

Advertising Media Kit

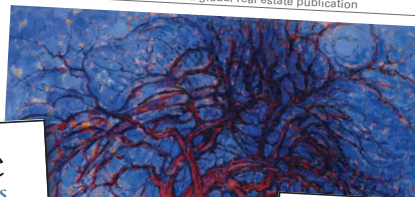
Institutional Real Estate
Americas

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 **INSTITUTIONAL
REAL ESTATE, INC.**

Institutional Real Estate Americas

The investor-focused global real estate publication



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- 22 **A path forward**
Mitigating risks related to climate change
by Carolyn Marshall
- 29 **Beyond home borders**
International diversification in property portfolios
by Alex Frew McMillan
- 37 **REITs, interest rates and fairy tales**
Investors shouldn't fear rising interest rates
by Richard Wollack and Olga Koroleva
- 43 **Another giant vintage over the cliff?**
Four factors affecting the industry
by Ethan Penner
- 51 **Evaluating risks**
The impact of extreme weather events
by Jane Fear, Maurizio Grilli and Witold Wiksiewicz
- 56 **Rent control and its implications**
A state-by-state look at the risks
by Stewart Rubin and Dakota Firenze

COMMENTARY

- 1 **Editorial**
It's all about the network
by Geoffrey Detschman
- 5 **Market Perspective**
Workforce housing
by Chris Marsh

DEPARTMENTS

- 9 **Market Pulse**
- 13 **By the Numbers**
- 15 **News & Views**
- 65 **Market Snapshot**
- 68 **People**

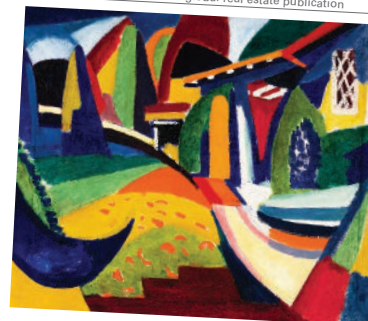
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An Institutional Real Estate, Inc. publication

April 2023

Institutional Real Estate Americas

The investor-focused global real estate publication



- Comparison shopping** 22
Real estate investors weigh their options
by Denise Moses
- Troubled waters** 31
Portfolio managers on navigating challenges
with Loretta Ciofffer
- Blending in** 41
Active REITs in a real estate allocation
by Jon Trefel, Kenneth Winerberg and Rens Boing
- Just asking questions** 47
The spring editorial board meeting
by Loretta Ciofffer

COMMENTARY

- 1 **Editorial**
Isn't it ironic?
by Geoffrey Detschman
- 5 **Market Perspective**
Investment choices
by Nancy Lashine and Seth Goldman

DEPARTMENTS

- 9 **Market Pulse**
- 13 **By the Numbers**
- 15 **News & Views**
- 53 **Data Bank**
- 55 **Return Trends**
- 57 **Market Snapshot**
- 60 **People**

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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: 2,300
(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

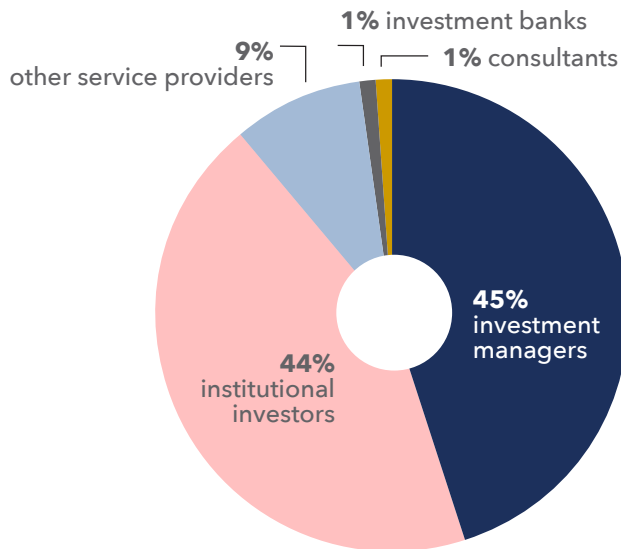
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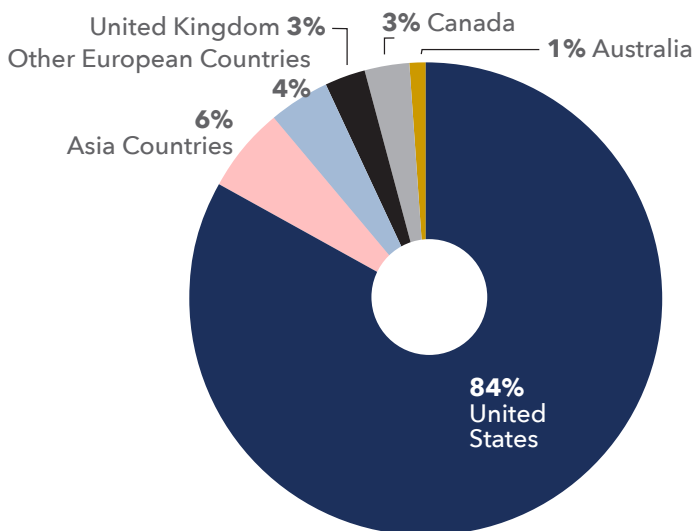


