

HOMES *Magazine*

The logo for Real Homes Magazine features the word "REAL" in a bold, sans-serif font, positioned inside a stylized house icon. The house icon is composed of a grey outline with a white interior, and the word "REAL" is centered within it. This logo is integrated into the letter "O" of the word "HOMES" in the main title.

2016 MEDIA KIT

Your Local Home Buyers and Sellers Guide For
Corona, Norco and Eastvale, California

714-561-8442 • P.O. BOX 357 • CORONA, CA 92878 • WWW.REALHOMESMAG.COM

HOMES REAL Magazine

YOUR LOCAL HOME BUYERS AND SELLERS GUIDE FOR CORONA, NORCO & EASTVALE, CA

Quality You Can Trust

Building on the foundation of excellence, Real Homes Magazine delivers a superior, consistent, high quality print publication focused on the art of promoting real estate in the local communities of Corona, Norco and Eastvale. Real Homes Magazine will be a prominent resource for both buyers and sellers in our areas.

Our tabloid publications provide a premium branding vehicle for advertisers reaching affluent demographics of property owners through our marketing access. From inception, we will excel in creating platforms that provide essential and unique marketing services with an artistic profile, lending our high end brand to your campaign.

The power of advertising in Real Homes Magazine becomes a tangible asset as our print publications will remain in the hands of consumers for an average of four to six weeks. Your company's tailored message and advertisement will become a consistent reminder to your target audience that you have homes for sale that meet their needs, as well as letting potential clients know what sets you apart from the competition.

Real Homes Magazine has taken the lead by offering a traditional print publication with a twist while incorporating cutting edge technologies and distribution, which ensures that each of our advertisers reach their clients and prospect in the most effective manner. To accommodate consumer demand, we will also offer digital issues as a complement to our printed magazine.

We're In It Together

From our knowledgeable salespeople to our talented production staff, Real Homes Magazine understands a company is only as strong as its people. As founding principles of Real Homes Magazine, we focus on the highest quality of merging sales, production and customer service into a cohesive team that understands the art of branding in all aspects of your business. Our attention to quality, classic designs and distinction in editorial content makes Real Homes Magazine the leading choice for quality brand positioning that will continue to have significant retention to your targeted audience.

Distribution

Real Homes Magazine is circulated through exclusive direct drop points to qualified consumers with substantial purchasing power and interest in real estate in our communities. In addition to our ever growing demand, we will utilize proven research techniques to identify the right customers. This process, in conjunction with contacts provided by professional organizations and our industry affiliates, ensures each edition of Real Homes Magazine is delivered into the hands of buyers and sellers interested in our communities. Additionally Real Homes Magazine is available in high traffic shopping centers, new home developments, real estate offices, major banks, local restaurants, coffee shops and distributed at community events. Furthermore, distribution locations are subject to change to ensure we are getting maximum exposure for your advertisement.

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CORONA: *From Lemans to Luxury*

The California City of Corona is located in western Riverside County. Located only 30 minutes away from Beach Cities, Corona's location alone is a huge reason residents fall in love. Its heritage spans more than a century, and has an ethnically diverse community, where a large percentage of the population is made up of young, well-educated families. Corona encompasses many stunning amenities that provide a first-rate quality of life for its residents. With more than 390 acres of parks that include sports fields, basketball courts, playgrounds, tennis courts, two skate parks and an outdoor pool, raising a family here is ideal. Outstanding Public Safety efforts by the Corona Police Department and Corona Fire Department result in low crime rates, efficient emergency services, quick response times, and a first class paramedic program. Corona is safe, clean, and family oriented with many schools, parks, entertainment and artistic landscaping and architecture. The community support, teacher to student ratio, commitment to students, and teachers' engagement in the classroom are what give Corona recognition for an outstanding educational system. It's no wonder many people choose to live in this great upcoming city.

