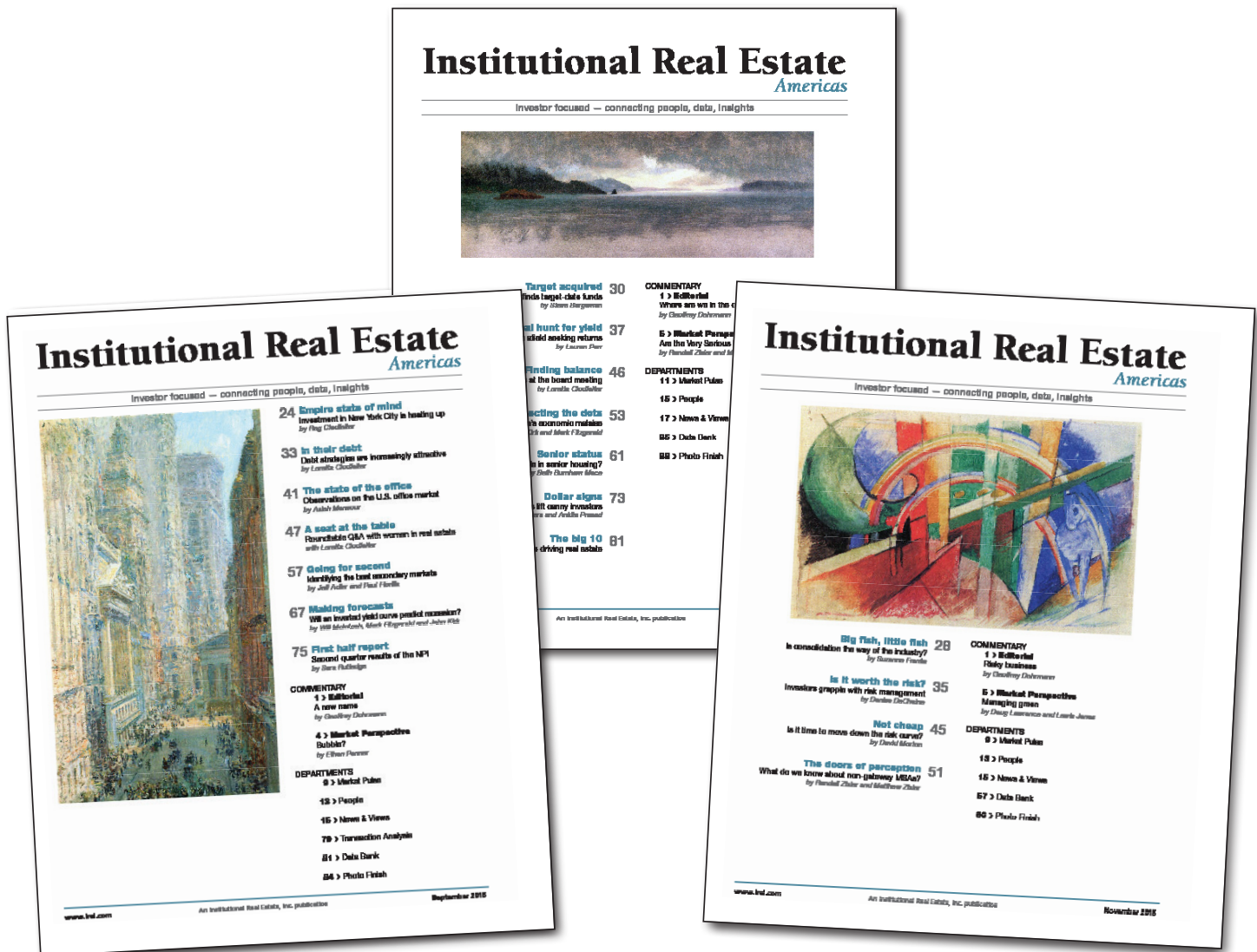


# Advertising Media Kit

## *Institutional Real Estate Americas*



*Institutional Real Estate Americas* is read by the top tier of the institutional real estate industry. This includes the chief investment officers of the largest pension plans in the nation, the investment advisers who invest their capital for them and the leading consultants who serve them. We can confidently say that the readers of *Institutional Real Estate Americas* currently control 90% of the institutional capital that is being invested in real estate. It is a very influential audience.

