

Examples



Examples



Green Real Estate Promotional Section

PRINT - Newsweek Magazine

Newsweek will be featuring a Green Real Estate promotional section in the Year End Double Issue, reaching more than 1.3 million readers in the Greater NY Metro area.

The Concept:

The concept of "Green" or eco-friendly real estate developments and projects are quickly growing in popularity and revolutionizing local real estate markets. A dedicated marketing feature, written by Newsweek's Special Projects Team, will be focusing on this concept as it relates to the New York metro area with a section in the December 31st Year End Double Issue.

The Package:

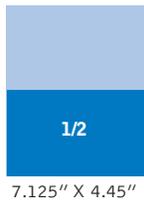
This is a unique opportunity to reach more than 1.3 million sophisticated, affluent Newsweek readers across the Greater NY metro area by advertising in this section. Readers will know they are looking at premier developments and projects at the forefront of this revolutionary concept when they see your advertisement in this special section.



NY Metro

Full page
1/2 page
1/4 page

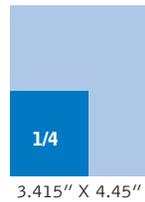
- Rates are net
- * Ask about 10% discount for REBNY members



Single Rate

\$21,250
\$15,950
\$8,375

- Four color



Issue Dates

December 31st

Space Deadline

November 21st

Materials

November 26th

Newsweek's NY Metro Market

Circulation: 225,000 (tri-state)

Audience: 1.3 million

ONLINE - NewsweekShowcase.com

NewsweekShowcase.com – the web's premier informational resource for institutions, products and services that have graced Newsweek's pages!

The site is linked directly from the Newsweek.com front page and is publicized regularly in Newsweek magazine. Having a presence on the site is an inexpensive and convenient way to benefit from the large audience who regularly visit NewsweekShowcase.com (over 600,000/month) and use it as an information resource.

Important NWSC.com Stats:

- 600,000 hits per month
- 80,000-100,000 unique visitors/month
- 75,000 page views/month.

Rates

Cost of a 6-month presence: \$1,750

Cost of a 12-month presence: \$2,250

A presence entails:

- 500 words of text
- two graphics
- your logo
- hyperlink from our site to your own
- live email link

Newsweek