

REALTOR[®] MAGAZINE

2019 Harvey[®] Ad Study*



25
MINUTES

is the average
time spent reading
REALTOR[®] Magazine.



507
PEOPLE
took the survey



62%

of REALTOR[®] Magazine
readers have reported
purchasing involvement.



65%

of readers are more likely to trust a
company that advertises its products
or services in REALTOR[®] Magazine.



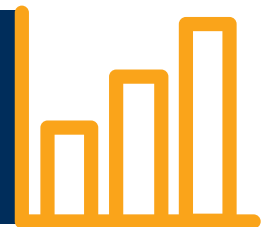
93%

of REALTORS[®] recommend products
and services to their clients.



6 OF
THE
TOP **10**

scoring advertisers ran 4 or more times
in 2019, proving that the more frequently
you advertise, the better your ROI!



Since 1953, Harvey Research has been well-regarded for providing independent, objective and highly professional research for thousands of advertisers and content publishers throughout North America, Europe and Asia.

Stats based off the September/October 2019 Harvey Ad-Q*.