

REAL ESTATE CONNECTION

CONNECTING GREATER BOSTON'S PROFESSIONALS WHO SELL, PURCHASE, FINANCE, OWN, AND MANAGE REAL ESTATE.

FOCUS – Official Magazine of the GBREB

The Greater Boston Real Estate Board (GBREB), partnership with The Warren Group, produces this essential quarterly magazine that focuses exclusively on industry news affecting residential and commercial real estate professionals in Greater Boston.

READERSHIP: 27,500

Distribution of 12,500, — 7,500 members and 5,000 Banker & Tradesman subscribers
Real Estate Connection is a featured supplement to Banker & Tradesman newspaper. Mailed to every member of the Greater Boston Real Estate Board and its subsidiaries:

- The Greater Boston Association of REALTORS®
- The Real Estate Finance Association
- The Rental Housing Association
- The Commercial Brokers Association
- The Building Owners and Managers Association



FOR MORE INFORMATION

CONTACT ADVERTISING AT 617.896.5344 OR EMAIL CUSTOMPUBS@THEWARRENGROUP.COM

2010 CALENDAR DATES

QUARTER	Q1	Q2	Q3	Q4
Ad Closing Date	January 14	April 22	July 15	October 21
Materials Due	January 21	April 29	July 22	October 28
Issue Date	February 22	May 31	August 23	December 13

Bonus Circulation: CBA Achievement Awards, BOMA Fall Fest and Officer Installation

Magazines boosted purchase intent the most – nearly double that of TV and triple of online. Dynamic Logic/Millward Brown, 2007

ADVERTISING COLOR RATES AND SIZES

AD SIZE	4 TIMES	1 TIME
Full Page 7.25" x 9.75"	\$1,850	\$2,300
Half Page 7.25" x 4.75" or 4.75" x 7.25"	\$1,315	\$1,580
Third Page 4.75" x 4.75"	\$1,065	\$1,255
Back Cover	\$2,120	N/A
Inside Cover	\$2,050	N/A

All rates are net • All members receive a 10% discount



INTRODUCING BUSINESS PROFILES:

A full-page, full-color presentation on your company, with a 500-word write up and color photos. Talk about your products, your leadership, your history—it's up to you! Our professional writers will conduct the interview and write your profile. \$2,500