

NAPLES REALTOR®

NAPLES AREA BOARD OF REALTORS® MAGAZINE
Q1 2025

What Will It Really Cost?

New laws are changing the condo market



 **NABOR**
NAPLES AREA BOARD OF REALTORS®

2023
fma
CHARLIE
AWARDS
AWARD WINNER
Winner of two
2023 Florida Magazine
Association Charlie Awards

WELCOME

NAPLES REALTOR® MAGAZINE IS AN INDUSTRY PUBLICATION

with a local focus providing important information to NABOR® members who are real estate professionals including brokers, sales associates, appraisers, property managers, and business partners in one of the fastest-growing markets in the nation.

Naples REALTOR® delivers current information including technology trends, promotional strategies, selling skills, motivational techniques and product reviews. Naples REALTOR® also covers the effects of legal and regulatory issues on Florida real estate professionals as well as information needed to enhance their professionalism.

TARGETED DISTRIBUTION OF 8,500+

Quarterly in January, April, July and October 2026

- + Mailed to more than 8,500 REALTORS® and Allied and Affiliate members who are real estate professionals
- + On-site distribution at NABOR®

“Advertising in Naples REALTOR® has proven to be a cornerstone of our marketing strategy to reach our customers in the most effective way possible. If you want to reach REALTORS® in Naples, you should have Naples REALTOR® as part of your overall plan. - Kathy Miller, The Ronto Group

AD SPECS & RATES

2026 ADVERTISING RATES

Rates

Frequency	1x	4x
Spread	\$2,745	\$2,126
Full page	\$1,906	\$1,418
Half-Page	\$1,129	\$856
One-Third	\$756	\$578
One-Sixth	\$478	\$362

+ Special advertising opportunities upon request

+ Guaranteed placement premium 10%

+ NABOR® member discount 10%

ADVERTISING DEADLINES

ISSUE	JAN 2026	APR 2026	JUL 2026	OCT 2026
SPACE CLOSE	11/18/25	2/27/26	5/22/26	8/31/26
MATERIALS DUE	11/26/25	3/9/26	6/2/26	9/9/26

Premium Positions & Ad Rates

Frequency	1x	4x
Back cover	N/A	\$2,011
Inside cover	\$2,378	\$1,698
4-Page insert	\$4,620	\$3,780

AD SIZES

	Ad Size	Trim	Bleed
A	2-Page Spread	18" x 10.875"	18.25" x 11.125"
B	Full Page	9" x 10.875"	9.25" x 11.125"
C	1/2 Page Horiz.	7.75" x 4.75"	—
D	1/2 Page Vert.	3.75" x 9.75"	—
E	1/3 Page Square	4.75" x 4.75"	—
F	1/3 Page Vert.	2.125" x 9.75"	—
G	1/6 Vert.	2.5" x 4.7"	—





8500+ Members Strong

Distributed quarterly in print via direct mail as well as online with the digital version available on nabor.com/news/naples-realtor-magazine/

POINTS OF CONTACT

Publisher

Liz Goodman
(239) 595-7269
lgoodman@palmbeachmedia.com

Ad Production

Jeffrey Rey
(561) 472-1911
jrey@palmbeachmedia.com

NABOR® MAGAZINE ADVERTISING POLICY

- + All advertising in the NABOR® magazine is subject to approval by the Naples Area Board of REALTORS®. NABOR® reserves the right to reject or cancel any advertisement deemed inappropriate for the publication and refund money paid for that advertisement. Advertiser acknowledges and agrees that NABOR® reserves and has the right to reject or cancel any advertisement for any reason that NABOR® determines to be good and sufficient cause.
- + The publication of any advertisement of a product, service or education idea is not in any way to be construed as the approval, guarantee or endorsement of NABOR® or such product, service or idea, and NABOR® reserves the right to affirm such fact in the publication.
- + REALTOR® is a federally registered collective membership mark which identifies a real estate professional who is a member of the NATIONAL ASSOCIATION OF REALTORS® and subscribes to its strict Code of Ethics.

Naples Area Board of REALTORS®

(239) 597-1666

NABOR.COM