Buyers Guide To Rio Grande Valley New Homes

BUILDERS + COMMUNITIES + SHOWROOMS + DECOR + NEWS

RGVNEWHOMESGUIDE.COM

MULTIMEDIA MARKETING PLATFORM | 2024/25 MEDIA KIT



Phone: (956) 778-3590 • Email: info@acrossmediamarketing.com

Buyers Guide To Rio Grande Valley
New Homes

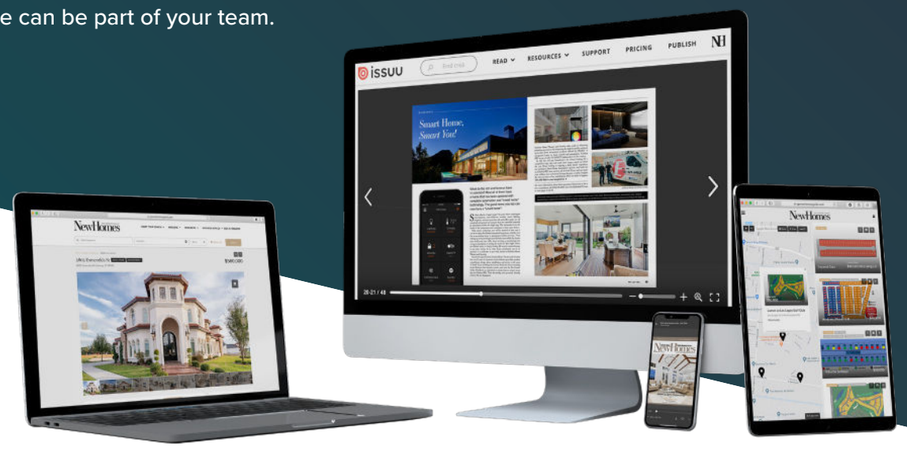
The RGV New Homes Guide INFORMS, CONNECTS, & PROMOTES!

The RGV New Homes Guide is a quarterly multi-media marketing platform designed to offer content for homebuyers that is inspiring, engaging, and educational. Our mission is to provide the foundation for a great homebuying experience through the strategic use of our printed and digital magazine, website, and social media channels.

Our team of expert marketers, designers, and writers is passionate about captivating your audience with relevant content that impacts the way people shop for new homes, products, and services.

We take pride in having the homebuyers' best interests at heart, and we take very seriously the role we play in helping transform the quality of life in the Rio Grande Valley. As a testament to this commitment, **the New Homes Guide only accepts advertising from builders that are members of high-performance certification programs** such as BUILT TO SAVE® or ENERGY STAR®. *Call Jose Vielma (BUILT TO SAVE® Program Director) for more information (956) 778-3590.*

Join us in engaging with the right audience for you. If your market is our readership—and you are paying to reach everyone else—conserve your resources. Advertise with us. We will use our online distribution channels to expand yours. Call or email us to find out how we can be part of your team.



MULTIMEDIA MARKETING PLATFORM



QUARTERLY MAGAZINE

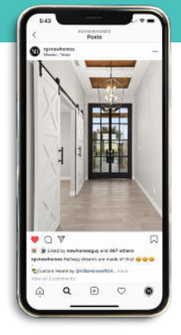
For over 33 years our magazine has been providing readers with the content they need to make an informed homebuying decision that is right for them. More than just marketers, we are educators.

DIGITAL



Working 24/7, our rgvNewHomeGuide.com website is a one-stop platform for shoppers looking for home builders, new homes, new home communities, showrooms, home products, professional services, Open House events, home buying advice, and photo galleries of new homes.

SOCIAL MEDIA

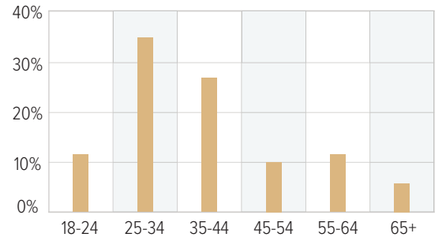


Connect with our readers through our distribution channels of Facebook, Instagram, and Twitter. Our 32,961+ followers in the Rio Grande Valley are eager to engage with you.

