

REALASSETS

ADVISER

The RAA Real Assets Platform

The *Real Assets Adviser's* real assets platform is designed to connect private wealth advisers, product sponsors and industry organizations with news, data, insights and each other.

REALASSETS
ADVISER
NEWSLINE

REALASSETS
ADVISER

REALASSETS
ADVISER | Editorial Advisory
Board Meeting

REALASSETS

ADVISER

REAL ESTATE



INFRASTRUCTURE



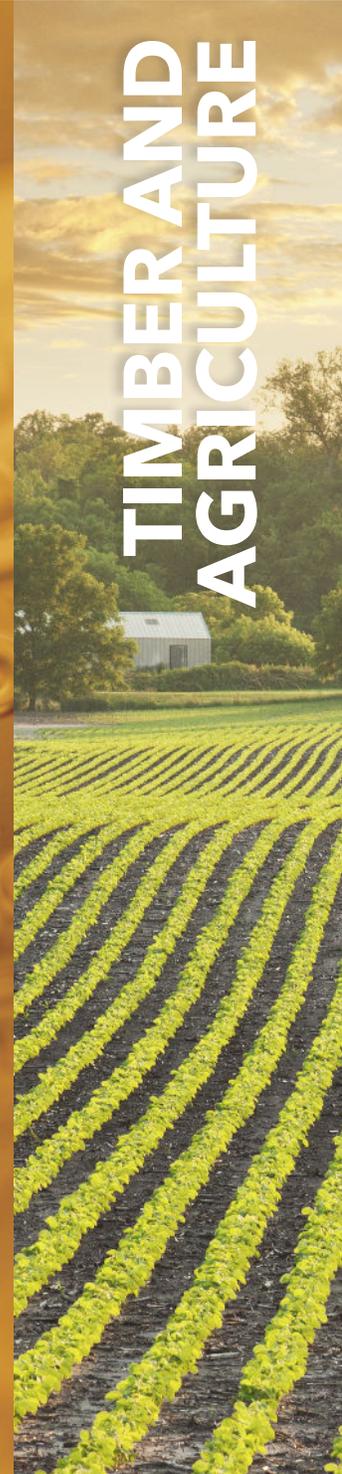
ENERGY



COMMODITIES/
PRECIOUS METALS



TIMBER AND
AGRICULTURE



The RAA Real Assets Platform

For more than 30 years, Institutional Real Estate, Inc. (IREI) has been the most trusted and reliable source of data, insights and perspectives on the real estate, infrastructure and real asset classes. IREI published the first issue of *Real Assets Adviser* in October 2014 with the goal of filling the need for an independent third-party news source dedicated solely to the vital role of real assets. *Real Assets Adviser* delivers to its readers information they can use every day to help diversify their clients' portfolios.

Real Assets Adviser is delivered to more than 52,000 family offices, broker/dealers, registered investment advisers and wealth managers. It covers a wide spectrum of real assets including, real estate, infrastructure, energy, commodities/precious metals, and timber and agriculture.

With a distinctive and singular platform that focuses on family offices, broker/dealers, registered investment advisers and wealth managers – we facilitate a more open dialogue between them and the people and companies who serve them.



*" I look forward daily to receiving IREI's **Real Assets Adviser** email bringing up-to-the-minute market issues in the real asset alternative investment arena. I generally read the monthly magazine, *Real Assets Adviser*, cover to cover and look forward to hearing from experts in the industry about views and where opportunities or potential hazards lay ahead. As a member of the Editorial Advisory Board of RAA, I especially look forward to the annual board meeting and directly discussing issues in the space with my other industry participants. "*



*Rick Murphy, EVP,
**Berthel Fisher
Companies***

The RAA Real Assets Platform



WEB-BASED SERVICES

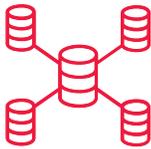
RAA's website news is refreshed daily. It is the go-to site for real assets working within the real assets and alternatives marketplace.



SUBSCRIPTIONS

Advisers receive only the news that is relevant to them; product sponsors get inside knowledge on adviser sentiment.

ADVISER FOCUSED



RESOURCE CENTER

Our Resource Center database is like having your own research department. Information includes industry top rank guides, industry products and asset manager's guide, industry news, white papers, and podcasts and videos.



