

// Open doors in real estate



Advertising opportunities with the REIV



About us

The Real Estate Institute of Victoria (REIV) was established 1936 as the peak body for real estate professionals in Victoria.

We're a team of passionate, knowledgeable real estate experts, dedicated to raising professionalism and implementing best practice in the industry.

To achieve this, we work closely with our members, providing high quality services that help build and grow sound, reputable businesses.

Our members are located all across Victoria and include:

- Over 2,000 corporate members who represent a variety of agencies, from small family-run businesses to large franchise groups
- 5,000 real estate professionals across Victoria
- Over 2,000 individuals studying for a qualification in real estate
- Affiliated companies and individuals providing products and services to the industry



Our Services

Training and Development

We offer a complete suite of real estate training options, enabling individuals to start their real estate career with the Agent's Representative course; complete their qualification to become a licensed agent; and enhance their skills through targeted Continuing Professional Development (CPD).

REIV is a Recognised Training Organisation (RTO #4042).

Market Insights

REIV provides the most comprehensive and credible statistics, analysis and insights on the Victorian property market for both members and the general public.

Rewards and Recognition

We place great emphasis on continuous improvement and development. To encourage our members to invest regularly in their businesses, we hold a series of motivating competitions and awards to celebrate and showcase their achievements.

Policy and Legislation

As the peak industry body, we provide guidance on matters relating to real estate laws, regulations and best practice. And, when it comes to lobbying government on matters related to real estate, we lead and represent the industry.

Business Support

We provide a range of products customised for real estate, including forms, stationery, auction equipment and more.

Media Leadership

We value our strong media relationships and are called upon to provide expert commentary on the state of the market, sales and auction data.

Events and Networking

We host an extensive events program enabling members to keep abreast of legislative changes, industry best practice and provide networking opportunities.

Advertise with us

Opportunities to reach a captive audience of real estate professionals.

- Reach key influencers and decision makers
- Generate qualified business leads for your team
- Win new business and stay visible with your existing customers
- Dramatically build awareness of your brand among key industry leaders
- Differentiate your brand in a competitive market
- Bring your brand to life for your key clients
- Create lasting relationships with your key prospects

If you have something to say, we will help you be heard.

"Working with REIV helps us stay at the forefront of the real estate industry.

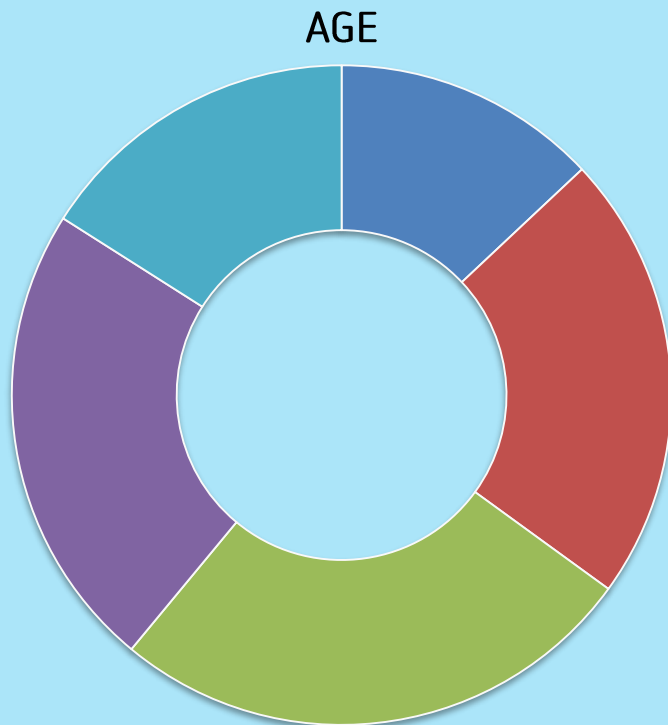
Staying top-of-mind with Property Managers is very important for our business"