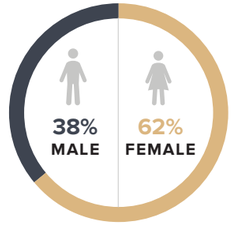
WEBSITE STATISTICS

RGVNEWHOMESGUIDE.COM

AUDIENCE AGE



GENDER



WEBSITE

42,109+
PAGE VIEWS/3 months

10,750+
UNIQUE VISITORS/3 months

SOURCE: GOOGLE ANALYTICS DATA COLLECTED NOVEMBER 2024

ONLINE MAGAZINE

22,480+

DIGITAL MAGAZINE impressions every three months available on our website and issuu.com/newhomessouthtx.

SOCIAL MEDIA STATISTICS

The majority of our audience originates in the Rio Grande Valley.

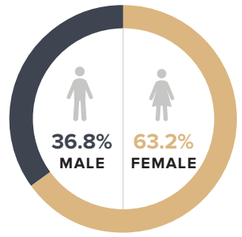


32,961+
FOLLOWERS

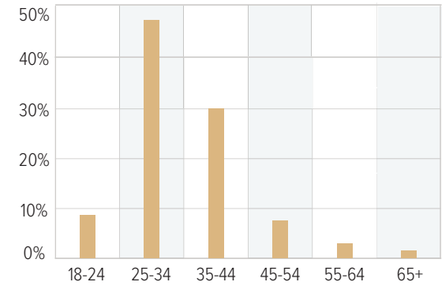
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RGV New Homes Guide

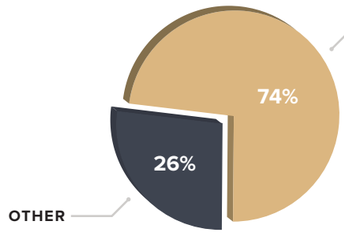
GENDER



AUDIENCE AGE



FOLLOWERS ORIGIN



TOP CITIES

McAllen 24%
Edinburg..... 15%
Mission 12%
Brownsville..... 7.2%
Pharr..... 7%

YEARLY STATS

916,503+
IMPRESSIONS/yr

413,670+
REACH/yr

18,250+
ENGAGEMENT/yr

19,325+
VIEWS/yr

SOURCES: FACEBOOK INSIGHTS, AND INSTAGRAM INSIGHTS
DATA COLLECTED FEBRUARY 2023

11.8K 7,698 786 540

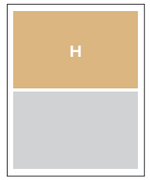
AD SIZES



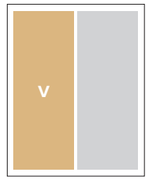
Full Page
8.75” x 11.25”
With Bleed



Two Page Spread
17” x 11.25”
With Bleed

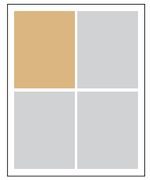


1/2 Page (H)
7.375” x 4.75”



1/2 Page (V)
3.5937” x 9.6875”

AVAILABLE FOR PRODUCTS AND SERVICES



1/4 Page
3.5937” x 4.75”

AD FILE REQUIREMENTS

Format & Resolution
- Files must be **PDF ONLY** and must meet PDF/X-1A Standards
- All images and logos must have a resolution of 300dpi at final size

Color
- All colors must be in CMYK; we do not accept RGB
- Do not use spot colors
- Total ink coverage should not exceed 360%

Bleed
- Allow .25 inches beyond trim size for bleed. Trim size is 8.25” x 10.75” for a full page. Full page with bleed should be 8.75” x 11.25”
- Do not include crop or registration marks

Templates
Download free templates at:
rgvnewhomesguide.com/media-kit

SUBMITTING YOUR AD FILES

Due to their large size, please **DO NOT** email your ad to RGV New Homes. Please submit your ad by doing the following:

Request a private folder from us at **info@rgvnewhomesguide.com** and we will email you a link to upload your final ad.

