

# Principal

REAL ESTATE MATTERS



## What is Principal?

- A magazine targeted at Principals/Owners of Real Estate businesses
- Editorial will be of a quality and subject matter guaranteed to be of interest to this level of Executive.
  - Maximising business value
  - Being tax efficient
  - Having strong recruitment / employment practices
  - Technology use and set-up
- Quality and dimensions will be the same as Sold Magazine
- Distribution will be with Sold Magazine but will include devices to maximize read by the targeted market (6 per year)

- The Real Estate Industry generates \$7.5B
- Industry expenditure in excess of \$6B
- One-to-one dialogue with the industry decision makers
- Exclusive advertising opportunity



## WHAT'S THE ADVERTISING PROPOSITION?

- **4 full pages of advertising** (Configuration will be up the advertiser but the Inside Front Cover and the Outside Back cover are available)
- **2 pages of editorial** (For maximum readership it is suggested that this be relevant to the desired readership)
- **EXCLUSIVITY!** (No other advertiser will be advertising in this publication or on the website)



## WHAT DOES IT COST?

\$20,000 + GST

## CONCLUSION

**Principal will allow direct communication with business owners.**

The EXCLUSIVE nature of the advertising involvement creates an unparalleled opportunity to have a one-to-one conversation with this set of people nationally.

**gasp!**

GASP MEDIA PTY LTD

For further details, availability or to book an issue, contact Alastair Bryers.  
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