

For information on real estate advertising, ask your account executive or call 404-526-5259

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24/7 / online

## exposure

- Among Atlantans who plan to purchase a home next year, 56% will use online listings, and 89% of those plan to include ajchomefinder.com.
- When asked in unaided surveys which real estate Web sites they plan to turn to first, 23% named ours (The second-highest Web site was named by only 15% of respondents).
- 72% of Atlantans who say they plan to buy a home in the next year mention the AJC newspaper, ajchomefinderTV or ajchomefinder.com as a real estate source (more than any other source).
- The majority of home buyers (67%) are current Atlanta residents.

\*Source: 2002 Real Estate Study

## features

- For sale:** Take that Sunday drive during your weekday lunch hour! Browse thousands of home listings throughout the metro area, access detailed information, view photos and easily get in touch with a real estate agent.
- For rent:** Choose an apartment or home to rent, based on the criteria that matter most to you.
- Open house:** We make it simple to plan your house hunting trips with this searchable database of hundreds of next weekend's open houses.
- Sell or rent your home:** Let Atlanta's top real estate information source help you find prospects, in print and online.
- Home sales report:** So, how much did your neighbors pay for their house? And what's a fair value for yours? Research sales on your street, as far back as 1998.
- Neighborhood info:** You're looking for a home, not just a house. So, who are your neighbors? Learn more by viewing free, detailed neighborhood profiles.
- Research schools:** The AJC's School Guide keeps you up-to-date on test scores, class sizes and more.

## opportunities

Your listings can be uploaded to the site with:

- Property descriptions
- Photos & floorplans
- Virtual tours
- Neighborhood mapping
- Featured agents
- Open houses
- "E-mail to a friend" links
- Agent e-mail links and other contact information
- Schedule-a-showing form
- Mortgage calculators
- Targeted coverage by ZIP code or zone
- Logo and/or text hotlinks to your site
- Exclusive or rotating banner ads
- "Customer Calling" phone tracking
- Online access to tracking and reporting
- Information on schools, recent home sales and more

residential homes condos townhouses apartments rooms  
open house listings sell rent estate first-time buyers lofts  
neighborhoods mortgage rates property acres fireplace hot tub search  
land amenities bedrooms baths bonus room garage hardwood floors  
pool lake home wooded lot closing features subdivision driveway  
limestone vaulted ceiling kitchen french doors master bedroom

# The Atlanta Journal-Constitution real estate

traditional cul-de-sac powder room formal dining room laundry room  
skylights two-story ranch fenced yard craftsman brick ranch sunroom  
eat-in kitchen ajchomefinder.com homefinder clubhouse bonus room  
residential homes condos townhouses apartments rooms  
open house listings sell rent estate first-time buyers lofts  
neighborhoods mortgage rates property acres fireplace hot tub search  
land amenities bedrooms baths bonus room garage hardwood  
suburbs closet space kitchen island ranch split-level features

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### the atlanta market: a hot property

Despite economic uncertainty, housing markets around the country have soared and Atlanta has been no exception.

The latest figures show that more than half of all metro Atlanta counties saw an increase in home sales last year.

All counties had increases in average home sale prices. The highest average prices were in:

- Forsyth \$254,400
- Fayette \$254,000
- Cobb \$228,650

Source: 2003 Smart Numbers (based on 2002 sales data)

■ Metro Atlanta led the U.S. in housing starts, with 65,660 housing unit permits issued in 2002.

Source: 2003 U.S. Department of Commerce (2002 data)

### reach your customers

Affluent Atlanta is one of the strongest markets for home sales, and our burgeoning high-tech marketplace is a key reason why. If you're in real estate, Atlanta is the place to do business – and The Atlanta Journal-Constitution is your best advertising tool.

#### home buyers

Two-thirds of those who purchased homes in Atlanta moved from within the metro area. With all of its products, the AJC is the #1 media choice to reach Atlanta's real estate market.

In one week, the AJC newspaper alone reaches 62% of those planning to purchase a home in the next 12 months and 60% of those who used a real estate agent to buy a home.

Source: 2002 Real Estate Study

### homefinder ➤

This big Sunday tabloid section is Atlanta's leading resource for home buyers, renters and sellers. Packed with listings, photos, descriptions, neighborhood features, ads and more, it's the best place to advertise real estate. Weekly features include:

- Picture Perfect Homes
- Apartment Access Guide
- On the Market
- The Mortgage Place Page
- HUD/VA Foreclosure Page
- Apartment Review
- Sunday Drive
- Neighborhood of the Week
- Apartment of the Week

### sunday



### real estate saturdays ➤

- cobb real estate saturday**
- gwinnett real estate saturday**
- southside real estate saturday**
- eastside real estate saturday**

Potential home buyers in Cobb, Gwinnett, the Southside and Eastside turn to local zoned editions of Saturday's paper for just the content they're looking for – homes for sale.

If you're doing business in Cobb, Gwinnett, the Eastside or Southside, your ad can really hit the target here!

### saturday



### real estate classifieds ➤

Every day of the week, The Atlanta Journal-Constitution's **Real Estate Classifieds** section is the place to go for up-to-date listings on homes for sale or rent.

### daily



### target tabs ➤

Special sections highlighting homes for sale in fast-growing areas can be an excellent way to sell – or shop for – a home.

- **Intown Living** (5 times annually)
- **Atlanta New Homes** (4 times annually)
- **Roswell/Alpharetta Home Guide** (5 times annually)
- **Guide to Northern Real Estate** (5 times annually)
- **Guide to Areas on the Westside** (4 times annually)



### homefinder accent issues

- executive homes
- golf & tennis communities
- lofts, condos & townhomes
- fall home buying & finance
- lake & mountain communities
- new home communities
- first-time home buyers
- lifestyles & amenities
- spring home buying & finance