

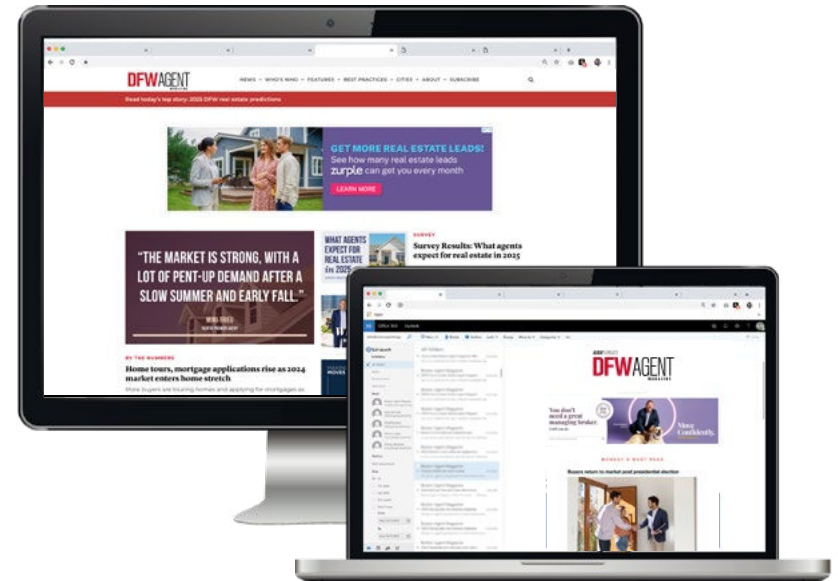
**MEDIA KIT** 2025

# **DFW**AGENT MAGAZINE

## **ELEVATING THE BUSINESS *of* REAL ESTATE**

With **over 36,000 impressions per month** and a readership of **more than 41,500 real estate professionals**, DFW Agent magazine is where agents and industry leaders turn for the latest news in Dallas-Fort Worth residential real estate.

# REACH OUR AUDIENCE BY PLATFORM



## **DFWAGENTMAGAZINE.COM**

+ 36,000+ impressions monthly



## **AGENT UPDATE NEWSLETTER**

+ 41,500+ subscribers



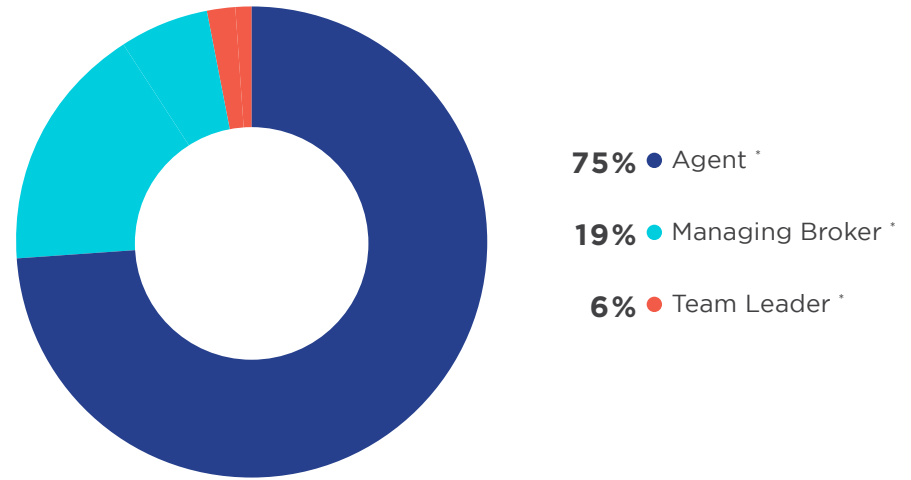
## **DFW AGENT SOCIAL NETWORKS**

A growing community of engaged real estate professionals across Facebook, LinkedIn and Instagram

# WHO READS DFW AGENT MAGAZINE

Our readers value DFW Agent magazine's insightful and data-driven journalism. We've earned our reputation as the leading Dallas-Fort Worth B2B media company covering local residential real estate through news and tech coverage, educational articles, interviews with industry leaders and other in-depth features. Facilitating connection within the real estate community, DFW Agent empowers agents to build their business.

