate marketing, with over 27 million magazines published annually across North America. Distributed at popular high-traffic locations in your community, our magazine is also direct-mailed to targeted homebuyers and sellers.

"MAGAZINES DELIVER BY FAR THE BEST RETURN ON AD SPENDING WHEN COMPARED TO TV, DIGITAL DISPLAY AND VIDEO, MOBILE AND CROSS-MEDIA CAMPAIGNS."  
(ADAGE.COM; NIELSEN CATALINA SOLUTIONS)

- ✓ High-quality magazine widely distributed in your local community and beyond
- ✓ Mailed directly to targeted buyers
- ✓ Lead-generating text codes in your print ad
- ✓ Easy-to-print listing and marketing flyers



# HOMES & LAND



## ONLINE & DIGITAL

### REACH MILLIONS WORLDWIDE THROUGH **HOMESANDLAND.COM** AND OUR NETWORK OF ONLINE SYNDICATION PARTNERS

As a Homes & Land Advertiser, you'll get a **fully integrated marketing solution** that includes print, online, and digital tools to give you **Maximum Multimedia Exposure**. You'll be equipped with your own Control Panel that provides tools for social media syndication, customizable marketing and listing flyers, along with your own personal website, to digital magazines, as well as syndication partners, Virtual Tours and more.



**HOMESANDLAND.COM**  
GLOBAL REACH. LOCAL EXPERTISE



**89%**  
OF HOMEBUYERS  
CONSULTED A  
WEBSITE DURING  
THEIR HOME SEARCH.\*

\* 2016 National Association of REALTORS® Home Buyer and Seller Generational Trends

**HOMES&LAND**



## SYNDICATION PARTNERSHIPS

**30%**

OF HOMES & LAND  
READERS HAVE A  
HOUSEHOLD INCOME  
OF \$100,000 OR MORE,  
COMPARED TO A  
NATIONAL AVERAGE  
OF 20%\*

### CONNECTING YOU WITH BUYERS AROUND THE WORLD!

We understand that consumers visit a variety of websites during their home search, so we provide you, the real estate agent, with worldwide exposure through **Homes & Land's Online Syndication Program**. Your listings are syndicated to a network of high-traffic partners, attracting a combined audience of millions.

Our luxury syndication is the best in the industry. Luxury listings are syndicated to upscale online partners, including **The Wall Street Journal, Robb Report, The New York Times, International New York Times, the duPont REGISTRY, Unique Homes, and Mansion Global**.\*\*

» For a current list of syndication partners, visit [HomesAndLand.com/Benefits](http://HomesAndLand.com/Benefits)

\* (Homes & Land's Readership Survey, conducted January-February 2015. Results report responses from readers who pick up Homes & Land magazine at least six times per year.)

\*\* Syndication partners are subject to change.

**HOMES&LAND**

## DIRECT MAIL

### ARE THE RIGHT PEOPLE SEEING YOUR ADVERTISEMENTS?

By effectively utilizing the unique **direct mail programs offered by Homes & Land**, you'll have the resources and targeted mailings to reach active buyers and sellers.

Direct mail gives you the power to reach both clients and prospects – right at their doorstep. Happy home sellers turn into homebuyers, which means more referrals and repeat business for you.

### DIRECT MAIL PROGRAM INCLUDES:

- ✓ Customized targeted mailings
- ✓ *HomeMail* enters the households of your advertised properties
- ✓ *HomeSellers* helps you reach potential buyers
- ✓ Every Door Direct Mail (EDDM) delivers magazines to a targeted and identifiable demographic
- ✓ Flyers and Postcards
- ✓ Wall Street Journal Insert Program (where available)

**15% - 17%**  
ROI CAN BE ACHIEVED  
WITH DIRECT MAIL\*

\*Direct Marketing Association,  
DMA Response Rate Report,  
April 2015.  
(USPS, The Mail Moment  
Study, 2015)

**HOMES&LAND**



## BRANDING

**75%**

OF READERS TRUST A  
COMPANY OR REAL ESTATE  
PROFESSIONAL WHO  
CONSISTENTLY ADVERTISES IN  
A LOCAL MAGAZINE SUCH AS  
HOMES & LAND.\*

### YOUR REPUTATION MATTERS!

Did you know that agent reputation is the single most important factor among consumers when choosing a real estate agent to sell their home?

Advertising with Homes & Land makes it simple. **We will provide you with a balanced marketing portfolio, with both print and online solutions.**

With Homes & Land, you have the opportunity to win listings by standing out with home sellers, building your brand, and saving valuable time that can be spent meeting with clients. Our integrated marketing approach enables you to extend your advertising reach in one complete package, and provides you with an impressive platform for strengthening your professional reputation.



\*(NAR, Buyer & Seller Generational Trends Report, 2015)

**HOMES&LAND**



## ABOUT HOMES & LAND



### GLOBAL REACH, LOCAL EXPERTISE

In print and online, next door and around the world, no one delivers more impact for your advertising dollar than Homes & Land. For more than 40 years, we've been connecting buyers and sellers with qualified real estate professionals.

