

2016 CALENDAR



Silicon Valley/Peninsula/Coastal	Reservation Deadline	Ad Copy Deadline	Approximate Circulation
Issue 9.1	1/29	2/5	2/29
Issue 9.2	3/18	3/25	4/19
Issue 9.3	5/13	5/20	6/14
Issue 9.4	7/8	7/15	8/9
Issue 9.5	9/2	9/9	10/4
Issue 9.6	10/28	11/4	12/6

Top reasons Agents invest in LHM for their marketing:

- Get leads
- Get listings
- Sell homes
- Impress sellers
- Drive buyers to their websites
- Longer shelf life
- Consistent exposure online and in print
- Cover Package is the only targeted, upscale real estate cover available in Bay Area
- Upscale image reinforces their high quality service
- Save expiring listings
- Refresh older or re-priced listings
- Leverage to gain favorable re-pricing of listings
- Market themselves and listings outside of their traditional farm area
- Target their message to more qualified homeowners
- Take advantage of LHM's social media platform for greater exposure
- Get more from their print advertising dollar (compared to H&L, lifestyle magazines and newspaper)

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