



# The Real Estate Book is the #1 real estate media brand in the country



BY ADVERTISING YOUR HOME IN THE REAL ESTATE BOOK, WE PROVIDE THE **MAXIMUM** EXPOSURE FOR YOUR HOME BOTH IN PRINT AND ON THE INTERNET.

In print and online, *The Real Estate Book* is the largest and most popular real estate advertising vehicle in North America.

### MOST RECOGNIZED NORTH AMERICAN BRAND

- 9 million magazines printed every month
- Serving nearly 500 markets across Canada, the U.S., and the Caribbean
- Distinctive outdoor boxes and indoor racks are recognized everywhere

### DISTRIBUTION FACTS FOR OAKVILLE/BURLINGTON/MILTON EDITION

- Printed every 4 weeks or 13 times a year
- 20,000 copies, 750 pick up locations in Oakville, Burlington, Milton and surrounding areas
- Homes shoppers and consumers see this little book EVERYWHERE!
- Amazing penetration – voluntarily picked up by 1 in every 7 households
- The ONLY real estate magazine with press run audited by an independent auditor
- Supplementary distribution to select homes for sale and targeted neighbourhoods using Canada Post



### QUALITY MAGAZINE

- 100% colour magazine printed on quality paper so as to showcase your home at its best!
- Digest sized (handy and convenient) to encourage pick up and give access to more distribution locations
- Attractive and colourful custom ad designs
- A comprehensive guide to homes for sale in the local area

### COMPREHENSIVE PROGRAMS TO REACH RELOCATING FAMILIES

- 20,000 magazines are mailed each month to people specifically requesting a copy of the book outside their home area
- 30,000 magazines are mailed each month to companies participating in the Corporate Relocation Service



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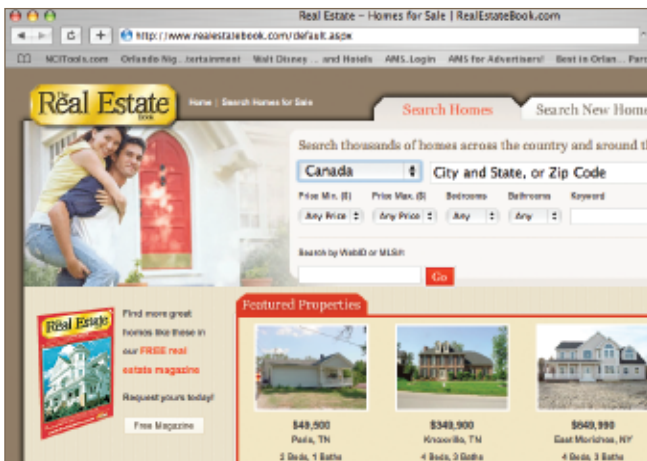


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## *Integrated Media Works*

In the internet age, the best advertising results are being achieved by media that fully integrate an internet component to their offering. *The Real Estate Book* uses its extraordinary popularity in print to encourage home shoppers to find out more about the home online.

**All listings appear on [www.RealEstateBook.com](http://www.RealEstateBook.com) within 24 hours of being listed, so that internet exposure starts IMMEDIATELY!**



### www.RealEstateBook.com offers:

- Detailed property information
- Multiple photos
- Virtual tours
- Easy navigation (easy and fast to use, including new web ID system)
- Targeted search results in one click
- Advanced and interactive map-based searching
- Over 1.5 million users monthly

In addition, *The Real Estate Book* extends the reach of your web advertising by displaying your home on partner sites which together have over 28 million users monthly.

Listings from The Real Estate Book® can also be found on...



Online partner network as of 2/10/09 – subject to change. \*All listings \$1 Million Plus \*\*All listings \$750,000 Plus \*\*\*All Listings \$450,000 Plus †Condos and Townhomes only