

A Resource Guide for Investors

realty411

A FREE Publication
Reaching National
Real Estate Investors

mediakit

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13428 Maxella Ave., #713, Marina Del Rey, CA 90292

A Resource Guide for Investors

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www.realty411mag.com

FREE PREMIERE ISSUE!

Bubble! What Bubble?

Fully-Occupied 8-Unit Complex in Texas Only \$479,000!

**From Condos to Complexes in 18 Months:
A California Investor Skyrockets His Nationwide Portfolio
Chaos Strikes the 1031 Exchange Industry
Motivational Words to Inspire Success in Real Estate**

the 411 on

realty411

Welcome to **Realty411** the only **FREE** national guide reaching real estate investors. As publishers we know this market well, why? Because we too are real estate investors! Our audience is specialized, yet our well-researched distribution reaches new as well as seasoned investors. **Realty411** also targets those who wish to become investors and serves as an educational resource for them. **Realty411** informs and entertains readers with motivational success stories. Plus inside **Realty411**, the nation's top real estate investment gurus share their tips and techniques for real estate prosperity. Developed by a veteran publisher and active real estate investor/advisor with a 15-year media track record, **Realty411** reaches an underdeveloped market with unlimited potential. Now, more than ever, real estate is a topic of fascination, discussion and a growing strategy for financial security.

Reach real estate investors with Realty411 an investment resource serving the needs of local and long-distance investors. Our office is based in Los Angeles and we place heavy emphasis on the needs of California real estate investors, one of the most sought-after of all realty markets!

- * Resources for the needs of Real Estate Investors
- * Tips and Techniques from Top Investors in the Nation
- * Success Stories to Keep Investors Motivated & Focused
- * Realty411 shares information on Commercial, Multi-Family, Single-Family, TIC, and REITs
- * Interviews with Top Property Managers around the Country
- * News and Tips with a Holistic Twist for Today's Hip Investor
- * Realty411 targets investors & also reaches RE professionals

Websites are great, however online publications will never replace the enjoyment of reading and grasping an actual PRINT magazine. Realty411 offers a great supplement to online marketing campaigns!

background

Behind *Realty411* lies an extensive and varied media history. The magazine team is led by a veteran journalist and publisher, who has owned two publications, a national magazine for the Hispanic market, and a local newspaper, *Del Rey News*, which is still published in Marina del Rey, Calif. For the 411, log on to our realty company: www.CashFlowCows.com

distribution

Our premiere publication will have a readership of 10,000 investors nationwide. Following are details regarding *Realty411*'s distribution.

National Distribution Includes:

Investment clubs throughout the nation, selected 1031 Exchange Companies, selected brokerages nationwide, plus our local and national investors data base.

Local Distribution Includes:

(Southern California area) includes drops at Los Angeles area libraries, selected brokerages, independent coffee shops and book stores, real estate investment clubs, local senior citizen centers, and realty investors through direct mail.

focus

Realty411 targets investors at every level. This unique publication was created for today's hip investor and caters to their unique style. We present real estate with a holistic twist. *Realty411* emphasizes positive thinking, visualization, and affirmations, plus other proven techniques, which have inspired extraordinary investors.



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contributors

Realty411 publishes inspirational words from some of the most renowned and successful real estate investors in the country! As columnists, their main mission is to motivate, educate and inspire newcomers who hope to get into the game or savvy investors who need that extra dose of encouragement. Investors need a publication like *Realty411* to keep focused on long-term results and not get discouraged by the temporary, short-term trials that are associated with the business of being an investor.

philosophy

The publishers of *Realty411* are investors, with holdings across numerous states around the country. *Realty411* is a publication that caters to this new demographic. *Realty411* is more than just a real estate sales magazine, we cover important trends and issues affecting the real estate industry and market. *Realty411* also offers motivational articles and provides valuable resources, especially for the needs of long-distance landlords.

- realty411 -

Serving the needs of real estate investors locally and nationally!

marketing bonus

Realty411 sponsors a free network marketing event upon publication. A speaker is invited to motivate guests and present investing opportunities. *Realty411* will be distributed at these events, as well as the marketing material from our advertisers. This is a unique, direct way to reach investors at no additional cost. **As an added bonus: Advertisers receive complimentary marketing at events to maximize exposure!**

mission statement

Realty411 is an informational resource created to assist investors in the acquisition, management and growth of their real estate portfolios. We strive to educate and motivate both established and novice real estate investors and to serve as an inspiration for those who desire to be.

Get the 411 On Us!

