

# THE RESULTS

SIGNET AdProbe™ Results  
September/October 2016



# 61%

## PURCHASING POWER

Nearly 3/4 our readers have purchasing power!

**OUR READERS ARE** Brokers/Owners, Managers, Sales Agents, Personal Assistants, Appraisers, Among Others

# 69%

## ACTION-DRIVEN READERS

69% of REALTOR® Magazine readers are involved, either as an individual or as a member of a group or committee – in advising, recommending, specifying, or approving the purchase of products, items of equipment or services.



## TIME READING

The average time spent reading REALTOR® Magazine is 33 minutes! That's more than enough time for our readers to navigate all the information on your advertisement.

# 80% AD FREQUENCY

80% of the top 5 scoring advertisers ran in every issue of REALTOR® Magazine in 2016.

The more frequently you advertise, the better the results. In fact, the Direct Marketing Association will tell you the average person needs to see an ad seven times before responding to it.

# 2,239,068

## READERSHIP

The average number of readers per copy for the September/October 2016 issue was 2.1 for a total reading audience of 2,236,068. That's a significantly large number of engaged readers!

REALTOR®  
MAGAZINE