- Alternatively, you can share your own link to the ad with us
- Submit the final Hi-Res **PDF ONLY**. We do NOT accept live files such as the InDesign or Photoshop file

There is an alteration fee for ads not provided per the mentioned specifications. RGV New Homes is not responsible for reproduction of ads if they do not meet the above specifications.

All files designed and created by Across Media Marketing are for Across Media Marketing use only. An additional fee will be charged to use files outside of the RGV New Homes magazine.



Complimentary Web Banner with Ad Purchase. Special Features Include Blogs.

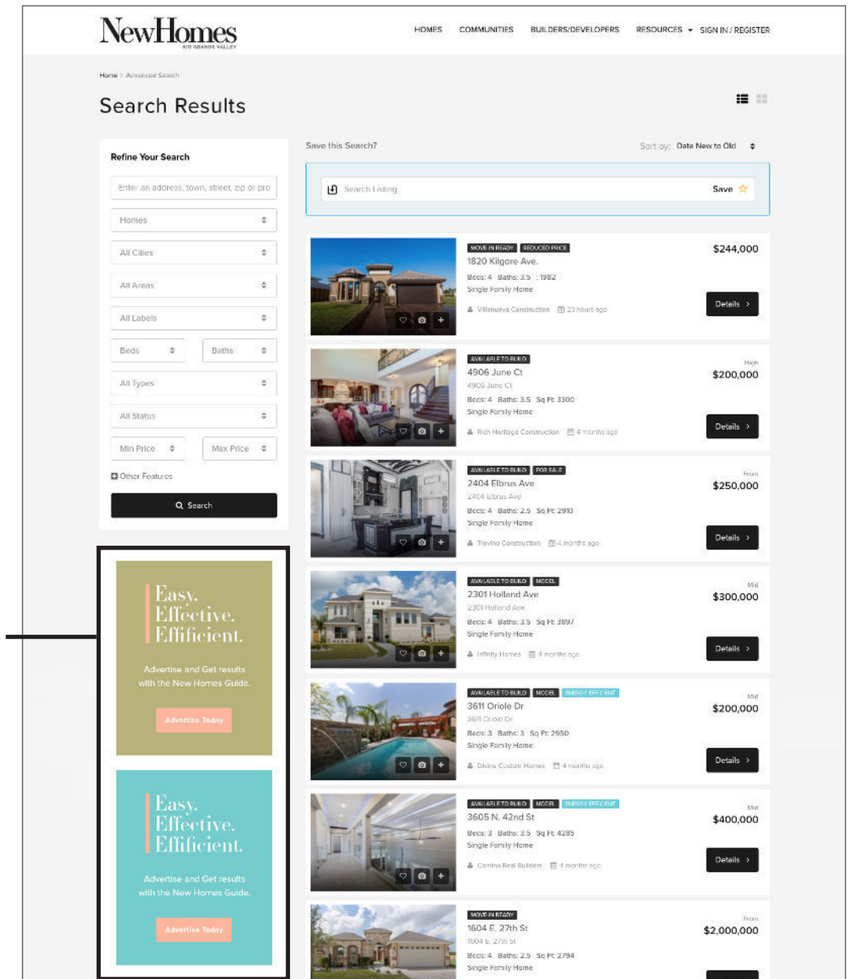
SPECIAL FEATURES VARY IN PRICE.

EXPAND YOUR BRAND EXPOSURE.

