



delivering your message to hundreds of thousands of your **target clientele...** here's how it works

- step 1** Submit your press release/matte article.
- step 2** Your article gets uploaded to www.resourcemultimedia.com – our membership-based website that **provides home, garden and real estate content to media and real estate professionals**. Your article gets uploaded to both our media portal and our realtor portal.
- step 3** Our network of **Home and Real Estate Editors** publish **the content in their newspapers, online publications and magazines** – reaching millions of people.
- step 4** Our **Realtor members share your content** through their social media sites and newsletters to their network of homebuyers and sellers (**your direct target market!**)

Together, your article is seen **by more than 7 million of your TARGET AUDIENCE** through our **editors' circulation and our realtors' online impressions.**

content that moves

Resource's targeted Media Reach... why it works for you



DISTRIBUTION OF YOUR ARTICLE TO TARGETED MEDIA

Unlike traditional press release distribution services that blanket the release to media who may not have any interest in your message, Resource only deals with editors of home-related publications. This target includes editors of real estate, gardening, entertaining, outdoor living and décor publications...guaranteeing your article is seen by the right media.



LEGITIMATE MEDIA

Unlike our competitors, we ensure that our media members are legitimate, targeted and active resources that reach your target consumer! Our site and your content is not accessible by just anyone - it requires media to actually subscribe and receive their own unique password to access our content. That means that the editors using our site have chosen to become members and see value in it.



CONVENIENCE

Forget the days of having to follow up with the media – media members come to Resource to review and download articles. Your only job is to provide valuable content (and we can help with that too!)



JOURNALISM STANDARDS

All articles are proofread for CP style before they are uploaded to the website – ensuring your content is ready to be published. We also provide tracking reports of your article's coverage and guarantee results!

**Get your news into the hands of
home, garden and real estate editors**

content that moves



Resource's benefits to media why it works



EDITORS NEED CONTENT

Every day, editors across your local region are sourcing articles for their sections and spending money on writers in a budget-crunched industry under tight deadlines. As past editors, we understand how difficult it is to find good content.



RESOURCE IS FREE TO MEMBERS OF THE MEDIA

With newspaper budgets getting smaller and smaller, editors are looking for effective ways to save money while populating their sections with great articles. Resource is the answer. We provide quality, Canadian content to editors at no charge.



THE CONTENT IS READY TO RUN

Understanding how to create 'ready-to-run' content is an important part of guaranteeing your article gets published. Resource will ensure that every article on resourcemultimedia.com is written to journalism standards, follows Canadian Press Style and is written with the right messaging to ensure publication.

As past editors, Resource's founders understand what editors are looking for and **how to deliver it**

ensure your article gets used by editors by utilizing these tips:

LIMIT YOUR BRANDING

Good content means useful content. Advertorials will not be chosen by editors. Your content needs to be helpful general interest content with your brand and company message strategically placed. We will help you make sure your article is editor-approved!

PHOTOS HELP!

If you have a photo to go with your article, it is more likely to get noticed. The photo should not be a product, but should be a general interest/lifestyle photo. If you don't have anything, then we can help you with that too!

PROPER GRAMMAR, SPELLING AND CP STYLE

Good grammar, proper spelling and Canadian Press Style are important factors in getting your articles media coverage. We will proofread and check your content to ensure it is ready to run, as well as ensuring your headline is written to get noticed!

Resource's **targeted** social media reach through REALTORS... why it works



REALTORS NEED CONTENT

Realtors are always searching for quality content to share on their blogs, newsletters and social media platforms through their networks of home buyers and sellers. They understand that good content means they become the experts in their industry to their valued network. Resource works because we provide our realtor members with that coveted content - all in one place - saving them time.



THE IMPRESSIONS SPEAK FOR THEMSELVES

Our members share Resource articles to their network and the impressions speak for themselves! Our average number of impressions generated by our current members' social media activity using our content is 400,000 per month! And, that number will only grow as more and more realtor members sign on!



TARGET DISTRIBUTION

With an average of about 400,000 impressions through our realtor members' social media sites, your content is being viewed by your target market – homeowners with multiple interests in banking, gardening, home decor, etc. There's no better way to deliver your message to a more targeted market than through our realtor members! And this amazing benefit comes at no extra charge!

**TALK ABOUT
TARGETED
REACH...**

**Our average
number of
impressions
generated by
REALTORS'
social media
activity is
400,000
per month!**

content that moves



let's talk numbers...

