

# 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



## 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 with the goal of educating and supporting advisers in making sound recommendations about alternative investments. *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 45,000 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.

Since 2014, *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  
Partner, Managing  
Director,  
**Beacon Pointe  
Advisors**



# 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*
- *Videos and podcasts*
- *Real Assets Adviser magazine* (11 editions; digital and print)

## ENGAGEMENT

- Editorial content contribution opportunities- quotes, white papers, thought leadership, etc
- Exclusively curated virtual roundtables
- Print and digital advertising options (media kit available upon request)

## SPONSORSHIP

- *Real Assets Adviser* Publication Sponsorship - \$56,500 annually, 12-month program - details of benefits listed on page 15
- *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

**"*Real Assets Adviser* keeps me connected to the thought leaders in the alternative investments space."**



Kristen Bauer, CEO,  
**Lairdnorton Wealth Management**



*Real Assets Adviser*  
Senior Editor Mike Consol  
facilitating *Real Assets*  
*Adviser's* editorial advisory  
board meeting.



*Institutional Real Estate, Inc.*  
Chairman & CEO Geoffrey  
Dohrmann speaking at *VIP*  
*Americas. Real Assets Adviser*  
sponsors receive 20% off  
registration for this event.

# Real Assets Adviser Newsline



## REAL ASSETS ADVISER NEWSLINE

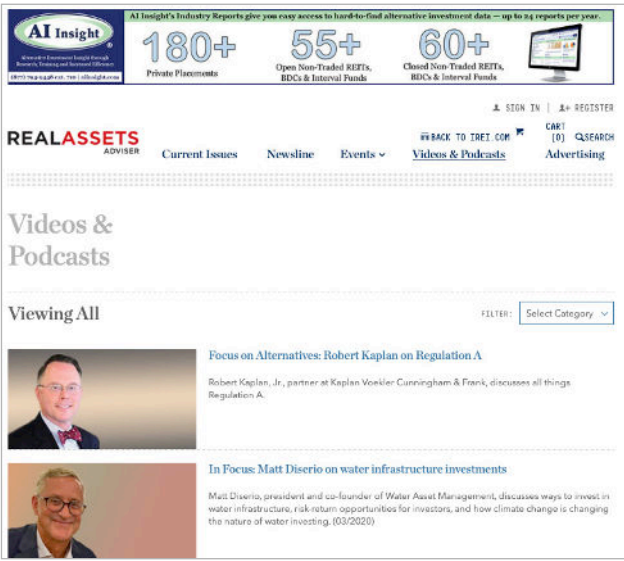
Our *Real Assets Adviser Newsline* delivers the day's top stories on the real assets sector, including real estate, infrastructure, energy, commodities/precious metals, and timber and agriculture.

*Real Assets Adviser Newsline* is a complimentary news service via email. Sign up at this link to start receiving content-rich service: [www.realassetsadviserconnect](http://www.realassetsadviserconnect)

*"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



## 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 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.

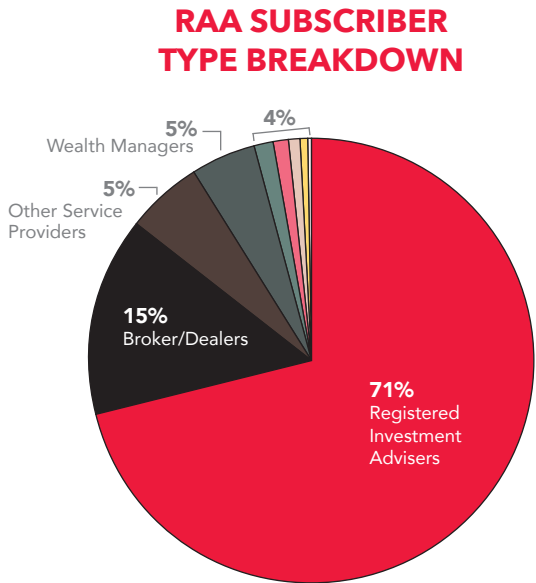


*"IREI's Real Asset Adviser program is a rare place where the brightest minds in the industry discuss the challenges and opportunities in the alternatives space without any self-promotion. Its annual board meeting is a cannot miss event, and IREI's Newsline and Real Asset Adviser Magazine provide timely,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