Homes & Land publishes more than **27 million magazines every year**, and welcomes **1.3 million unique visitors every month** on **HomesAndLand.com**.

**Our readers are prime buyers and sellers.** According to our *Readership Survey*, an overwhelming 83% of readers indicated they are likely to select a company or contact a professional appearing in *Homes & Land Magazine*.

**HOMESANDLAND.COM**



# It's all part of the package.

## PRINT + DIGITAL

A complete marketing solution

High quality magazine widely distributed in the local market and beyond

Custom advertisements

Direct mail to targeted buyers

Client Contact Program sends magazines to your home sellers

Lead-generating text codes in your print ad

Easy-to-print listing and marketing flyers

Exposure on HomesAndLand.com and 20+ online partners

Luxury marketing package

Virtual Tours automatically created

Mobile-enabled personal website

Social media exposure

Interactive digital magazine subscriptions

### WIN LISTINGS

In listing presentations, you need to differentiate yourself.

Imagine how impressed home sellers will be when you offer print, online and mobile.

### BUILD YOUR BRAND

Consistent exposure on HomesAndLand.com helps you brand yourself with buyers, sellers and past clients.

NO ONE DELIVERS MORE IMPACT FOR YOUR MARKETING DOLLAR!

For more on the many benefits offered by Homes & Land, go to [HomesAndLand.com/Benefits](http://HomesAndLand.com/Benefits)

Blake Cooper

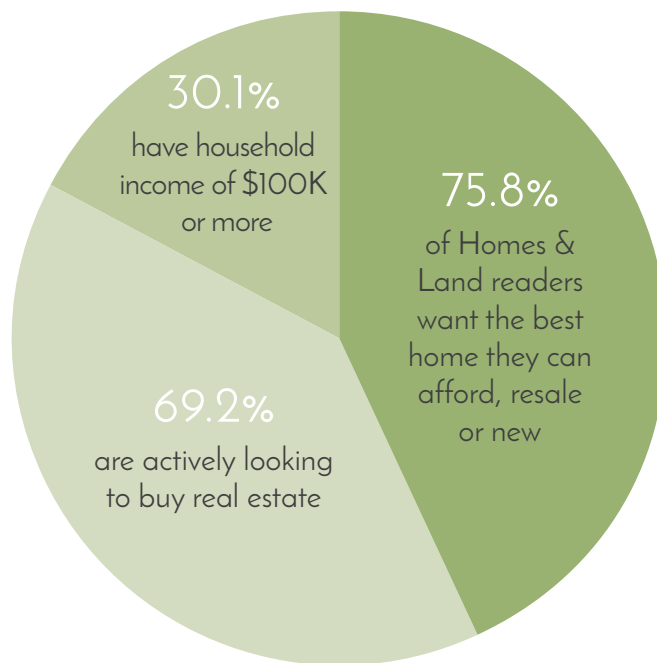
Blake@cecopublishing.com, 828.253.2047  
[www.HomesAndLand.com](http://www.HomesAndLand.com)

**HOMES&LAND**

# SMART MARKETING for Real Estate

To reach the right audience of qualified home buyers, look no further than Homes & Land. Our readers are excellent prospects for new homes and communities.

Consider these facts:



You won't find a more efficient, cost-effective way to reach your target audience.

To find out more about marketing your new homes, contact your Homes & Land Publisher.

Source: 2015 Homes & Land Readership Survey

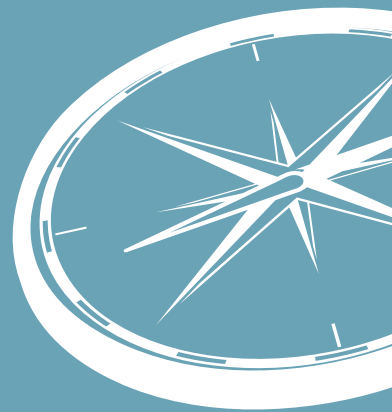
**Blake Cooper**

Blake@cecopublishing.com, 828.253.2047

www.HomesAndLand.com

## Local Distribution

- Grocery Stores
- Gas Station
- Hotels/Motels
- Restaurants
- Banks
- Downtown
- Visitor Centers
- Real Estate Offices
- Business Parks
- Doctors Offices
- Libraries



**HOMES&LAND**



# HOMES & LAND TEXT CODES

YOUR LISTINGS, YOUR LEADS, YOUR CALL.

Generating new leads just got easier. Our text codes do more than send property information to interested buyers – they enable you to receive the buyer's contact information, allowing you to choose how and when to follow up. Our text codes are permanent, lasting for the life of the listing. Contact your local Homes & Land publication to learn more.

TEXT CODES ALLOW POTENTIAL BUYERS TO INSTANTLY GET INFORMATION ABOUT YOUR LISTINGS, INCLUDING PHOTOS AND MOBILE-READY VIRTUAL TOURS.



**BLAKE COOPER**

BLAKE@CECOPUBLISHING.COM, 828.253.2047  
WWW.HOMESANDLAND.COM

**HOMES&LAND**

Copy due dates circled.  
Distribution dates squared.

### JANUARY

S	M	T	W	T	F	S
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### NOVEMBER

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### DECEMBER

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