

Advertising Media Kit

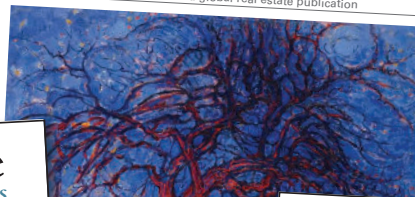
Institutional Real Estate
Americas

Get your message to the right people, raise your company profile and differentiate your firm from the competition by advertising in *Institutional Real Estate Americas*.

 **INSTITUTIONAL
REAL ESTATE, INC.**

Institutional Real Estate Americas

The investor-focused global real estate publication



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The investor-focused global real estate publication



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It's all about the network
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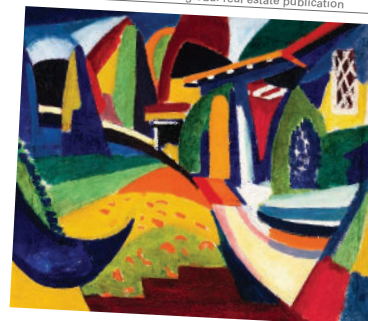
www.irei.com

An Institutional Real Estate, Inc. publication

April 2023

Institutional Real Estate Americas

The investor-focused global real estate publication



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Real estate investors weigh their options
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by Loretta Ciofffer

COMMENTARY
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Isn't it ironic?
by Geoffrey Gutzmann

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Investment choices
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June 2023

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 digital)

Distribution: by mail and email alert for digital version

Supplements:
Institutional Investing in Infrastructure (i3)