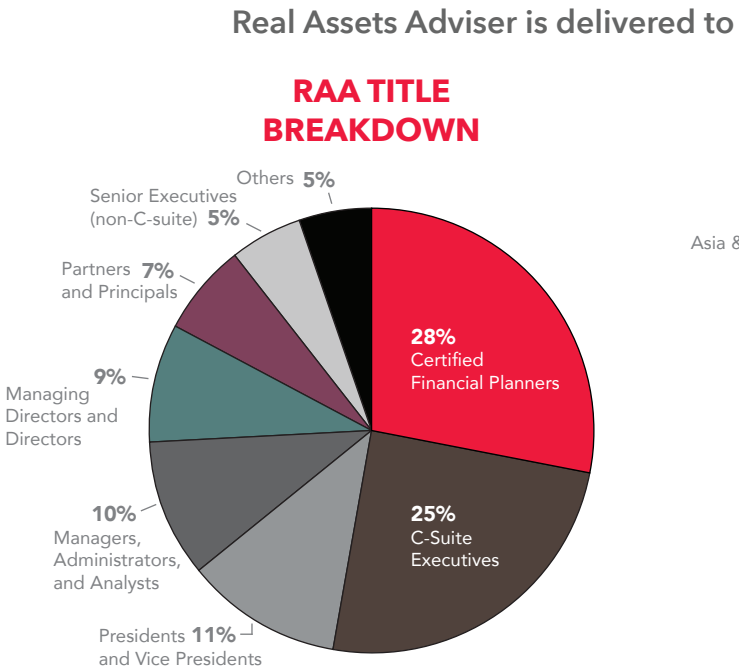
Darren Whissen,  
Director of Capital  
Markets,  
American Elm

# Subscriber Snapshot

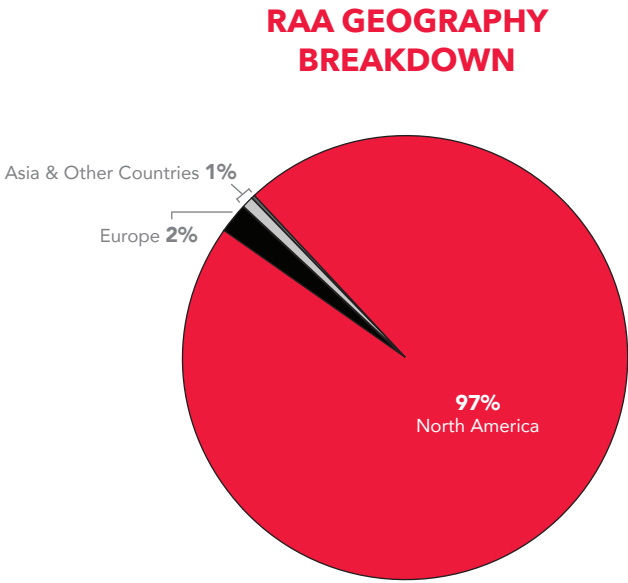


- Registered Investment Advisers
- Broker/Dealers
- Other Service Providers
- Wealth Managers Investors
- Consulting Firm
- Banks
- Family Offices
- REOC

**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>



- Certified Financial Planners
- C-Suite Executives
- Presidents and Vice Presidents
- Managers, Administrators, and Analysts
- Managing Directors and Directors
- Partners and Principals
- Senior Executives (non-C-suite)
- Other



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

**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](http://www.irei.com/raa_boardmembers)

**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](http://www.irei.com/raa_editorialcalendar)

# 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:

[illegible]

**BUILD YOUR WEALTH**  
INVEST IN NET LEASE WHERE YOU HAVE 100% CONTROL

**REALASSETS**  
ADVISOR

**NEWSLINE**

March 23, 2020 [View All News](#)

**Oil price collapse, mounting debt push U.S. energy producers to the brink**

How the latest shock to oil is impacting the nation's energy sector and what investors standing on the edge of a financial precipice — the latest of many publications and industry communications warning about the expected downturn from plunging oil prices.

