

Realtors with comprehensive marketing plans for selling your home have made Homes and Land magazine one of their most respected marketing partners in the presentation of listings to buyers across the continent.

From unparalleled access to the world of online real estate throughout specific regions of North America, innovative products such as Online Admaker, EZ Tours, and the HomeMail program to superior customer service, aggressive distribution, and top notch graphic design, there are many facets to what Homes and Land magazine offers buyers, sellers, Realtors, and others that use the magazine as a resource. But key to the success that Homes and Land has enjoyed for almost ten years in the Canadian marketplace is the core product itself: the magazine.

Homes and Land magazines are real estate magazines replete with listings and agent contact information. Every one of the high quality ads contained in H&L's pages is presented in a full colour, glossy format making them eye catching and easy to read. The covers are memorable and showcase some of the beautiful homes for sale in the area.

Whether it's through the dedicated distribution personnel who deliver the magazines every four weeks throughout your area, or the comprehensive mail out program, Homes and Land magazine reaches a large demographic of motivated home buyers and sellers by incorporating an efficient means of distribution into its business model; thus helping to make Homes and Land magazines into, arguably, one of the most easily recognized real estate marketing brands in Canada,

But with the advent and availability of all of the technologies that provide online service to the user the Internet has never been more accessible to people interested in buying or selling a home. It seems that almost everyone owns a Blackberry or an iPhone, or some other functionally equivalent piece of technology these days; and with the MLS being available online and the encouraging push for greener products no one would fault you for thinking that the demand for print magazines is waning.

But there are three key points that suggest nothing could be further from the truth:

First, there has been widespread proliferation of various magazines and newspapers throughout the marketplace. Within the last couple of years cities across Canada have seen this growth firsthand. Newspapers, both free (such as The Metro and 24) as well as the dailies – that can in some instances cost upwards of \$2 per copy, have come to dominate the street corners. And the city of Edmonton has not just one, but two long standing weeklies dedicated to the Arts (See and Vue magazines). We're proud to say that in Edmonton, as far as real estate goes, Homes and Land magazine was one of the first.

Secondly, more and more cities are going to a permit system whereby publishers must pay a fee to place their boxes on public land. In some instances this can be as high as \$100.00 per location! Obviously, if the demand wasn't there publishers wouldn't pay to place their boxes there. Homes and Land publishers do, and they do so because pick up rates don't lie.

The final key point is just that: the numbers tell us that people are reading us. A recent survey of all of the Homes and Land franchisees across Canada show that our national average pick up rate is 91 percent! Nine out of every ten Homes and Land magazines are being picked up and read.

It's easy to see that print is not dead.

© 2009 ProPublications