

MEDIA KIT

2025



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

MISSION STATEMENT

At The MLS Southern California Homes & Estates™ magazine, our mission is to connect premier brands with an affluent audience of real estate professionals, investors, and high-net-worth individuals. By providing a platform for businesses in luxury fashion, home design, lifestyle, and other high-end industries, we empower brands to showcase their products and services to an exclusive, engaged audience. Through strategic advertising opportunities in both print and digital formats, we offer businesses the change to elevate their presence, drive customer engagement, and build lasting connections with the leaders of tomorrow's luxury market.



WHY ADVERTISE WITH US

Access Affluent Readers

Our readers have significant purchasing power, making them the ideal audience for premium brands.

Exclusive Reach

Our magazine is distributed to high-end brokerage and locations frequented by the elite.

Engaged & Influential Audience

Our readers are actively seeking the best in real estate, investment opportunities, and lifestyle products.

Premium Brand Association

Advertising with us connects your brand to the highest standards of luxury and sophistication.

INSIGHTS



172,000+

Social Media views per month



17,000+

Emailed agents & brokers per week



4,000+

Website views per month



4,000+

App sessions per month



2,000+

Print copies per week



SUCCESS STORIES

Sandro Dazzan



"I always love advertising in the MLS Homes & Estates™ magazine as it is a great way to get exposure of my Malibu listings to the greater Los Angeles brokerage community. My sellers are always pleased to hear when their home is showcased to all the brokerages across Los Angeles. Honestly, I feel it is the best bang for the buck print advertising there is!"

THE AGENCY

Rochelle Maize



"We consider the Homes & Estates™ magazine an integral part of our marketing plan for reaching the maximum number of agents across LA County and getting eyes on new listings and open houses"

NOURMAND & ASSOCIATES

Jade Mills



"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 and in [the] magazine."

JADE MILLS ESTATES

Joyce Rey



"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."

COLDWELL BANKER

THE HOMES & ESTATE APP

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

Increased Accessibility & Convenience

- Readers can access the magazine **anytime, anywhere**. This flexibility meets the needs of a busy, luxury-oriented audience who value **convenience**.

Wider Reach to a Tech-Savvy, Mobile Audience

- The app expands beyond traditional print distribution, especially appealing to tech-savvy luxury buyers and international readers who may prefer digital access.

Seamless Integration with Social Media & Online Content

- A digital app can integrate easily with our social media channels and website, enabling cross-promotion.
- Reinforce brands visibility across platforms

Real-Time Analytics & Insights

- The app collects data on user engagement and analytics to optimize advertising efficiency.

BECOME A FEATURED LISTING

When you advertise with Southern California Home & Estates™ Magazine, your listings receive prime visibility! Advertised properties and showcased as a 'Featured Listing' -guaranteeing that when users search by area code or city, your listing appears at the top of the results, maximizing exposure and driving attention to your properties.

| | | | | |
|--|--|---|--|--|
|  | 272 S Clark Dr, Beverly Hills CA 90211 | Price: \$2,695,000 <input type="checkbox"/> | | |
|  Add Favorite | Bedroom: 3 Bathroom: 2(2,0,0,0) Sq Ft: 2410 | Property Type: Single Family Land Type: N/A Sale Type: Standard Lot Size: 6250 | Status: Active Updated: 8/16/2024 Open House: N/A | MLS #: 24-420863 Parking#: 3 Year: 1930 |
| Office Name: Coldwell Banker Realty Agent: Geller, Steve Phone: 310-777-6237 | | CalDRE #: 01153015 Office Phone: 310-777-6200 | Office Name: N/A Agent: N/A, N/A Phone: N/A | CalDRE #: N/A Office Phone: N/A |

FEATURED 

RATES

MONEY SAVING PACKAGES

BUY 1 FULL-PAGE COLOR AD + 1 SHOWCASE AD W/PHOTO FOR \$438 (\$61 SAVINGS)
1 AGENT PROPERTY FULL-PAGE COLOR (PAGES 21& UP + 1 SHOWCASE AD W/ PHOTO)

SHOWCASES ADS

1 Time

2-9 Times

10+ Times

Showcase Ad w/o Photo

\$29

Showcase Ad w/ Photo

\$49

\$39

\$30

B/W ADS GLOSSY

Black & White Full-page Glossy

\$350

\$325

\$300

COLOR ADS GLOSSY

Agent / Corporate / Announcement Full-page glossy

\$450

\$400

\$375

Agent / Corporate Page 4

\$450

Agent / Corporate Page(s) 5-20

\$450

Affiliate Full Page

\$450

Agent / Corporate Page 3

\$450

SPECIAL PAGES

Inside Back Cover Color

\$500

Inside Front Cover Color

\$500

Back Cover Color

\$600

Color Spread 2 Full-Page Color

\$1,000

Color Spread 4 Full-Page Color

\$1,800

Client-Supplied Insert 4 Full-Page Color

\$1,800

Front Cover

\$1,400

FULL PAGE AD DIMENSIONS

ALL AD DIMENSIONS REFER TO THE LIVE AREA

| B/W ADS | Broker |
|--|----------------|
| Agent Property Full-Page B/W | 8.75" x 11.25" |
| Corporate Property Full-Page B/W | 8.75" x 11.25" |
| Multi-Property B/W | 8.75" x 11.25" |
| Affiliate Full-Page B/W | 8.75" x 11.25" |
| Announcement B/W | 8.75" x 11.25" |
| Showcase Listing | |

| SPECIAL PAGES | Broker |
|--|----------------|
| Front Cover Color | 9.50" x 10.00" |
| Inside Front Cover Color | 9.50" x 11.50" |
| Inside Back Cover Color | 9.50" x 11.50" |
| Back Cover Color | 9.50" x 11.50" |
| Agent Property Full-Page B/W Opposite Directory | 8.75" x 11.25" |
| Corporate Full-Page B/W Opposite Directory | 8.75" x 11.25" |
| Agent Full-Page Color Special (Pages 3 or 4) | 8.75" x 11.25" |
| Corporate Full-Page Color Special (Pages 3 or 4) | 8.75" x 11.25" |
| Agent Full-Page Color Special (Pages 5, 6, 7, 8, or 9) | 8.75" x 11.25" |
| Corporate Full-Page Color Special (Pages 5, 6, 7, 8, or 9) | 8.75" x 11.25" |

| COLOR ADS | Broker |
|--|----------------|
| Agent Property Full-Page Color | 8.75" x 11.25" |
| Corporate Property Full-Page Color | 8.75" x 11.25" |
| Affiliate Full-Page Color | 8.75" x 11.25" |
| Announcement Color | 8.75" x 11.25" |

| ADS WITH BLEEDS | Broker |
|--|--|
| Color with Full Bleed | 10" x 12" (available in all sections except cover pages) (with 0.25" bleed all sides) |
| Color Spread - 2 Pages - with Full Bleed | 8.75" x 11.25" |

DEADLINES

AD SUBMISSION DEADLINES

All Ad Type Are Due By

FRIDAY AT 10:00AM



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 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 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. 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). Free Credits are non-transferable and expire one year from the date of issuance.