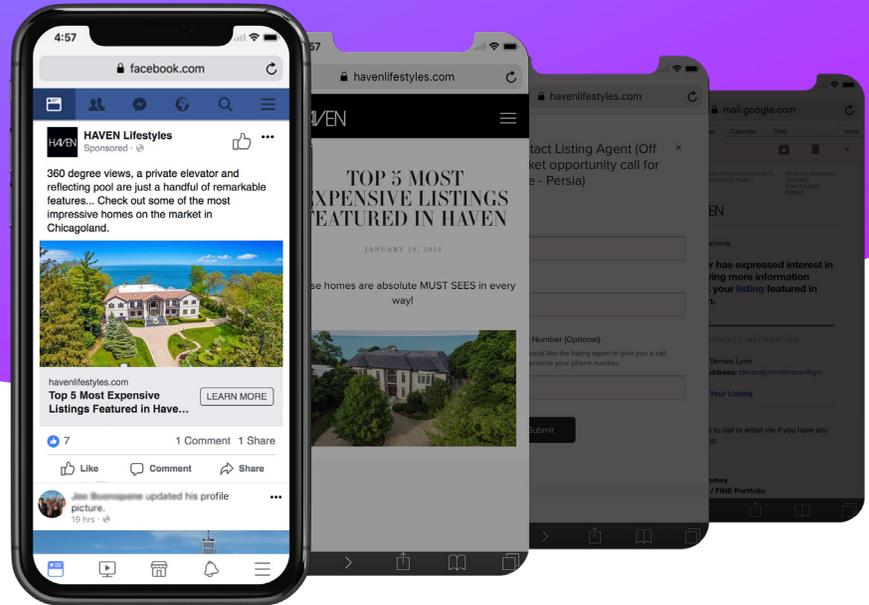


1

Attracting Readers



HAVEN
LEAD FLOW

Readers of the magazine content are sourced through advanced targeting tools on the most popular platforms in search, social and publishing.

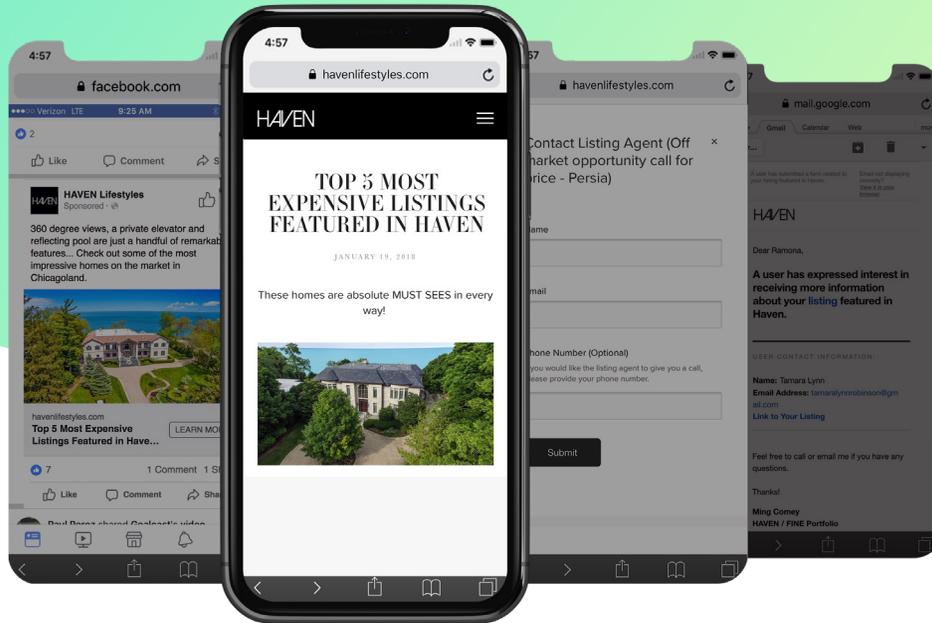


Haven reaches prospective buyers and sellers on the devices they're consuming and engaging the most.

