

# 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®

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%

### Premium Positions & Ad Rates

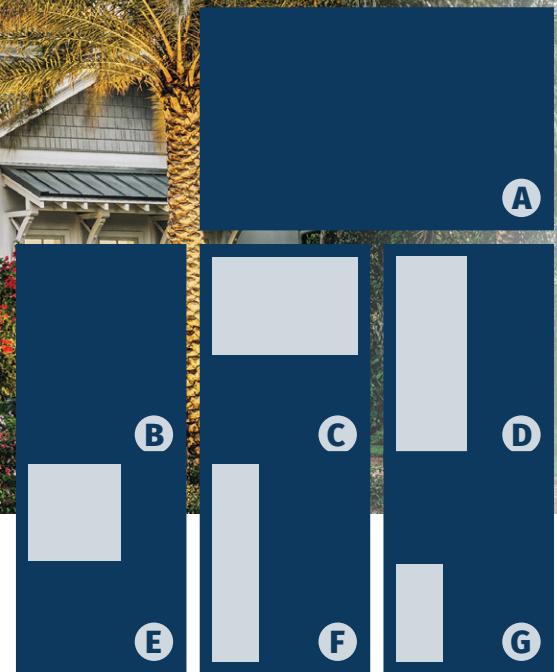
Frequency	1x	4x
Back cover	N/A	\$2,011
Inside cover	\$2,378	\$1,698
4-Page insert	\$4,620	\$3,780

## 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

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.

## AD SIZES



	Ad Size	Trim	Bleed
<b>A</b>	2-Page Spread	18" x 10.875"	18.25" x 11.125"
<b>B</b>	Full Page	9" x 10.875"	9.25" x 11.125"
<b>C</b>	1/2 Page Horiz.	7.75" x 4.75"	—
<b>D</b>	1/2 Page Vert.	3.75" x 9.75"	—
<b>E</b>	1/3 Page Square	4.75" x 4.75"	—
<b>F</b>	1/3 Page Vert.	2.125" x 9.75"	—
<b>G</b>	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/](http://nabor.com/news/naples-realtor-magazine/)

### POINTS OF CONTACT

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### 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.
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**Naples Area Board of REALTORS®**

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