



**REI  
INK**

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# WELCOME TO REI INK

THE WRITTEN WORD FOR REAL ESTATE INVESTING

**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 provides 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 are covered, including:

- » Single-Family Investing
- » Multifamily Investing
- » Alternative Investing Strategies
- » Lending (traditional and non-traditional)
- » Acquisition and Disposition
- » Property Management
- » Market Data

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### HIGHEST-AND-BEST.COM

The REI Referral Network launched an off market asset acquisition platform to help source properties for investors. These assets are offered in various stages of rehab, from full renovation to move in ready. Please visit REI-INK.com to enroll in the newsletter for notification of asset availability.

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### REI REFERRAL NETWORK

- » This membership organization was established to share areas of investment opportunities – Regional Snapshots with investors who are looking to hone their portfolio.
- » Working directly with real estate professionals in local markets to help develop a collaborative approach to the Investment Industry.
- » Investing in Real Estate has always been a foundation to wealth. Collectively, we will build a national platform that will further that mission.
- » Visit REI-ReferralNetwork.com to learn more.
- » We look forward to working with you in this exciting industry.

## DEMOGRAPHICS, DEADLINES AND DEALS

### » HOW OFTEN IS REI INK PUBLISHED?

REI INK is a monthly print and digital publication. Each issue has a 9,200-copy print run and a 60,000+ digital monthly distribution. In addition, a weekly e-newsletter delivers timely industry news and updates.

The print magazine is mailed to affinity groups, trade associations and individual subscribers. It is also 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 conduct due diligence on potential advertisers to protect our readership and the credibility of the publication.

### » TARGETED MESSAGING

Each issue provides a monthly theme to create a collaborative approach to further your business objectives.



ISSUE	EDITORIAL THEME	AD DUE DATES
JANUARY	NICHE MARKETS	DECEMBER 16
FEBRUARY	ON THE HORIZON	JANUARY 13
MARCH	BUILD TO RENT	FEBRUARY 17
APRIL	BUY & HOLD	MARCH 17
MAY	SINGLE-FAMILY & MULTI-FAMILY	APRIL 14
JUNE	SHORT TERM RENTALS	MAY 19
JULY	DIGITAL REAL ESTATE & TECHNOLOGY	JUNE 16
AUGUST	PROPERTY MANAGEMENT	JULY 14
SEPTEMBER	FIX & FLIP & ASSET MANAGEMENT	AUGUST 18
OCTOBER	FUNDING & ALTERNATIVE LENDING	SEPTEMBER 15
NOVEMBER	DATA ANALYTICS	OCTOBER 14
DECEMBER	WHAT'S NEXT?	NOVEMBER 17



## CHOICE PUBLISHING AND REI INK MAGAZINE

Suzanne Andresen is the President and CRO of Choice Publishing, the parent of REI INK magazine. She brings industry insight to the organization, having been immersed in the real estate market since 1986. She started her career as a REALTOR®, selling real estate from her dorm room at the University of South Carolina. She spent 13 years

focused on the practitioner space and is currently a licensed Designated Broker in the state of Maine. She spent two years sourcing assets for hedge funds, assisting with their acquisition strategies during the initial SFR market engagement. After spending five years in the default servicing arena developing initiatives for the REO market, she became a partner at Choice Publishing. She developed the REI Referral Network, a platform focused on supporting the acquisition and disposition needs of the investor arena.

### What REI INK offers in addition

- » REI INK monthly magazine (including the replica digital version)
- » REI INK online (rei-ink.com)
- » Weekly electronic newsletter sponsorships
- » Targeted email blasts and private labeled campaigns
- » REI Referral Network: Connecting Agents & Brokers with National Investors and Service Providers
- » Highest-and-Best: Gain Exclusive Access to Off-Market Assets

PRINT ADVERTISING RATES	AD SPECS	1-2X	3-5X	6+
Four-Page Spread	16.75" x 10.5" + .25" bleed	\$12,000	\$10,400	\$9,800
Two-Page Spread	16.75" x 10.5" + .25" bleed	\$6,000	\$5,200	\$4,900
Full Page	8.375" x 10.5" + .25" bleed	\$3,650	\$3,450	\$3,200
2/3 Page Vertical	4.5" x 10"	\$2,650	\$2,450	\$2,200
1/2 Page Vertical or Horizontal	V=3.75" x 10" // H=7.375" x 4.5"	\$2,275	\$2,100	\$1,850
1/3 Page	2.875" x 10"	\$1,600	\$1,500	\$1,300
1/4 Page	3.5" x 4.625"	\$1,100	\$1,020	\$950
Back Cover	8.375" x 10.5" + .25" bleed		\$8,500	\$6,800
Inside Back Cover	8.375" x 10.5" + .25" bleed		\$5,200	\$4,850
Inside Front Cover	8.375" x 10.5" + .25" bleed		\$7,200	\$6,500
Sponsored Content // 1 Page		\$4,000	\$4,000	\$4,000
Sponsored Content // 2 Pages		\$7,500	\$7,500	\$7,500

DIGITAL ADVERTISING RATES	AD SPECS	1-2X	3-5X	6+
Weekly Newsletter Banner	728 x 90	\$975	\$880	\$795
Private Labeled Newsletter Broadcast		\$5,000	\$4,500	\$3,800
Homepage Banner	728 x 90	\$3,850	\$3,400	\$2,900
Homepage Large Square	300 x 250	\$3,000	\$2,650	\$2,200
Homepage Large Rectangle	300 x 90	\$2,200	\$1,925	\$1,500

REI REFERRAL NETWORK MEMBERSHIP	ANNUAL MEMBERSHIP
Real Estate Professionals	\$11/month
Real Estate Investors	\$99/year
Real Estate Service Providers	\$895/year

CUSTOMIZED SUPPLEMENTAL INSERT		
Four Page Supplement: \$12,750	Eight Page Supplement: \$22,650	Twelve Page Supplement: \$28,750

### SUPPLEMENTS // A MAGAZINE WITHIN A MAGAZINE

Each supplement contains your company story, editorial content and graphics, complete with personalized front and back cover. Each edition is professionally designed by our editorial and graphics teams in coordination with your staff. Pricing includes:

- » Inclusion with the mailing of REI INK magazine.
- » A link to the supplement to include on your company website.
- » 500 copies of the supplement shipped to you direct from the printer, as well as a high resolution PDF for your future reprints.