\*Agent Publishing's 2024 Truth About Agents survey  
\*\*NAR's 2024 Member Profile



**\$55,800**  
median **household income**  
of Realtors in 2022\*\*

**55**  
median **age** of all Realtors\*\*

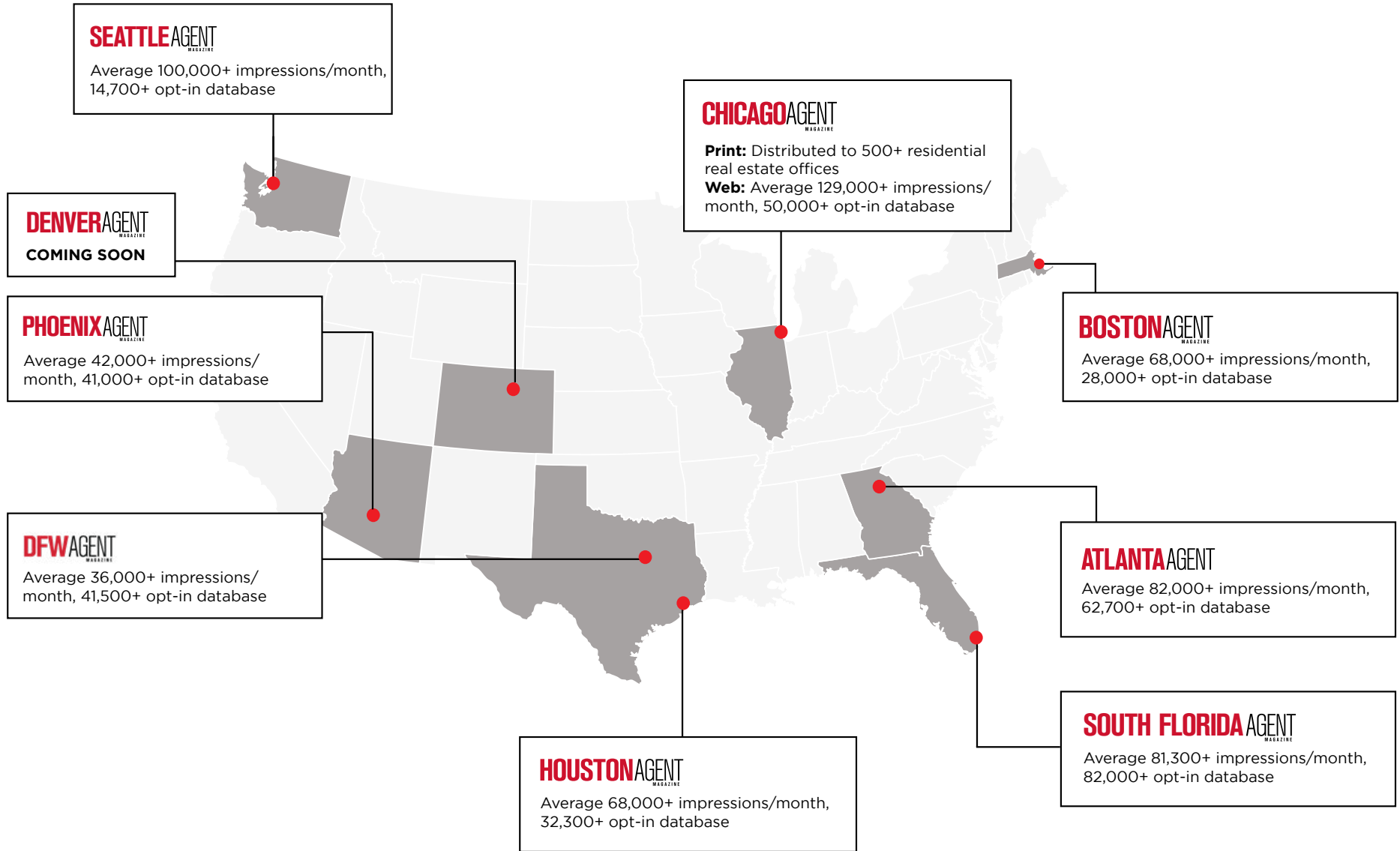
**68%**  
of readers sold new construction  
in the **past 12 months\***

**10 YEARS**  
median real estate  
**experience** of all Realtors\*\*

**65%**  
of all Realtors are **female\*\***

**73%**  
of readers currently have clients  
interested in **new construction\***

# REACH MARKETS • Audience



# SPECIAL FEATURE

## WHO'S WHO IN DFW REAL ESTATE

This special annual issue supports and recognizes excellence and leadership in the real estate industry.

