

ESTATES & HOMES

Media Kit



*W*hen the success of your business depends on reaching buyers and sellers of higher-priced properties, depend on ESTATES & HOMES magazine. We reach the people that count.

Michael or Linda Jones (804) 794-8494

Email: Ads@EstatesAndHomesMagazine.com

View the current issue at: EstatesAndHomesRichmond.com



Print Distribution

The most important component to an effective return on investment is circulation and distribution.

This is our guarantee to you:

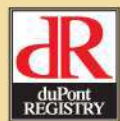
- ✿ 20,000 copies of Estates & Homes Magazine are printed every four weeks.
- ✿ We direct mail throughout Richmond, Charlottesville, Williamsburg and the Northern Neck to targeted residences with confirmed income over \$100,000 and/or homes assessed in excess of \$500,000.
- ✿ Real estate offices in Richmond, Charlottesville, Williamsburg, Tidewater, and the Northern Neck receive Estates & Homes Magazine.
- ✿ The digital version of the magazine is viewed EVERY MONTH by thousands of Buyers, Sellers, and Real Estate professionals.
- ✿ Each advertiser receives a FREE website for personal promotion at HomesAndLand.com.
- ✿ We mail copies to top executives and personnel departments at over 500 Richmond area businesses.

Luxury Online Distribution

Properties will also appear on the following partner websites for NO ADDITIONAL CHARGE.

The Washington Post Monthly traffic: 17 million viewers
For listings priced \$500,000+

THE WALL STREET JOURNAL Monthly traffic: 6 million viewers
For listings priced \$450,000+



