



Real Estate

We have it covered!

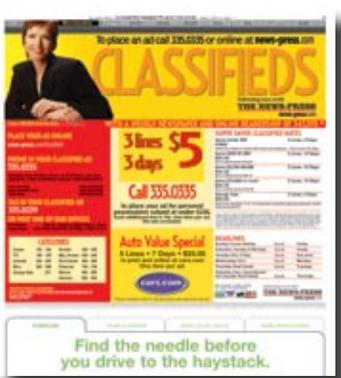
64,700 Lee County adults plan to buy a home, condo or any real estate in Lee County in the next year. The News-Press is the #1 source for information about homes to buy in Lee County. The News-Press reaches 66% of all real estate purchasers each week. Whether you need to market your new community, new home listing, open houses or your business, The News-Press has a real estate product to reach buyers.



Saturday Homeseeker
Lee County's number one source for information about homes to buy or rent. Nearly 7 in 10 Lee County adults refer to Homeseeker when looking for property. The tabloid provides up-to-date listings of properties for rent, lease or sale in Southwest Florida.



Sunday Real Estate
Sunday Real Estate includes developer and homebuilder profiles, advertorials, and new home developments throughout Southwest Florida. A Classified section features resale homes, rentals, commercial properties and business opportunities.



Classified Line Ads
Featured every day in The News-Press Classified section, these ads are great for advertising new listings, open houses, rentals and more. You can advertise your listing by category or area. Call 335.0335



news-press.com

Nearly 14,000 Lee County adults have accessed news-press.com to look for a home to buy or rent in the past 30 days. In addition, news-press.com reaches hundreds of thousands of people outside of Southwest Florida who are looking for that special place in paradise.

Potential Home Buyers

- 15% are newcomers
- 37% are 34 years of age or younger
- 44% have children at home
- 44% have an annual household income of \$75,000 or more
- 24% rent their home in which they live
- 38% plan to replace their current home
- 34% plan to buy their first home

For more information please contact your Real Estate advertising representative or call **239.344.4865**

Community Weeklies

Community weeklies allow you to target your message to customers in your neighborhood.



Bonita/Estero Life - Real Estate/Business

Publishes: Saturday
Distribution: 26,000 - 32,000
Reaches: 34134, 34135, 33928, 33967



Cape Life North and South

Publishes: Saturday
Distribution: 20,000 each zone
Reaches:
North: 33909, 33990, 33991, 33993, 33922, 33956
South: 33904, 33914



Lehigh News Star - Real Estate

Publishes: Wednesday and Saturday
Distribution: 23,000 per week
Reaches: 33936, 33971, 33972, 33905, 33913, 33920

Specialty Publications:



Business Edge

Each monthly issue features business tips, news and event calendars, chamber updates and local profiles focusing on the Bonita Springs business community. The first Monday of each month more than 7,500 businesses in Bonita Springs, Estero, and North Naples receive a copy of the Business Edge by mail. In addition, 2,500 copies are distributed in key locations.

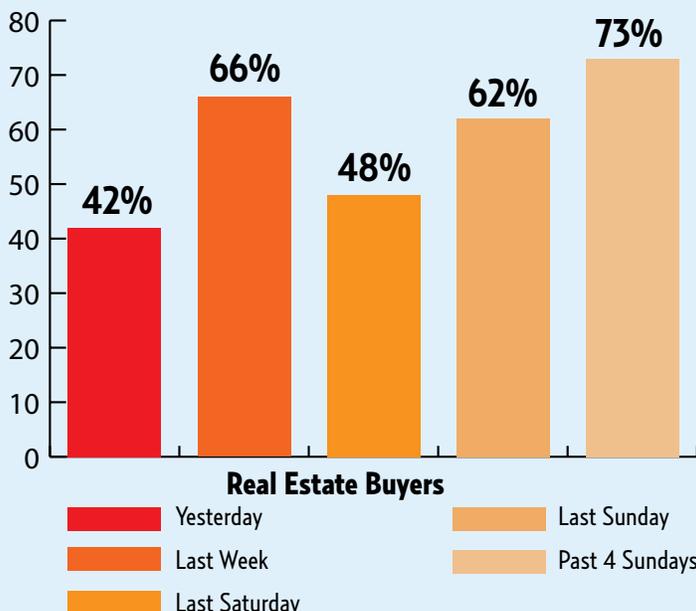


Grandeur

Targets affluent readers in Lee and Collier counties. This lifestyle magazine is the ideal medium for any business selling upscale products, from merchandise to real estate.

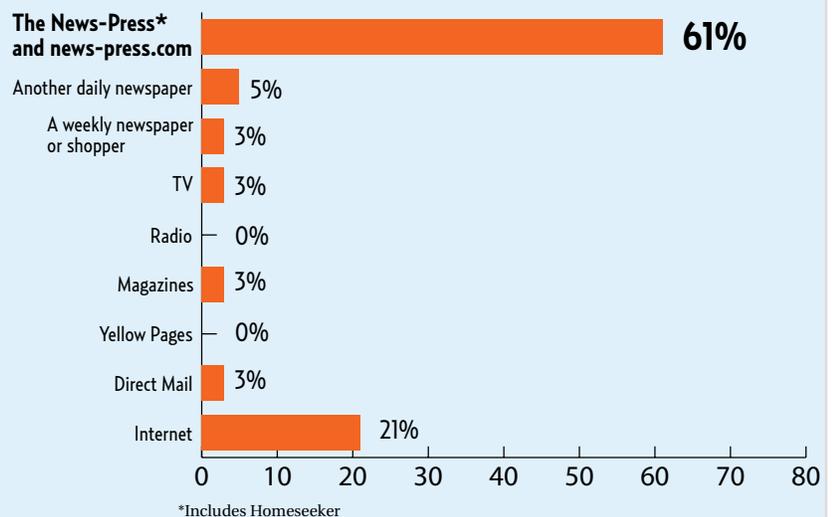
The News-Press Reach

Each Sunday The News-Press reaches more than 6 of 10 adults who plan to buy real estate.



The News-Press Reach

The News-Press is the number one source for information about homes to buy for 61% of Lee County adults.



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Delivering your world
THE NEWS-PRESS
news-press.com