**In print and online.**

Who's Who in Dallas-Fort Worth Real Estate print and digital issue is an excellent opportunity for brands to have a presence among the best in Dallas-Fort Worth real estate. The issue is delivered to brokerages offices, lending branches and notable businesses in the Dallas-Fort Worth area. With a one-year shelf life, it will be prominently displayed, ensuring lasting visibility and influence.



**Issue Date:** Jan. 26, 2026

**Ad Reservation Deadline:** TBD

**Materials Deadline:** TBD

**Full Page:** \$2,500

**Two-Page Spread:** \$4,500

*Premium position rates available upon request.*

For more information on advertising in our Who's Who in Dallas-Fort Worth Real Estate issue, or if you would like information about being profiled or nominating others to be profiled, contact [anne@agentpublishing.com](mailto:anne@agentpublishing.com).

# DIGITAL ADVERTISEMENTS · 2025 Editorial Calendar

**DFW Agent magazine** delivers local news and information to residential real estate professionals throughout Dallas-Fort Worth. As an online publication, we take a perspective that goes beyond daily news to offer in-depth reporting on the full range of topics that are important to our readers — including the professionals that make the Dallas-Fort Worth market move.

## MARCH

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### 03 Truth About Agents

This annual survey asks real estate professionals to weigh in on how much they're earning, how much they spend on marketing, what they think of their current brokerages and what kind of training they value. You'll find demographic information you can't get elsewhere — it's a finger on the pulse of the market.

## JULY

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### 21 Agents' Choice Awards

DFW Agent magazine's annual Agents' Choice Awards is a special feature where our readers vote to recognize the best in the business! The top vote-earners are honored in a special edition of the online magazine and receive a commemorative award.

## DECEMBER

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### 08 Real Estate Predictions

For our end-of-year December Predictions feature, we let local experts weigh in telling us what they think will happen in the year ahead. Who could have predicted 2024? Now, we want to hear what they have to say about 2025, 2026 and beyond.

## JANUARY

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### 26 Who's Who in DFW Real Estate IN PRINT AND ONLINE

This special yearly issue supports and recognizes both excellence and leadership in the real estate industry. We profile top producers, team leaders, mentors and other highly regarded professionals. This popular issue also gives advertisers an opportunity to align with the best in DFW residential real estate.

## REGULAR FEATURES

### THE SCENE

Photo coverage of grand openings or other company events, including parties, awards, golf outings, charity events, etc.

### AGENT/LENDER SNAPSHOT

A light Q&A with an agent or lender, which is promoted on our social channels.

### NEW CONSTRUCTION NEWS

Developers and builders announce new projects, communities and events, plus updates to the life cycle of their projects.

