



# Real Estate In-Depth

The Official Publication of the Hudson  
Gateway Association of REALTORS®

2023

*Connect with 14,000 Residential and Commercial REALTORS® and  
Affiliated Business Professionals*

## 2023 Leadership Team



Tony D'Anzica  
HGAR President



Carmen Bauman  
President-Elect



Joseph Lippolis  
Treasurer



Vlora Sejdi  
Secretary



Anthony Domathoti  
Immediate Past President



Jana Currier  
HGAR Interim CEO

## Who is HGAR?

- Founded in 1916, HGAR is one of the largest REALTOR® Associations in the nation representing over 14,000 REALTORS® and Affiliated Members
- Our geographic area includes:
  - Westchester
  - Putnam
  - Rockland
  - Orange
  - Bronx
  - Manhattan
- HGAR co-owns and operates OneKey® MLS with 44,000 listings in the greater NY Metro area
- We have office locations in:
  - White Plains (Headquarters)
  - Bronx
  - Goshen



# Benefits of Affiliate Membership with HGAR



- Business Page on HGAR website
- Welcome Eblast to our 14,000+ Members
- Social Media Announcements
- Ability to host “Breakfast with Benefits” Program
- Networking with HGAR REALTORS® and other Affiliates

- Monthly REID print newspaper, weekly REID Newsletter and HGAR Daily Update digital newsletter subscriptions
- Access to “Members Only” Events
- First Choice for Sponsorship Opportunities
- Ability to Serve on Some HGAR Committees
- And much more!



## HGAR's "Breakfast with Benefits" Program

- Exclusive Offering for HGAR Affiliate Members
- Host Your Own Event either Live at HGAR White Plains or Goshen offices or via Zoom
- Connect Directly with Our Members
  - Choose an Informational Topic of Interest
  - HGAR will promote it via Email and Social Media
  - BwB Package includes Two Digital Ads running 24/7 on RealEstateInDepth.com
- Cost is \$350 for Zoom and \$600 for Live (includes Continental Breakfast)



# How HGAR Can Help You Build Awareness

- Join HGAR as an Affiliate Member
- Attend events and Network with our Members
- Sponsor an Event:
  - CID (Commercial & Investment Division) (Monthly)
  - HG Realtor Foundation Fundraising (Monthly)
  - RPAC (Realtors Political Action Committee) (Monthly)
  - Major Events (see following page)
- Get Involved in an HGAR Committee
- Market your business with *Real Estate In-Depth*



# HGAR Major Events for 2023



- Installation Gala – February 2
- Fair Housing Summit – April 27
- HG Realtor Foundation Gala – May 18
- DEI Summit – June
- Bronx Golf Outing – June 26
- Global Real Estate Summit – September
- Member Appreciation Day – October 30
- HG Realtor Foundation Holiday Party - November
- Bronx Chapter Holiday Party – December 19
- Regional Events (Quarterly in various counties)



# What is Real Estate In-Depth?

- Founded in 1926, Real Estate in Depth (originally known as Westchester REALTOR®) is the **ONLY** real estate trade publication covering the lower Hudson Valley, and parts of New York City.
- Our audience comprises REALTORS® and related business professionals, plus government and economic development leaders.
- Our news coverage includes:
  - Residential Real Estate
  - Commercial Real Estate
  - Economic Development
  - Market Stats
  - Industry Trends
  - Legislative and Business News
  - And Much More!

# What Does *Real Estate In-Depth* Offer?



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Print Advertising in the  
**ONLY** real estate trade  
publication in the  
Hudson Valley

Circulation: 14,000

Digital Advertising on  
*RealEstateInDepth.com*

Average Page Views:  
32,700 per month



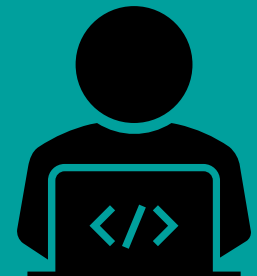
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Daily Update Digital  
Newsletter with  
breaking national,  
regional and local news