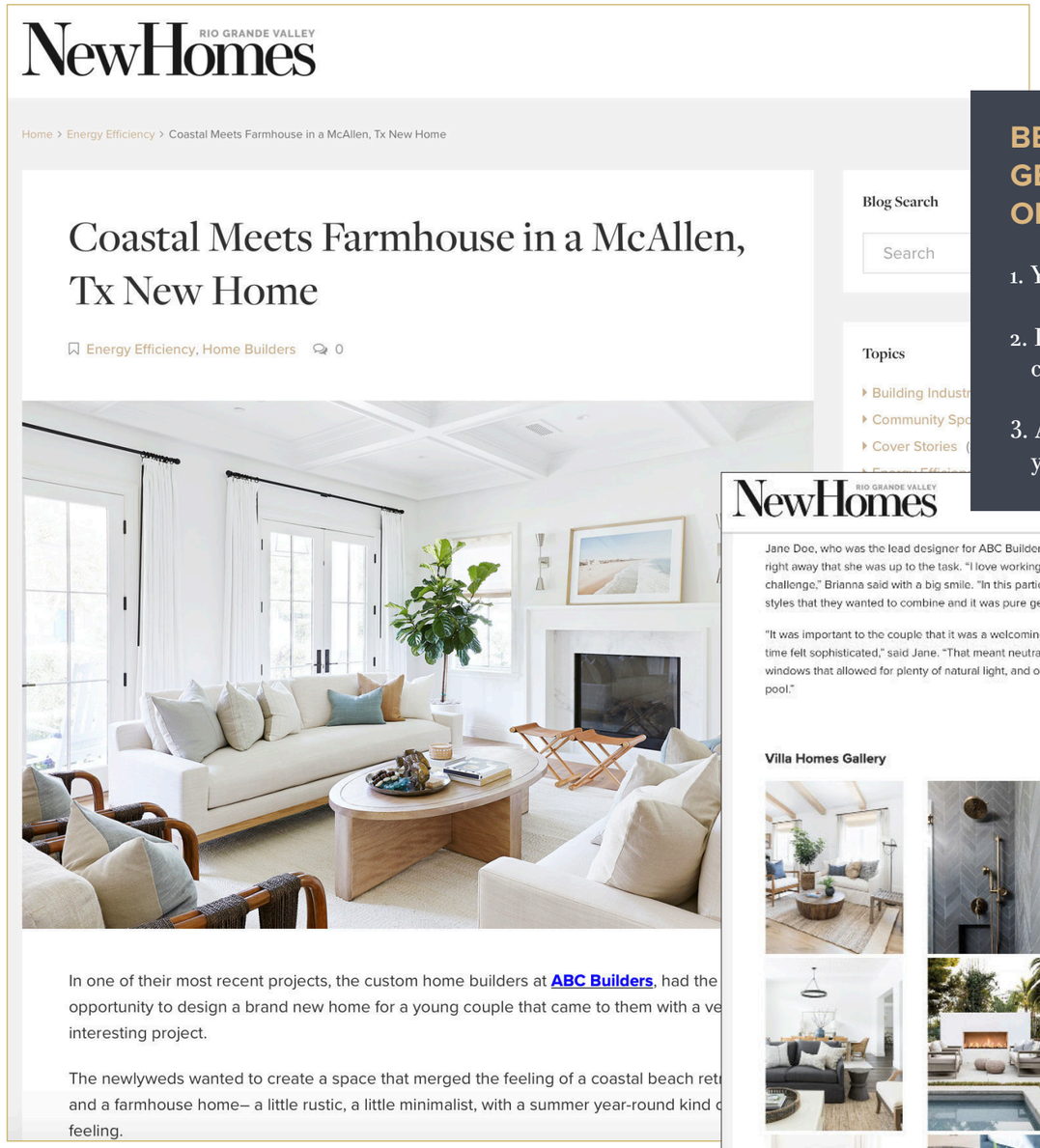
Our online presence is growing, and now, so can yours!

