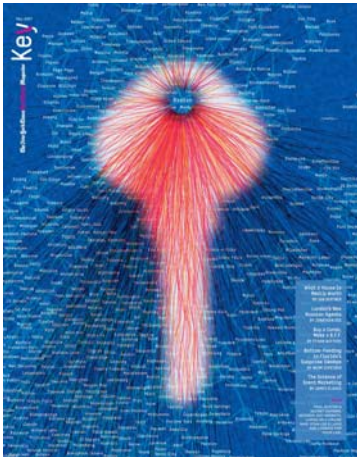


# 2008

**KEY, The New York Times Real Estate Magazine**  
April 6 & October 5

# KEY MAGAZINE



## DEADLINES

<b>Issue Date</b>	April 6
<b>Res. Close</b>	February 27
<b>Mat. Close</b>	March 6

<b>Issue Date</b>	October 5
<b>Res. Close</b>	August 27
<b>Mat. Close</b>	September 4

## For More Information

Contact your New York Times account manager or Rich Colandrea at (212) 556-4613 or colanrj@nytimes.com.

To view our online media kit, visit [nytmediakit.com](http://nytmediakit.com).

**MOVE INTO THE MOST DESIRABLE LOCATION IN REAL ESTATE.** Be a part of **KEY**, the hugely successful magazine from The New York Times that gives advertisers a one-of-a-kind platform for reaching a targeted national audience.

With beautifully photographed features on America's hottest markets, reports on the industry's biggest trends, profiles of developers and tips for home buyers, every issue of **KEY** has unrivalled impact. Informative, engaging, national in scope, **KEY** is a new concept in real estate journalism and an ideal environment to showcase your products and services for an affluent set of readers drawn to luxury and style.

## REACH YOUR TARGET AUDIENCE

When you advertise in **KEY**, you reach more than 6 million sophisticated Times readers\* across the country, in print and online, including:

- 1.7 million with an HHI of \$150K+
- 4.1 million who own a home
- 572,000 who own a vacation/weekend home, retirement home or investment property
- 1.9 million who own a principal home valued at \$500K+
- 1.1 million who own a principal home valued at \$750K+
- 902,000 who plan to buy a new home/residence, or second/vacation home in the next 12 months
- 1.8 million who plan to invest in stocks, bonds or mutual funds in the next 12 months

\*Based upon the readership of Sunday print edition and/or yesterday's online readers of NYTimes.com. Source: MRI Spring 2007.

## ONLINE SPONSORSHIP PACKAGE

Section	Ad Unit	Flight Dates	CPM	Impressions	Investment
Key Magazine Section - 50% SOV	Synced Big Ad (336 x 280) and Leaderboard (768 x 90)	4/2 - 4/30 or 10/1 - 10/22	\$40.50	163,830	\$6,635.12
Leaderboards within Real Estate section	Leaderboard (768 x 90)	4/2 - 4/30 or 10/1 - 10/22	\$28.00	84,460	\$2,364.89
<b>TOTALS</b>			<b>\$36.25</b>	<b>248,290</b>	<b>\$9,000</b>

Note: Subject to availability. Online packages should be sold in conjunction with a print ad in **KEY** in the corresponding issue (April or October).