TOTAL TARGETED REACH

7 MILLION COMBINED MEDIA (PRINT AND ONLINE) CIRCULATION ACROSS ONTARIO

400,000 MONTHLY AVERAGE IMPRESSIONS AN ARTICLE GETS FROM OUR REALTOR MEMBERS, SOCIAL MEDIA PLATFORMS AND WORD OF MOUTH

NUMEROUS PRINT AND ONLINE PUBLICATIONS ACROSS ONTARIO ARE ALREADY MEMBERS

... these numbers are growing every day as more media and realtors sign on!

our guarantee...



GUARNATEED MEDIA COVERAGE & REALTOR SOCIAL MEDIA SHARING

Our success relies on your results - so we want to ensure your article gets published! We know that a properly written article distributed to media and realtors will be valuable and will get published and shared. If your article doesn't get the guaranteed targeted impressions or media circulation after three months, our team will review your article, rewrite it if needed and assess why it hasn't been picked up. If after these revisions it is still not picked up then we will provide you with one free matte article – no questions asked!



RESOURCE'S SOCIAL MEDIA SHARING - GUARANTEED!

Resource itself will share your article through its various social media platforms - providing you with thousands of additional BONUS social media impressions GUARANTEED!

content that moves

take advantage of our introductory rates!



3-ARTICLE PACK

Introductory sale price: \$1,050 SAVE 50%

regular price: \$2,100

max 1000 words per article

guarantee 300,000 impressions/circulation



5-ARTICLE PACK

Introductory sale price: \$1,625 SAVE 50%

regular price: \$3,250

max 1000 words per article

guarantee 500,000 impressions/circulation



8-ARTICLE PACK

Introductory sale price: \$2,400 SAVE 50%

regular price: \$4,800

max 1000 words per article

guarantee 800,000 impressions/circulation

introductory rates won't last long...
take advantage now!

RATES INCLUDE:

1. Distribution to Media Members
2. Distribution to Realtor Members
3. Proofreading, CP style check
4. Tracking of coverage
5. GUARANTEE circulation and/or impressions within 3 months for each article.

ADDITIONAL SERVICES:

WRITING:

.50 PER WORD.

Includes personal writer, interview if necessary, editing and approval process.

RE-WRITING

.30 PER WORD.

Includes assessing current article and editing/re-writing to meet journalism standards.

CONTACT US

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1.855.389.5239

resourcemultimedia.com

Twitter: @ResourceMM

Facebook: ResourceMultiMedia

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a sampling of the media outlets who are resource members

PRINT:

Cambridge Times
The Mississauga News
Real Estate Magazine
The Bay Observer
The Hamilton Spectator
Hamilton News,
Dundas Star,
Ancaster News
Hamilton Mountain News
Stoney Creek News
The Waterloo Region Record
Renters Guide
New Home Guide
New Condo Guide
New Home & Condo Guide
Commercial Investor
Peterborough This Week
Kawartha News
Brock Citizen
The Brampton Guardian
The Guelph Mercury
Guelph Tribune
The Orangeville Banner
Alliston Herald
Collingwood Connection
Wasaga Sun
Blue Mountain Courier Herald

Meadford Express
The Barrie Advance
Midland-Penetanguishene Mirror
Innisfil Journal
Orillia Today
Bracebridge Examiner
Gravenhurst Banner
District Weekender
Fort Erie Post
Niagara-on-the-Lake Town Crier
Fergus-Elora News
Aurthur Enterprise News
Mount Forest Confederate
North Bay Nipissing News
Almaguin News
The Muskokan
The Huntsville Forester
Parry Sound Beacon Star,
Parry Sound North Star
Aurora Banner
Georgina Advocate
King Connection
Markham Economist & Sun
Newmarket Era
Vaughan citizen
New & Resale Homes
Cambridge Homes
Re/Max Homefinder

Re/Max Homes
Fine Homes
Connections in Real Estate
Burlington Post
Oakville Beaver
Homes Magazine

ONLINE:

thespec.com
cambridgetimes.ca
mississauga.com real estate
this week in real estate
mykawartha.com
Bramptonguardian.com
orangevillebanner.com
simcoe.com
cottagecountrynow.ca
southwesternontario.ca
yorkregion.com
inside halton.com
durhamregion.com
insidetoronto/etobicokeguardian
simcoe.com/midlandmirror
insidetoronto/scarboroughmirror
insidetoronto/bloorwestvillager
thespec.com/newhomes
therecord.com/thisweekinrealestate