**Frequency:** 11x

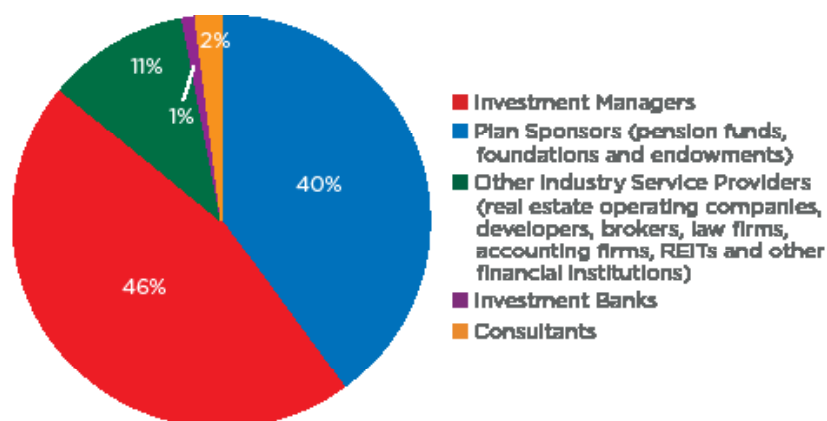
**Circulation:** 2,200 (print and online)

**Distribution:** by mail and email alert for online version

**Supplements:** *Institutional Investing in Infrastructure* and *Institutional Real Estate FundTracker*

**Subscription rate:** \$2,695

## Firm-Type Breakdown

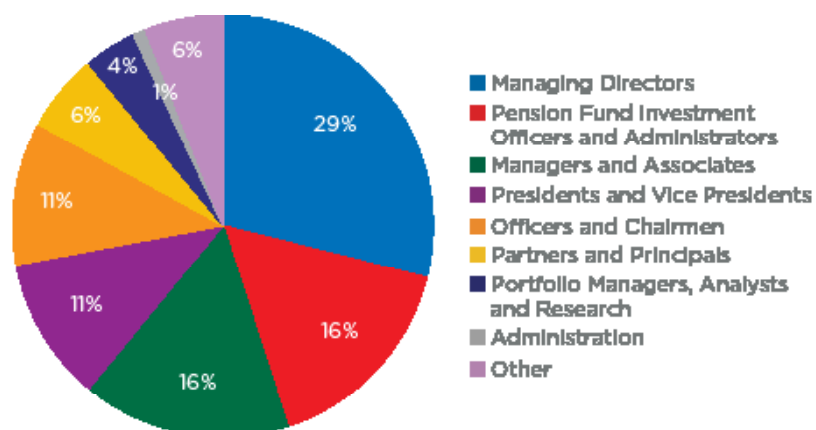


## Bonus Distribution:

We have marketing alliances with conference producers throughout the industry, which allows us to distribute *Institutional Real Estate Americas* to the attendees of some of the biggest and best known events. Check out our current roster of events.

[www.irei.com/iream-bd](http://www.irei.com/iream-bd)

## Title Breakdown

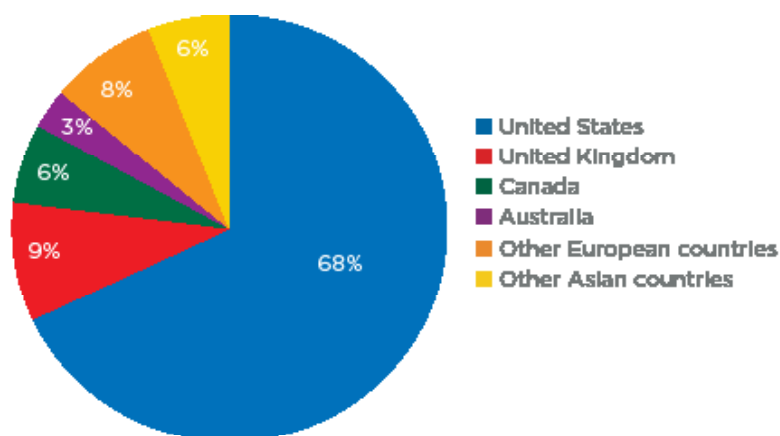


## Editorial Calendar:

Our editorial calendar shows topics that are scheduled to be featured in the upcoming months. You can use this as an additional guide to help you select the best months to place your ads.

[www.irei.com/iream\\_editorialcalendar](http://www.irei.com/iream_editorialcalendar)

## Geographic Breakdown



## Editorial Advisory Board Members:

*Institutional Real Estate Americas* has a board of industry experts who meet semi-annually to discuss the critical issues that the industry is facing. The candid discussions that take place at these meetings help formulate the content for the publication.

[www.irei.com/iream\\_boardmembers](http://www.irei.com/iream_boardmembers)

\*Data as of May 2019

# Advertising Mechanical Sizes and Rates

## *Institutional Real Estate Americas*

|            | 1x      | 3x      | 6x      | 9x      | 12x     | 18x     |
|------------|---------|---------|---------|---------|---------|---------|
| 1 pg 4/C   | \$4,700 | \$4,400 | \$4,200 | \$4,100 | \$4,000 | \$3,900 |
| 1/2 pg 4/C | \$3,100 | \$2,900 | \$2,750 | \$2,650 | \$2,550 | \$2,450 |
| 1/4 pg 4/C | \$2,000 | \$1,900 | \$1,800 | \$1,700 | \$1,600 | \$1,500 |
| 1 pg B/W   | \$4,150 | \$3,850 | \$3,650 | \$3,550 | \$3,450 | \$3,350 |
| 1/2 pg B/W | \$2,550 | \$2,350 | \$2,200 | \$2,100 | \$2,000 | \$1,900 |
| 1/4 pg B/W | \$1,450 | \$1,350 | \$1,250 | \$1,150 | \$1,050 | \$950   |
| Jr pg 4/C  | \$3,900 | \$3,600 | \$3,400 | \$3,300 | \$3,200 | \$3,100 |
| Jr pg B/W  | \$3,350 | \$3,050 | \$2,850 | \$2,750 | \$2,650 | \$2,550 |
| Dbl pg 4/C | \$7,100 | \$6,500 | \$6,300 | \$6,200 | \$6,100 | \$6,000 |
| Dbl pg B/W | \$6,000 | \$5,400 | \$5,200 | \$5,100 | \$5,000 | \$4,900 |

