



# WELCOME TO REI INK

A BUSINESS PUBLICATION FOR  
SERIOUS REAL ESTATE INVESTORS  
AND SERVICE PROVIDERS

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**Are you an equity investor looking for the cut-to-the-chase information, industry trends and data that will help you build your investment portfolio? Are you a public or private lender interested in insights about projects that could achieve a healthy rate of return while managing your risks?**

Whether you're an investor, lender, property manager, service provider, or involved in alternative real estate investment strategies, REI Ink will provide you with practical insights from the industry's top leaders and influencers that will make a difference in the way you do business—in the way you find opportunities, evaluate deals, network with industry influencers and more.



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## **EDITORIAL FOCUS**

REI Ink focuses on the business side of real estate investment. Although the industry is served by several media outlets and publications, many of them are niche focused (mortgage, lending, default), some cover how to fix up properties and others function as in-house publications. Taking a deep dive into the entire investment life cycle from acquisition to disposition, rather than just a single stage, REI Ink is the most comprehensive real estate investment publication on the

market. It covers all types of real estate investments, ranging from single-family residences, to multi-family dwellings to commercial properties.

All aspects of real estate investing will be covered, including:

- **Single-Family Investing**
- **Multifamily Investing**
- **Commercial**
- **Alternative Investing Strategies (notes, tax liens, REITs)**
- **Lending (traditional and non-traditional)**
- **Acquisition and Disposition**
- **Property Management**
- **Market Data (including regional and local spotlights)**
- **Leadership Profiles**
- **Industry Events**
- **Legislative Updates**
- **... and more!**

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## DEMOGRAPHICS, DEADLINES, AND DEALS

### » HOW OFTEN IS REI Ink PUBLISHED?

REI Ink is a bi-monthly print and digital publication. Each issue will have a 10,000-copy print run and a 50,000+ projected digital monthly distribution. In addition, a weekly e-newsletter will deliver timely industry news and updates. The inaugural issue will publish on February 15, 2019.

The print magazine will be mailed to affinity groups, trade associations and individual subscribers. It will also be distributed at national, regional and local conferences as

part of a media partnership with the hosting companies.

### » WHO IS THE TARGET AUDIENCE?

Readership is aimed primarily at the serious real estate investor, ranging from the small to mid-cap range.

### » WHO SHOULD ADVERTISE?

- Investment companies
- Lenders (private, public and institutional)
- Service Providers
- Data Research Companies
- Property Management Companies
- Investment Advisors
- Insurance Companies

We also will conduct due diligence on potential advertisers to protect our readership and the credibility of the publication.



## ISSUE

FEBRUARY/MARCH

APRIL/MAY

JUNE/JULY

AUGUST/SEPTEMBER

OCTOBER/NOVEMBER

DECEMBER/JANUARY

## EDITORIAL

DECEMBER 11

FEBRUARY 11

APRIL 11

JUNE 11

AUGUST 11

OCTOBER 11

## ADS

JANUARY 4

MARCH 4

MAY 4

JULY 4

SEPTEMBER 4

NOVEMBER 4

### OPTION 1 (LIMIT OF SIX)

INVESTMENT: \$10,000

DELIVERABLES: (\$27,000 VALUE)

- Six full-page ads in the first year (\$15,000)
- Two sponsored-content editorial articles (\$6,000)
- Fixed-position ad (300x250) on home page (\$6,000)
- One of only 6 launch sponsors for first 12 months/6 issues
- Six non-sponsored editorial contributions
- Membership on Editorial Board
- Link to digital replica for distribution to in-house databases
- Host magazine on website

### OPTION 2

INVESTMENT: \$6,500

DELIVERABLES: (\$11,100 VALUE)

- Three full-page ads in the first year (\$8,100)
- One sponsored-content editorial contribution (\$3,000)
- Two non-sponsored editorial contributions
- Link to digital replica for distribution to in-house databases
- Host magazine on website

### OPTION 3

INVESTMENT: \$2,000

DELIVERABLES: (\$3,000 VALUE)

- One full-page ad in the first year (\$3,000)
- One non-sponsored editorial contribution
- Link to digital replica for distribution to in-house databases
- Host magazine on website



### » WHAT'S THE DEAL?

#### Inaugural Advertising Opportunities

In its inaugural year, REI Ink will work in cooperation with six advertisers who are leaders in the real estate investment industry, each representing a particular niche. These six advertisers will be featured advertisers in the print magazine and will be spotlighted in fixed placement ads on the REI Ink website and promoted in sponsorship positions in the email newsletters in addition to the other benefits of their chosen advertising package. REI Ink's six inaugural ad partners will offer the digital replica of the magazine to their database of investors each month and also host the magazine on their websites.

#### Additional Advertising Opportunities

Multiple avenues for reaching the REI readership are available:

- REI bi-monthly magazine (including the replica digital version of the magazine)

- REI online ([www.rei-ink.com](http://www.rei-ink.com))
- Weekly electronic newsletter sponsorships
- Targeted email blasts

#### Digital Advertising Rates

Contact us for a custom solution and quote.

#### Print Advertising Rates (1X, 3X, 6X)

FOUR-PAGE SPREAD  
\$10,000, \$9,500, \$8,500

TWO-PAGE SPREAD  
\$6,000, \$5,000, \$4,500

FULL-PAGE  
\$3,000, \$2,700, \$2,500

2/3 PAGE VERTICAL  
\$2,500, \$2,300, \$2,200

1/2 PAGE HORIZONTAL  
\$1,800, \$1,700, \$1,500

1/3 PAGE VERTICAL  
\$1,600, \$1,500, \$1,300

1/4 PAGE  
\$900, \$800, \$700

BACK COVER  
\$7,000, \$6,000, \$5,500

INSIDE BACK COVER  
\$5,000, \$4,000, \$3,500

INSIDE FRONT COVER  
\$6,000, \$5,000, \$4,500

CUSTOM RATES  
8-, 16-, 32-page supplements –  
pricing available upon request



» **CHOICE PUBLISHING, LLC**

Robert Rakowski is the CEO and Publisher of Choice Publishing, LLC, the parent of REI Ink. Rakowski oversees all aspects of the magazine's operations.

After a 15-year military career, Rakowski formed Choice Zoning Group in Phoenix, Arizona, in 2001 which performed entitlement advisory services for the major real estate developers in the Phoenix General Metropolitan Area. In 2009, he joined the staff of Personal Real Estate Investor Magazine, eventually becoming the Associate Publisher. When the magazine was sold to Affinity Enterprise Group, he became the Vice President of Media Relations. In 2018 he formed Choice Publishing, LLC, and REI Ink magazine, with a target launch in February 2019.

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**READY TO GET STARTED?**

» **TO ADVERTISE OR FOR MORE INFORMATION, PLEASE CONTACT:**

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Choice Publishing LLC**

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