

# THE REAL DEAL

NEW YORK REAL ESTATE NEWS

---

## Metro launches real estate mag

June, 20, 2008

Metro Newspapers and the Real Estate Board of New York's residential property listing Web site are launching a glossy real estate magazine that will be published quarterly.

"At Home with Metro" features spotlights on neighborhoods like Williamsburg and East Harlem, market analysis and an architectural feature called "Architectural Idol," which recently profiled the "psycho killer modern" design of architect Janna Levenstein in West Hollywood. The magazine showcases new decorating styles and "domestic genius" tips for problems like stain removal.

The magazine is aimed at providing a "guide to buying, selling and living" for "both industry professionals and Metro readers," said Lauren Berkemeyer, a Metro spokeswoman.

REBNY and its Web portal, ResidentialNYC.com, have been busy forming media partnerships lately. It recently launched alliances with both the New York Sun and New York Observer.

NYU professor and marketing expert Marjorie Kalter said that partnerships between Web sites and publications are becoming more common. Kalter said that it would be "less expensive and less complicated to reach out to an existing online partner" like ResidentialNYC.com than to create a new online entity and wait to generate a readership. Kalter added: "It's a way to leverage that readership."

REBNY would not comment on whether or not money would change hands in the transaction.

Author: Jane C. Timm

---

Copyright © 2007 – The Real Deal, Inc. , 158 West 29th Street New York, NY 10001 , 212-260-1332