



# REAL PRODUCERS

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MEDIA KIT • 2023



# REAL PRODUCERS STRENGTHENS THE LOCAL REAL ESTATE COMMUNITY BY CONNECTING LEADING AGENTS AND BROKERS TO TOP PEERS AND BUSINESSES THAT SUPPORT THEM.

We bring the best of the best together to connect, elevate, and inspire.



## ABOUT REAL PRODUCERS

- Issues mailed exclusively to top-producing real estate agents
- Shares “behind the scenes” stories not found anywhere else
- High-quality, perfect-bound publications
- First RP magazine launched in 2016
- In 100+ markets nationwide

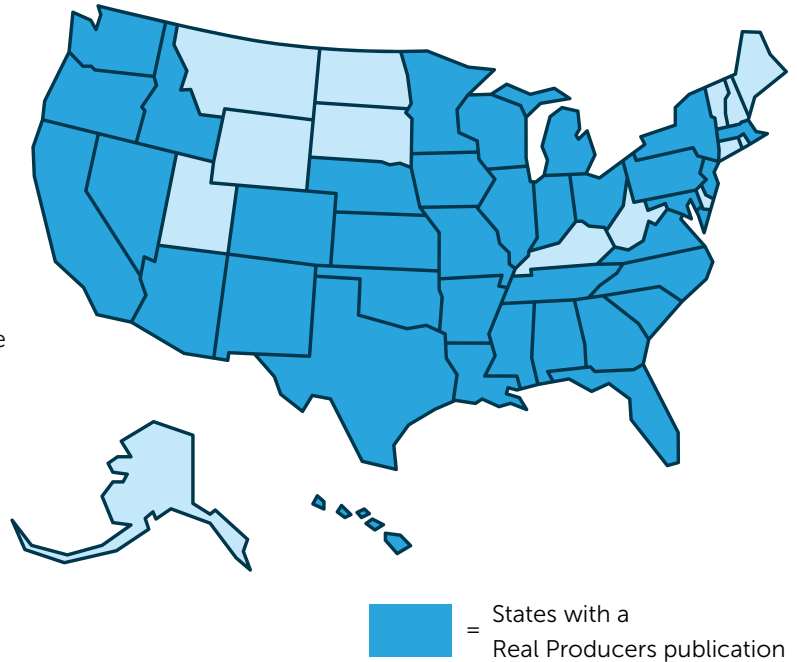


**REAL PRODUCERS IS ONE OF THE FASTEST-GROWING BRANDS UNDER THE N2 COMPANY.**

A leader in niche publications, N2 operates a portfolio of brands in addition to Real Producers: Stroll, Greet, BeLocal, Medical Professionals, and Hyport Digital.

## ABOUT THE N2 COMPANY

- Industry leader since 2004
- 8x Inc. 5000 “fastest-growing private companies” honoree
- 850+ monthly print publications
- Serves communities in 47 states
- 25,000+ advertising partners across five major brands







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REAL PRODUCERS

INFORMING AND INSPIRING REAL ESTATE AGENTS

TOP AGENT STORIES THIS MONTH

Andy Allen  
Leslie Gossett  
Kathy Farley

JUDIE PROFETA,

Alain Pinel Realtors

PRODUCERS®

REAL ESTATE AGENTS

NEARLY 40,000

OF THE NATION'S ELITE REAL ESTATE PROFESSIONALS RECEIVE A FREE REAL PRODUCERS MAGAZINE EACH MONTH.



# WHY NICHE PRINT?

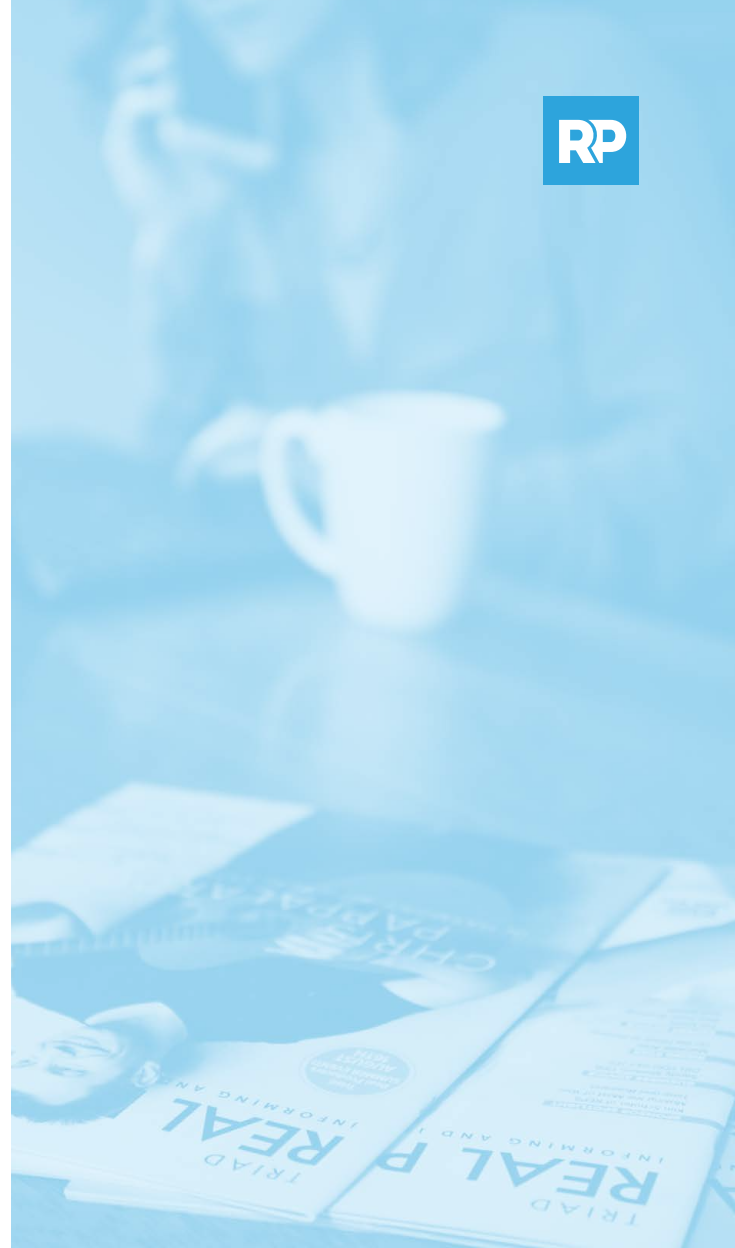
## Targeting matters.

