MEDIA KIT
Reach your target audience
WHO WE ARE

Point2Homes.com is a highly trafficked real estate marketplace with over 50 million pageviews per month, serving audiences from North America and many other international locations.

It's now clearer than ever that Point2 Homes is on the right track of becoming one of the most trusted real estate search portals in North America.

Traffic on the portal has skyrocketed in the past years, from 1,200,000 monthly visits in 2013 to over 9,300,000 monthly visits in July 2019.

WHAT WE CAN DO

Display advertising plays a critical role in creating a holistic brand-building campaign, and any businesses can benefit by tapping into Point2 Homes' massive traffic.

Point2 Homes can get your brand's message in front of millions of active real estate consumers and professionals, every month.
WE CAN HELP YOU

Expand Your Reach
Stay top of mind with display ads that showcase your brand and messaging.

Generate Traction for Your Product or Services
Get national or local exposure for your business by deep targeting specific locations.

Capture More Leads
Connect with your focus audience during their home search process.

☎ 805-699-2040 ext. 8549 ✉ advertising@point2homes.com
LOCAL EXPOSURE

TOP MARKETS IN THE UNITED STATES

NEW YORK
195,000 monthly visits¹
904,000 monthly pageviews

LOS ANGELES
92,500 monthly visits¹
452,000 monthly pageviews

CHICAGO
100,000 monthly visits¹
460,000 monthly pageviews

DALLAS
72,500 monthly visits¹
341,000 monthly pageviews

ATLANTA
80,500 monthly visits¹
330,000 monthly pageviews

Aside from visitors from the United States, Point2 Homes also reaches audiences from Canada and other international locations such as Mexico, Costa Rica, Belize, Panama, the Dominican Republic and more.

Whether they are looking for a starter home for their family or an extravagant vacation home in an exotic location, Point2 Homes is a popular search platform for all audiences.

¹ Monthly visits based on user location.
Point2 Homes reaches a huge and growing audience of home buyers, sellers, renters and real estate professionals.

56% homebuyers
31% renters
6% real estate professionals
4% other
3% home sellers

People of all ages are browsing Point2 Homes, looking to buy property. Inherently, our audience consists of people at various life stages with a broad set of interests:

- Renters
- First-time home buyers
- Household upgraders (with and without kids)
- Real estate investors

AGE BREAKDOWN

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-24</td>
<td>4.89%</td>
</tr>
<tr>
<td>25-34</td>
<td>21.71%</td>
</tr>
<tr>
<td>35-44</td>
<td>20.42%</td>
</tr>
<tr>
<td>45-54</td>
<td>20.80%</td>
</tr>
<tr>
<td>55-64</td>
<td>20.70%</td>
</tr>
<tr>
<td>65+</td>
<td>11.48%</td>
</tr>
</tbody>
</table>
DISPLAY ADVERTISING THAT BRINGS RESULTS

The display ads on Point2 Homes are placed in strategic locations to make them highly visible and allow advertisers to achieve maximum reach across multiple pages and sections of our website.

Connecting with your future customers at the right time, with relevant messaging and in a contextually relevant environment yields better results.
TARGET YOUR MARKET

House hunting comes along with a lot of additional purchases. Homebuyers are likely to make a change in any of the following categories:

Banking & Finance
Financial services and real estate always go hand in hand.

Insurance
Protecting their biggest investment is a top priority for our visitors.

Telecommunications
Our visitors are more likely to change phone or internet service providers.

Utilities
Moving to a new area often means changing electricity, gas and other utility providers.

Automotive
Buying a new house often triggers other big purchases like cars.

Retail
New homes require new homeware, furniture, appliances and electronics.

Movers, Contractors and other Ancillary Services
57% of our visitors are looking to move in the next 6 months.
AD SPECS

Banner ad sizes: 200x200 px / 300x250 px
Media requirements: Static, Rich Media, HTML 5, 3rd-party tags
Maximum file size: 50k
AD

Real estate roundup: Toronto, ON housing market overview

Toronto's housing market is one of the most active in North America. This month's update highlights the latest trends in the real estate market in Toronto, ON, including sales, prices, and inventory.

There are 2,500 homes for sale in Toronto, ON. 

Selling homes in Toronto, ON can be a challenge, but with the right approach and tools, you can achieve success. This guide will provide you with the necessary insights to sell your home in Toronto, ON.

Tools you can count on

Use the latest tools to streamline your home selling process. Our comprehensive guide will help you navigate the real estate market in Toronto, ON. Whether you're selling your home for the first time or as an experienced seller, our tips and strategies will empower you to make informed decisions and sell your home quickly.

Banner ad size: 728x90 px
Media requirements: Static, Rich Media, HTML 5, 3rd-party tags
Maximum file size: 50k
AD SPECS

Banner ad sizes: 728x90 px / 300x250 px
Media requirements: Static, Rich Media, HTML 5, 3rd-party tags
Maximum file size: 50k
AD SPECS

Banner ad size: **728x90 px**
Media requirements: Static, Rich Media, HTML 5, 3rd-party tags
Maximum file size: **50k**
GET IN TOUCH

Display banner advertising
Video advertising
Widget marketing
Text link advertising
Push or email notifications
Sponsored posts
Social media sharing

Packages and rates are customized to suit your specific needs.

Contact us at
805-699-2040 ext. 8549
advertising@point2homes.com

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EXPAND YOUR BRAND'S REACH TO MILLIONS!