



REI
INK

WELCOME TO REI INK

THE WRITTEN WORD FOR REAL ESTATE INVESTING

A BUSINESS PUBLICATION FOR
SERIOUS REAL ESTATE INVESTORS
AND SERVICE PROVIDERS



SUZANNE ANDRESEN
PRESIDENT &
CHIEF REVENUE OFFICER
CHOICE PUBLISHING & REI INK
Office: 207.443.3314
Mobile: 207.844.0306
Email: Suzanne@REI-INK.com

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.

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

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.

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 13
FEBRUARY	FIX & FLIP AND ASSET MANAGEMENT	JANUARY 17
MARCH	AFFORDABLE HOUSING	FEBRUARY 14
APRIL	BUILD TO RENT	MARCH 14
MAY	SINGLE-FAMILY & MULTI-FAMILY	APRIL 18
JUNE	RISK MANAGEMENT	MAY 16
JULY	DIGITAL REAL ESTATE	JUNE 16
AUGUST	PROPERTY MANAGEMENT	JULY 18
SEPTEMBER	BUY & HOLD	AUGUST 15
OCTOBER	FUNDING & ALTERNATIVE LENDING	SEPTEMBER 19
NOVEMBER	DATA & ANALYTICS	OCTOBER 17
DECEMBER	ON THE HORIZON	NOVEMBER 14

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.