EVENTS

Advisers can enjoy RAA's marketing-free events; advisers can also network in a relaxed environment where there is plenty of opportunity to engage.



SPONSORSHIP

Increase your firm's brand awareness with the RAA audience.



Armed with tailored daily news content, monthly print publications, online data resources, and exclusive invitation-only programs and events that address private wealth managers' needs and the concerns that keep them awake at night, you're able to make more informed investment strategy decisions.

What's more, Product Sponsors and industry organizations who sponsor RAA's publications and events have the rare opportunity to meet one-to-one with many of the most active private wealth managers and raise their firm's profile and differentiate their services.

Now in its seventh year of publication, *Real Assets Adviser* not only delivers unbeatable coverage of real assets, it also delivers a media platform capable of spotlighting your organization; enhancing your brand awareness; and connecting your people with a target-rich audience with whom they can build closer relationships faster, more efficiently and at a much lower cost.

*"I joined the **Real Assets Adviser** program to continue to educate myself and team on alternatives and hard assets. I am a lifelong learner, and the unique board meetings provide a fabulous forum to connect with advisors to talk about the significant opportunities in real estate, infrastructure, energy as well as commodities and precious metals. These board meetings and the related publication are an excellent resource to help us expand investment solutions for our clients. The Real Assets Adviser program has helped us better serve our clients and fulfill our motto to 'get better every day' "*



Wayne C.
McCullough, CFP,
President and Managing
Partner, **Benchmark
Private Wealth
Management**



The RAA Real Assets Platform

The RAA Real Assets Platform offers many different options to get involved and connect with the real assets community.

Our platform is expansive, including a publication, *Real Assets Adviser*; daily news, *Real Assets Adviser Newsline*; annual Editorial Advisory Board meeting; and original digital content.

There are three distinct levels of collaboration with the Real Assets Platform, all designed to connect family offices, broker/dealers, registered investment advisers and wealth managers with news, data, insights and each other.

INFORMATION

- *Real Assets Adviser Newsline* - complimentary sign up
- *Videos and podcasts* - complimentary to participate
- *Real Assets Adviser magazine* - complimentary one-year subscription (11 editions; digital and print)

ENGAGEMENT

- Advertising with *Real Assets Adviser* - digital and print options, prices vary
- Webinars - Prices vary
- Publication subscriptions for IREOC, IREI and i3 options
- Exclusively Curated Virtual Roundtables

SPONSORSHIP

- *Real Assets Adviser* Publication Sponsorship - starting at \$19,500 annually, 12-month program; Platinum, Gold and Silver levels available
- *Real Assets Adviser* Editorial Advisory Board meeting - annual, invite-only event
- Additional IREI event and product discounts for RAA sponsoring firms



Real Assets Advisory Board Meeting

The *Real Assets Adviser* Annual Editorial Advisory Board meeting is an exclusive meeting of distinguished industry thought leaders designed to create a private environment that fosters open and pertinent dialogue. The purpose is to exchange ideas, create and enhance connections between board members, and cultivate feedback that drives the content of our monthly publication of real assets including *real estate, infrastructure, energy, commodities/precious metals, and timber and agriculture* for the upcoming year. Board members include:

- Broker/dealers
- Registered Investment Advisers
- Family offices
- Wealth managers
- Product sponsors
- Law firms
- Data and research firms
- Alternative technology companies
- Industry organizations

*"I find great value in participating in the **Real Assets Adviser** program. Aside from the emails and the full publication, the time I spend with fellow board members from different parts of the real assets spectrum is refreshing and leads to new perspectives, new ideas, and creative ways of looking at issues in our segment of the industry that I can build on and adapt to our own firm."*



