



AGENT ESSENTIALS

MEDIA KIT





## ABOUT US

Founded in 2005, The CE Shop has become the leading provider of online real estate education through an encyclopedic knowledge of the real estate industry. We offer education products in all 50 states and D.C. to cover the entire lifecycle of a working real estate agent, and we're driven by a desire to constantly improve, both for ourselves and our students.

## THE POWER OF INNOVATION WITH THE CE SHOP

Due to our large student engagement and vast array of industry-leading products, we at The CE Shop are seeking new opportunities to create and sponsor accessible content. These partnerships are designed to benefit both our students and our partners, and will cater best to products designed to help students excel in both their education and career.

# OUR VISITORS ARE

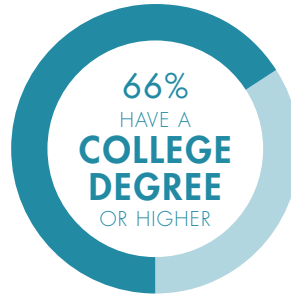
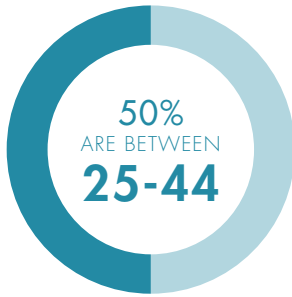
Curious Learners | Bold Innovators | Community Leaders



40% MALE



60% FEMALE



## OUR REACH



WEBSITE TRAFFIC OF OVER  
**2.1 MILLION VISITS**  
PER MONTH



MORE THAN  
**65,000 STUDENT LOGINS**  
PER MONTH



AN INNOVATIVE BLOG REACHING  
**6,000 READERS**



INDUSTRY PODCAST WITH  
**OVER 5,000 LISTENS**



MONTHLY NEWSLETTER  
THAT REACHES  
**1.3 MILLION READERS**



SOCIAL MEDIA WITH MORE THAN  
**15,000 ORGANIC IMPRESSIONS**  
PER MONTH



## OUR VISITORS

Compared to the average user

5x

more likely to visit  
**PERSONAL  
FINANCE SITES**

4x

more likely to visit  
**BUSINESS  
SITES**

3.5x

more likely to visit  
**TAX PLANNING  
SITES**

3.5x

more likely to be  
interested in  
**INSURANCE SITES**

2.5x

more likely to visit  
**TECHNOLOGY  
SITES**

2.5x

more likely to  
**SHOP ONLINE**

2x

more likely to visit  
**INVESTMENT  
SITES**

2x

more likely to visit  
**SMALL & LOCAL  
BUSINESS SITES**

2x

more likely to visit  
**INTERIOR  
DECORATING SITES**

## PARTNER WITH US

Because we're committed to the ongoing support and education of our students, we seek to partner with exceptional companies to deliver relevant content and products. These offerings should be a mix of high-level thought leadership and solution-based content designed to help our students grow their business and career no matter where they are in their real estate journey.

## ADVERTISING OPPORTUNITIES

Featured Position on the Homepage	Podcast Advertising
Run-of-site Advertising	Blog Post Sponsorship
Email/Newsletter Advertising	Ebook/Whitepaper Sponsorship
Podcast Interview or Product Review	Business Listing on Preferred Vendor Page
Course Advertising	Webinars

## SCHEDULE OF TOPICS

SEP 2019	Agent Safety
OCT 2019	Closing Gifts
NOV 2019	Farming & Lead Generation
DEC 2019	CRMs
JAN 2020	Taxes
FEB 2020	Insurance

MAR 2020	Women in Real Estate
APR 2020	Contracts & Legal
MAY 2020	Lenders & Title Companies
JUN 2020	Inspectors & Contractors
JUL 2020	Home Staging & Photography
AUG 2020	Home Warranties

*\*All topics, availability, and schedule are subject to change.*





## LET'S TALK

We are excited to build strategic partnerships that establish connections through new advertising content. For more information about our dynamic pre-made, as well as, customizable packages, advertising and sponsorship options, or to chat about innovative ideas, please reach out to Kayla Sterner.

KAYLA STERNER

[Kayla.Sterner@TheCEShop.com](mailto:Kayla.Sterner@TheCEShop.com)

720.306.0727

[TheCEShop.com](http://TheCEShop.com)