

NEWSLETTER FREQUENCY & REACH BY BRAND

Email newsletters are a cost-effective medium for building relationships and maintaining regular contact with customers and prospects. Newsletters tend to have a highly invested audience as they are subscription based. They are a great way to get your message across to Hanley Wood's engaged audience in a timely manner.

BRAND	NEWSLETTER	FREQUENCY (PER MONTH)	REACH
Builder	BUILDER Pulse	20	117,701
Custom Home	Custom Home Business Update	1	83,146
MFE <small>MULTIFAMILY CREATIVE</small>	Multifamily Executive Update	4	59,000
AFFORDABLE HOUSING <small>FINANCE</small>	Affordable Housing Finance Update	2	28,065