

Navigate With NAR Powered by REALTOR® Magazine Daily and Monthly eNewsletters

Brought to you by:  NATIONAL ASSOCIATION OF REALTORS®

View Latest Brief

[Navigate with NAR \(Daily\)](#)

Statistics and Data

Subscribers

- NAR-Daily: 85,000
- NAR-Monthly: 355,000

Advertising Performance

Daily Edition

- Ad Impression Rate: 56%
- eNewsletter Ad Avg. CTR: 0.10 - 1.00%
- Exclusive Send Avg. CTR: 2.00 - 6.00%

Monthly Edition

- Ad Impression Rate: 35%
- eNewsletter Ad Avg. CTR: 0.10 - 1.00%
- Exclusive Send Avg. CTR: 2.00 - 6.00%

Real Estate Industry Professionals

- Real Estate Agent = 57%
- Associate Broker = 27%
- Broker-Owner/Managing Broker = 13%
- Other Related Industry Professionals = 3%

Detailed Campaign Reporting

Detailed advertising campaign reporting includes email marketing metrics along with qualitative click data including company name, job title and position level clicks.

Our Top Subscribers



Our Advertising Partners



CallRail



Contact

Megan Kessler, Publisher

+1 202 991 1589

megan.kessler@futurenet.com



ADVERTISING OPPORTUNITIES

Display & Native Advertising

Above-the-Fold Takeover

With a high-impact display ad unit atop the brief and a native text ad placement in the first content section, your sponsorship will deliver the best of both worlds: impact and engagement.

[View Sample](#)

[View Specs](#)

SmartBrief
NAVIGATE WITH NAR
MONTHLY NEWS & VIEWS

Powered by REALTOR® Magazine SIGN UP · SHARE

BILLBOARD

TOP STORY

600 X 300

Promote your company here
This is a customizable section where ad copy is displayed to capture your target audience's attention.
[Call to action here.](#)

ADVERTISEMENT **SPONSOR LOGO**

ADVERTISING OPPORTUNITIES

Display & Native Advertising

Rectangle-Text Ad

SmartBrief's news section sponsorships allow you to seamlessly align your brand message with our editorial content, positioning you as an industry resource. Make use of both images and text to provide useful resources, case studies or information about the features and benefits of a product using our high-performing advertising unit.

[View Sample](#)

[View Specs](#)

Featured Content

The Featured Content section gives you exclusive ownership of an entire newsletter section. Featured Content is ideal for promoting branded content. Through a Featured Content news section sponsorship, you can showcase your thought leadership in the context of a trusted news resource.

[View Sample](#)

[View Specs](#)

SmartBrief
NAVIGATE WITH NAR
MONTHLY NEWS & VIEWS

Powered by REALTOR® Magazine SIGN UP · SHARE

TOP STORY

180 X 150
Promote your company here
This is a customizable section where ad copy is displayed to capture your target audience's attention.
[Call to action here.](#)

ADVERTISEMENT **SPONSOR LOGO**

INDUSTRY WATCH

FEATURED CONTENT SECTION NAME
Sponsored content from (advertiser name)

180 X 150
Promote your company here
This is a customizable section where ad copy is displayed to capture your target audience's attention.
[Call to action here.](#)

180 X 150
Promote your company here
This is a customizable section where ad copy is displayed to capture your target audience's attention.
[Call to action here.](#)

ADVERTISING OPPORTUNITIES

Exclusive Opportunities

Dedicated Send

The Dedicated Send is an opportunity to send a stand-alone promotional eblast to the audience of one of our SmartBriefs, with 100% of the message content coming from the advertiser. You provide the HTML for the send so you control the look of the message, including images and layout.

[View Sample](#)

[View Specs](#)

Special Report

The Special Report is an excellent way to align your brand with critical industry topics and events. SmartBrief editors supplement the daily newsletter with a one- or two-part send on a topic or event you choose related to trending news and industry developments.

[View Sample](#)

[View Specs](#)

Spotlight

The Spotlight allows you to engage your target audience with useful, relevant information on a topic of your choice. Your branded content runs in a standalone send to a SmartBrief newsletter audience, supported by relevant news and information summarized by the SmartBrief Content Services team.

[View Sample](#)

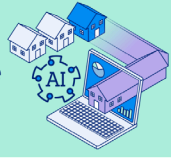
[View Specs](#)

This is a paid advertisement for SmartBrief readers. The content does not necessarily reflect the view of SmartBrief or its Association partners.

SmartBrief
NAVIGATE WITH NAR DAILY NEWS & VIEWS

CallRail

AI's role in Real Estate



Use AI to stay ahead of the changing market

Artificial Intelligence has taken the world by storm in 2023. But what is [AI's role in the world of real estate](#), and what tools are out there for you to find better leads, show more properties, and boost your business?

We put together our analysis of the [most beneficial AI tools](#) that top real estate pros are using, plus challenges that come with AI implementation, and our thoughts on the future of AI in real estate.

SPECIAL REPORT

NRF SmartBrief
TODAY'S TOP RETAIL INDUSTRY NEWS

NRF
National Retail Federation

[SIGN UP · SHARE](#)

INSIGHTS AND LESSONS FROM NRF 2022: RETAIL'S BIG SHOW

The in-person portion of [NRF 2022: Retail's Big Show](#) is over. But it's not too late to take advantage of the insights and lessons from the show. You can still experience the conversations among industry leaders through the [NRF 2022 On Demand Package](#), which you can watch at your convenience through March 31.