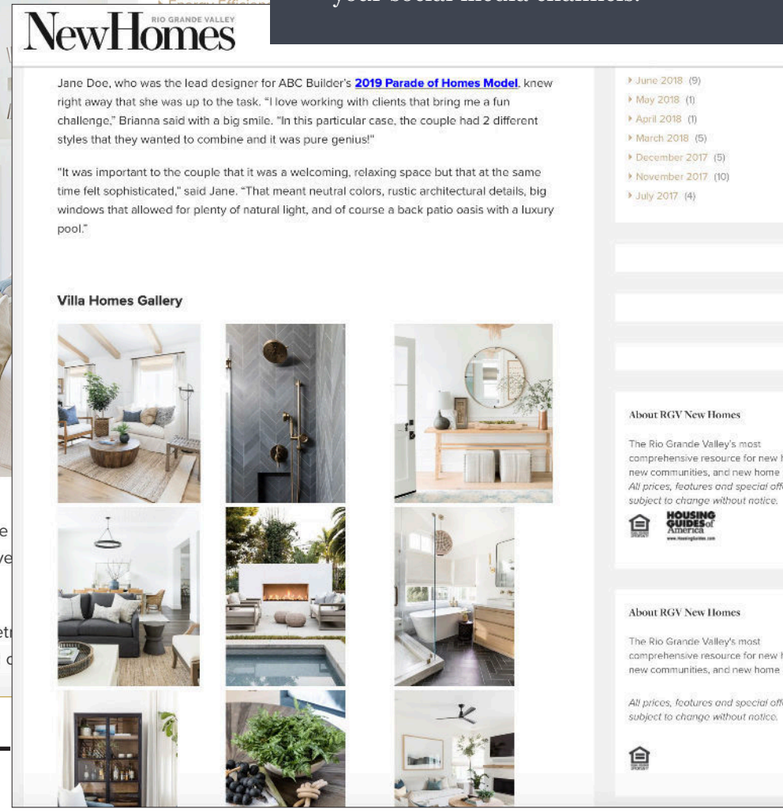
Want to learn more about our services? or... Are you ready to join us?
Call (956) 778-3590 to find out about our current advertising packages.

WEB BANNERS



PERSONALIZED BLOG





BENEFITS OF GETTING PUBLISHED ON A BLOG:

1. You establish instant credibility.
2. It's one more way for potential customers to connect with you.
3. Additional content to share on your social media channels.



2025

+ EDITORIAL CALENDAR

Cycle Dates	Sales Close Date	Artwork Deadline
Feb/Mar/April 2024	Jan 1, 2024	Jan 15, 2024
May/June/July 2024	Apr 1, 2024	Apr 15, 2024
Aug/Sept/Oct 2024	July 1, 2024	July 15, 2024
Nov/Dec 2024/Jan 2024	Oct 1, 2024	Oct 15, 2024

ABOUT DEADLINES

To ensure your advertising receives the most exposure online, the RGV New Homes magazine has deadlines set in place.

SALES CLOSE DATE – This is the date we stop accepting new advertisers for the correspondent cycle. We want to make sure our advertisers have enough time to communicate with their ad agency to prepare their ad for production, so we do not accept new ad space reservations beyond this date.

ARTWORK DEADLINE – Our advertisers must submit all final high-resolution PDFs of their ads by this date. Late fees may incur if submitting late artwork.

EDITORIAL CALENDAR SUBJECT TO CHANGE

WHAT OUR AUDIENCE IS SAYING...

INSTAGRAM USERS:

"Thank you for your postings! My husband and I are looking to purchase or build our first home within next year and we like to see what the builders are doing." **- Priscila D.**

"Your magazine has been really helpful. There are many construction companies out there and we want to get a feel for which one would meet our needs for a future home." **- Richard G.**

"I think it is awesome that your publication limits its builder advetisers only to only those that build to above-minimum-code standards through the BUILT TO SAVE® program. Makes our shopping for a builder easier. Thank you" **- Laura S.**

"I love the articles!" **- Jose Luis J.**

SOURCE: INSTAGRAM
DATA COLLECTED MAY 2020

FROM THE NEW HOMES GUIDE:

THANK YOU! *We cannot stress that enough. We love helping our clients as much as we love helping our audience. Noticing such an amazing response from both ends motivates us to keep innovating and creating content for you.*



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