



AFFORDABLE HOUSING FINANCE

hanley wood

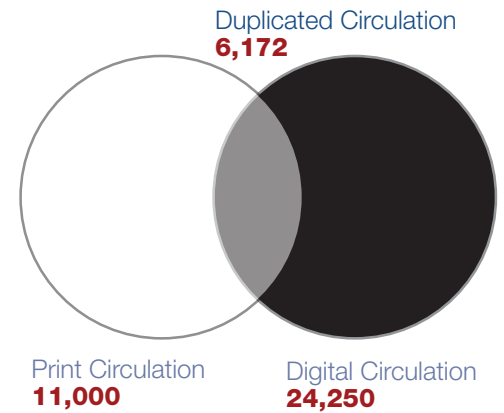
AFFORDABLE HOUSING FINANCE Digital Edition

HANLEY WOOD BUSINESS MEDIA ONE POWERFUL NETWORK



For authoritative, in-depth information on the latest advances in financing, building and operating affordable housing, developers and owners turn to the AFFORDABLE HOUSING FINANCE network, the most widely used and respected source of information in the industry.

Total Audience:
29,078



Source: Publisher's Own Data, June 2009

MORE AUDIENCE. MORE VALUE.

- **MORE affordable housing owners and developers.** 29,078 subscribers will receive AFFORDABLE HOUSING FINANCE magazine through the addition of digital editions: **That's 19,078 more circulation at no additional cost to advertisers.***
- **Same content, MORE audience.** Digital editions have the same content as print, are delivered to e-newsletter readers and posted on the magazine's Web site.
- **MORE audience, MORE value.** Full demographic information is available for the additional readers. Advertisers can receive complete tracking information and links to their Web sites from the digital editions.
- **NEW, unduplicated subscribers.** Circulation for digital editions will combine print, plus e-newsletter subscribers not duplicated in the magazine circulation.

*The circulation increase = digital circulation – duplicated circulation
Numbers as of June 2009

SPONSORSHIP OPPORTUNITY

Cost: \$4,750 net per issue

- Dedicated e-Mail Promotion Announcing Sponsorship of Digital Edition
- Left Hand Sponsor Ad Facing Digital Edition Cover
- Skyscraper Ad Fixed in Right Well
- Lead generation "Ad Gen" on Sponsor's Print Ad Within Digital Edition
- Rich Media on Sponsor's Print Ad Within Digital Edition

For more information, contact Rob Britt, Publisher, AFFORDABLE HOUSING FINANCE, rbritt@hanleywood.com