CEO, Smart House

Talk to the decision makers

78%

members are the
decision makers
within their agency

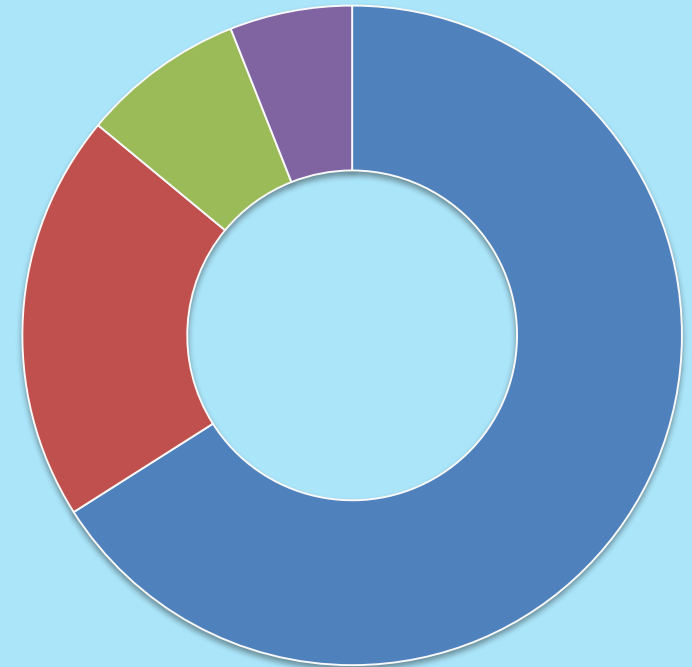


■ Under 30 ■ 30 - 40 ■ 40 - 50
■ 50 - 60 ■ 60 plus

23%

growth in agency
membership over last
10 years

YEARS OF MEMBERSHIP



■ 5 - 10 ■ 10 - 20 ■ 20 - 30 ■ 30 plus

Target your message

Customise your message for your audience.

Our **Chapters** and **Divisions** provide you with the opportunity to further target your message. This will help you achieve higher brand recognition among the group most likely to purchase your services.

Chapters bring together Members with a specialist skill or area of interest. **Divisions** bring together Members in geographic areas.

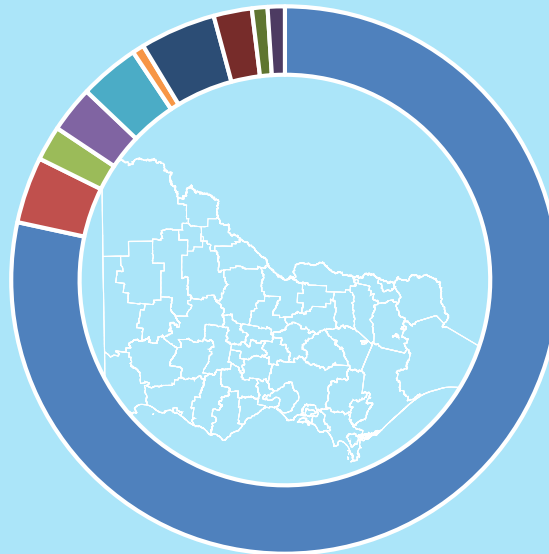
"The team from Mercedes-Benz Australia value their strong working relationship with the REIV team. This relationship has allowed us to gain a better understanding of their members needs when selecting a new vehicle."

Southern Region, Mercedes-Benz Cars

Chapters



All across Victoria



■ Metro Melbourne

■ Loddon Goulburn

■ SouthWest

■ Barwon

■ Mallee

■ Wimmera

■ Central Highlands

■ Mornington Peninsula

■ Gippsland

■ Ovens Murray

The Estate Agent (EA)

The Estate Agent (EA) is the REIV's leading communication tool, speaking directly to Victoria's real estate professionals.

Available in both print and online versions, EA provides targeted exposure to all members.

EA updates REIV members on market trends, the latest in policy and industry legislation, training and development, showcases industry excellence and available business support.

[Click here to see our latest EA magazine](#)



Advertising Rates (ex GST & per edition)	Casual	2 Editions	3 Editions
Double Page Spread	\$3,600	\$3,300	\$3,000
Full Page	\$2,400	\$2,200	\$1,900
Half Page	\$1,500	\$1,300	\$1,100
Quarter Page	\$900	\$800	\$700
Inserts*	\$3,500	\$3,200	\$3,000

Preferred Positions Loading

- Inside front cover and inside back cover (full page rate) + 20%
- Outside back cover (full page rate) + 30%
- Right-hand page (only available on full page rate) + 10%

Other Opportunities	Cost ex GST
2021 REIV Diary, full page advertisement	\$2,900
Collateral distribution with stationery*	\$3,250 every quarter
Collateral distribution to students*	\$2,500 every quarter

*Cost quoted does not include printing of the insert.
Price on request for inserts that are more than one single A4 sheet.

Connect with your Customers

Three issues of The Estate Agent are distributed and mailed directly to thousands of REIV members across Victoria each year, with the digital flipbook also viewable on desktop or mobile devices.

Readers can easily click or tap directly from embedded links from your advertisement to your website.