COVER 2 and 3: Add \$200

BLEEDS: Add 10%

### **Insert & Brochure Rates**

Inserts and Brochures Upon Request

Reprints of Ads Upon Request

### **Payments**

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.

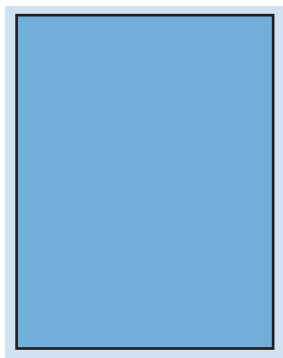
Terms: 30 days net. Interest will accrue at a rate of 1.5% per month. Electronic wire transfer available.

### **Copyright & Contract Policy**

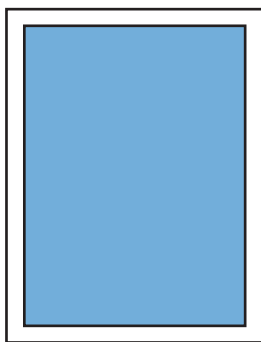
Advertisers and advertising agencies assume liability for all content of advertisements printed and also assume liability for any claims arising therefrom made against the Publisher. The Publisher reserves the right to reject any advertising materials the Publisher deems not suitable for the Publication's 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.

# Mechanical Requirements

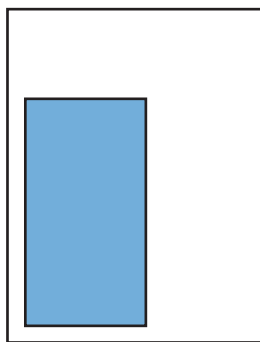
The Publication trim size is 8.5" wide x 11" high



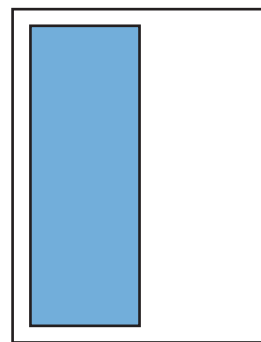
Full-Page Bleed  
8-3/4" wide x 11-1/4" high



Full-Page  
7" wide x 10" high



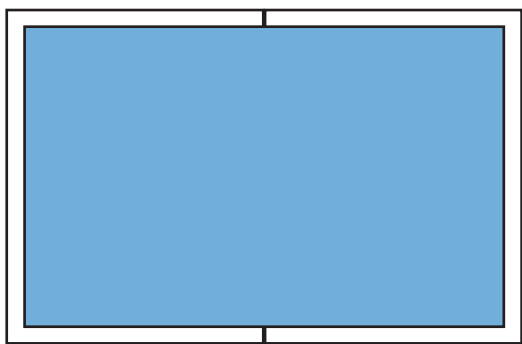
Junior Page  
3-7/8" wide x 7-2/5" high



12-page Vertical  
3-3/8" wide x 10" high

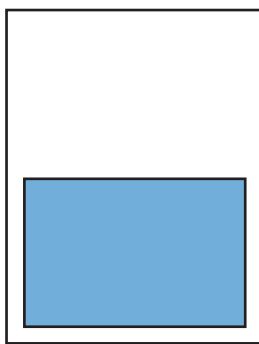
OR

8.5" wide x 11" high +  
0.125" bleed

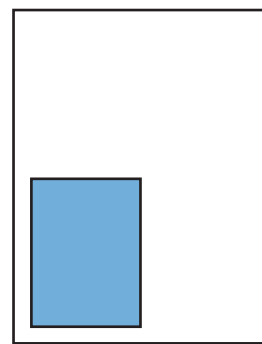


Double-Page Spread  
15-1/2" wide x 10" high

Double-Page Spread Bleed  
17-1/4" wide x 11-1/4" high



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



14-page  
3-3/8" wide x 4-5/8" high

## Artwork

All artwork should be submitted as a press-ready PDF processed through Adobe Acrobat.

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.

## Contacts

### Advertising Sales Inquiries

CYNTHIA KUDREN, Senior Account Executive, Advertising  
c.kudren@irei.com  
+1 917-620-4666

## Artwork Inquiries

MICHELLE RAAB, Advertising & Media Specialist  
m.raab@irei.com

## Shipping Instructions

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

FTP Site: If you would like to access our FTP site, please contact Susan Sharpe at s.sharpe@irei.com for instructions.

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