

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.

National Association of Realtors
430 North Michigan Avenue
Chicago, IL 60611
Tel.: (312) 329-8449
Fax: (312) 329-1467
Web site: magazine.realtor
Email: narpubs@realtors.org

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
1,236,210 average circulation

**REALTOR
WEBSITE**



342,785 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)	1,235,681	529	1,236,210
REALTOR WEBSITE (Monthly Users with 583,980 average Pageviews)	-	342,785	342,785

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	1,236,210
Average Rate Base	**NC
Variance +/-	**NC
Percent +/-	**NC
Qualified Paid	1,235,681
Subscriptions	1,235,681
Sponsored	-
Single-Copy Sales	-
Qualified Non-Paid	529

****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	1,235,681	100.0	529	-	1,236,210	100.0
Multi-Copy Same Addressee	-	-	-	-	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Sponsored Multi-Copy Same Addressee	-	-	-	-	-	-
Sub-Total Subscriptions:	1,235,681	100.0	529	-	1,236,210	100.0
Single-Copy Sales	-	-	-	-	-	-
Sponsored Single-Copy Sales	-	-	-	-	-	-
TOTAL	1,235,681	100.0	529	-	1,236,210	100.0

***See Additional Data**

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2020 Issue	Total Qualified
January/February	1,252,530
March/April	1,217,320
May/June	1,238,778

3. BREAKOUT OF QUALIFIED CIRCULATION TO THE CONSUMER MARKET FOR ISSUE OF MAY/JUNE 2020
This issue is 0.3% or 3,853 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	1,066,986	86.1
Designated Realtors	171,792	13.9
TOTAL QUALIFIED CIRCULATION	1,238,778	100.0

4. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED NON-PAID CIRCULATION FOR ISSUE OF MAY/JUNE 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:	1,215	-	-	1,215	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	1,215	-	-	1,215	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	Circulation Claim	Circulation Claim
	July - December 2017	January - June 2018	July - December 2018	January - June 2019	July - December 2019*	January - June 2020*
Total Audit Average Qualified:	1,267,215	1,285,902	1,332,100	1,327,206	1,316,658	1,236,210
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 :	1,266,112	1,284,799	1,331,005	1,326,129	1,315,885	1,235,681
Subscriptions	1,266,112	1,284,799	1,331,005	1,326,129	1,315,885	1,235,681
Sponsored	-	-	-	-	-	-
Single-Copy Sales	-	-	-	-	-	-
Qualified Non-Paid:	1,103	1,103	1,095	1,077	773	529
Post Expire Copies included in Total Qualified Circulation:	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price:	\$6.00	\$6.00	\$4.00	\$4.00	\$4.00	\$4.00

*NOTE: July 2019 - June 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 MAY/JUNE 2020*

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	4,424		Kentucky	10,585	
New Hampshire	5,491		Tennessee	26,935	
Vermont	1,402		Alabama	14,173	
Massachusetts	21,511		Mississippi	5,945	
Rhode Island	4,373		EAST SO. CENTRAL	57,638	4.6
Connecticut	15,346		Arkansas	7,621	
NEW ENGLAND	52,547	4.2	Louisiana	13,234	
New York	54,942		Oklahoma	10,610	
New Jersey	47,564		Texas	106,811	
Pennsylvania	31,903		WEST SO. CENTRAL	138,276	11.2
MIDDLE ATLANTIC	134,409	10.9	Montana	4,240	
Ohio	30,348		Idaho	9,124	
Indiana	16,763		Wyoming	1,862	
Illinois	43,856		Colorado	23,226	
Michigan	29,226		New Mexico	6,118	
Wisconsin	14,353		Arizona	43,001	
EAST NO. CENTRAL	134,546	10.8	Utah	15,156	
Minnesota	19,032		Nevada	17,052	
Iowa	6,964		MOUNTAIN	119,779	9.7
Missouri	20,469		Alaska	1,480	
North Dakota	1,837		Washington	19,159	
South Dakota	1,882		Oregon	14,745	
Nebraska	4,909		California	168,635	
Kansas	9,166		Hawaii	8,672	
WEST NO. CENTRAL	64,259	5.2	PACIFIC	212,691	17.2
Delaware	3,684		UNITED STATES	1,237,839	99.9
Maryland	23,538		U.S. Territories	939	
Washington, DC	2,611		Canada	-	
Virginia	31,895		Mexico	-	
West Virginia	2,534		Other International	-	
North Carolina	41,986		APO/FPO	-	
South Carolina	20,740				
Georgia	35,732		TOTAL QUALIFIED CIRCULATION	1,238,778	100.0
Florida	160,974				
SOUTH ATLANTIC	323,694	26.1			

*See Additional Data

WEBSITE CHANNEL

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

2020	Pageviews	Sessions	Users	Average Session Duration
January	691,098	464,999	383,115	1:23
February	521,032	378,501	300,712	1:16
March	668,542	503,337	386,886	1:12
April	635,692	493,520	390,054	1:13
May	534,254	405,921	321,756	1:11
June	453,263	346,253	274,187	1:09
AVERAGE:	583,980	432,088	342,785	1:14

January – June 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 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 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: 5,172 COPIES

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	650
Allocated for Trade Shows and Conventions	-
All Other	4,522
TOTAL	5,172

PARAGRAPH 1:

Qualified paid Membership Benefit subscriptions averaging 1,235,681 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 1,215 qualified non-paid circulation. Qualified paid circulation of 1,237,563 combined with the qualified non-paid circulation equals 1,238,778 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, 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	July 31, 2020
State	Illinois
County	Cook
Received by BPA Worldwide	July 31, 2020
Type	CBJ
ID Number	T149B0J0

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.