

Personal Finance

Real Estate 2007:

"Buying and selling your home or business"

WHAT

In response to the sold out inaugural issue of Cape Business Personal Finance, Cape Business will be publishing Personal Finance - Real Estate 2007. This special stand-alone publication will highlight the residential real estate market and be mailed to 20,000 of the wealthiest Cape Cod residents, including second homeowners.

WHO

A perfect marketing opportunity for financial services companies, banks, mortgage lenders, insurance companies, real estate companies, accountants, luxury goods retailers, automobile and boat dealers, antiques dealers, attorneys and auction houses.

WHEN

Publication date: Mid March 2007

Advertising Deadline: January 31, 2007

ADVERTISING INVESTMENT

Full-page: \$3,000

2/3 page: \$2,280

1/2 page: \$2,040

1/3 page: \$1,320

1/4 page: \$1,140

EDITORIAL OUTLINE

- Real estate outlook 2007
- What projects add value to your home?
- What are the building professionals saying?
- Landscaping trends
- Concierge services - the next new profession on the Cape
- Remodeling payoffs
- Home equity loans vs. lines of credit
- Saving on energy costs
- Home electronics trends
- Who's lending?

YOUR VALUE ADDED

- Use this special supplement to reach some of the most influential business leaders and decision makers throughout the Cape.
- This special edition will be mailed to 20,000 of the wealthiest Cape Cod residents.
- A second-home owner mailing is available on a sponsorship basis - call for details.

TARGETED DISTRIBUTION

- 20,000 of the wealthiest homes on Cape Cod
- 80% Massachusetts Residents
- 51% Cape Cod Residents
- 49% Second-Home Owners
 - 29% from Massachusetts
 - 4% from Connecticut
 - 3% from New York
 - 2% from New Jersey

PREMIER POSITIONS

- Back Cover - 25% Premium
- Inside Front/Back - 15% Premium
- Page 3 - 15% Premium
- Requested Placement - 10% Premium

TO ADVERTISE CONTACT US.

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