(in addition to the print component)

2

Engagement

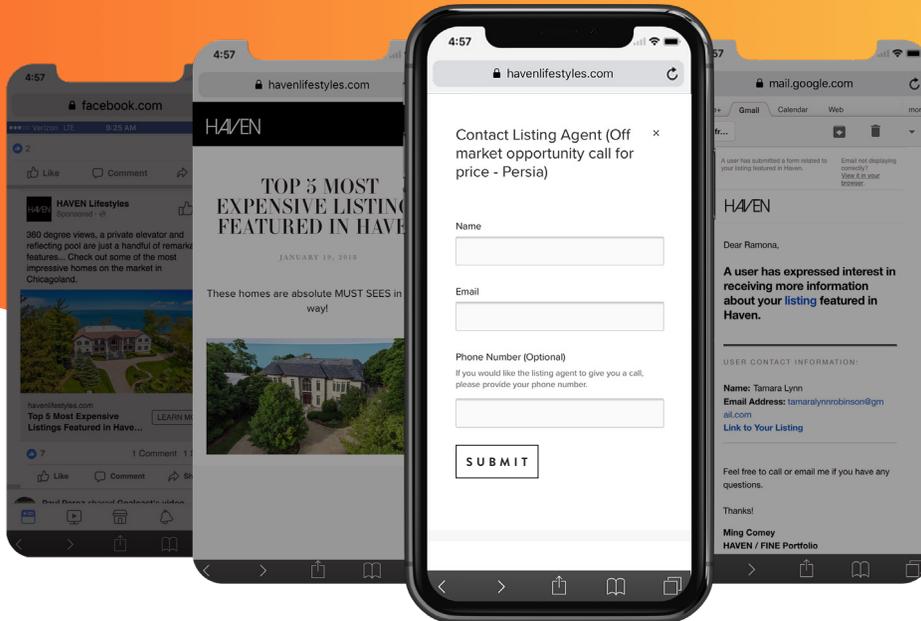


Once sourced, readers largely consume the content in article formats. We've worked to optimize content formats to increase read time, quantity of listings viewed and engagement rates.



3

Agent Contact

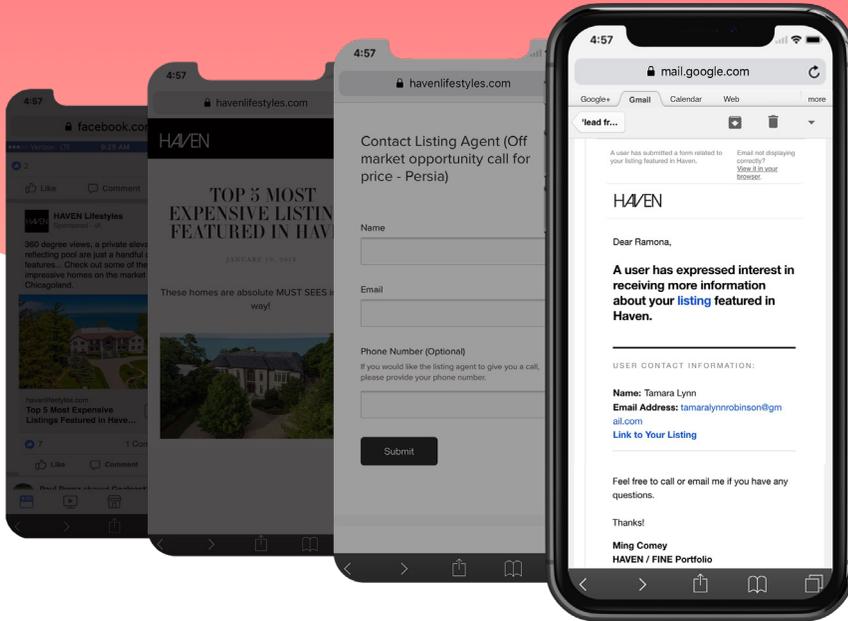


Directly through the article or after a click-through on a listing page, readers are able to seamlessly submit forms providing contact information to either schedule a tour or inquire.



4

Lead Submission



Leads are submitted to
advertisers directly and
automatically via email.

