REAL ESTATE TODAY
AUSTRALIA + NEW ZEALAND

MEDIA KIT · 2026

The publication of the future, built for now.

A direct industry audience, a daily digital newsroom and a social-first distribution model, designed to put partner brands in front of real estate professionals repeatedly, across the channels they actually use.

75,000+
PROFESSIONALS ACROSS AU & NZ

2x Daily
MORNING BRIEF + THE 7:30 REPORT

5,500+
AVERAGE DAILY VIEWS ACROSS BOTH SHOWS

9m 20s
AVERAGE USER SESSION, MAY 2026

We didn't build another traditional trade publication.

Real Estate Today launched with a different model: direct industry distribution, daily digital programming, social-first reach, useful products and an always-on destination people visit throughout the day.

The strategy was digital from day one. And it worked.

75,000+

REAL ESTATE PROFESSIONALS ACROSS AUSTRALIA & NEW ZEALAND

2x Daily

MORNING BRIEF + THE 7:30 REPORT

5,500+

AVERAGE VIEWS EVERY DAY ACROSS BOTH SHOWS

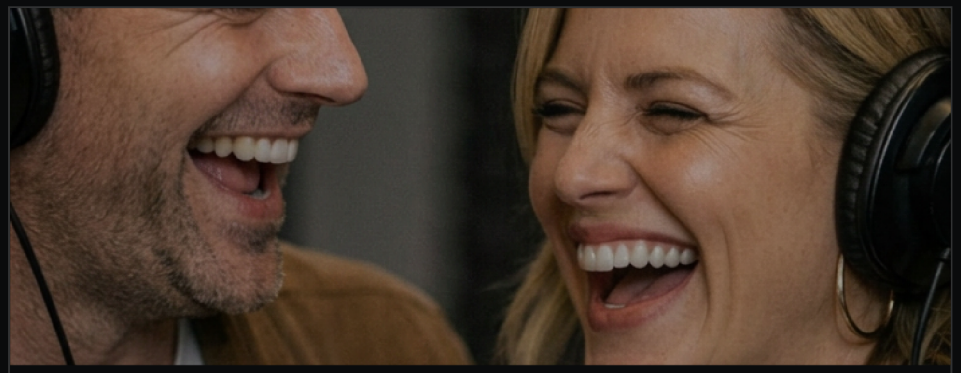
Social First

EMAIL SECOND

We're not here to compete with tradition. We're here to be at the forefront of it.

Email is part of the system, not the whole system. Editorial, social, video, direct database distribution, on-site discovery and repeat daily programming work together, so partner brands are seen more than once, in more than one place.

Two programs a day. Every working day.



LIVE WEEKDAYS FROM 5:30AM

The Morning Brief

with Jake & Mia

The industry's first look at the day. Jake and Mia set the agenda before the market opens, built to be shared before it lands in an inbox.



7:30PM · FIVE NIGHTS A WEEK

The 7:30 Report

with Dan & Sarah

The nightly wrap. Dan and Sarah close out the day for principals, agents and property managers across Australia and New Zealand.

Partners are named in the programs, on the player, on the article pages around them and in the social cut-downs that follow. One sponsorship, repeated exposure, every day.

People don't wait for a bulletin to land before they visit.

AVERAGE USER SESSION

9m 20s

MAY 2026

They come for the publication, My RET, the daily programs, events and industry tools.

News-publisher benchmarks commonly sit materially below this level. Benchmark comparisons vary by methodology and are provided as context, not as a like-for-like audited comparison. Industry context: Playwire 2025 publisher benchmark; Similarweb news publisher benchmark.

PROVED IN FIVE MONTHS

Five months in, the market was already noticing.

Within five months of launch, Google AI Overview and ChatGPT results identified Real Estate Today as Australia's most engaged and influential real estate industry publication.

TWELVE MONTHS AT THE TOP

That position was recorded across repeated AI-search checks for the following 12 months.

AI-search recognition recorded by Real Estate Today across Google AI Overview and ChatGPT results, 2025–26. This was not a formal award or an audited third-party ranking.

Don't take our word for it.

One Agency EXCLUSIVE MEDIA PARTNER · AU	24 new offices in 2025	2026 REB Major Network of the Year finalist Further 2026 expansion reported by the network.
Agency HQ EXCLUSIVE MEDIA PARTNER · AU	9 new offices and partner businesses	2026 REB Boutique Network of the Year winner Also recognised by Real Estate Today in 2026.
LJ Hooker New Zealand EXCLUSIVE INDUSTRY MEDIA PARTNER · NZ	14 new locations	Trans-Tasman network growth Growth figure supplied by the partner network.

Our partners' growth and recognition have also been acknowledged outside Real Estate Today, including by Real Estate Business. These were not one-off ad buys. They were deliberate, exclusive partnerships.

47 new offices and locations

DELIVERED BY NETWORKS WORKING WITH REAL ESTATE TODAY AS EXCLUSIVE INDUSTRY MEDIA PARTNERS

Three packages. Clear inclusions. Limited availability.

FLAGSHIP

1 AVAILABLE PER REGION

Principal Partner

$2,750/mo

12-MONTH TERM · AUD, EX GST

- Lead position across all weekly bulletins
- Homepage leaderboard banner
- 2 editorial features per month
- Podcast sponsorship
- Category exclusivity where available
- RET Awards category sponsorship + 2 tickets
- Monthly reporting

PAY ANNUALLY AND SAVE 10%

2 AVAILABLE PER REGION

Growth Partner

$1,750/mo

12-MONTH TERM · AUD, EX GST

- Dedicated banner in both weekly bulletins
- Premium website banner
- 1 editorial feature per month
- Quarterly social promotion
- 1 RET Awards ticket
- Monthly reporting

PAY ANNUALLY AND SAVE 10%

3 AVAILABLE PER REGION

Visibility Partner

$850/mo

6-MONTH TERM · AUD, EX GST

- Bulletin banner rotation
- Website directory listing + rotating banner
- 1 partner article per quarter
- Monthly reporting

ENTRY-LEVEL ALWAYS-ON PRESENCE

Simple terms. Straight answers.

01

Strategy call

We review your brief, your market and the placements open in your region.

02

Scope and availability

Inclusions, category exclusivity and launch timing are confirmed in writing.

03

Launch and report

Campaign goes live across the system, with performance reporting issued monthly.

COMMERCIAL TERMS

- All prices are in Australian dollars and exclude GST.
- Principal and Growth run on a 12-month term. Visibility runs on a 6-month term.
- Paying the full term in advance saves 10% on Principal and Growth.
- Editorial features follow our editorial standards. Commercial content is clearly labelled.
- Invoicing is monthly in advance unless an annual payment is agreed. Payment terms are 14 days.
- Placement availability and category exclusivity are confirmed in writing before the agreement starts.
- Creative is supplied to the published specifications, or produced by our team where that is in scope.
- Either party may end an agreement at the end of its term with 30 days written notice.

REAL ESTATE TODAY
AUSTRALIA + NEW ZEALAND

WE PROVED THE MODEL

Build your next campaign with Real Estate Today.

If you want another banner placement, there are plenty of places to buy one.
If you want an integrated media partner built for digital attention, talk to us.

PARTNERSHIPS
partners@
realestatetodayaustralia.com.au

BOOK A STRATEGY CALL
realestatetodayaustralia.com.au
/book-a-call

PACKAGES
realestatetodayaustralia.com.au
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