Current and past EA issues are accessible on www.reiv.com.au

Deadlines

	Booking Deadline	Material Due	Distribution (week commencing)
April 2020	14 February	2 March	14 April
August 2020	19 June	9 July	14 August
November 2020	30 September	15 October	16 November

Magazine advertising:

- extend your brand visibility
- build goodwill through brand association
- build professional cachet with your target market
- improve brand recall

Artwork Specs

Supply of Material:

Please supply all advertisements as high-quality print-ready PDFs with the following specifications:

- Document: 5mm bleed and crop marks
- Colours: All elements must be CMYK. No RGB, Lab or Spot colours
- Fonts: Embed or outline
- Images: Effective resolution of at least 300dpi at print size
- Font size: Minimum 6pt

The following are not acceptable for print:

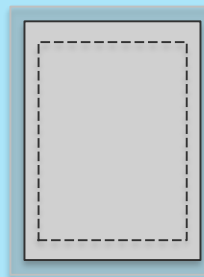
- Word documents
- Images from the web

	Dimensions (H x W mm)	Live Type Area (H x W mm)	Bleed (mm)
Double Page Spread	297 x 420	277 x 400	5mm
Full Page	297 x 210	277 x 185 (15mm inner margin, 10mm top/ lower / outer margin)	5mm
Half Page Horizontal	127 x 180	127 x 180	5mm
Quarter Page Horizontal	62 x 180	62 x 180	5mm
Quarter Page Vertical	127 x 85	127 x 85	5mm

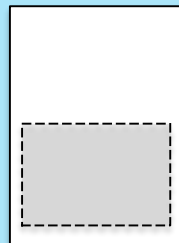
Note: For DPS advertisements please keep all text and logos at least 30mm from the middle of the artwork, to ensure nothing is lost in the binding.



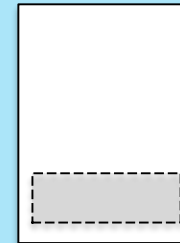
DOUBLE PAGE SPREAD



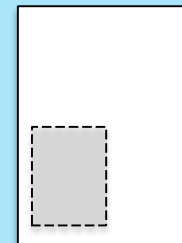
FULL PAGE



HALF PAGE



QTR PAGE (H)



QTR PAGE (V)

Additional options

Want to further extend your reach in the real estate industry, talk to us about the range of options on offer:

Event sponsorship packages

We offer a range of packages to suit your marketing objectives. For year-round exposure, consider one of our partnership packages ranging from \$10,000 - \$100,000 pa.

REIV Annual Diary

The annual REIV Diary is a single, consolidated source of practical information for all real estate professionals. Full page advertisements can be placed at \$2,900 per ad.

Member Benefits Program

Offer a special discount/deal to REIV members and become a part of the Member Benefits Program. All providers are listed on a dedicated portal offering exclusive, member only benefits. Investment \$3,900 for an annual listing.

Collateral distribution

All individual REIV members receive an annual member kit. 1 piece of marketing collateral (suitable for mailing in C4 envelopes) may be provided to the REIV to include in the kits. Your collateral will also be included in mailouts of orders for REIV stationery, supplies and forms. Investment \$3,250 per quarter.

Members and non-Members undertake training and courses at the REIV all year round. Distribute your promotion collateral to students at \$2,500 per quarter.

"REIV is the obvious choice for brands that wish to establish a position in the real estate industry. Our association with REIV catapults us directly in front of our core target market."

Seth Watts, CEO, Neo

Enquiry Form

Company Name:	<input type="text"/>
ABN / ACN:	<input type="text"/>
Contact Name:	<input type="text"/>
Phone:	<input type="text"/>
Email:	<input type="text"/>
Postal Address:	<input type="text"/>
	<input type="text"/>
	<input type="text"/>

EA Advertisement requested:
[please include EA edition and advertisement size]

Editions:	Advertisement size
April 2020	<input type="text"/>
August 2020	<input type="text"/>
November 2020	<input type="text"/>

Further information requested:
(please tick)

Sponsorship Opportunities	<input type="checkbox"/>
REIV Annual Diary	<input type="checkbox"/>
Collateral Distribution	<input type="checkbox"/>
Member Benefits Program	<input type="checkbox"/>

Please forward the completed request form to:

Sarika Bhalla | sbhalla@reiv.com.au | 03 9205 6696 | 335 Camberwell Rd, Camberwell VIC 3124

Please note: This is an application only and does not confirm your participation. A contract with further information, terms & conditions and a request for payment will be sent to you. The REIV reserves the right to refuse application without assigning a reason for such refusal. All costs detailed are exclusive of GST.

Contacts

Advertising Enquiries

Sarika Bhalla

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Phone: 03 9205 6696

Events & Partnership Enquiries

Emma Burton

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Phone: 03 9205 6613