Clive Slovin, President & CEO, SFA Partners

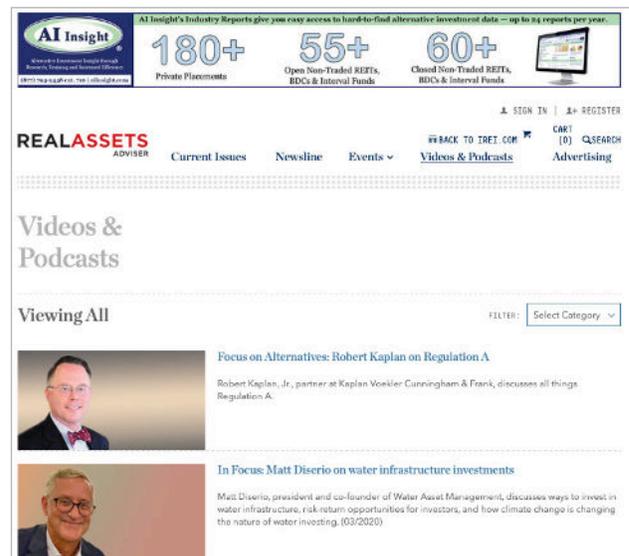


Real Assets Adviser editor Mike Consol facilitating Real Assets Adviser's editorial advisory board meeting.



Institutional Real Estate, Inc. President & CEO Geoffrey Dohrmann speaking at VIP Americas. Real Assets Adviser sponsors receive 20% off of this event.

Real Assets Adviser Newsline



REAL ASSETS ADVISER NEWSLINE

Our *Real Assets Adviser Newsline* delivers the day's top stories on the real assets sector, including real estate, infrastructure, energy, commodities/precious metals, and timber and agriculture.

Real Assets Adviser Newsline is a complimentary news service via email. Sign up at this link to start receiving content-rich service: www.realassetsadviserconnect

VIDEOS, WEBINARS AND PODCASTS

Real Assets Adviser regularly releases original videos, webinars and podcasts geared to the real assets community. Tune in to hear industry executives and thought leaders share their market perspectives and insights.

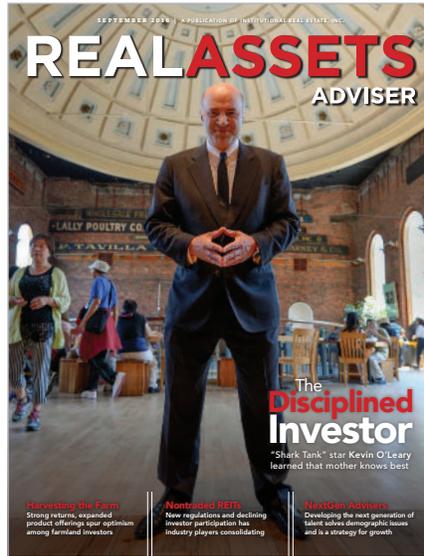
Real Assets Adviser also has a Resource Center that provides educational information and benchmarking tools including industry top rank's guide, industry products and product sponsor's guide, industry news, white papers and podcasts and videos.

"Real Assets Adviser's Publication Sponsorship has proven to be a valuable resource for engaging with the real estate investment community. The annual board meeting provides an unparalleled networking opportunity with influential players in our industry. That alone is worth the investment, and the additional advertising and coverage in the magazine and on the website are tremendously helpful in generating awareness of our company and the benefits we are providing to brokers and advisors."



Bill Robbins, CEO,
WealthForge





REAL ASSETS ADVISER MAGAZINE:

Our monthly publication provides actionable information on real assets classes. *Real Assets Adviser* covers a broad spectrum of real assets, including real estate, infrastructure, energy, commodities/precious metals, and timber and agriculture. The publication provides educational resources needed to meet fiduciary obligations when recommending real asset investment alternatives. This publication is complimentary for family offices, independent broker/dealers, registered investment advisers, wealth managers, product sponsors, law firms, data and research firms, fintech companies and industry organizations.

“IREI’s Real Asset Adviser program is a rare place where the brightest minds in the industry discuss the challenges and opportunities in the alternatives space without any self-promotion. Its annual board meeting is a cannot miss event, and IREI’s Newsline and Real Asset Adviser Magazine provide timely, insightful, and actionable information that helps me run my practice better.”

