



# MEDIA KIT

2023



S O U T H E R N C A L I F O R N I A  
**HOMES & ESTATES™**

# ABOUT US

S O U T H E R N C A L I F O R N I A  
**HOMES & ESTATES™**

Southern California Homes & Estates™ is a premier weekly real estate magazine that showcases local and international properties. An in-house publication of The MLS™, the print and digital magazine connects advertisers with a highly-targeted audience of influential real estate professionals.

## QUICK FACTS

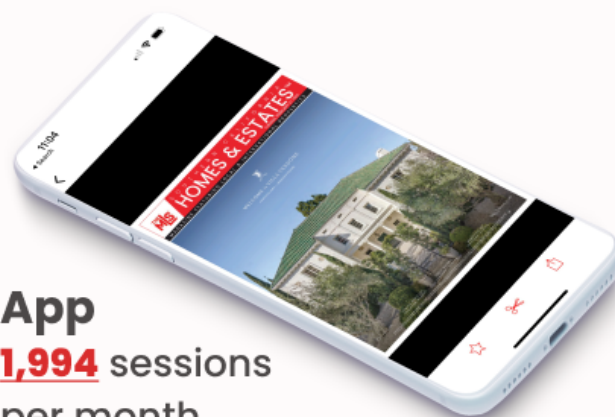
**# Social Media**  
**126,926** views per month

**✉ Email**  
**17,000+** Agents & Brokers per week

**🌐 Website**  
**2,218** views per month

**📱 App**  
**1,994** sessions per month

**📄 Print**  
**2,000+** copies per week



**310-358-1833**

# TESTIMONIALS

## SEE WHAT OTHER ADVERTISERS ARE SAYING



“

An important part of my marketing budget...artistic design with great photography will draw turnout for your open houses, which is key to selling any property. I usually invest in the package that includes the [showcase] ad to make sure I've covered every base.

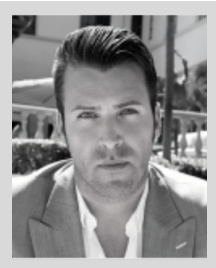
Joyce Rey | COLDWELL BANKER



“

It's a high quality magazine and it's the best medium to reach our members to promote the property.

Sandra Miller | ENGEL & VOLKERS SANTA MONICA



“

The [magazine] reaches the right eyes, offering a true edge for procuring buyers in this market.

Dustin Nicholas | NICHOLAS PROPERTIES



“

Designed to make agents succeed, the [magazine] gives us insider access to not only what's on the market, but a network of over 16,000 agents.

David Kramer | DAVID KRAMER GROUP



“

We get great exposure for our listings. The ads bring buyers and agents to the property and it helps us when pitching clients as an example of how we will market their listings.

Sabra Gandhi | NEST SEEKERS



“

The Southern California Homes & Estates Magazine is an integral part of my marketing plan. I always tell my clients that once my listing goes live in the MLS, the first print marketing feature is to run a full-page ad in [the] Magazine.

Jade Mills | JADE MILLS ESTATES

# INTRODUCING THE MLS SOUTHERN CALIFORNIA HOMES & ESTATES™ APP

Showcase your listings in a new mobile-friendly format. Available on the Apple, Google, and Amazon stores.



**310-358-1833**



# DEADLINES & RATES

## AD SUBMISSION DEADLINES

All Ad Types Are Due By  
**FRIDAY AT 10:00 AM**

For Pricing Please  
**CALL 310-358-1833**



S O U T H E R N C A L I F O R N I A  
**HOMES & ESTATES™**

# SPECS

## FILE PREPARATION GUIDELINES

1

High resolution PDF and PDF-X (Acrobat 4 compatible), with fonts embedded and all colors/images at 300 DPI with CMYK color attributes.

2

High resolution Photoshop .tif file at 300 DPI, flattened and compressed (no layers) with CMYK color attributes. We accept TIFF/IT-P1. Save .tif's with Macintosh encoding and LZW compression off.

3

High resolution Photoshop .eps file at 300 DPI, flattened and compressed (no layers) with CMYK color attributes.

4

High resolution Illustrator or Freehand .eps file with fonts outlined and 300 DPI CMYK images embedded.

Supplying Your Ad Materials – All Ads Must be Submitted in one of the Following Formats. Please note: We do NOT accept native files such as Quark, Illustrator, etc. Files of this type should be converted to .Pdf format. We do NOT accept files containing RGB or LAB images, camera ready ads, film or reflective artwork.

# TERMS & CONDITIONS

The MLS™ reserves the right to change deadlines and pricing at any time and for any reason. The MLS Southern California Homes & Estates™ is published and distributed weekly by The MLS™, 8350 Wilshire Blvd., Suite 100, Beverly Hills, CA 90211, 310.358.1833, [www.themls.com](http://www.themls.com). Advertising information can be obtained by contacting the publisher. All properties and services advertised are subject to prior sale, withdrawal, or change without notice. The MLS™ reserves the right to refuse any advertising it deems unsuitable and to edit any advertising. The MLS™ may, in its sole discretion, accept paid advertising for any of its publications (whether paper, online, electronic, or in any other form or medium). Any such advertising shall comply with such guidelines for advertising as may be adopted or revised by The MLS™ from time to time.\* No such advertising shall include statistical or numerical comparisons of performance between or among different real estate brokerage firms, brokers, or agents. The MLS Southern California Homes & Estates™ is not licensed as a real estate broker and does not represent, assist, or provide services to persons in the purchase, sale, rental, financing, or appraisal of real property or other transactions. Persons desiring such services should consult appropriate professionals. In placing any advertising in The MLS Southern California Homes & Estates™, advertisers agree to indemnify and hold the publisher and its affiliates harmless from and against all claims, losses, liabilities, damages, costs, and expenses, including attorneys' fees, asserted against or incurred by the publisher and its affiliates, associated with the property or services advertised, including without limitation when due to the negligence or other fault of the publisher or its affiliates. The publisher and its affiliates are not liable or responsible for any claims, losses, liabilities, damages, costs, or expenses of any kind, arising in whole or in part from the text, graphics, or representation of any advertising published herein, the nature, condition, value, or desirability of any property or services advertised, any errors, omissions, out of date information, or misprints, or any associated transaction. The publisher and its affiliates specifically disclaim any such liability or responsibility. All housing and related services advertised in The MLS Southern California Homes & Estates™ are subject to the U.S. Fair Housing Act of 1968 and Fair Housing Amendments of 1988, as amended, and other applicable laws, which make it a violation of law to discriminate against any person because of race, color, religion, sex, handicap, familial status, or national origin, in the sale or rental of housing, advertising the sale or rental of housing, financing of housing, provision of real estate brokerage services, or appraisal of housing. Only ads featuring Active and/or recently Sold properties can be placed in the front full page color and black/white sections. Announcement ads (recruiting and company promotions) may be placed in the back full page color section, including the back cover. Statistical or performance metrics may be used in this section, but may only refer to performance within a single brokerage. No refunds will be given for any ad that is canceled, rejected, or not received by the published deadlines. (Deadlines are available online at [TheMLS.com](http://TheMLS.com)). Free Credits are non-transferable and expire one year from the date of issuance.

**310-358-1833**