



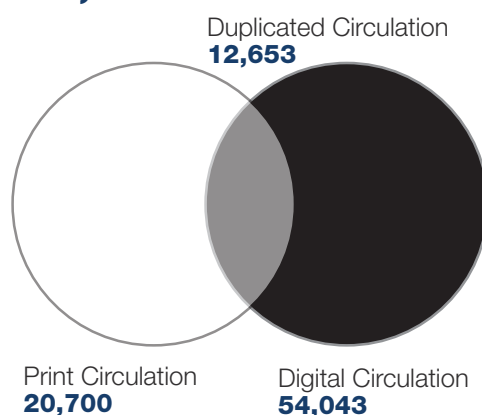
## MULTIFAMILY EXECUTIVE Digital Edition

HANLEY WOOD BUSINESS MEDIA ONE POWERFUL NETWORK



Providing coverage on all segments of multifamily housing, from construction to management to finance, the MULTIFAMILY EXECUTIVE network is the place multifamily pros turn first to make important decisions.

Total Audience:  
**62,176**



Source: Publisher's Own Data, June 2009

## More Audience. More Value.

- **MORE multifamily housing owners and managers.** 62,176 subscribers will receive MULTIFAMILY EXECUTIVE magazine through the addition of digital editions: **That's 41,476 more circulation at no additional cost to advertisers.\***
- **Same content, MORE audience.** Digital editions have the same content as print, are delivered to e-newsletter readers and posted on the magazine's Web site.
- **MORE audience, MORE value.** Full demographic information is available for the additional readers. Advertisers can receive complete tracking information and links to their Web sites from the digital editions.
- **NEW, unduplicated subscribers.** Circulation for digital editions will combine print, plus e-newsletter subscribers not duplicated in the magazine circulation.

\*The circulation increase = digital circulation – duplicated circulation  
Numbers as of June 2009

## Sponsorship Opportunity

Cost: \$5,950 net per issue

- Dedicated e-Mail Promotion Announcing Sponsorship of Digital Edition
- Left Hand Sponsor Ad Facing Digital Edition Cover
- Skyscraper Ad Fixed in Right Well
- Lead generation "Ad Gen" on Sponsor's Print Ad Within Digital Edition
- Rich Media on Sponsor's Print Ad Within Digital Edition

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