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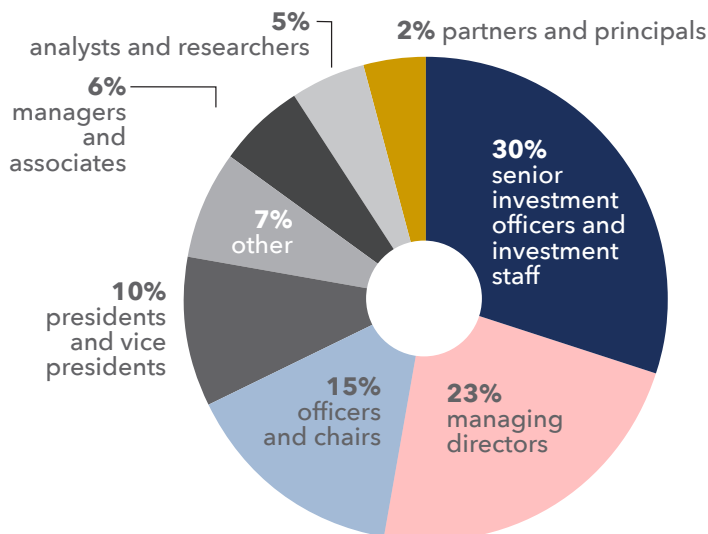
FIRM TYPE



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	11x
1/4-page 4/C	\$2,400	\$2,200	\$2,000	\$1,800
1/2-page 4/C	\$3,750	\$3,550	\$3,350	\$3,150
Full-page 4/C	\$5,700	\$5,500	\$5,300	\$5,100
2-Page Spread 4/C	\$9,000	\$8,800	\$8,600	\$8,400

Inside Front Cover, Full-page 4/C	\$6,000
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Inside Back Cover, Full-page 4/C	\$6,000
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Bellyband	\$7,000
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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.

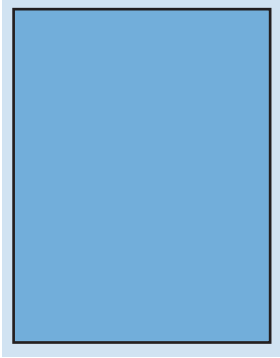
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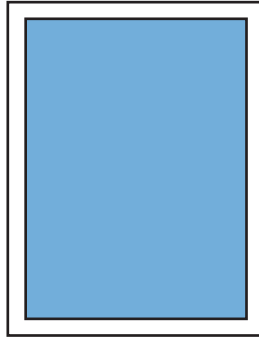


Mechanical Requirements

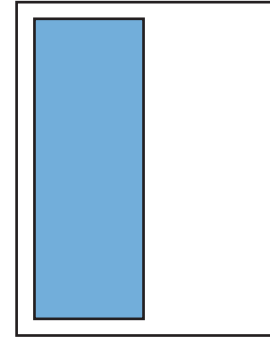
The Publication trim size is 8.5" wide x 11" high



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



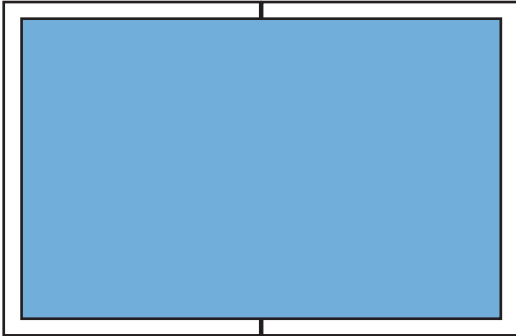
Full-Page
7" wide x 10" high



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

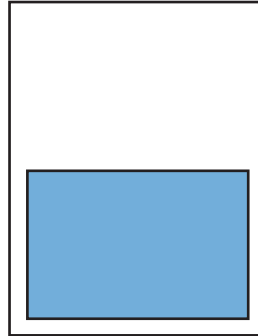
OR

8.5" wide x 11" high + 0.125" bleed

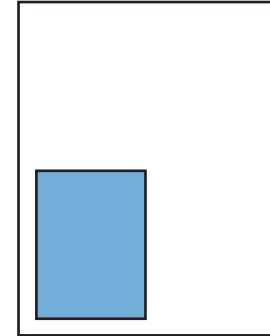


2-Page Spread
15-1/2" wide x 10" high

2-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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San Ramon, CA 94583 United States



E-blast

Advertise on the *Institutional Real Estate Americas* publication e-blast. This e-blast goes out once/month to IREI's *Americas* subscribers alerting them that a new issue has published.

The larger vertical side banner is sized 180w x 300h.

The rate/e-blast is **\$3,750**.

The smaller side banners are sized 180w x 150h.

The rate/e-blast is **\$2,400**.

Accepted file formats are JPG, PNG, and GIF.

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Institutional Real Estate *Americas*

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[CONTENTS]

January 2024 | Vol. 36, No. 1



Shaken to the core

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