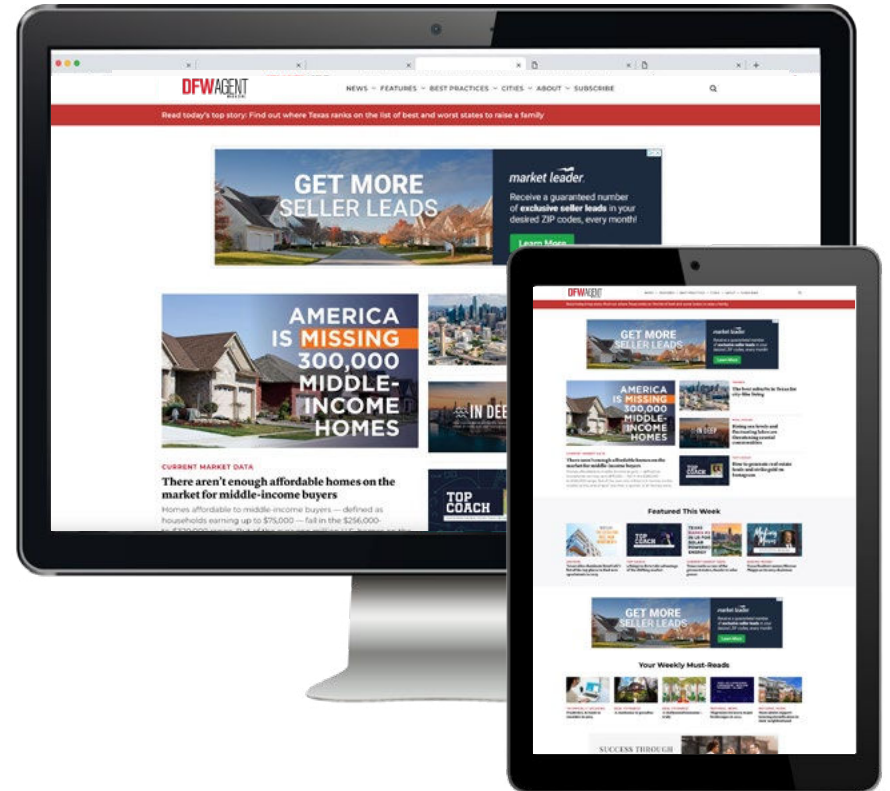
### MAKING MOVES

Keep tabs on the comings and goings of real estate professionals, including new hires, office openings and other happenings within the Boston area.

# DIGITAL ADVERTISEMENTS

## MORE THAN **36,000** WEB IMPRESSIONS PER MONTH

We've created a site for real estate professionals to stay informed and stay ahead of what's happening in the local industry, every day. DFWAgentMagazine.com is where agents turn to learn, connect with peers and cultivate success.



### PRODUCT

### DESKTOP

### MOBILE

Website Billboard Ad

970 x 300 px

320 x 320 px

\$425 / 30 days

Pop-up Ad

700 x 700 px

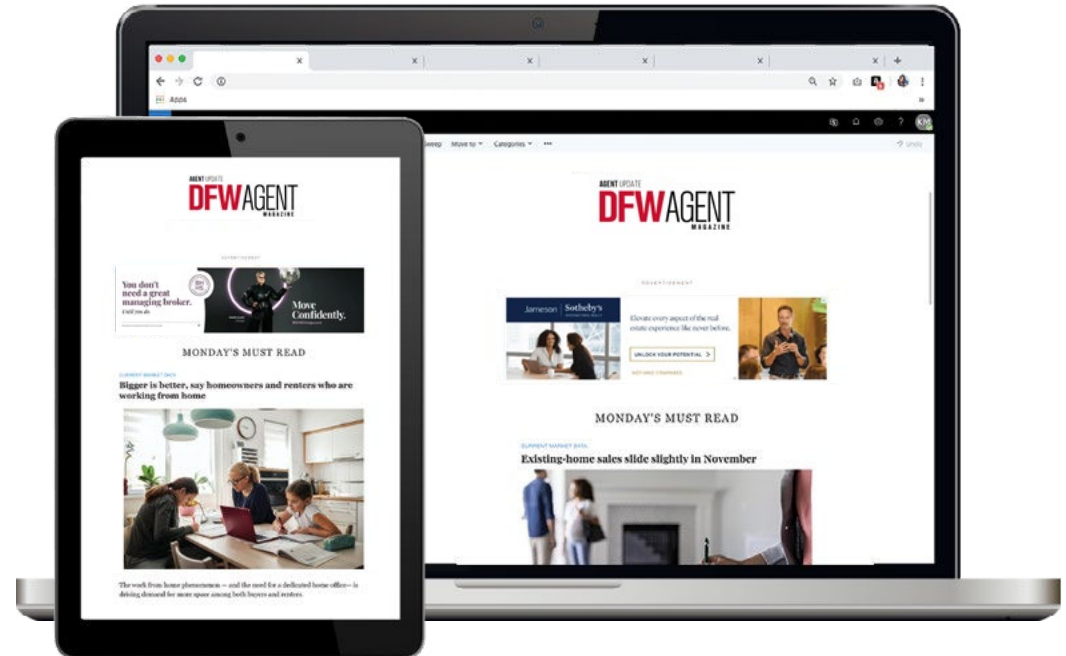
320 x 320 px

\$300 / 7 days

# DIGITAL ADVERTISEMENTS • *Agent Update Newsletter*

## MORE THAN 41,500 SUBSCRIBERS

Our newsletters reach a large target audience that is actively seeking industry news. When you advertise our newsletters, your message gains a consistent presence with our highly engaged readership.



