

WILLIAM RAVEIS

EXCEPTIONAL PROPERTIES

The Largest Family-Owned Real Estate Company in the Northeast

Boston.com

The screenshot shows the Boston.com real estate website interface. At the top, there's a navigation bar with links for Home, Today's Globe, News, Business, Sports, Lifestyle, A&E, Things to Do, Travel, Cars, Jobs, Homes, and Local. Below this is a search bar and a 'H&R BLOCK' advertisement. The main content area is titled 'NORWELL' and features a listing for '238 River Street' priced at '\$1,289,000'. The listing includes a large photo of the house, a grid of smaller interior photos, and a map. To the left of the main photo is a table with property details: INFO, BEDROOMS (4), BATHS (2 Full / 1 Half), SQ. FT. (5200), LOT # (4099100), TYPE (Single Family), LISTING NO. (79637906), and TAXES (\$13,000). Below the photos is a 'LISTING TOOLS' section with links for Save Listing, Add to Dream Planner, Favorite your listing, Share Listing, Print Listing, and Send to your Agent. To the right of the photos is a 'LISTED BY:' section for William Raveis, Mortgage and Insurance, with a phone number (781) 748-3007. Below this is a contact form for 'EMAIL THIS AGENT' with fields for YOUR NAME, PHONE, and TRIP NUMBER, and a 'SEND' button. The page also includes a 'Previous Listings' and 'Next Listing' navigation.

Boston.com is New England's leading news site and one of the nation's biggest regional websites, with over four million monthly unique visitors.

More than one million registered users allow Boston.com to target advertising by demographics (age, gender, income, job title, and industry), geography (mirroring The Boston Globe's zones), behavior (following their content selections online), and context (matching the message to one of dozens of Boston.com feature pages).

Reader Profile:

54% of registered Boston.com users are 25-44 years old.

29% have a household income greater than \$100,000/year.

14% have a household income greater than \$150,000/year.

Source: The City of Boston's 20-34 year old Initiative; Boston's Dynamic Workforce