



## **A myriad of print advertising**

New York Times Sunday ■ New York Times Magazine ■ New York Times Homes ■ New York Magazine ■ Wall Street Journal ■ New York Post ■ AM New York ■ BKLYN Magazine ■ Brooklyn Eagle Newspapers ■ Billboard ■ Courier Life Newspapers ■ Enclave ■ Gotham ■ Hamptons C&G ■ Hamptons Magazine ■ Homes of the Hamptons ■ International Herald Tribune ■ Manhattan Homes ■ New York Living ■ Quest ■ Real Estate Book ■ RIS Media ■ Riverdale Press ■ Riverdale Review ■ Time Out New York ■ Tribeca Tribune ■ Variety

## **The Portfolio Halstead**

The Halstead Portfolio Magazine features our exclusive properties in over 100 pages of full-color spreads. This publication, with in-depth market analysis, information on current developments and neighborhood overviews, can be found in offices and on coffee tables months after its release. Printed three times a year, the Halstead Portfolio is distributed to New York Times subscribers as well as to our high-end national and international affiliates.

## **A superior approach to direct mail**

We control the largest, most accurate database of New York City apartment addresses. It is more complete than the US Postal Service's, in fact. In addition to millions of pieces mailed in the New York market, our direct mail program reaches affiliates and affluent clients across the U.S. and worldwide.

## **Beautiful high-end printed materials**

Full color postcards, large format brochures and other high-end print pieces are produced for exceptional properties by our in-house design team in coordination with your Halstead broker. These pieces feature professional photography and floor plans, financial and building information, a description of the property and a list of amenities.

## **The invaluable color fact sheet**

This 8.5" by 11" sheet becomes a buyer's best friend...especially after a long day of viewings and open houses. It contains all the information potential buyers will need to remember your property, with professional color photography on the front and a large floor plan on the back.



# HOW ELSE DO WE USE ADVERTISING TO MAXIMIZE PRESENCE?

Your agent, in collaboration with our team of marketing experts, will select the best complementary print venues for your property.