Median Age.....	32.2
Average Household Income.....	\$96,561
Average Household Net Worth.....	\$698,423
Average Home Value.....	\$439,838
Population.....	157,847
Family Households.....	37,295
Average Family Size	4

NORCO: *Horsetown U.S.A.*

Norco, also known as "Horsetown USA," is ideally positioned as an unforgettable destination in Southern California. This authentically Western town is located in the midst of America's second largest metropolitan area. It is conveniently located on the I-15 Freeway which gives residents easy access to travel. This low density equestrian community is immersed with rugged hills, clean city streets, western style businesses, rustic homes with half acre lots, and the experience of city living in a rural atmosphere. Norco is home to the Silverlakes Equestrian & Sports Park, the acclaimed Hidden Valley Golf Club, the world-class arenas at George Ingalls Equestrian Event Center, 140 miles of horse trails, and a Western-style shopping district that make Horsetown U.S.A. a unique destination. Norco is a little slice of the Midwest in the heart of Southern California

with a small town feel that celebrates rich history and a simpler kind of living. It's no wonder it earned the nickname, "acres of neighbors" as a warm spirited community embraces small town values, a tradition of volunteerism, low crime rates, and community bonding. Norco also has more recreational space per capita than any city in the Golden State. Norco's close knit community, friendly neighbors, authentic western ambiance, and animal friendly homes are just a few reasons why living here is like living your dream vacation every day.

Median Age.....	39.6
Average Household Income.....	\$110,309
Average Household Net Worth.....	\$674,766
Average Home Value.....	\$521,154
Population.....	27,266
Total Households.....	7,116
Family Households.....	5,661
Average Family Size	4

EASTVALE: *From Dairy Enclave to Thriving City*

The prosperous city of Eastvale was incorporated in 2010 and is among the fastest-growing places in Southern California. What was once known as "Dairy Valley" is now home to many families that left congested and high-cost coastal Southern California. Eastvale is recognized as having one of the most acclaimed school districts in the nation, and a very tight knit community whose leading goal is to raise families in a safe and fun environment. A great community organization in this thriving city is called EGG, Eastvale Garden Group, with rapid growing members every day. Their motto is "growing a community...one garden at a time." The spacious homes, gorgeous landscaping, recreational parks, excellent schools, low crime rates, cultural diversity, and deep sense of community are what draws many residents to settle down here. The eyes of its suburban future are bright and will continue to grow.

Median Age.....	30.9
Average Household Income.....	\$87,161
Average Household Net Worth.....	\$632,591
Average Home Value.....	\$486,362
Population.....	67,532
Total Households.....	16,784
Family Households.....	15,071
Average Family Size	4

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About Us

OUR COMPANY

Real Home Magazines consists of professionals who have worked at various levels in the real estate industry for over the last 11 years – and we know what's important to you. With a team of dedicated employees, it is our mission to invest time and effort to make this your number one choice for advertising. We're in this together, and our team is committed to helping you grow your business.

OUR TEAM

Sophia Toscano - *Publisher*

Mario Toscano - *Distribution Manager*

Stacey Alvarado - *Account Representative*

OUR VISION

Our vision is to support our clients in prospering, and be the first and finest advertising choice for all realtors and affiliates in the communities of Corona, Eastvale and Norco. We are dedicated to providing you a source that is reliable, trustworthy, and will meet your needs for years to come.

WHO, WHAT AND WHY?

Real Homes Magazine was designed to be an elegant, high quality print publication focused on the art of promoting real estate in our local communities. Each page will be tailored to fit the needs of our clients to reach their targeted audience, and will be distributed as such to get maximum exposure for your advertisement. Client satisfaction is our priority and we want to offer our new, fresh tabloid-sized publication to help our local real estate businesses thrive and succeed in our communities.

FOR MORE ADVERTISING INFORMATION

714-561-8442

P.O. BOX 357, CORONA, CA 92878

About RealHomesMag.Com

RealHomesMag.com website will launch in September 2016. You will see fresh and exciting new developments taking shape, so please be sure to follow us on Facebook, Google and Twitter for the latest updates. Contact us today for a free listing on our site, at no cost to you.