Visit Our Online Realty Company

www.CashFlowCows.com

Contact info: 310.397.3237 office OR 310.994.1962

realty411@msn.com OR advisors@cashflowcows.com

snail mail: 13428 Maxella ave., #713, Marina del Rey, CA 90292

Read Our Investing Blog: www.CashFlowCows.com/blogspot

national advertising

FULL PAGE (7.875 X 10.375)

1x-\$1,995; 2x's-\$1,350; 3x's-\$1,100; 4x's-\$975

HALF PAGE (Vertical 3.575 X 9.925)

(Horizontal 7.425 X 4.813)

1x-\$995; 2x's-\$675; 3x's-\$495; 4x's-\$375

1/3 PAGE (Vertical 2.292 X 9.925)

(Square 4.858 X 4.815)

1x-\$495; 2x's-\$345; 3x's-\$265; 4x's-\$195

1/4 PAGE (3.575 X 4.813)

1x-\$345; 2x's-\$295; 3x's-\$225; 4x's-\$165

1/6 PAGE (2.292 X 4.797)

1x-\$285; 2x's-\$235; 3x's-\$190; 4x's-\$165

1/12 PAGE SQUARE AD (2.292 X 2.364)

1x-\$195; 2x's-\$175; 3x's-\$150; 4x's-\$125

MAGAZINE DIMENSIONS 8.375 X 10.875

2/4/1 PREMIERE BONUS

BUY ONE - GET ONE FREE*

format

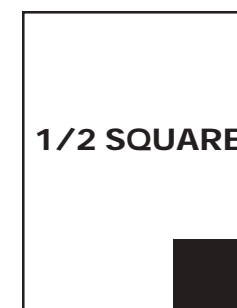
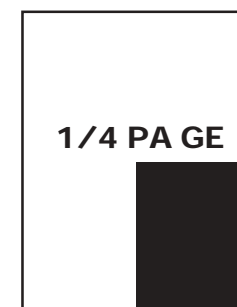
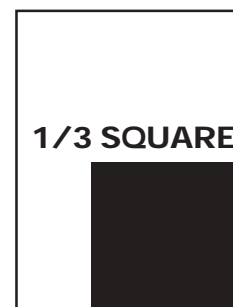
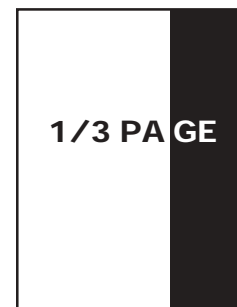
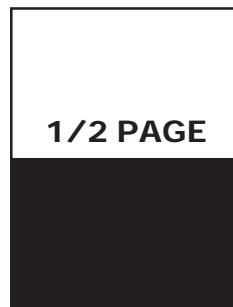
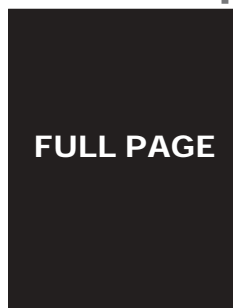
Digital files must be CMYK, 300 dpi and be in either a PDF, TIFF, EPS, or JPEG format. Color keys or match prints are recommended for all 4/Color advertisements. To send a file via our FTP site, please contact us.

online exposure

All print advertisements receive complimentary online exposure. *Realty411* magazine is accessible online and readers from around the world can easily download the publication.

*(ads must be prepaid to receive discount)

sample sizes



411 classifieds & listings

Classified rates are \$150 for a twenty word ad. Extra words \$5 per word. Thirty word minimum. Listings are an economical way to feature a single property or business opportunity. Simply provide the following: A maximum of 50 words of text • Company name and contact info • An image at 300 dpi; 4" X 5" max • listings rate: \$195



local advertising

To participate in this advertising program, companies must be based in Los Angeles County (and/or Southern California) and their services or products must solely target the local area marketplace.

FULL PAGE (7.875 X 10.375)

1x-\$949; 2x's-\$775; 3x's-\$650; 4x's-\$575

HALF PAGE (Vertical 3.575 X 9.925)

(Horizontal 7.425 X 4.813)

1x-\$545; 2x's-\$435; 3x's-\$350; 4x's-\$295

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(Square 4.858 X 4.815)

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1/6 PAGE (2.292 X 4.797)

1x-\$225; 2x's-\$175; 3x's-\$145; 4x's-\$99

1/12 PAGE SQUARE AD (2.292 X 2.364)

1x-\$165; 2x's-\$135; 3x's-\$105; 4x's-\$85

MAGAZINE DIMENSIONS 8.375 X 10.875

2/4/1 PREMIERE BONUS **BUY ONE - GET ONE FREE**

*(ads must be prepaid to receive discount)

editorial placement

Realty411 will Showcase Your Company's Product or Service with a Complimentary Editorial

Realty411 will promote your business and service with our custom editorial at no charge!* Editorial publicity is a great enhancement for a company's marketing or advertising campaign. Our specialized services are guaranteed to increase your company's visibility.

Get More Bang for Your Buck...Advertise with Realty411

*editorial space is limited to advertisers of 1/3 page ads or more with one-year contracts

sample sizes

