



# BAY STATE ApartmentOwner

THE OFFICIAL MAGAZINE OF THE RENTAL HOUSING ASSOCIATION



Our Members Are  
Your Best Prospects.

## Start building lasting relationships today.

Bay State Apartment Owner, the official magazine of the Rental Housing Association (RHA), now reaches three times the number of apartment owners in Massachusetts. The magazine is delivered to 1,700 apartment owners and a total of 6,000 real estate industry professionals.

The Rental Housing Association (RHA), a division of the Greater Boston Real Estate Board and an affiliate of the National Apartment Association, has the ability to reach the most influential and active group of property owners in the state who own and manage 150,000 units in Massachusetts.

Our readers are the owners and managers of hundreds of thousands of units across the state, representing every facet of the industry, including apartment owners, property managers, condominium managers, subsidized housing owners, developers of rental and condominium properties, REALTORS®, brokers and rental agents, and service providers. Your consistent advertising message will speak directly to the decision makers for hundreds of different products and services. Do not miss your chance to be where these professionals get their news.

The Official Magazine of the Rental Housing Association

### MEDIA SOLUTIONS

#### > PRINT

Quarterly Magazine  
**Bay State Apartment Owner**

#### > ONLINE

Digital Magazine Advertising  
Opportunities

#### > EVENTS

Conferences and Seminars  
Sponsorship Opportunities

## STATISTICS & RESEARCH

The magazine will now be delivered to members and readers in both print and digital formats. After the magazine is mailed to members, a link will be emailed to access a high-quality, page-turning, multimedia capable, digital online version of the magazine. All advertisements will appear in both versions, and digital ads will have live email addresses and website links. The connections to advertisers' email and URL will come at no additional cost.

"We advertise in The Warren Group's publications because we know we are reaching our target audience of real estate professionals, and that will get us results."

**STEVE MALCOLM**, Vice President A&M Roofing Services

### ENGAGEMENT

Magazines continue to score higher than TV or the internet in "ad receptivity" and other engagement measures. Readers spend an impressive **41** minutes with each issue.

Among digital readers, **73%** read or tap on advertisements appearing in electronic magazines.

### WE MANAGE APARTMENTS

Total Apartment Homes: ..... **469,033**  
Operation Dollars Spent: ..... **\$1,857,839,147**  
On-site Jobs: ..... **16,656**

### WE BUILD APARTMENTS

Construction Dollars Spent: ..... **\$303,373,338**  
On-site Jobs: ..... **1,634**

### THOSE WHO TOOK ACTION:

Mentioned app/content to someone else .... **82%**  
Read another magazine on iPad..... **58%**  
Visited a website mentioned in an article .... **56%**  
Visited advertiser website or retail store .... **58%**  
Purchased something ..... **26%**  
Followed a tip or advice I read about ..... **48%**

Source: Hearst Digital Editions. Consumer Research, 2011

## ADVERTISING RATES

| AD SIZE  | 4 TIMES | 1 TIME  |
|--|---------|---------|
| <b>Full Page</b><br>(bleeds) 8.375 x 10.875    | \$1,960 | \$2,450 |
| <b>Two-Third Page</b><br>4.75 x 9.75           | \$1,570 | \$1,960 |
| <b>Half Page</b><br>7.25 x 4.75                | \$1,275 | \$1,595 |
| <b>One-Third Page</b><br>4.75 x 4.75           | \$980   | \$1,225 |
| <b>Back Cover</b><br>(bleeds) 8.375 x 10.875   | \$2,815 | N/A     |
| <b>Inside Cover</b><br>(bleeds) 8.375 x 10.875 | \$2,695 | N/A     |

**Business Directory:** \$250 per issue, full-year contract required.

Pricing is per issue • All rates are net • Call for low prices on inserts and specials such as belly bands, tip-ons, blow-ins and more. Advertisements should be delivered in digital format as high resolution PDFs.

## 2014 DEADLINES AND ISSUE DATES

| Issues           | Space Closes | Material Due | Issue Date |
|------------------|--------------|--------------|------------|
| <b>Quarter 1</b> | 2/11         | 2/18         | 3/10       |
| <b>Quarter 2</b> | 5/20         | 5/27         | 6/16       |
| <b>Quarter 3</b> | 8/19         | 8/26         | 9/15       |
| <b>Quarter 4</b> | 11/11        | 11/18        | 12/15      |

## BUSINESS DIRECTORY

A great and inexpensive option to consistently put your company in front of more than 6,000 Massachusetts apartment owners and real estate professionals. The Business Directory will feature all types of products and services for the variety of BSAO readers, including contractors, subcontractors, building services, communications, insurance, legal, and more.

### RATE

**2.5 X 2.5** **\$250** per issue

Buy now and get an entire year of advertising. Includes full color and an active link to your site in the digital version.

