



MEDIA KIT

57K

**SOCIAL MEDIA
FOLLOWERS**

80K

**MONTHLY UNIQUE
VISITORS**

150K

**MONTHLY PAGE
VIEWS**

55DA

**DOMAIN
AUTHORIT**

/ ABOUT REALTY BIZ NEWS

Realty Biz News is your go-to resource providing current and timely real estate news that affects realtors, contractors, investors, and consumers. Our goal is to keep you informed about the real estate trends that can affect the construction, content marketing, and technology of this exciting industry and market.

With information about smart home technology for consumers, real estate technology for agents, and tips about social media for realtors, we keep readers informed with the most up-to-date news so they can make more informed decisions that will affect their lives and professions.

/ OUR FEATURED STORIES

Written by our editors and by leading analysts and experts, Realty Biz News feature stories provide in-depth coverage of issues affecting B2B real estate. Our features offer:



Interviews with policy makers and industry leaders



Details regarding the latest technologies affecting the industry



Actionable intelligence to support decisions about SEO, social media, PR, marketing, and advertising for realtors

/ COLUMNS

Authored by professionals in various fields, our columns address a variety of topics of interest.



Breaking news on trends and technologies of interest for real estate agents: mergers and acquisitions, market research



Forecasts and major trends in the industry



Expert's column describing the business issues facing real estate agents



Industry lists featuring the best realtors and companies

A Google News and Bing News indexed news source, Realty Biz News is also distributed via many other outlets that will extend exposure for our stories, sponsors, and partners. Our newsletters reach over 5,000 real estate professionals and the media.



/ ADVERTISING WITH US

Attractive ads to maximize exposure for your business. Ideal for realtors, real estate tech companies, smart home tech companies

/ AVAILABLE OPORTUNITIES

- ✓ Press release distribution
- ✓ Editorials
- ✓ Contextual banners
- ✓ Video placement
- ✓ Lead generation campaign
- ✓ Podcast guest feature

/ PRESS RELEASE DISTRIBUTION

We offer you two options to have your press release featured on our website with two internal links and one image:

150 \$

Submit your final press release with media (image) and one contextual link:

250 \$

We write the press release for you (you provide the image)

/ EDITORIALS

If you have an interesting topic you want to see featured on Realty Biz News, get in touch. We offer several options:

- One sponsored editorial you author with one contextual link **200 \$**
- Two sponsored editorials you author and your business profile page **350 \$**
- Sponsored editorials by our writers, with one contextual link **400 \$**
- Interviews to promote your real estate business **1000 \$**

/ CONTEXTUAL BANNERS

Our contextual banners are only available with our Realty Biz Buzz Package, which includes an editorial you author, and a 300x250 site-wide banner. **700 \$ monthly**

/ VIDEO PLACEMENT

Your promotional video will be placed above the fold on the left-hand sidebar next to all of the featured content. Ask about Video Boost with over 10k monthly impressions for your business. **800 \$ monthly**

/ LEAD GENERATION CAMPAIGN

RBN's advertising team will plan and execute a custom lead-generation campaign across various social media channels and digital networks to reach your target demographic. This service includes campaign planning, content development, and execution. **1000 \$ per campaign**

/ REALTY BIZ PROFILE PAGE (MOST USED)

Realty Biz News profile page consent of an interview and or profile of your real estate organization included is 350x200 banner ad with one month run and various internal links to your service or product. Must be real estate related. **750 \$**