IREI.Q Fundraising Reports

IREI Investment Guides

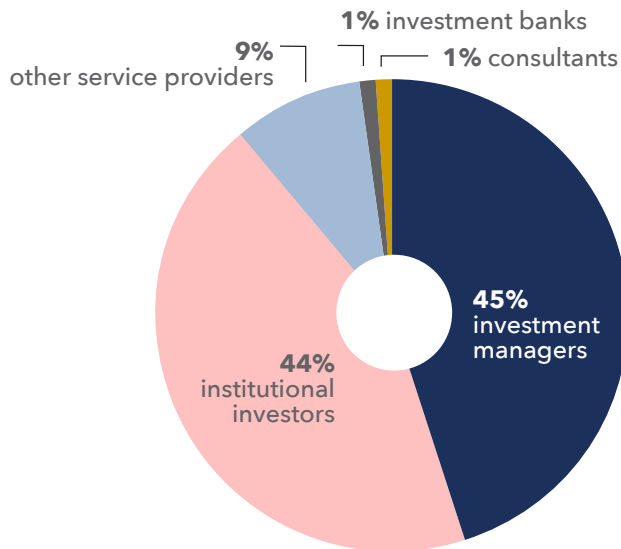
Subscription rate: \$2,695/year

*Qualified institutional investors receive complimentary

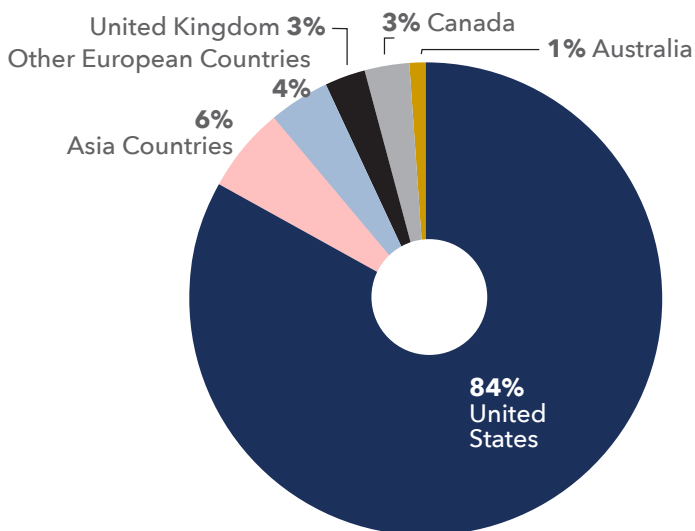


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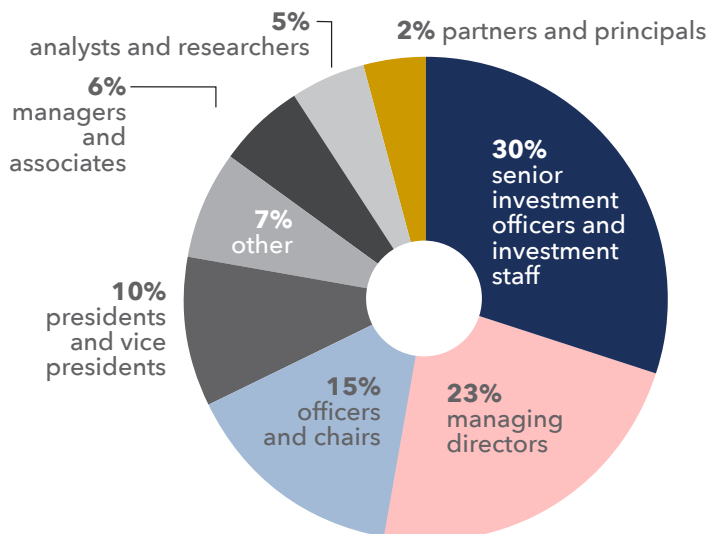
FIRM TYPE



GEOGRAPHY TYPE



TITLE TYPE



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

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

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



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.

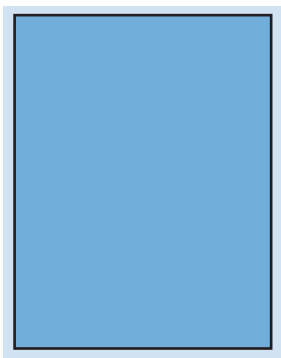
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Advertisers and advertising agencies assume liability for all content of advertisements printed and also assume liability for any claims arising therefrom made against the Publisher. The Publisher reserves the right to reject any advertising materials 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.

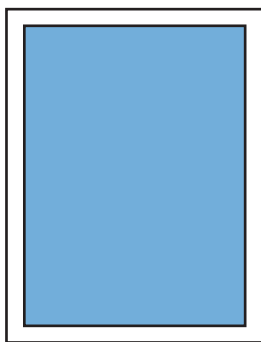


Mechanical Requirements

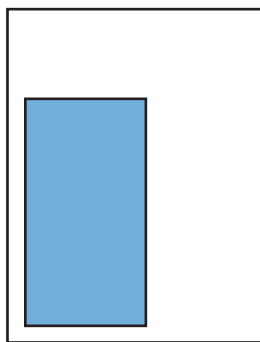
The Publication trim size is 8.5" wide x 11" high



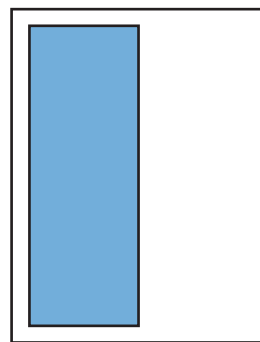
Full-Page Bleed
8-3/4" wide x 11-1/4" high



Full-Page
7" wide x 10" high



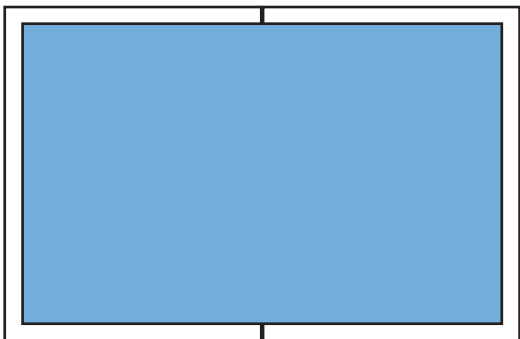
Junior Page
3-7/8" wide x 7-2/5" high



1/2-page Vertical
3-3/8" wide x 10" high

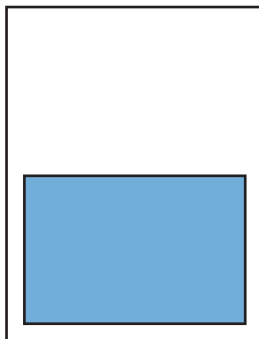
OR

8.5" wide x 11" high + 0.125" bleed

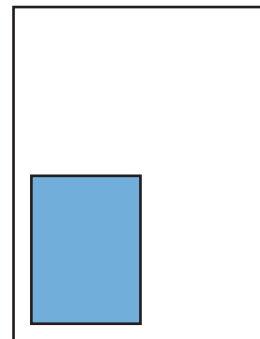


Double-Page Spread
15-1/2" wide x 10" high

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



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



1/4-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

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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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