



Background

Harmon Homes is the most trusted name in real estate advertising. Harmon Publishing was established in 1987 and has been producing and distributing free circulation publications ever since. Harmon is an independent division of United Advertising Media, which is a division of Dominion Enterprises. In addition to a portfolio of about 175 real estate periodicals, Harmon publishes custom publications on behalf of leading real estate firms and local REALTOR® boards. A full supporter of the real estate industry, Harmon serves as a "one-stop" marketing service provider for REALTORS® across the country. Its publications are published on frequencies that vary from weekly to quarterly.

The Vision

Harmon wanted to provide an online version of their magazines to expand the effectiveness of its print publications while creating a valuable new service for the consumer. It would also expand the reach for its advertisers outside the physical bounds of distribution by allowing consumers anywhere to access to all of its publications in any city or region.

The Solution

Harmon chose Advanced Publishing to work with them to create and manage digital versions of its magazines that would meet its vision, by launching a complete across the board digital version of all titles. With web based viewing, enhanced interactivity for each listing, easy archive and searching capability, and strong reporting capabilities, Harmon launched in early 2005 (in just 60 days from start to finish). In addition, by collecting reader email addresses at sign up, Advanced Publishing also provides custom branded emails to each subscriber for each new issue.

Harmon created a new URL as a portal for all of its digital editions (www.eharmonhomes.com) and as such, had to build up web awareness from scratch.

The Result

Within the first year Harmon attracted over 180,000 registered subscribers, and averaged in excess of 120,000 visits each month and well over 600,000 page views each month. In addition, by requesting readers subscribe the first time they visit a Harmon publication, Harmon has been able to create a data base of local readers which provides a powerful asset and ability to connect directly and on an ongoing basis with those readers about new issues and other topics of interest.

Advertisers are also on board and paying premium rates for the enhanced interactivity, expanded readership along with the added lead generation information they receive.