

JULY 2008 | ISSUE 1 | FREE

FERNIE & AREA

Real Estate Guide



IN THIS ISSUE

FERNIE & AREA LISTINGS

LEGAL ASPECTS OF PURCHASING REAL ESTATE

BEFORE & AFTER RENOVATIONS

ISSUE 2 - COMING OUT AUGUST 15TH

FERNIE'S ALL-INCLUSIVE REAL ESTATE GUIDE PUBLISHED MONTHLY.

FEATURING CURRENT EDITORIAL AND REAL ESTATE LISTINGS.

A MAGAZINE GUARANTEED TO REACH READERS.

Real Estate Guide

WHY THE FERNIE & AREA REAL ESTATE GUIDE?

Fernie & Area Real Estate Guide is an exciting new magazine created locally to showcase residential & commercial properties as well as investment and rental opportunities around our local area. Also included in the guide will be informative and up-to-date editorials on developments, exciting features on related businesses and business people as well as industry-related tips and news items. By maintaining high editorial and design standards, and achieving a balance between stories, listing space and ad space, the **Fernie & Area Real Estate Guide** will be picked up monthly, read and kept, thus ensuring maximum exposure and readership.

OTHER EXCITING FEATURES

- Listings will automatically be included on www.fernierealestateguide.com
- Each month, a “featured listing” will appear as the cover image, taken by professional photographer Henry Georgi and highlighting one of Fernie’s premier properties. The cover feature will be offered on a rotational basis to those with company listings within the magazine.
- A rotation system will be used to determine the order of how listings will appear within the magazine as well as the featured cover listing, back cover and inside cover placements.
- Standards and guidelines will be used to create the listings pages with a choice of 12 or 9 listings per page.

DISTRIBUTION

Conveniently printed in the same unique size as the Fernie Fix, the magazines will go hand in hand in promoting our community and lifestyle along with showcasing real estate & development opportunities in the area. **Fernie & Area Real Estate Guide** will begin an aggressive distribution campaign including Calgary and Alberta this fall along with being circulated through our rapidly growing Fernie Fix distribution channels which include future visitors, potential investors & second home owners. 5000 copies will be printed monthly with this amount increasing during peak visitor seasons.

ADVERTISEMENT OPTION		UNIQUE PLACEMENTS AND LISTINGS	
1/3 page horizontal 4.7” x 4”	\$177	Vertical 1/3 page (3 or 4 listings)	\$149
1/3 page vertical 2.3” x 8.125”	\$177	*Full page 8” x 9” listings	\$299
1/2 page horizontal 7.1” x 4”	\$261	**Front cover	\$629
2/3 page vertical 4.7” x 8.125”	\$345	*Inside cover 8” x 9” + bleed	\$524
Full page 8” x 9” + bleed	\$419	*Back outside cover 8” x 9” + bleed	\$629

* Placements and listings rotated amongst the Real Estate offices involved in the magazine.

* Design of listing pages is included in this rate, please see below for listing specs.

** Photography is included in this price and may only be used exclusively for the Real Estate Guide or can be purchased separately from Henry Georgi.

IMPORTANT DATES

Ad and listing booking deadline: **July 31st, 2008**

Listing material due: **August 4th, 2008**

Distribution date: **August 15th, 2008**

AD SPECS

All ads and images must be provided in high resolution (300dpi) and sent as a jpeg, tiff or pdf. If the ad is not submitted in the correct format, additional design charges may apply in order to make the ad print ready. Full page ads require a .25 bleed all around. Full page size including bleed will be 8.5” x 9.5”. Ads may be submitted by cd or email. Ads can be designed by Claris Media at an hourly rate of \$70.

LISTING SPECS

All listings **MUST** be submitted on one cd by monthly deadline and text must be in Word format with listing descriptions. Images must be print ready (300 dpi) and named according to the listing. Design charges may apply if listings are not submitted according to these specifications. Images and listings descriptions sent via email will not be accepted.

GET LISTED - ONLINE

WWW.FERNIEREALSTATEGUIDE.COM

FERNIE & AREA
Real Estate Guide

HOME | MONTHLY COLUMNS | REAL ESTATE LISTINGS | MAPS | AREA & LINKS | ADVERTISE | CONTACT US

FERNIE & AREA
Real Estate
Guide
Current Listings
[> CLICK HERE](#)

Ferne & Area Real Estate Guide

This is the first issue of the Fernie and Area Real Estate Guide. We are excited to offer this new magazine, which resulted from an apparent demand for a high quality print piece highlighting the real estate and development found in this area.

This monthly magazine will provide current listings and relevant editorial to help you in your endeavor to sell or buy a home, find a rental opportunity, or add to your current home through renovations or decorating. We look forward to adding to our line up next month with an economic forecast and review from East Kootenay Community Credit Union and much more.

Please send us any questions or feedback. We put together this magazine with you, the reader in mind and will continually adjust and improve to ensure the end result is meeting the demand.

ONLINE AD SPACE
AVAILABLE ON
FERNIEREALSTATEGUIDE.COM
[CLICK HERE TO
INQUIRY ABOUT
RATES.](#)

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WEBSITE LISTING ADVERTISING

- Purchase a listings page in the magazine and all your listings will appear on www.fernierealestateguide.com for free.

ONLINE BANNER ADS

- Place a banner ad on www.fernierealestateguide.com for \$30/banner/month, minimum of 3 months, includes design. Add 20% for special placement and guaranteed position on the front page. Maximum 3 per page.

SAMPLE OF 9-LISTINGS PAGE

Background colour of page and banner colour can vary according to office.



Joe Smith

(250) 423-5555

email: joe.smith@remaxfernie.com



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SAMPLE OF 12-LISTINGS PAGE

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Joe Smith
(250) 423-5555
email: joe.smith@remaxfernie.com



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