Open Rate Average:  
40% to 50%

Weekly Digital  
Newsletter with local  
real estate news

Open Rate Average:  
40% to 50%





# Real Estate In-Depth Editorial Calendar 2023



**JAN: Ad Due: 1/11 | Prints: 1/18**

- HGAR Annual Report
- Hudson Valley Real Estate Report

**FEB: Ad Due: 2/8 | Prints: 2/15**

- Focus on Real Estate Trends

**March: Ad Due: 3/8 | Prints: 3/15**

- Focus on Commercial Real Estate

**April: Ad Due: 4/12 | Prints: 4/19**

- Focus on Regional Economy
- Hudson Valley Real Estate Report

**May: Ad Due: 5/10 | Prints: 5/17**

- Focus on Westchester County

**June: Ad Due: 6/14 | Prints: 6/21**

- Focus on Luxury Properties



**July: Ad Due: 7/12 | Prints: 7/19**

- Focus on Real Estate Finance
- Hudson Valley Real Estate Report

**AUG: Ad Due: 8/9 | Prints: 8/16**

- Focus on Hudson Valley Cities

**SEPT: Ad Due: 9/13 | Prints: 9/20**

- Focus on Orange County

**OCT: Ad Due: 10/ 11 | Prints: 10/18**

- Focus on The Bronx
- Hudson Valley Real Estate Report

**NOV: Ad Due 11/ 8 | Prints: 11/15**

- Focus on Manhattan

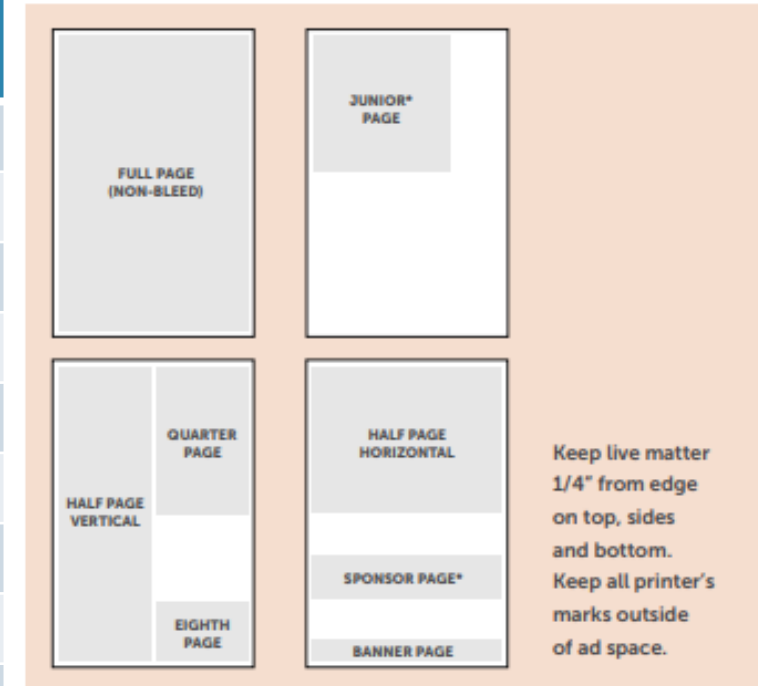
**DEC: Ad Due: 12/13 | Prints: 12/20**

- Year in Review



# Real Estate In-Depth Print Options

Ad Size	One Insertion	Three Insertions	Six Insertions	12 Insertions
Full Page (9.8125" x 15")	\$1,699	\$1,599	\$1,499	\$1,399
Half Page (Vertical) (4.8125" x 15")	\$950	\$880	\$820	\$770
Half Page (Horizontal) (9.8125" x 7.5)	\$950	\$880	\$820	\$770
Junior Page (7.3125" x 7.5")	\$795	\$725	\$665	\$615
Quarter Page (4.8125" x 7.5")	\$589	\$549	\$499	\$449
Sponsor - Photo Page (9.8125" x 2")	\$500	\$450	\$400	\$350
Eighth Page (8.125" x 4")	\$379	\$339	\$309	\$279
Banner (9.8125" x 1" )	\$400	\$360	\$320	\$290



**Color Upcharge:** \$150 per Ad for HGAR Members | \$250 per Ad for Non-Members

# Real Estate In-Depth Online Options

**Platinum Package: 12 Mo.: \$418 per mo. | 6 Mo.: \$469 per mo.**

- Super Leaderboard
- Leaderboard
- Half Page
- Medium Rectangle

**Gold Package: 12 Mo.: \$335 per mo. | 6 Mo.: \$375 per mo.**

- Leaderboard
- Half Page
- Medium Rectangle

**Silver Package: 12 Mo.: \$250 per mo. | 6 Mo.: \$280 per mo.**

- Leaderboard
- Medium Rectangle

**\*HGAR Daily Update: \$1,500 per mo. (22 newsletters M – F)**

**\*REID Weekly Newsletter: \$400 per mo. (four newsletters)**

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*Super Leaderboard: 790 x 90 | Leaderboard: 728 x 90*

*Half Page: 300 x 600 | Medium Rectangle: 300 x 250*

**\*Not Available to Real Estate Brokers**



## REAL ESTATE IN-DEPTH

Official Publication of the Hudson Gateway Association of Realtors

VIEWPOINTS NEWS AFFILIATE NEWS LEGAL-ADVOCACY PEOPLE COMMERCIAL RESIDENTIAL MORTGAGE TECHNOLOGY HGAR

GET YOUR CUSTOM REALTOR®  
LICENSE PLATES



CLICK HERE

### NYC Multifamily Properties Trade for \$825 Million



Real Estate In-Depth | December 6, 2022



NEW YORK—In a deal announced by JLL Capital Markets on Dec. 5, the Solow Building Company has sold three Upper East Side multifamily properties to an equity syndication by GO Partners for \$825 million.

The properties at One Sutton Place, Two Sutton Place and One East River Place total 858 units. The three buildings are part of a

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# Real Estate In-Depth Client Testimonials



“Ever since we became an Affiliate Member and we began doing the “Breakfast with Benefits,” program, we have engaged with over 150-200 agents per call. This has helped us break into the market and develop relationships with not only agents, but also managers and brokerages. This is one of the best investments we ever made.”

*Alex Montalenti, Founder, RealGrader*

“HGAR is a great opportunity that has helped me and in return, I have helped many agents. HGAR really fights for REALTOR® rights, provides great education, hosts amazing events and I am proud to be a member.

*Mark Aakjar, Owner, Mark's Inspections Inc.*



“My business has grown substantially since I began advertising in Real Estate In-Depth. I receive tremendous feedback from our readers, so I know my ad is seen. It's an inexpensive way to expose my service to REALTORS® “

*Rich O'Donnell, Partner, O'Donnell & Cullen Property Tax Consultant*

“ I'm not a fan of print advertising, but I have to say that advertising in Real Estate In-Depth has been a success for our Agency. It's one of the few publications that is actually read by the members it serves. The articles are timely and relevant. The cost of advertising is affordable and the perks that go with it make it a win/win.

*JoAnne Murray, President, Allan M. Block Insurance Agency, Inc.*



# Real Estate In-Depth

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