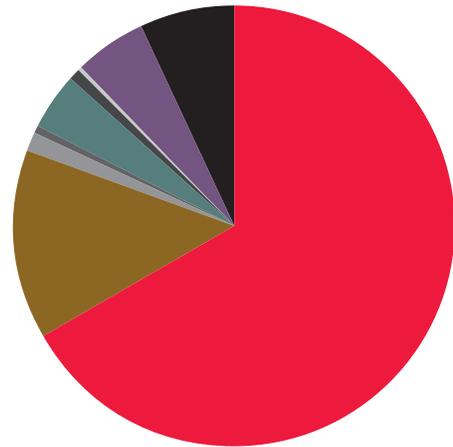


*Darren Whissen,
Founder and President,
**Atomi Financial
Group, Inc.***

Subscriber Snapshot



RAA SUBSCRIBER TYPE BREAKDOWN



- Registered Investment Advisers
- Broker/dealers
- Other investors
- Family offices
- Product Sponsors
- Banks
- REOCs
- Real estate operating companies
- Wealth managers

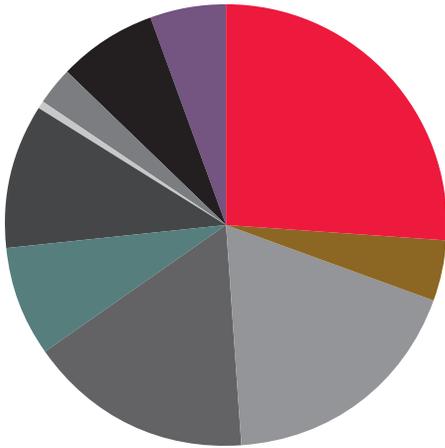
BONUS DISTRIBUTION:

We have marketing alliances with conference producers throughout the industry, which allows us to distribute *Real Assets Adviser* to the attendees of some of the biggest and best-known industry conferences. Check out the link below to see our current roster of upcoming events.

<http://www.irei.com/raa-bd>



RAA TITLE BREAKDOWN



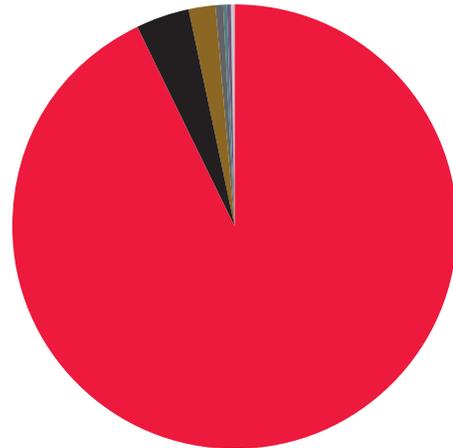
- C-suite executives
- Senior executives (non-C-suite)
- Managing directors/directors
- Presidents and vice presidents
- Partners and principals
- Managers and associates
- Administrators
- Portfolio managers, analysts and researchers
- Certified financial planners
- Other

EDITORIAL CALENDAR:

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

http://www.irei.com/raa_editorialcalendar

RAA GEOGRAPHY BREAKDOWN



- North America
- Europe
- Asia
- Australia
- Middle East
- Africa
- South America

EDITORIAL BOARD MEMBERS:

Real Assets Adviser has a board of industry experts who meet annually to discuss the critical issues facing the industry. The candid discussions that take place at these meetings help formulate the content for the magazine and represent an outstanding networking opportunity.

http://www.irei.com/raa_boardmembers

Engagement

Real Assets Adviser and Real Assets Adviser Newsline, as well as our website, are highly targeted advertising vehicles to help you reach the key players in the real assets industry with impact and authority. Sponsoring firms receive advertising with their package of benefits, but you don't have to be a sponsor to advertise in our publications. Advertising is a great way to gain visibility in the community and get your message in front of the right audience.

WEBSITE ADVERTISING ART:

Where does a real estate interval fund fit for the modern investor?
DOWNLOAD THE FREE WHITEPAPER
REALASSETS
HEADER BANNER - 960W X 120H

3000 BUILDING WEALTH through private & institutional net lease investments.
INVEST IN NET LEASE WHERE YOU HAVE 100% CONTROL.
SIDE BANNER - 300W X 600H

CIM Owner, Operator, Lender and Developer of Real Assets.
www.cimgroup.com
MIDDLE BANNER - 960W X 120H

COVID-19: Discussion of the Economic Environment & Impact on the Multifamily Sector
LISTEN TO THE FREE PODCAST
BENEFIT STREET PARTNERS
SIDE BANNER - 300W X 250H

DEFER REAL ESTATE CAPITAL GAINS
 Learn More From the Industry Leader
Inland
SIDE BANNER - 300W X 250H

DEFER REAL ESTATE CAPITAL GAINS
 Learn More From the Industry Leader
Inland
Private Capital Corporation
FOOTER BANNER - 960W X 120H





LEADERBOARD BANNER - 760W X 100H



Learn more about
real estate
interval funds



SIDE BANNER - 200W X 150H



SPONSORED CONTENT SIDE BANNER - 200W X 385H



MIDDLE BANNER - 520W X 100H

DIGITAL BANNER PROGRAM

Receive exposure through digital ad placements in *Real Assets Adviser Newsline*, which is distributed every weekday to more than 6,000 subscribers. You may also place your banner ad on the RAA homepage or news page for even more branding options.

