

Real Estate All Stars

Special Advertising Section

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HOUR • 2019 REAL ESTATE ALL-STARS

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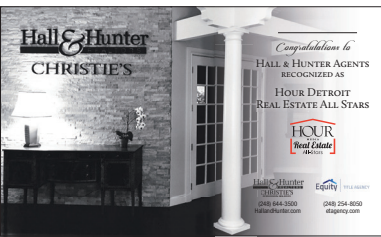
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REAL ESTATE ALL STARS



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NET RATES

ADVERTISING DEADLINE: APRIL 13TH

AD SIZE	HOUR	DESIGN	COMBO
Full Page	\$6,285	\$3,795	\$8,125
Half Page	\$4,455	\$2,655	\$5,710
Third Page	\$3,175	\$1,975	\$4,150
Quarter Page	\$2,510	\$1,495	\$3,220

Enhanced with Photo \$995

Included with purchase of any size display or profile ad

DIGITAL ADD-ONS	
Local Minute Video	\$9,500
Sponsored Content w/ Social Media	\$1,250
Search Engine Marketing Campaign	\$5,000
Annual Enhanced Website Profile	\$750

- Frequency discounts may be earned.
- Cost of profile includes professional photographer and writer. (Except on 1/3 & 1/4 ads)



How You Were Chosen
In partnership with Professional Research Services, Hour Media will be listing metro Detroit real estate agents who rank amongst the top 5% in revenue, and the top mortgage professionals nominated by those agents.

Audience

632,194
combined readership*

78,500
combined circulation*

151,025

Hour Detroit readers are looking to move, buy, or sell a house, condo or co-op in the next 12 months**

\$193,454
average HHI*

Hour Detroit readers are **5.7 times more likely** than the average metro Detroiters to own a home with a market value of \$1,000,000 - \$1,999,999**

Sources:

* CVC Audit, June 2020

**Nielsen Scarborough, July 2018