

RE-INTRODUCING

Real Estate Magazine

REAL ESTATE MAGAZINE founders Chuck Hathaway and Camille Ranker have retired after bringing out this popular publication every two weeks for over twenty-three years. We are honored to be taking up its publication now, with much respect for the work they so ably contributed to our community for so many years. A surprising number of people have told us this is the only paper they read locally, or that they look forward to each issue, and most Realtors express the importance of REM to their marketing and advertising strategies, providing it to every client who comes in the door.

No change happens without, well, change, and inevitably there will be differences in style, habits and protocols as we learn the ropes while transitioning to full ownership. We hope to accomplish this as fluidly and gracefully as possible, eagerly looking forward to maintaining and improving REM's unique relevance as a tool for advertisers and a source of engaging articles that pique the interest of both prospective real estate buyers and sellers, as well as local readers.

OUR RESPONSIBILITY AND VISION FOR REAL ESTATE MAGAZINE

We are committed to continuing to publish REAL ESTATE MAGAZINE as the critical part of our communities' communication channels that it has always been. We intend to make it an even more relevant implement for the real estate advertisers who support it by eventually bringing in a more robust online presence and focussing more intensely on real estate related articles and columns for our cover editorials.

We believe the potential and significance of the magazine will continue to grow as the economy recovers and our communities attract more businesses and residents to the rich, enjoyable lifestyle we share here. With this in mind, we move forward optimistically, with energetic sparkle and a good dose of moxie.

We hope you will continue to participate in this exciting adventure, or, if you are new to REM, that you will join us soon.

"UNDER NEW MANAGEMENT"

Publisher: Zida Borcich, owner of STUDIO Z MENDOCINO; *and:* Kathie Ittel, ACTIONCOACH BUSINESS COACHING; *Managing Editor:* Lisa Norman; *Production:* Joe Neves; *and* Morning Hullinger; *Distribution:* Chuck Hathaway *and* Patti Ferreira

We look forward to meeting you, working with you, serving you and partnering with you to improve your business through REAL ESTATE MAGAZINE. We invite you to stop by the new REM digs downstairs in the Studio Z Mendocino shop at 711 North Main, Fort Bragg. Let us know if you want to place an ad, need more papers delivered, wish to be a distribution point, or how we can, in any way, be of greater service to you. We are very pleased to be working with you.

SUPPORTING YOUR BUSINESS SUCCESS

Real Estate Magazine

REM's mission has always been to provide a valuable tool for Mendocino County's coastal and inland communities, for both locals and soon-to-be locals. Your advertising dollar buys crucial attention to your business in a unique context, at extremely competitive ad rates.

- Circulation of over 150,000 copies per year, distributed, bi-weekly, from Gualala to Westport, Anderson Valley and east to the Ukiah Valley and Willits
- One-stop-shopping for prospective Real Estate buyers and sellers
- A comprehensive source of coastal- and county-wide property & business listings
- An attractive showcase for Real Estate offices, brokers and agents
- Bi-weekly, up-to-the-minute Real Estate information
- An online issue of archived and current issues, including links to each advertiser
- Spotlight on services and products of Real-Estate-related businesses
- Interesting topical articles pertaining to local businesses, trends, issues, local personalities, history, non-profits, sites of interest, agriculture, agencies and general community goings-on
- A bi-weekly Calendar of Events that makes the magazine equally valuable to locals, lookers and tourists
- A map of Real Estate offices in the county
- A monthly financial column by money expert David Jones

Our expert, comprehensive, prize winning design and printing services, through STUDIO Z MENDOCINO, include:

Ads & Ad Campaigns	Web Site Design & Coding
Branding / Logos	Letterpress Printing
Business Cards	Rack Cards
Brochures & Flyers	Posters
Catalog Sheets	Post Cards
Letterheads	Business & Social Papers
Envelopes	Book Cover Design
Correspondence Cards	Promotional Materials
Thank You Notes	Fund Raising Packages
Mailing labels	Announcements
Event Invitations	Shower Invitations
Wedding Invitations	Ephemera & Advice
Stationery Wardrobes	Packaging Design