You can also catch up on all the news you might have missed during the show -- we've rounded it up here in this NRF SmartBrief Special Report. If you want to continue getting the retail industry's biggest news sent to your inbox for free every day, [subscribe to NRF SmartBrief](#).

[in](#) [t](#) [f](#) [v](#)

• [Check out the official NRF 2022 recap](#)

SPOTLIGHT

NRF SmartBrief
TODAY'S TOP RETAIL INDUSTRY NEWS

NRF
National Retail Federation


Sponsored Content

SPOTLIGHT ON ENABLING MODERN RETAIL EXPERIENCES

Overview: To meet the high and often unpredictable expectations of customers, retailers must create a seamless experience regardless of channel. This Smartbrief Spotlight explores how top retailers are moving beyond omnichannel retail towards Unified Commerce and what brands can do to unlock greater readiness.

FEATURED SECTION
Sponsored Content from Aptos

How New Balance removed barriers to unlock omnienabled



New Balance executives discuss their approach to creating modern store experiences, empowering global expansion and adopting large-scale pop-up events through technology that unlocks omnichannel operations and enhances customer engagement. [Read the case study here.](#)

[in](#) [t](#) [f](#) [v](#)

ADVERTISING OPPORTUNITIES

Audience Extension

SmartSocial

Extend your campaign and reach SmartBrief's highly-engaged audience across the largest social media channels. SmartSocial gives our advertisers access to multiple touch points to reach our readers throughout their day.

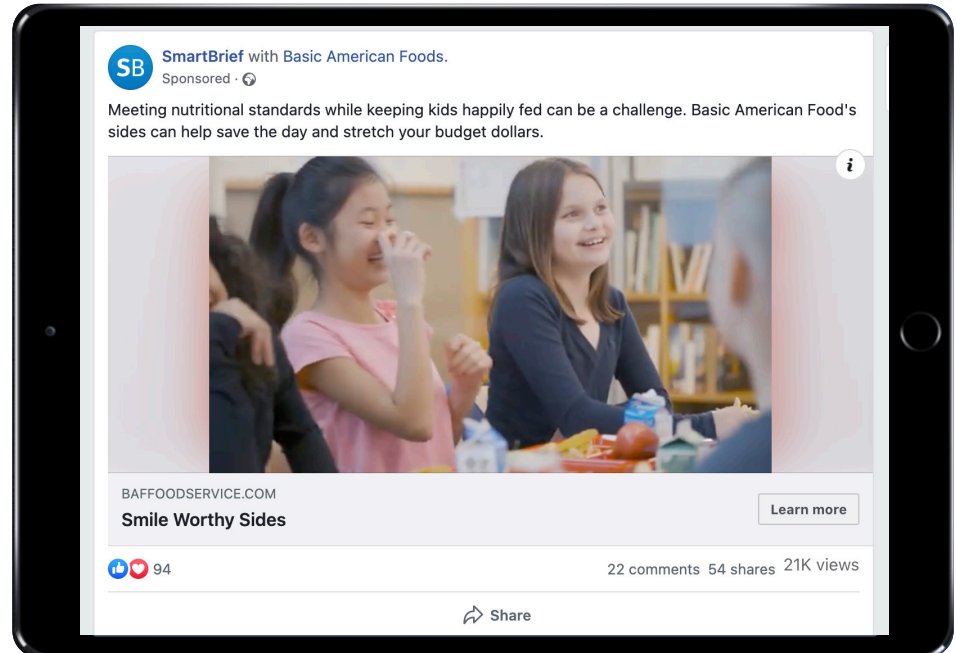
[View Sample](#)

[View Facebook/
Instagram Specs](#)

[View X \(Twitter\) Specs](#)

[View LinkedIn Specs](#)

[View Pinterest Specs](#)



Ask us about SmartStudio:

Our custom content development capabilities, content distribution and lead guarantee promotion programs.

 **SmartBrief**

2024 SmartBrief Pricing

NAR DAILY: 85,000 Readers

Display & Native Advertising

| Service | Pricing |
|--|---------------|
| Above-the-Fold Takeover (Billboard + News 1) | \$1,500/issue |
| Billboard | \$1,000/issue |
| News 1 | \$1,000/issue |
| News 2 | \$900/issue |
| News 3 | \$810/issue |
| Featured Content | \$1,000/issue |
| SmartSocial | \$40 CPM |

Exclusive Opportunities

| Service | Pricing |
|--|----------|
| Topic or Conference Based Special Report | \$6,000 |
| Dedicated Send | \$10,000 |
| Spotlight | \$11,000 |
| Year in Review | \$10,000 |

- 5x minimum on Display & Native Advertising
- News Section ads include the Rectangle-Text Ad or Video-Text Ad
- Upgrade any news section placement to a Video-Text ad for a premium
- [NAR Advertising Guidelines](#)

2024 SmartBrief Pricing

NAR MONTHLY: 355,000 Readers

Display & Native Advertising

| Service | Pricing |
|--|---------------|
| Above-the-Fold Takeover (Billboard + News 1) | \$6,000/issue |
| Billboard | \$4,200/issue |
| News 1 | \$4,200/issue |
| News 2 | \$3,350/issue |
| News 3 | \$2,700/issue |
| Featured Content | \$4,200/issue |
| SmartSocial | \$40 CPM |

Exclusive Opportunities

| Service | Pricing |
|--|----------|
| Topic or Conference Based Special Report | \$10,500 |
| Dedicated Send | \$15,000 |
| Spotlight | \$21,000 |
| Year in Review | \$15,000 |

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