**News Release – Embargo 12.01am, Friday 12 Feb.**

**Media Tonic to drive advertising revenue for leading national real estate website**

Advertising sales company Media Tonic has been appointed to manage national advertising sales for data-rich website, realestateVIEW.com.au, which enjoys more than one million unique visitors a month.

The agreement, which comes after a major overhaul of one of Australia’s leading real estate sites, also includes representation of its niche portals - businessesVIEW.com.au, holidayVIEW.com.au, ruralVIEW.com.au and propertyDATA.com.au.

realestateVIEW.com.au partners with Real Estate Institutes in NSW, QLD, VIC, TAS and WA. It has more than 370,000 listings nationally, over 260,000 email subscribers and their apps have been downloaded more than 150,000 times.

Digital Sales Director at Media Tonic, Trent McKeown, said the traffic volumes to all of the sites and their extensive reach across the Australian population provided a very powerful platform for national advertisers wanting to reach the home owner and investor market.

“Apart from the obvious advantage of scale, we’re aware that the national portal, realestateVIEW.com.au, is qualitatively different to a straight classifieds site,” Mr McKeown said.

“That’s partly because of interface design, easy navigation and partly because it offers unparalleled data and insights that are collated from sales and rental records from the Real Estate Institutes’ members, general advice as well as listings.

“We can use this information to provide prospective advertisers with targeted solutions such as, Top First Homebuyers Suburbs, High/Median/Low Median House prices and Suburb Capital Growth figures. It’s a remarkably data-rich site that is highly valued by serious buyers and sellers.

“realestateVIEW.com.au is a significant digital asset in Media Tonic’s portfolio and gives national advertisers enormous buying synergy with WA’s principal portal, reiwa.com, which we have been representing.”

Enzo Raimondo, the Managing Director of realestateVIEW.com.au, said: “The launch of our new site is a very exciting time for us. Our customers will now benefit from a superior user experience over other portals with less clutter and simplicity.

“The site’s improved functionality includes one-click to connect to agents, local data integrated into search results, enhanced photo gallery and a new Refine Search location.”

“With this change it was important to consider a new advertising partner. Media Tonic is very experienced and has had great success representing reiwa.com, and we look forward to a strong partnership with them”.

Media Tonic’s other digital representations include Community Newspaper Group, WAFL and reiwa.com nationally as well as Bauer Media‘s TO LOVE Network in WA/SA.

**For more information**: John Hanrahan, Lighthouse Communications – 02 8262 8904 or 0411 212 965

**About Media Tonic**

Media Tonic is a WA based media sales representation company, representing market-leading properties in broadcast, out of home, digital and publishing.

**About realestateVIEW.com.au**

Since 2001, an industry-owned and operated portal which aims to help people make smart, informed decisions. realestateVIEW.com.au is owned and operated by the Real Estate Institutes across Australia. realestateVIEW.com.au is the third-largest portal in Australia with online listings in residential, businesses, rural and holiday rentals categories.