

# REALASSETS

## ADVISER

Real Assets Adviser is delivered to more than **52,000** broker/dealers, RIAs, wealth managers, product sponsors, industry organizations, law firms and fintech companies. It covers a wide spectrum of curated intelligence for those seeking insights and actionable information on investments in real assets.

## 2024 Editorial Calendar

### January

#### RIAs that have broken big on alternatives

Case studies of wealth advisory firms that have delved deeply into alts and real assets on behalf of their clients, and the assets they are favoring.

#### The challenges and opportunities in senior housing

Growing demand, recession resistance and tax benefits are among pros for investing in this property type, but regulations and the potential for high turnover can give investors pause.

**Ad reservations due:** Nov. 22

**Ad materials due:** Dec. 8

### February

#### Biomimicry in real estate design and development

What nature teaches us about livability, efficiency and sustainability.

#### Separately managed accounts in the era of alternative investing

SMA's are a fast-growing investment vehicle in asset management for high-net-worth investors.

**Ad reservations due:** Dec. 22

**Ad materials due:** Jan. 8



# 2024 Editorial Calendar



## The promise of underground hydrogen

Provided geologists and energy companies can devise the technology to access it, underground hydrogen could dramatically boost the production of green energy, and it has the potential to power electrical grids, operate factories, heat homes and fuel vehicles.

**Ad reservations due:** Feb. 23

**Ad materials due:** March 8

## May

### The massive escalation of individual and family wealth

The world's 10 richest people have seen their combined wealth spiral from \$311 billion in 2000 to \$12.2 trillion in 2023, a 3,900 percent increase. And it isn't just the top 10 who have experienced tremendous gains.

### The promise of high-speed rail and its low-speed progress

It's among the most touted U.S. infrastructure projects — from Florida to Texas to California — yet these projects never seem to get any real locomotion.

**Ad reservations due:** March 25

**Ad materials due:** April 8

## June

### Nuclear power 2.0

Nuclear energy plants operate in 32 countries and generate about one-tenth of the world's electricity. A new generation of more advanced reactors promise to make nuclear energy safer and more prevalent in the United States and beyond.

### The critical commodities of tomorrow

Lithium, cobalt, nickel and other minerals play a crucial role in everything from economic development and renewable energy to national security.

**Ad reservations due:** April 24

**Ad materials due:** May 8

## March

### The demographic crash and its ramifications for U.S. investors

Populations in China and many parts of the developed world are aging and in fast decline. The impact on economies is expected to be profound.

### The alternatives boneyard

What happened to opportunity zones, cryptocurrency, reinsurance and other ill-fated and underperforming alternative investment models and assets?

**Ad reservations due:** Jan. 25

**Ad materials due:** Feb. 8

## April

### With office shrinking, does CRE need a fifth major property type?

Office isn't dead but it isn't what it used to be either. Are the shrunken office commitments supposed to go entirely to housing, retail and industrial? Or should a fifth property type — such as hotels or data centers — be brought into the mix?

# 2024 Editorial Calendar

## July/August

### Investing in youth sports

Investment houses ranging from KKR to Waud Capital are investing in youth sports (5-15 years old) media platforms such as TeamSnap and PlayOn Sports. The market for youth sports has been estimated at \$30 billion to \$40 billion annually.

### Are co-living and micro-housing bad ideas whose time has come?

Zen-like housing has been criticized as one of the negative symptoms of overpopulation and poverty. However, as an architectural movement it has defenders who highlight advantages such as affordability and lower maintenance cost. Ditto for the group-home environments created for co-living.

**Ad reservations due:** May 24

**Ad materials due:** June 7

## September

### Investing in hedge funds?

Are the high fees worth the prospect of outsized returns and portfolio diversification? And how have hedge-fund investment selections changed over the decade?

### Infrastructure's nightmare scenario

From attacks from enemy nations and terror networks to solar storms, civilization's most critical infrastructure systems are subject to a host of vulnerabilities.

**Ad reservations due:** July 25

**Ad materials due:** Aug. 8

## October

### AI-based portfolio construction and management

Artificial intelligence can assist with data analysis, risk assessment, asset allocation, rebalancing and performance tracking. Their effectiveness, though, is still in question.

### Ethereum and the future of money

Ethereum is everything most crypto assets are not. It has real-world utility (the Ethereum blockchain functions like an app store for crypto, hosting thousands of applications with hundreds of thousands of daily users), cuts out intermediaries, creates peer-to-peer transactions, reduces friction, promotes innovation, produces billions in annual revenue, and is capturing the attention of Wall Street.

**Ad reservations due:** Aug. 26

**Ad materials due:** Sept. 9

## November

### The secondaries market

It assists investors and their advisers with reformulating their portfolios and extracting themselves from failing commitments. Tech innovations have fueled this market by creating increased efficiency, improved transparency and global reach.

### Investing in the automated economy

The World Economic Forum has forecast that by 2025, some 85 million jobs could be lost or changed through automation and robotics, but almost 100 million new jobs could emerge. The investing realm long ago automated some of its processes, but there is more to come.

**Ad reservations due:** Sept. 24

**Ad materials due:** Oct. 8

## December

### Forecast 2025

What's ahead for investors during the New Year.

### The reincarnation of retail

Retail has been spooking investors for years. The sector has been under assault from ecommerce and the COVID-19 pandemic for years running. But omni-channel retailing models and a lack of new construction has fueled a resurgence.

**Ad reservations due:** Oct. 25

**Ad materials due:** Nov. 8

# 2024 Editorial Calendar

## In every issue:

Notes & Trends  
5 Questions  
Talking Points  
Real Estate news  
Infrastructure news

Energy news  
Commodities news  
Market View  
The Big Picture  
Last Word

*Note: Publication content is subject to change without notice.*

### **For editorial inquiries, contact:**

**Mike Consol,**  
senior editor  
m.consol@irei.com  
Tel: +1 925-244-0500

### **For partnerships, contact:**

**Geoffrey Dohrmann,**  
chairman & CEO  
g.dohrmann@irei.com  
Tel: +1 925-244-0500

### **For sponsorship and ad inquiries, contact:**

**Ed O'Farrell,**  
managing director, *Real Assets Adviser*  
e.ofarrell@irei.com  
Tel: +1 925-244-0500, ext. 272

### **For advertising inquiries, contact:**

**Cynthia Kudren,**  
senior account executive  
c.kudren@irei.com  
Tel: +1 917-620-4666

**For more information, visit [www.realassetsadviser.com](http://www.realassetsadviser.com)**

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