

Reach over 121,000 readers each week in Suburban Philadelphia's most affluent communities with one order - one buy!

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- 12 GLENSIDE NEWS
- 13 THE COLONIAL
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- 15 THE NEWS HERALD



### Local Demographics

Median Age of Total Population. . . 39.8	Household Income \$25,000 - \$34,999 . . . 15,215 . . . 7.6%
Average Household Income . . . \$91,773	Exec/Admin/Management Occupation . . . 77,457 . . . 28.0%
Household Income over \$100,000. . . 62,977 . . . 31.4%	Prof. & Specialty Occupation . . . 58,953 . . . 21.3%
Household Income \$75,000 - \$99,999 . . . 32,101 . . . 16.0%	Other White Collar. . . 94,793 . . . 34.3%
Household Income \$50,000 - \$74,999 . . . 39,556 . . . 19.7%	Blue Collar. . . 45,105 . . . 16.3%
Household Income \$35,000 - \$49,999 . . . 26,359 . . . 13.2%	Source: Claritas, 2005

### Real Estate/Sales Manager

John Curran  
215-628-9300 x229  
realestate@montgomerynews.com

### Classified Manager

Maureen Schmid  
215-628-9300 x246  
mschmid@montgomerynews.com

### Editorial

Linda Finarelli  
215-542-0200 x262  
lfinarelli@montgomerynews.com

### Ad Director

Allan Ash  
215-628-9300 x219  
aash@montgomerynews.com



1300 Virginia Drive • Suite 325 • Ft. Washington, PA 19034 • 215-628-9300 • fax 215-628-9093  
www.MontgomeryNews.com

Policies: All real estate advertising is subject to all Montgomery Newspapers policies. Please refer to the Display Advertising Card for details.

# MONTGOMERY NEWSPAPERS

Effective January 1, 2007

# Real Estate Solutions

The collage features several key pieces of advertising:
 

- Real Estate Newspaper Page:** Shows a 'Wincrest Estates' listing with a 'Parklike setting' and a 'Prudential' logo.
- New Home Marketplace Brochure:** Titled 'Village-like community has condos, townhomes and single-family homes', featuring a 'Smith's Corner' property.
- Select Properties Flyer:** A grid of property listings with photos, prices, and agent information for areas like Red Hill, Schwenksville, and Wyndmoor.
- Website Screenshot:** A view of the AllAroundPhillyHomes.com website showing search filters, featured homes, and agent profiles.

# Montgomery Homes

Montgomery Homes, an award winning monthly magazine, is distributed throughout Montgomery and Bucks counties at grocery stores, convenience stores and real estate offices. This publication features resale listings, new homes, custom builders and mortgage companies and also includes editorial from Montgomery County Association of Realtors and the Home Builders Association.

## Rates

Rates Effective January 2007		Open Rate Single Insertion	6x Rate 6x per year	Contract Rate 12x per year
<b>FULL PAGE</b> 9.5" x 9.625"	Black & White Color 2-page Centerfold	\$530 \$680 \$1,045	\$450 \$580 \$990	\$380 \$530 \$905
<b>HALF PAGE</b> 9.5" x 4.5" or 4.5" x 9.5"	Black & White Color	\$322 \$390	\$290 \$355	\$225 \$310
<b>QUARTER PAGE</b> Block • 4.5" x 4.5" Strip • 9.5" x 2.4"	Black & White Only	\$202 \$202	\$180 \$180	\$155 \$155
<b>PREMIUM POSITIONS</b> Front Cover Back Cover Inside Cover (front & back)	10.25" x 10.64"	\$1,211 \$980 \$910	\$1,010 \$870 \$865	• • •



## Publication Dates:

Issue	Deadline
January 2007	12/09/06
February 2007	01/10/07
March 2007	02/07/07
April 2007	03/07/07
May 2007	04/11/07
June 2007	05/09/07
July 2007	06/06/07
August 2007	07/11/07
September 2007	08/08/07
October 2007	09/12/07
November 2007	10/10/07
December 2007	11/07/07
January 2008	12/05/07



## Weekly REAL ESTATE Section

Realtors, builders and mortgage companies across the region trust Montgomery Newspapers to deliver their message most effectively in Montgomery County. With a full color design, this weekly section is packed with everything relating to real estate. Featured home articles, real estate briefs and transfers make this section something local readers turn to again and again. One buy gives you coverage in all of Montgomery County as well as parts of Bucks County.

### Mechanical Specs

1 col: 1.097"	6 col: 6.944"
2 col: 2.267"	7 col: 8.114"
3 col: 3.436"	8 col: 9.283"
4 col: 4.606"	9 col: 10.453"
5 col: 5.775"	10 col: 11.622"

### 10 columns per page

Deadline: Space - Friday 4pm  
Copy - Noon Monday  
Camera Ready - Tuesday 10am

### Rates: per column inch

Open.....\$46.68 pci	26x*.....\$25.47 pci
4x.....\$39.70 pci	52x*.....\$20.33 pci
13x*.....\$31.69 pci	*rate with signed contract
Full Color . . . \$450.00	

## portfolio of Homes



- Effective & Affordable
- Open House Banner Available
- Appears in 15 Newspapers
- Listings in black + white, includes 30 words of copy

2 col x 2.5"  
\$75 per block  
5 or more in same week: \$70/block  
place your ad online @  
[www.montgomeryhomesmagazine.com](http://www.montgomeryhomesmagazine.com)

## Select Properties



• Have your listing appear in fifteen newspapers at a cost effective rate

• Open House banner available

• Photo and 80 words of descriptive text

Includes full color  
3 col x 3.5"  
\$135 per block  
place your ad online @  
[www.montgomeryhomesmagazine.com](http://www.montgomeryhomesmagazine.com)

## Gallery of New Homes



Reach over 121,000 readers in this Special Tabloid Supplement featuring new communities in Montgomery and Bucks Counties, by the area's finest Home Builders

### Published Spring and Fall

Includes full color  
Full page \$1480  
Half page \$860

## MontgomeryHomesMagazine.com • AllAroundPhillyHomes.com



## Online Opportunities

MontgomeryHomesMagazine.com and AllAroundPhilly.com connect you to a network of 122 daily and non-daily newspaper websites averaging 200,000 page views per month. These websites offer consumers robust home buying tools and features such as: listing alerts, multiple property photos, virtual tours, and open houses.

## Online Packages

	Agent	Broker/Builder
Select	125.00	250.00
Premium	150.00	300.00

\*premium includes video tours

Banner pricing on any Montgomery Newspaper website:

120 x 90 pixels \$135.00  
120 x 180 pixels \$240.00  
**wide variety of other options available**