The ability to concentrate advertising dollars on the people you know are right for your product or service – such as your area's elite real estate professionals – is a game changer.

This idea isn't new, however. It's why digital advertising has been a budget staple for companies of all sizes for years, and why the growth of the print media industry came to a halt for many outlets.

But The N2 Company is bucking this trend – as we have for nearly 20 years. And with the launch of the Real Producers brand in 2016, our upward trends in growth and loyal readership continues.

Our print magazines offer the same benefits of digital media by hyper-targeting America's most productive real estate agents, but through a medium this audience trusts and, better yet, is intimately involved in.





# WE CONNECT, ELEVATE, AND INSPIRE YOUR MARKET'S BEST AGENTS.

And exclusivity matters to them.

Real Producers magazines are delivered to your market's few hundred top-producing real estate professionals, so receiving the magazine is a sign they belong to this elite group.

And these top agents aren't shy: They freely share personal stories, celebrate achievements, and offer advice through this trusted medium that evokes a real sense of honor and success.





# THE STORIES RP SHARES

Our content is largely contributed by and written about highly respected individuals in the real estate industry, guaranteeing *authenticity*, *exclusivity*, and an *emotional investment* in our publications. Each franchisee determines what article topics to include in their magazine based on market preference. Below is a sample of articles commonly found in a Real Producers publication.





A high-angle, wide shot of a large indoor networking event. Numerous people are scattered throughout a spacious hall with a grey stone floor. Many individuals are seated at round tables covered with white cloths, while others stand in small groups, engaged in conversation. In the background, a red carpet leads to a large white backdrop adorned with various corporate logos. Professional lighting equipment, including a large umbrella light on a stand, is visible near the backdrop. The overall atmosphere is professional and social.

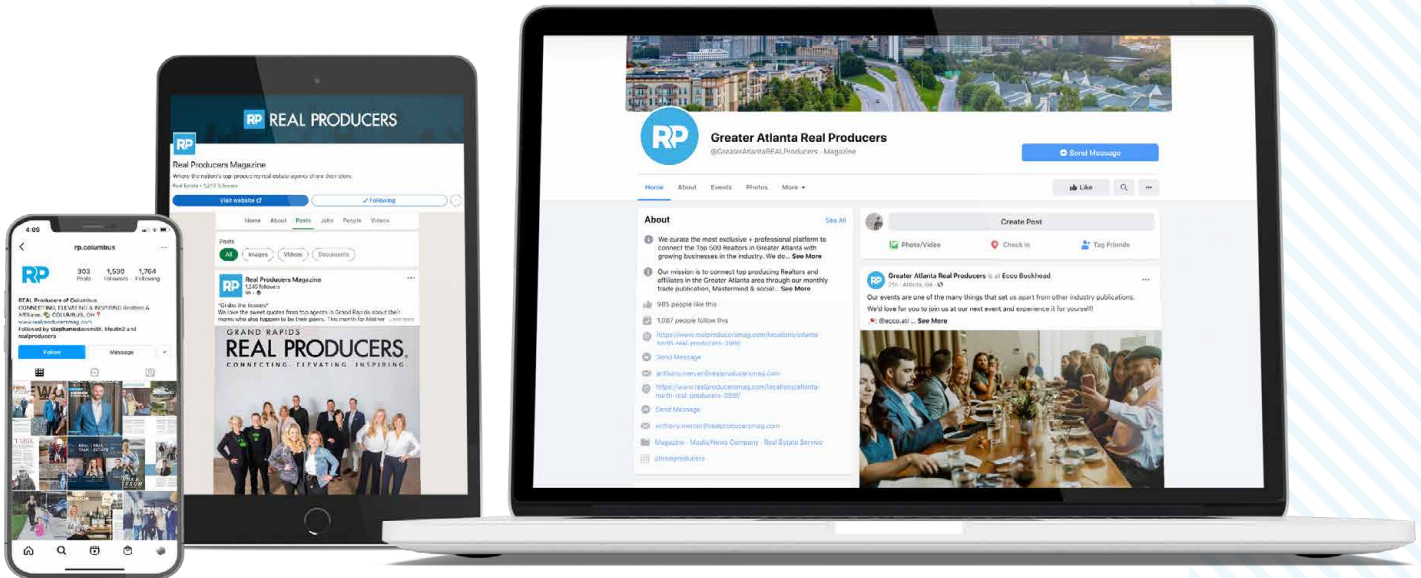




# BEYOND THE PAGES – GOING DIGITAL

For nearly every Real Producers magazine, you'll find a strong and active presence on LinkedIn, Facebook, and Instagram. Franchisees use this as a way to not only further connect with the area's top agents, but to promote the great businesses that advertise with us.

Elite agents are excited to turn to their personal social profiles to share about their Real Producers coverage, further strengthening and expanding the Real Producers brand.







A PRODUCT OF  
**THE N2 COMPANY**