

No attempt has been made to rank the information contained in this report in order of importance, since BPA Worldwide believes this is a judgment which must be made by the user of the report.

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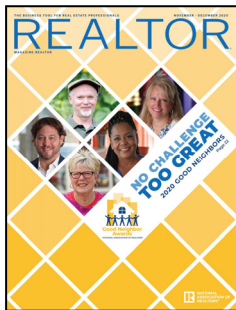
The **REALTOR® MAGAZINE** brand advances real estate industry best practices, brings expert insights to significant industry trends and provides REALTORS® with timely decision making tools to determine business purchases and strategies.

BRAND REPORT PURPOSE

The Brand Report provides a deeper understanding and identification of all audited touch points with customers that have interest in the brand. It is designed to present analysis of all communication channels, including a brand's unique users within each channel of, but not across, multiple media platforms. This non-integrated report contains data for each separate media channel as indicated in the Executive Summary. No attempt has been made to identify or eliminate duplication that may exist across media channels.

CHANNELS

**REALTOR®
MAGAZINE**



3 issues in the period
1,245,394 average circulation

**REALTOR®
WEBSITE**



260,619 average users

EXECUTIVE SUMMARY

Below are the average contacts per occurrence, including frequency per period reported.

	Paid	Non-Paid	Average
REALTOR® MAGAZINE (3 issues in the period)	1,244,466	928	1,245,394
REALTOR® WEBSITE (Monthly Users with 456,453 average Pageviews)	-	260,619	260,619

MARKET SERVED

REALTOR® MAGAZINE serves members of the National Association of REALTORS®.

PRICE AND FREQUENCY

\$4.00 Average Annual Subscription Order Price for the Period Reported (Excluding Sponsored Subscriptions)

6 Issues Per Year

**NC All Single Copy Sales Prices for the Period

****NC – None Claimed**

AVERAGE TOTAL QUALIFIED BASED ON 3 ISSUES IN THE PERIOD

Total Qualified	1,245,394
Average Rate Base	**NC
Variance +/-	**NC
Percent +/-	**NC
Qualified Paid	1,244,466
Subscriptions	1,244,466
Sponsored	-
Single-Copy Sales	-
Qualified Non-Paid	928

****NC – None Claimed**

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

Qualified Circulation	Qualified Paid		Qualified Non-Paid		Total Qualified	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	-	-	-	-	-	-
*Membership Benefit	1,244,466	99.9	928	0.1	1,245,394	100.0
Multi-Copy Same Addressee	-	-	-	-	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Sponsored Multi-Copy Same Addressee	-	-	-	-	-	-
Sub-Total Subscriptions:	1,244,466	99.9	928	0.1	1,245,394	100.0
Single-Copy Sales	-	-	-	-	-	-
Sponsored Single-Copy Sales	-	-	-	-	-	-
TOTAL	1,244,466	99.9	928	0.1	1,245,394	100.0

*See Additional Data

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2020 Issue	Total Qualified
July/August	1,236,149
September/October	1,235,722
November/December	1,264,309

3. BREAKOUT OF QUALIFIED CIRCULATION TO THE CONSUMER MARKET FOR ISSUE OF NOVEMBER/DECEMBER 2020
 This issue is 2.3% or 28,373 copies above the average of the other 2 issues reported in Paragraph 2.

Market Served	Total Qualified	Percent of Total
Realtors, Realtor-Associates, board officers, state association officers and others allied to the field	1,094,542	86.6
Designated Realtors	169,767	13.4
TOTAL QUALIFIED CIRCULATION	1,264,309	100.0

4. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED NON-PAID CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2020

Qualification Source	Qualified Within			Total Qualified*	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	-	-	-	-	-
II. Request from recipient's company:	-	-	-	-	-
III. Membership Benefit:	996	-	-	996	100.0
IV. Communication from recipient or re-distributor (other than request):	-	-	-	-	-
V. TOTAL - Sources other than above:	-	-	-	-	-
Rosters and Directories	-	-	-	-	-
Manufacturer's, distributor's and wholesaler's lists	-	-	-	-	-
Other sources	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	996	-	-	996	100.0
PERCENT	100.0	-	-	100.0	

*See Additional Data

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED BRAND REPORTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	January - June 2018	July - December 2018	January - June 2019	July - December 2019	January - June 2020	July - December 2020*
Total Audit Average Qualified:	1,285,902	1,332,100	1,327,206	1,316,658	1,236,210	1,245,394
Rate Base (if any):	**NC	**NC	**NC	**NC	**NC	**NC
Rate Base +/-:	**NC	**NC	**NC	**NC	**NC	**NC
Percent +/-:	**NC	**NC	**NC	**NC	**NC	**NC
Qualified Paid :	1,284,799	1,331,005	1,326,129	1,315,885	1,235,681	1,244,466
Subscriptions	1,284,799	1,331,005	1,326,129	1,315,885	1,235,681	1,244,466
Sponsored	-	-	-	-	-	-
Single-Copy Sales	-	-	-	-	-	-
Qualified Non-Paid:	1,103	1,095	1,077	773	529	928
Post Expire Copies included in Total Qualified Circulation:	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price:	\$6.00	\$4.00	\$4.00	\$4.00	\$4.00	\$4.00