### PRODUCT

**Weekly Newsletter Sponsorship**  
Includes 4 newsletters/week

### DIMENSIONS

970 x 300 px

### RATE

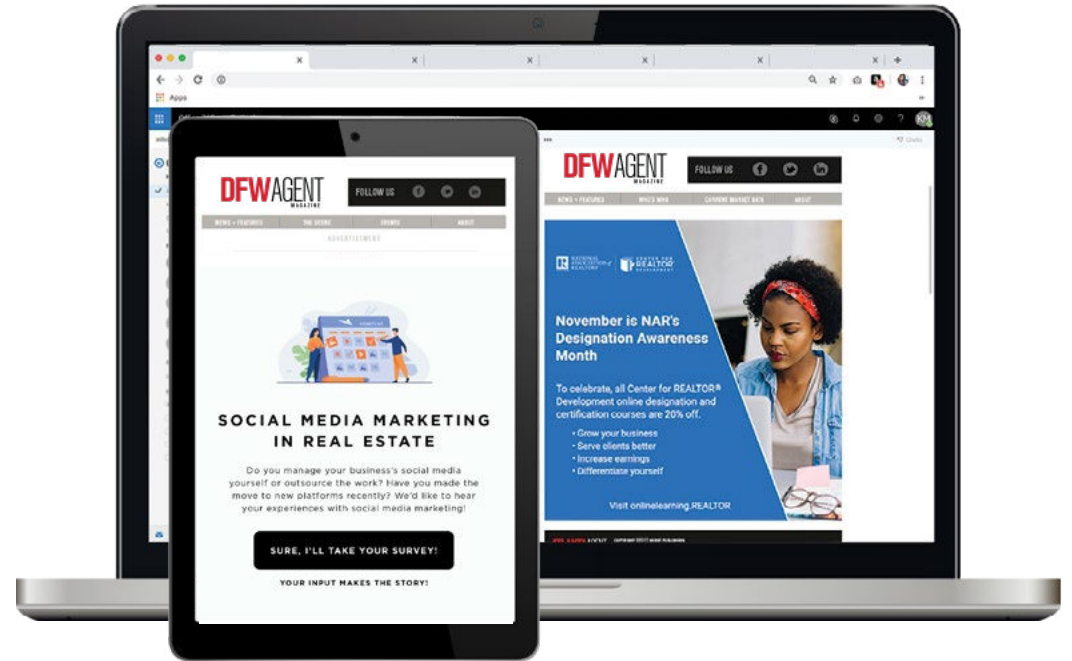
\$375 / Week



# DIGITAL ADVERTISEMENTS • *Custom E-blasts*

## YOUR MESSAGE DELIVERED STRAIGHT TO OUR AUDIENCE

Our targeted database consists of more than 41,500 qualified real estate professionals. Our most popular product, e-blasts, often sell out and maintain a high open rate every day of the week.



### DATABASE

Full Database

1x

\$575/e-blast

3x

\$500/e-blast

6x

\$450/e-blast

12x

\$425/e-blast

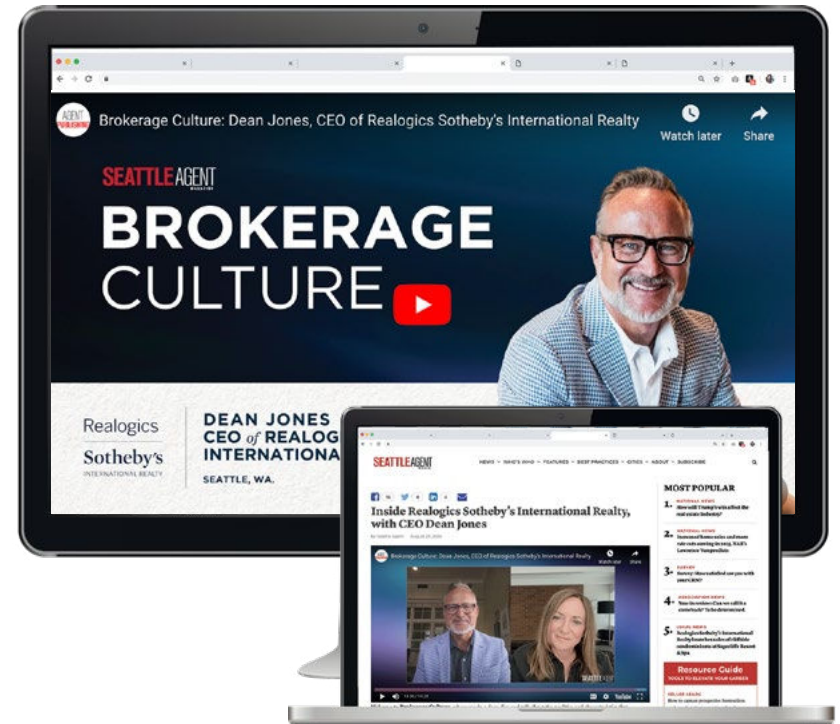
# BROKERAGE CULTURE

Video content is one of the best ways to get out your recruitment message, and Brokerage Culture can help. Brokerage Culture features your professional and cultural story and highlights what makes you different from other brokerages.