[Read More](#)

**DEFER REAL ESTATE CAPITAL GAINS**  
Learn More From the Industry Leader

**Inland**  
Private Capital Corporation

**FEATURED CONTENT**

**BUILD YOUR WEALTH**  
INVEST IN NET LEASE WHERE YOU HAVE 100% CONTROL

**LEADERBOARD BANNER - 760W X 100H**

**BENEFIT STREET**  
PARTNERS

Learn more about real estate interval funds

[DOWNLOAD THE FREE WHITEPAPER](#)

Learn more about real estate interval funds

[DOWNLOAD THE FREE WHITEPAPER](#)

**SPONSORED CONTENT SIDE BANNER - 200W X 385H**

**DEFER REAL ESTATE CAPITAL GAINS**  
Learn More From the Industry Leader

**Inland**  
Private Capital Corporation

**BUILD YOUR WEALTH**  
INVEST IN NET LEASE WHERE YOU HAVE 100% CONTROL

**OWNER, OPERATOR, LENDER AND DEVELOPER OF REAL ASSETS.**

**CIM** [www.cimgroup.com](http://www.cimgroup.com)

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## DIGITAL BANNER PROGRAM

Receive exposure through digital ad placements in *Real Assets Adviser Newslne*, 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, half-half page, and double-page advertisements options available. Media kit available upon request.

# Sponsorship

Publication Sponsorship is a 12-month partnership where we combine elements from the Information and Engagement levels, and add in unique benefits like joining the Editorial Advisory Board.

The objective of the Publication Sponsorship program is to position your firm for success in an increasingly competitive real assets marketplace.

By maximizing the benefits outlined here, your firm will get noticed, get differentiated and get connected.

### Real Assets Adviser Publication Sponsorship Pricing:

- Full Sponsorship – \$56,500 annually



BENEFIT	FULL LEVEL
MARKETING/BRANDING	
Advertising (publication or digital)	8 Credits
Editorial Advisory Board Member listed in publication	Throughout sponsor term
Company listing on back of publication	Throughout sponsor term
Company listing on IREI website	Throughout sponsor term
Complimentary PDF reprints of sponsor interviews and contributed features	Unlimited
INVESTOR RELATIONS/RESEARCH	
Event: Editorial Advisory Board Meeting	1 seat
Event: Sponsor Briefing on Annual Investor Survey	Unlimited attendees
Event: Roundtable Meetings (virtual & in-person)	~4 per year (varies based on schedule)
Subscription: <i>Real Assets Adviser Newsline</i> (Daily Email)	Unlimited
Subscription: <i>Real Assets Adviser</i> (Monthly Publication)	13 Subscriptions
Subscription: <i>IREI.Q Fundraising Reports</i>	1 Subscription
Research Hours OR access to <i>IREI.Q Database</i>	12 Hours or 3 Subscriptions to IREI.Q
Consulting	1 Hour
OTHER	
Priority and discounted registration for VIP Americas conference	20% Discount
Discounts on additional IREI items: conference sponsorships, advertising in special reports, etc.	25% Discount
Discounts on sponsoring other IREI publications	20% Discount
Complimentary contribution to feature stories	
Complimentary video interviews and podcasts	

**\*All sponsorship benefits must be utilized within the term dates of the agreement.**



## **HEADQUARTERS**

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telephone +1 925-244-0500

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United Kingdom

## **ASIA PACIFIC**

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One Raffles Place, Tower 2  
Singapore 048616



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