

2016 Media Kit

Connecting you with buyers and sellers in immediate need of your services and products



In print and online, next door and around the world, no one delivers more impact for your advertising dollar than Homes & Land



Buying. Selling. Improving. Connecting.
HOMES & LAND
OF THE SAN FERNANDO, CONEJO & SIMI VALLEYS
HOMESANDLAND.COM

See New Listings Every Day on HomesAndLand.com
FREE MAGAZINES NATIONWIDE 800.277.7800

Homes & Land of the San Fernando, Conejo & Simi Valleys®

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About us

Our integrated marketing program helps you achieve four key objectives:

Generate leads | *Win listings* | *Impress sellers* | *Build your personal brand*



No matter where consumers look
for real estate, we want them to find you

In our magazines

- Throughout North America, Homes & Land is the leader in real estate marketing, publishing more than **27 million magazines** annually.
- Homes & Land is distributed at high-traffic locations and direct-mailed to targeted home buyers and sellers. Subscriptions to **interactive digital magazines** are available online.

Online

- Your listings reach millions worldwide through HomesAndLand.com and **20+ online partners**, including Trulia and Zillow.
- Our **luxury syndication is the best** in the industry. Luxury listings are syndicated to The Wall Street Journal, Robb Report, The New York Times, International New York Times and the duPont REGISTRY.

Our readers

- Household income 30% above the national average
- 77% have read Homes & Land in the past 3 weeks
- 87% will be buying/selling real estate
- 76% trust real estate professionals featured in Homes & Land
- 73% go online to find more details when they see a home in the magazine
- 83% are likely to select a company and Realtor appearing in Homes & Land

It's all part of the package



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 gives you more impact for your marketing dollar!

For more on the many benefits offered by Homes & Land, go to HomesAndLand.com/Benefits



Showcase your listings

SAN FERNANDO VALLEY DISTRIBUTION:

Calabasas
 Canoga Park
 Chatsworth
 Encino
 Granada Hills
 Mission Hills
 North Hollywood
 Northridge
 Pacoima
 Panorama City
 Reseda
 San Fernando
 Sherman Oaks
 Studio City
 Sun Valley
 Sylmar
 Tarzana
 Van Nuys
 West Hills
 Woodland Hills

CONEJO & SIMI VALLEY DISTRIBUTION:

Agoura Hills
 Lake Sherwood
 Moorpark
 Newbury Park
 Oak Park
 Simi Valley
 Thousand Oaks
 Westlake Village

CROSS DISTRIBUTION:

Bel Air
 Beverly Hills
 Brentwood
 Malibu
 Santa Monica
 Universal City
 West Los Angeles

Distributed to hundreds of convenient locations



- **80,000 READERSHIP** every 4 weeks
- **825+ DISTRIBUTION LOCATIONS** throughout San Fernando, Conejo & Simi Valleys
- Du-Pars®, Natural Cafe®, Value Produce®, car washes, coffee shops, grocery stores, and other high traffic locations
- **EXCLUSIVELY** - Sherwood Country Club, Westlake Village Inn, Ralph's®, Whole Foods®, and Maddy's Market®
- **COMING SOON** - Bristol Farms®, Gelson's® and Pavilions®
- **DIRECT TARGET MARKETING** to Chambers of Commerce, governmental agencies, homeowners, corporate relocation departments, movie directors/producers, doctors/dentist offices
- **HOMEMAIL** - a magazine sent to your advertised homeowner
- **PERSONAL WEBSITE** and Web marketing at HOMESANDLAND.COM with over 1 million unique visitors monthly for all your listings
- **20+ PARTNER WEBSITES!** Listings Uploaded to: Yahoo®, Trulia®, Zillow®, Condo.com®, FrontDoor®, The New York Times®, The Wall Street Journal®, duPont REGISTRY®, Robb Report® and More!
- **SOCIAL MEDIA CONNECTION!** Listings easily connected to social media sites such as Facebook, Craigslist, YouTube, Twitter and Pinterest!

No one delivers better than Homes & Land magazine!