



why the red river home guide

Thousands of customers will move into your service area this year. We can introduce you to them! Imagine thousands of Realtors® carrying your company's ad year-round as they assist prospective home buyers. 90% of home buyers who received a recommendation from their Realtor® purchased a product or service based on that advice. The Red River Home Guide will make that 90% work for you. Our network of Realtors® hand our beautiful, full-color magazine to prospective home buyers in your area each year. An advertisement in The Red River Home Guide ensures that these buyers will see you before they see your competition.

And remember, a family's needs are greatest during the home buying process. In fact, recent homebuyers will purchase more goods and services in their first 6 months than an established homeowner will in 5 years.

The Red River Home Guide saves time and money by putting carefully researched local and regional information in one place. It is presented beautifully and logically and in a way that makes the prospective home buyer feel welcome.

Why The Red River Home Guide?

- *Readership.* Home buyers and sellers seek out real estate magazines because they are interested in the advertisements and are seeking information or entertainment.
- *Response.* The prime prospects for most products are more likely to respond to a magazine ad or recall the advertiser's web address.
- *Believability.* Magazines rank among the most trusted and credible of all media, print or broadcast.
- *Usefulness.* Magazines satisfy the need to know in-depth information, and cater specifically to personal interests.
- *Tangibility.* A home is a substantial purchase, offering a long shelf life and high pass-along readership. Magazine ads can produce results six months to a year after publication.
- *Efficiency.* Magazine advertising rates are reasonable, especially considering their effectiveness at zeroing in on prime prospects.
- *Compatibility.* Magazines create an environment of their own. As a result, the advertiser purchases a frame of mind as well as a frame of reference.
- *Accessibility.* Magazines aren't relegated to missed time slots or a short shelf life. Readers hang on to the publication until they return to them in their own good time.
- *Quality Editorial.* The Red River Home Guide provides lively, reader-friendly content that reflects the region's real estate market in all its aspects.
- *Support.* The Red River Home Guide is only the multi media, fully integrated Realtor support system in the region.
- *Placement.* Our beautiful covers are placed next to the Area Women, a proven area favorite for the past 25 years.
- *Size.* The Red River Home Guide's size allow home buyers to easily read the Realtor's information and see photographs of the home.
- *Affordable Advertising Rates.* Our glossy real estate publication in the Valley offers advertising rates to fit any budget.
- *Creative Advertising Packages.* By combining your display ad with online advertising, you can enjoy even wider reach and stronger impact.
- *A Reputation for Quality.* Red River Media operates a respectable network of leading regional publications, consistently producing award-winning, impactful magazines.
- *Ready-to-Go Readers.* Red River Home Guide readers don't pick up the publication as an afterthought. They are interested in making a change in their life and that change involves real estate.