2016 DATES

Reservation DeadlineSeptember 12th
Release DateSeptember 29nd
Features: Historical Homes on the Market

Reservation DeadlineOctober 24th
Release DateNovember 10th
Features: *Horse Property Not Just for Horses*

Reservation DeadlineDecember 5th
Release DateDecember 22nd
Feature: *Real Estate Trends You Must Know in 2017*

2017 DATES

Reservation DeadlineJanuary 16th
Release DateFebruary 2nd
Feature: *Before You Buy What You Should Know*

Reservation DeadlineFebruary 27th
Release DateMarch 16th
Feature: *New Home VS Resale Which is Right for You*

Reservation DeadlineApril 10th
Release DateApril 27th
Feature: *Pre-Approved or Pre-Qualified...what you should know?*

Reservation DeadlineMay 22nd
Release DateJune 8th
Feature: *How to Begin Investing in Real Estate*

Reservation DateJuly 3rd
Release DateJuly 20th
Feature: *Are Baby Boomers Selling Off?*

Reservation DeadlineAugust 14th
Release DateAugust 31st
Feature: *Why it is a Great Time to Buy Real Estate*

Reservation DeadlineSeptember 25th
Release DateOctober 12th
Feature: *Understanding the Cost of Selling Your Home*

Reservation DeadlineNovember 6th
Release DateNovember 23rd
Feature: *Why You Still Need a Realtor*

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2016 Rates

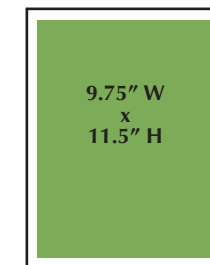
Ad Size	3x	6x	12x
Double Trunk (2 Page)	\$1,495	\$1,395	\$1,195
Full Page:	\$995	\$895	\$795
Half Page:	\$695	\$595	\$495
Quarter Page:	\$495	\$395	\$295

Front Cover: \$1495	Outside Back Cover: \$1395	Inside Front Cover: \$1295	Inside Back Cover: \$1295
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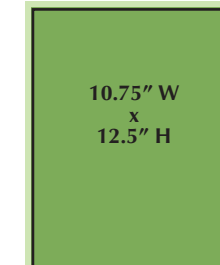
Covers are based on 3 months commitment or more. One month run are subject to additional 20% charge.

Ad Space Sizes

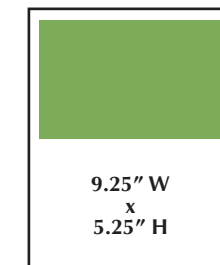
Final Trim Size:
10.25" W x 12" H



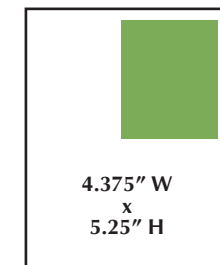
FULL PAGE
NON-BLEED



FULL PAGE
WITH BLEED



HALF PAGE



1/4 PAGE

Ad Requirements

ACCEPTED FORMATS: Although we prefer that files are submitted as Adobe PDFs with proper resolution and bleed settings, the other file formats we accept are: InDesign, Illustrator and Photoshop for Macintosh, with associated graphic files and fonts provided as well. Files should conform to Real Homes Magazine guidelines and total area density should not exceed 300%. *Unacceptable file formats: Microsoft Publisher, Corel Draw, .doc files, Freehand, Paint, PICT.*

AD SIZES: Spread files should be set up as two single facing pages. All ads must be created to exact size specifications as shown above. No live matter within 1/4" of trim.

FONTS: All native format files must be accompanied by the screen and printer fonts used in those files. Black type on white background should be defined as 100% black ONLY.

PHOTOS: All images must be 300 dpi. Photos should never be enlarged more than 20%.

GRAPHIC FORMATS: TIFF; EPS (for Illustrator files, fonts must accompany file even if text has been converted to paths); JPEG.

PROOFS: Your proof will be e-mailed to you as soon as the page has been designed, and we must hear back from you about your proof within 24 hours.