

Advertising Media Kit

Real Assets Adviser



Real Assets Adviser is the first and only publication dedicated to providing actionable information on the Real Assets class and facilitating important business connections for registered investment advisers, wealth managers and family offices.

Through print and online formats, **Real Assets Adviser** provides thoughtful, cutting-edge analysis, helping advisers make informed decisions to diversify clients' portfolios, provide long-term income and hedge against inflation.

Frequency: 12x

Circulation: 65,000

Distribution: By mail and email alert for online version.

Subscription rate: *Real Assets Adviser* is free for qualified registered investment advisers, wealth managers, broker-dealers and family offices.

Print Advertising Rates & Specifications

2018 Advertising Rates

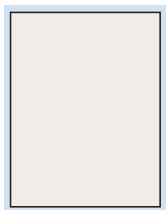
	1x	3x	6x	12x
Full pg 4/C	\$3,795	\$3,595	\$3,395	\$3,095
Full pg B/W	\$3,150	\$2,950	\$2,750	\$2,450
2/3-pg 4/C	\$2,950	\$2,750	\$2,550	\$2,250
1/2-pg 4/C	\$2,175	\$1,975	\$1,775	\$1,475
1/4-pg 4/C	\$1,695	\$1,495	\$1,295	\$995
Dbl pg 4/C	\$5,995	\$5,795	\$5,595	\$5,295

Special Incentives

6x Placement: 1 week per month banner ad on Daily News Alert

12x Placement: 2-page Advertorial (\$10k+ value)

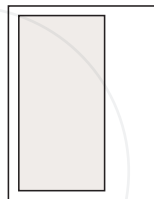
Publication trim size is 8-7/8" wide x 10-7/8" high



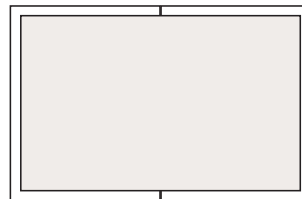
Full Page-Bleed
9-1/8" wide x
11-1/8" high



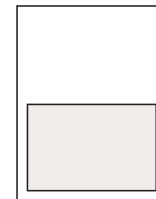
Full Page
8" wide x 10" high



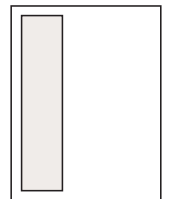
2/3-page
5" wide x
9-7/8" high



Double Page Spread
17.5" wide x 10.625" high
Bleed Double Page Spread
18-1/4" wide x 11-1/8" high



1/2-page Horizontal
7-5/8" wide x
4-7/8" high



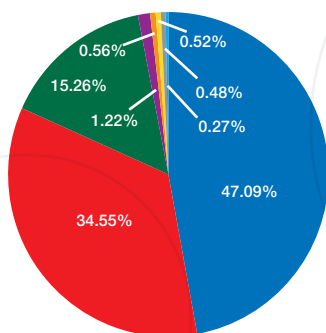
1/3-page
2-1/5" wide x
9-7/8" high

Payments & Deadlines

A 15% commission will be granted to recognized advertising agencies on space, color, bleed and position charges only. We do not pay commissions on charges for artwork or reprints.

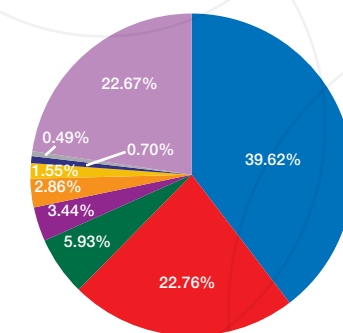
Terms: 30 days net of invoice date. Interest will accrue at a rate of 1.5% per month. Electronic wire transfer available.

Firm-type breakdown



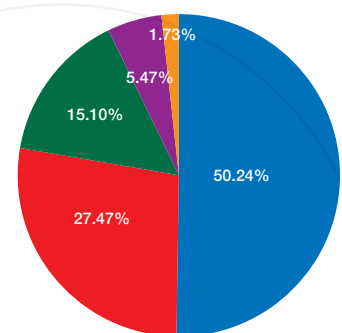
■ RIA—Fee Only Reg Inv Adviser
■ RIA—Hybrid—Registered as Both
■ IBD—Comm Based Broker Dealer
■ Investor
■ Investment Manager
■ Consulting Firm
■ Other Service Provider
■ Investor—Family Office

Title breakdown



■ Certified Financial Planner - CFP
■ C-Suite Executive
■ Manager
■ Director
■ Managing Director (Non C-Suite)
■ Founder
■ Consultant
■ Analysts
■ Other

Geographic breakdown



■ Eastern
■ Central
■ Pacific
■ Mountain
■ International

Online Advertising Rates & Specifications

Banner Placement, Size, Pricing

Website:

960w x 120h pixel banner (Header, Middle, Footer)
one month: \$2,250

300w x 250h pixel banner
one month: \$1,650

News Alert Email:

202w x 129h pixel banner
1 wk: \$500
2 wk: \$800
3 wk: \$1,200
one month: \$1,600

Artwork

All artwork should be submitted as a press-ready PDF. If you are unable to send us artwork in this format, please contact us. We may be able to accommodate your placement, but there may be additional fees incurred for the conversion.

Shipping Instructions

Electronic shipping: Email files to Michelle Raab at m.raab@irei.com.

Copyright & Contract Policy

Advertisers and advertising agencies assume liability for all content of advertisements printed and also assume liability for any claims arising therefrom made against the Publisher. The Publisher reserves the right to reject any advertising materials the Publisher deems not suitable for the Publication's audience or in keeping with the Publication's standards. The Publisher also reserves the right to insert the words "advertising" or "advertorial" into copy that the Publisher deems to resemble editorial matter.

Contact

Advertising Inquiries:

Cynthia Kudren

Senior Account Executive

Advertising/FundTracker Database

m: +1 917-620-4666 t: +1 212-332-7180

c.kudren@irei.com

Sponsorship Inquiries:

Jennifer Dohrmann-Alpert

Managing Director

Real Assets Adviser

t: +1 925-244-0500, ext. 134

jda@irei.com