

# BAY STATE ApartmentOwner

THE OFFICIAL MAGAZINE OF THE RENTAL HOUSING ASSOCIATION

## Reach Your Targeted Business Audience with Accuracy

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. Do not miss this incredible opportunity to present your message to 1,700 Targeted Multi-Unit Property Owners, delivered right to the owner's door. In total distribution, you will now reach over 6,000 targeted prospects through the official industry publication, and it's bonus distribution in Banker & Tradesman.

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.

### MEDIA SOLUTIONS

#### > PRINT

Quarterly Magazine  
Bay State Apartment Owner



#### > ONLINE

Digital Edition dispersed to readers  
with advertising 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.

### DIGITAL READERS RESPOND

#### ACTION TAKEN:

- Share their experience with peers
  - Read multiple magazines on their iPad
  - Visit websites – both advertising/editorial
- Net: took any action ..... **91%**

#### 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> (bleeds) 8.375 x 11.125	\$1,960	\$2,450
<b>Two-Third Page</b> 4.75 x 9.75	\$1,570	\$1,960
<b>Half Page</b> 7.25 x 4.75	\$1,370	\$1,715
<b>One-Third Page</b> 4.75 x 4.75	\$980	\$1,225
<b>Back Cover</b> (bleeds) 8.375 x 11.125	\$2,815	N/A
<b>Inside Cover</b> (bleeds) 8.375 x 11.125	\$2,695	N/A

**Vendor Directory:** \$150 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.

## 2013 DEADLINES AND ISSUE DATES

Issues	Space Closes	Material Due	Issue Date
<b>Quarter 1</b>	2/14	2/21	3/25
<b>Quarter 2</b>	5/16	5/23	6/20
<b>Quarter 3</b>	8/15	8/22	9/23
<b>Quarter 4</b>	11/14	11/25	12/23

## DIGITAL ADVERTISING

Each issue of Bay State Apartment Owner will be delivered two times by e-mail with issue highlights and the digital version surrounded by quality advertising positions.

<b>Top Banner</b> (728 x 90)	\$550
<b>Square</b> (300 x 250)	\$500
<b>Bottom Banner</b> (728 x 90)	\$350

Digital editions are delivered by a dedicated e-mail that will highlight the top stories and open the high-quality, page turning and mobile ready issue with no additional links or clicks. All URLs and e-mail addresses are live within the digital version.