From concept to completion, we work with you to develop a compelling interview video that showcases your expertise and unique narrative to elevate your brand to our magazine readers.

- Pre-production, filming and editing of a 10- to 15-minute video focused on brokerage topic of your choice (support, tools, management, culture, etc.)
- Interview video and transcript which lives on DFWAgentMagazine.com
- Interview is promoted across all eight Agent Publishing markets through email newsletters (over 350,000 total subscribers)
- Three video clips are posted on Instagram, and the interview is promoted on Facebook and LinkedIn as well, tagging your company

**TOTAL: \$2,500**



# DEVELOPING DALLAS-FORT WORTH

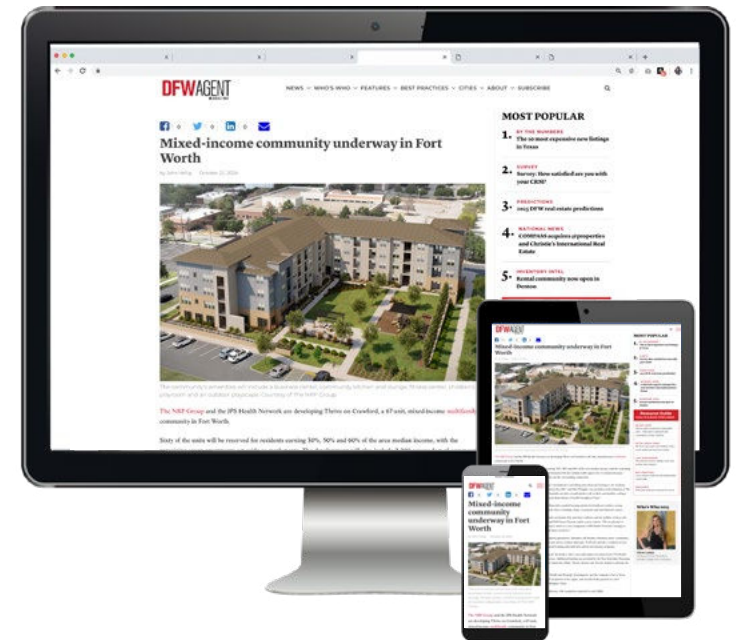
Developing Dallas-Fort Worth is sponsored, full-length article on our site featuring a new development, new community or condominium building, including full-color photos and information on special amenities, affordability, luxury features, local impact and more.

Developing Dallas-Fort Worth is promoted:

- On DFWAgentMagazine.com
- In our weekly e-newsletter, Agent Update (41,500+ subscribers)
- On our social media accounts (Instagram, Facebook, LinkedIn)

This feature is highly searchable and highly shareable.

**TOTAL: \$1,600**



## LISTING OF THE WEEK

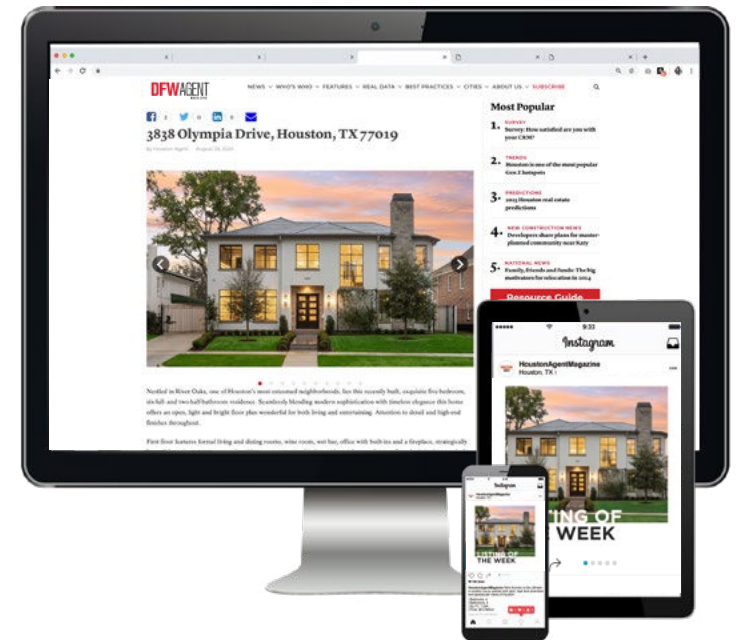
Listing of the Week is a perfect opportunity to highlight a home for sale that deserves a greater spotlight. Published on our site, it includes full-color images and listing information for potential buyers.