*NOTE: July - December 2020 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

**NC = None Claimed.

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2020*

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	4,514		Kentucky	10,675	
New Hampshire	5,606		Tennessee	27,634	
Vermont	1,407		Alabama	14,323	
Massachusetts	22,382		Mississippi	6,081	
Rhode Island	4,456		EAST SO. CENTRAL	58,713	4.6
Connecticut	15,512		Arkansas	7,826	
NEW ENGLAND	53,877	4.3	Louisiana	13,515	
New York	55,287		Oklahoma	10,977	
New Jersey	48,925		Texas	112,361	
Pennsylvania	32,405		WEST SO. CENTRAL	144,679	11.4
MIDDLE ATLANTIC	136,617	10.8	Montana	4,324	
Ohio	30,878		Idaho	9,360	
Indiana	16,677		Wyoming	1,907	
Illinois	44,686		Colorado	23,337	
Michigan	29,647		New Mexico	6,197	
Wisconsin	14,699		Arizona	43,716	
EAST NO. CENTRAL	136,587	10.8	Utah	15,281	
Minnesota	18,986		Nevada	17,078	
Iowa	7,111		MOUNTAIN	121,200	9.6
Missouri	20,595		Alaska	1,522	
North Dakota	1,865		Washington	20,016	
South Dakota	1,940		Oregon	14,924	
Nebraska	4,938		California	173,655	
Kansas	9,237		Hawaii	8,521	
WEST NO. CENTRAL	64,672	5.1	PACIFIC	218,638	17.3
Delaware	3,721		UNITED STATES	1,263,409	99.9
Maryland	24,158		U.S. Territories	900	
Washington, DC	2,430		Canada	-	
Virginia	32,222		Mexico	-	
West Virginia	2,550		Other International	-	
North Carolina	43,070		APO/FPO	-	
South Carolina	21,175				
Georgia	37,462				
Florida	161,638				
SOUTH ATLANTIC	328,426	26.0	TOTAL QUALIFIED CIRCULATION	1,264,309	100.0

*See Additional Data

WEBSITE CHANNEL

[HTTP://REALTORMAG.REALTOR.ORG/](http://REALTORMAG.REALTOR.ORG/)

2020	Pageviews	Sessions	Users	Average Session Duration
July	462,220	338,696	266,694	1:16
August	472,579	348,639	278,773	1:18
September	456,361	324,457	252,245	1:25
October	464,727	332,455	261,389	1:18
November	454,627	333,880	262,072	1:23
December	428,205	309,140	242,544	1:24
AVERAGE:	456,453	331,211	260,619	1:20

July – December 2020 data was provided by Omniture. All website activity is audited by BPA Worldwide.

WEBSITE GLOSSARY

Pageviews: A Pageview is recorded each time a page implanted with the JavaScript code (tag) is displayed in a browser window. This will occur whether the page is served directly from the web server, from a proxy, or from the browser's cache.

Sessions: A single continuous set of activity attributable to a cookie'd browser resulting in one or more pulled text and/or graphics downloads from a site. A period of 30 minutes of inactivity will terminate the session.

Users: An identified and unduplicated Cookie'd Browser that accesses Internet content or advertising during a measurement period.

Average Session Duration: The time visitors remain on a site per session.

ADDITIONAL DATA

MAGAZINE:

METHOD OF DISTRIBUTION:

Qualified recipients are REALTORS®, REALTOR-ASSOCIATES®, board officers, state association officers, designated REALTORS®, and others allied to the field. Copies are addressed to individuals and mailed via a second class U.S. postal permit.

AVERAGE NON-QUALIFIED CIRCULATION: 5,063 COPIES

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	777
Allocated for Trade Shows and Conventions	-
All Other	4,286
TOTAL	5,063

PARAGRAPH 1:

Qualified paid Membership Benefit subscriptions averaging 1,244,466 copies were sold to qualified recipients at the following subscription prices: \$4.00. Members yearly subscription price is included in the dues and is non-deductible therefrom.

PARAGRAPH 4:

Paragraph 4 includes 996 qualified non-paid circulation. Qualified paid circulation of 1,263,313 combined with the qualified non-paid circulation equals 1,264,309 total qualified circulation for the analyzed issue.

GEOGRAPHIC DISTRIBUTION:

Geographic data for Website is not reported at the media owner's option.

PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.

Alvin Pulley, Advertising Manager

Stacey Moncrieff, Editor in Chief

(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)

IMPORTANT NOTE:

This unaudited brand report has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed	January 28, 2021
State	Illinois
County	Cook
Received by BPA Worldwide	January 28, 2021
Type	CBJ
ID Number	T149B0D0

About BPA Worldwide

A not-for-profit organization since 1931 and headquartered in Shelton, Connecticut, USA, BPA has a global membership, spanning more than 20 countries. The organization conducts 2,500+ audits for media brands in print, online/digital and live events. In addition, the BPA-iCompli division verifies compliance to defined industry standards, provides technology assurance, and certifies organization's sustainability practices and reporting. BPA is supported by 4,000+ advertiser and agency members. The latest innovation to move the industry forward is the BPA Media Exchange, a brand-safe and audited cooperative marketplace which offers automated solutions for the buying and selling of digital advertising.