Monthly traffic: 105,000 viewers.
For listings priced \$500,000+



Monthly traffic: 240,000 viewers
For listings priced \$750,000+



Monthly traffic: 33,000 viewers
For listings priced \$500,000+

MANSION GLOBAL

Monthly traffic: 850,000 viewers
For listings \$1,000,000+



UNIQUE GLOBAL ESTATES

Monthly traffic: 102,000 viewers
For listings \$1,000,000+

Advertising Rates

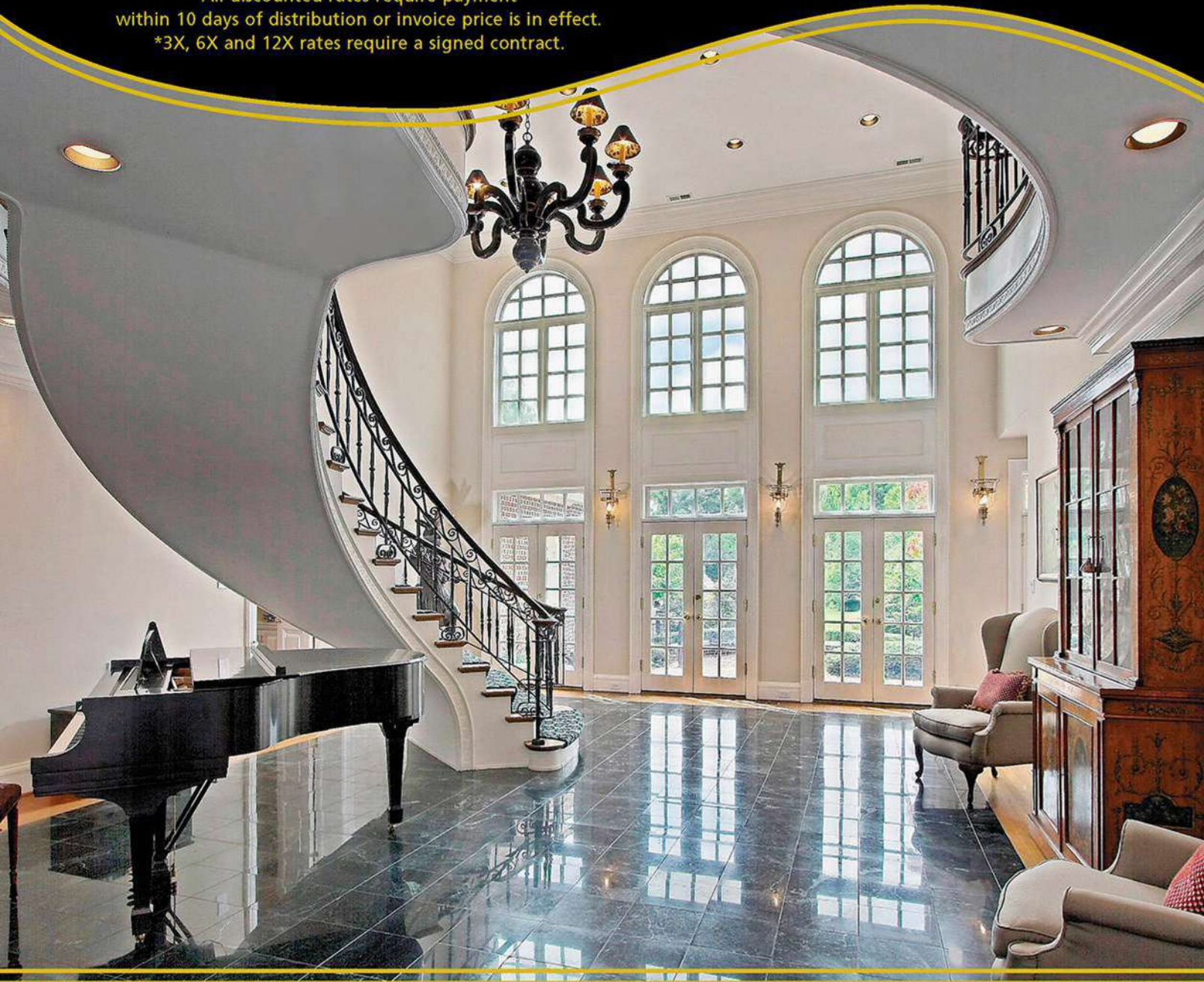
REGULAR PLACEMENT

	Invoice Price	*Multiple Insertion Rates			
		1X	3X	6X	12X
One-third page	\$450	\$400	\$375	\$365	\$350
Two-thirds page	\$800	\$725	\$700	\$675	\$650
Full page	\$1,075	\$1,000	\$975	\$950	\$925

SPECIAL PLACEMENT

	Invoice Price	12X
Front Cover	\$1,300	N/A
Back Cover	\$1,100	\$1,000
Page 2 or 3	\$1,150	\$1,000

All discounted rates require payment within 10 days of distribution or invoice price is in effect.
*3X, 6X and 12X rates require a signed contract.



ESTATES & HOMES

*The Most Recognized Brand
in Luxury Richmond & Waterfront Real Estate*

ESTATES & HOMES

2022 DEAD LINES

JANUARY 2022						
S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23/30	24/31	25	26	27	28	29

*Volume 28 Issue 2
Distributed February 1*

FEBRUARY 2022						
S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28				

*Volume 28 Issue 3
Distributed March 1*

MARCH 2022						
S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

*Volume 28 Issue 4
Distributed April 1*

APRIL 2022						
S	M	T	W	T	F	S
				1	2	
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

*Volume 28 Issue 5
Distributed May 1*

MAY 2022						
S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	
28	29	30	31			

*Volume 28 Issue 6
Distributed June 1*

JUNE 2022						
S	M	T	W	T	F	S
		1	2	3	4	
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

*Volume 28 Issue 7
Distributed July 1*

JULY 2022						
S	M	T	W	T	F	S
				1	2	
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24/31	25	26	27	28	29	30

*Volume 28 Issue 8
Distributed August 1*

AUGUST 2022						
S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

*Volume 28 Issue 9
Distributed September 1*

SEPTEMBER 2022						
S	M	T	W	T	F	S
		1	2	3		
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

*Volume 28 Issue 10
Distributed October 1*

OCTOBER 2022						
S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23/30	24/31	25	26	27	28	29

*Volume 28 Issue 11
Distributed November 1*

NOVEMBER 2022						
S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

*Volume 28 Issue 12
Distributed December 1*

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