Listing of the Week is promoted:

- On DFWAgentMagazine.com
- In our weekly e-newsletter, Agent Update (41,500+ subscribers)
- On our social media accounts (Instagram, Facebook, LinkedIn)

This feature is highly searchable and highly shareable.

**TOTAL: \$375**

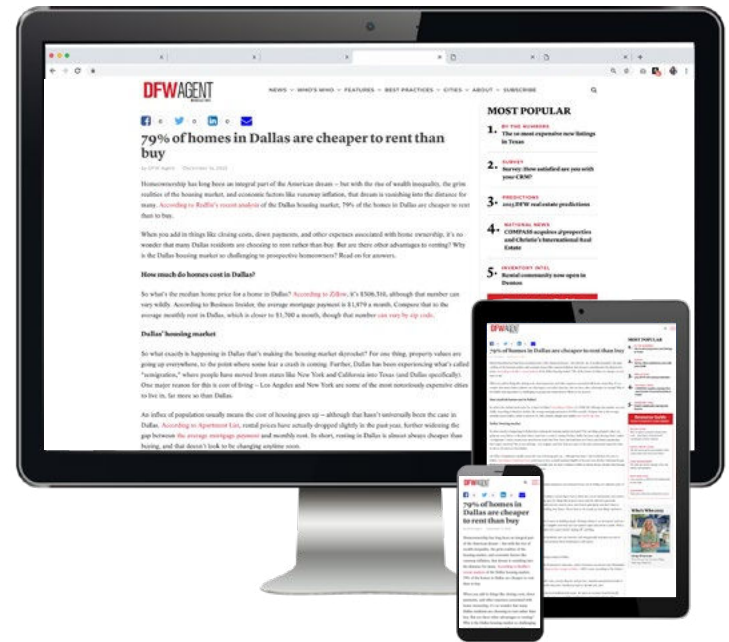


## SPONSORED POST

We will publish your article (650 words max) with an accompanying image on DFWAgentMagazine.com. The content is featured prominently on our home page for one week.

- Sponsored posts are promoted:
- On DFWAgentMagazine.com
- In our weekly e-newsletter, Agent Update (41,500+ subscribers)
- On our social media accounts (Instagram, Facebook, LinkedIn)

**TOTAL: \$375**



# DIGITAL ADVERTISEMENTS • *Requirements*

## WEB ADVERTISING REQUIREMENTS

### SUBMISSION

All ads must be submitted by the ad artwork deadline.  
Ad artwork can be submitted via email to [jack.renfree@agentedu.com](mailto:jack.renfree@agentedu.com).

For advertising inquiries, please contact Anne Hartnett at [anne@agentpublishing.com](mailto:anne@agentpublishing.com) or 773.296.6025.

### FILE FORMATS

- JPG or GIF
- RGB only
- 72 dpi (web resolution)

## CUSTOM E-BLAST REQUIREMENTS

### SUBMISSION

All ads must be submitted by the ad artwork deadline.  
Ad artwork can be submitted via email to [jack.renfree@agentedu.com](mailto:jack.renfree@agentedu.com).

For advertising inquiries, please contact Anne Hartnett at [anne@agentpublishing.com](mailto:anne@agentpublishing.com) or 773.296.6025.

### FILE FORMATS

- JPG or GIF
- RGB only
- 72 dpi (web resolution)

### OTHER REQUIREMENTS

- GIFs must be under 1MB.
- All ads submitted must be suitable as is. DFW Agent is not responsible for errors in content or format.

### OTHER REQUIREMENTS

- All ads must be within 600 x 650 px.
- GIFs must be under 1MB.
- E-blast tests must be approved before sending. If the e-blast is not approved by deadline, advertiser must reschedule pending availability.
- All ads submitted must be suitable as is. DFW Agent is not responsible for errors in content or format.