PUBLICATION ADVERTISEMENT PROGRAM

There are third-page, two-third-page, half-page, full-page, and double-page advertisement options in *Real Assets Adviser* magazine. Prices for these ad placements range from \$950 - \$5,995.

Sponsorship

A sponsorship bundles our information and engagement products, plus an invitation to be a *Real Assets Adviser* board member.

REAL ASSETS ADVISER PUBLICATION SPONSORSHIP

Sponsorship is a multimedia program that provides you with a rich array of services designed to help position your firm for the best success in the real assets marketplace. Our current sponsors are among the top experts and thought leaders in the industry. When you become a sponsor you are aligning your company with these leading firms. You and your firm will get noticed and be heard in the industry.

Our *Real Assets Adviser* Publication Sponsorship is a 12-month program with many benefits, including:

1. Seat at the annual *Real Assets Adviser* Editorial Advisory Board meeting
2. Editorial Advisory Board Listing in *Real Assets Adviser* magazine and website
3. Company logo on *Real Assets Adviser* magazine back cover (11 times)
4. Full-page advertising (print/digital) throughout the year (11 pages)
5. Option of using advertising credits to place advertorials in *Real Assets Adviser*
 - Q&A interview with executive
 - Sponsor profile/feature
 - Performance report/white paper
6. RAA Newslines and website digital advertising
7. Publication sponsor information listed on RAA and IREI websites
8. Editorial Advisory Board Listing on IREI website
9. Company listed in quarterly email blasts for RAA magazine
10. Board member feature on RAA LinkedIn and Twitter social media pages
11. Permission to submit white papers and press releases for the RAA adviser Resource Center and possible feature on RAA Newslines.
12. LinkedIn and Twitter promotions (advertorials, new sponsor and board member announcements, white papers, etc.) on RAA social media pages
13. Videos and podcasts
14. Invite to annual sponsor briefing conference
15. 20 percent discount on IREI event registrations - see Upcoming Events
16. Discount on additional advertising pages - see Media Kit
17. Discount on IREI's Market Navigator series - see Resource Center
18. Exclusively Curated Virtual Roundtables



Sponsorship Grid:

Real Assets Adviser	Full Value	Platinum	Gold	Silver
Seat at Editorial Board Meeting	\$29,250	1	1	1
Magazine 1-page advertorials (sponsor profile, Q&A interview, white papers)	\$41,745	5	4	3
Magazine advertisements (FULL page color ad)		6	2	2
RAA Newsline digital advertising monthly	See advertising	Leaderboard/ Middle 13	Side Banner 7	Side Banner 4
RAA website digital advertising monthly	See advertising	Leaderboard/ Middle/Footer 12	Side Banner 6	Side Banner 3
Social media: LinkedIn and Twitter promotions (advertorials, new sponsor and board member announcements, white papers, etc.)	Varies	12	4	4
Editorial board member featured on board page in monthly RAA magazine, RAA and IREI websites	\$15,950	11	11	11
Company listed as RAA publication sponsor on RAA and IREI websites	\$1,450	12	12	12
Company logo on Real Assets Adviser magazine back cover	\$15,950	11	11	11
Company listed in quarterly email blasts for RAA magazine	\$6,400	4	4	4
Invite to annual sponsor briefing event	\$10,395	3	2	1
20% discount on IREI Event registrations	Varies	20%	20%	20%
Discount on additional advertising	Varies	25%	15%	10%
Discount on IREI's Marketing Navigator Series	\$7,500	10%	7%	5%
Advertorial prep time costs	\$10,000			
Exclusively Curated Virtual Roundtables	\$17,500			
Total value (not including discounts)	\$156,140			
Annual Publication Sponsorship		\$49,500	\$39,500	\$19,500



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