

REALASSETS
ADVISER

Media Kit

GET NOTICED. GET DIFFERENTIATED. GET CONNECTED.

 **INSTITUTIONAL
REAL ESTATE, INC.**

Advertising Media Kit



Real Assets Adviser (RAA) is the first publication dedicated to providing actionable information on the Real Assets class and facilitating important business connections for registered investment advisers, wealth managers and family offices.

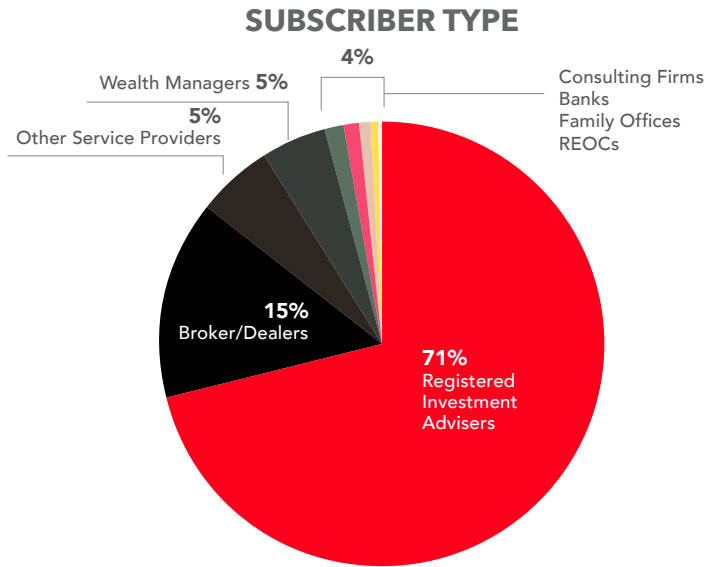
Through print and online formats, RAA provides thoughtful, cutting-edge analysis, helping advisers make informed decisions to diversify clients' portfolios, provide long-term income and hedge against inflation.

FREQUENCY: 11x

CIRCULATION: 52,000 online digital readers

DISTRIBUTION: By mail/print is 7,400; 6,500 opt-in *Real Assets Adviser Newsline* weekday email

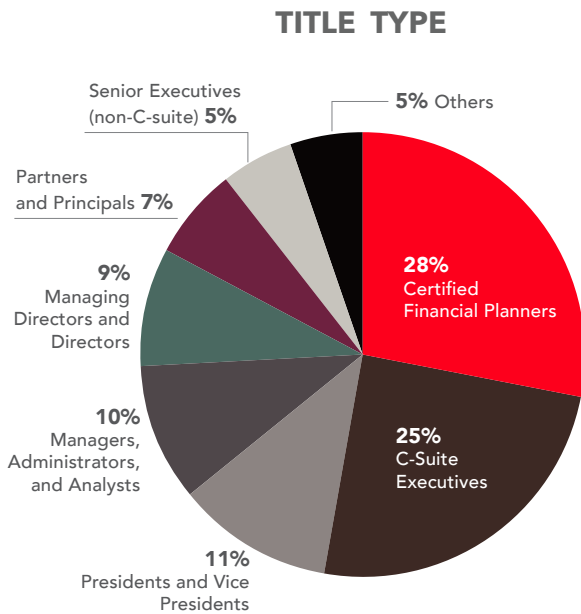
SUBSCRIPTION RATE: RAA is complimentary for registered investment advisors (RIAs), Independent broker/dealers (IBDs), Family Offices, Wealth Managers, Product Sponsors, Law Firms, FinTech Firms, industry organizations and other service providers serving the private wealth community.



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 events. Check out our current roster of events.

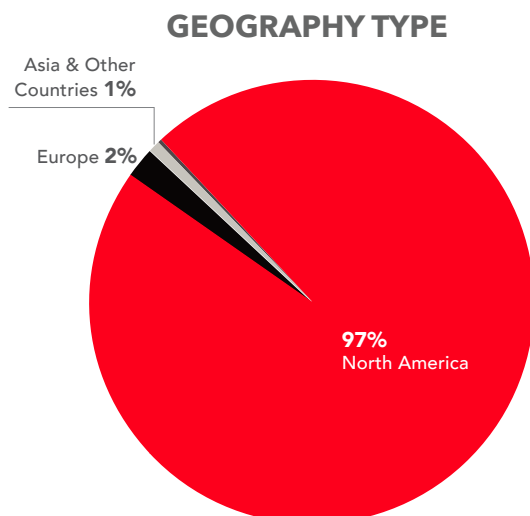
www.irei.com/raa-bd



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/raa_editorialcalendar



Editorial Advisory Board Members:

Real Assets Adviser has a board of industry experts who meet 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/raa_boardmembers

Advertising Mechanical Sizes and Rates

Real Assets Adviser (RAA)

	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

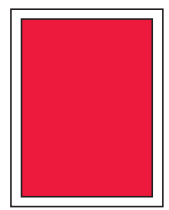
Inside Back Cover, Full-page 4/C \$6,000

Bellyband \$7,000

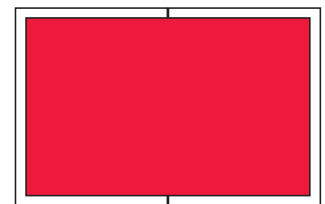
**PUBLICATION TRIM SIZE IS
8-7/8" WIDE X 10-7/8" HIGH**



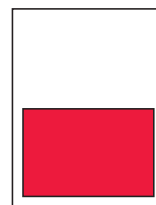
Full-Page: Bleed
8-5/8" wide x
11-1/8" high



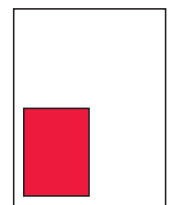
Full-Page
8-3/8" wide x
10-7/8" high



Double-Page Spread
16-3/4" wide x 10-7/8" high
Double-Page Spread: Bleed
17" wide x 11-1/8" high



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



1/4-page
3-9/16" wide x
4-7/8" high

Payments & Deadlines

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 of invoice date.
Interest will accrue at a rate of 1.5% per month. Electronic wire transfer available.

Artwork

All artwork should be submitted as a press-ready PDF. 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.

Shipping Instructions

Electronic shipping: Email files to Michelle Raab at m.raab@irei.com

Copyright & Contract Policy

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.

Custom Packages

We are happy to create bundled packages to fit your budget and maximize your print and digital exposure to our growing audience.

Contact

ADVERTISING INQUIRIES:

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Senior Account Executive,
Advertising

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c.kudren@irei.com

E-blast

Advertise on the *Real Assets Adviser* publication e-blast. This e-blast goes out once/month to IREI's RAA 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.

Provide the URL that you'd like your banner to link to.

Email not displaying correctly? [View Online](#)

REALASSETS ADVISER

Real Assets Adviser is edited exclusively to meet the real asset-related information needs of members of the U.S. private wealth advisory community. We hope you enjoy the January edition of *Real Assets Adviser*. To access this issue, visit [this publication's page](#) on our website to see all article headlines and descriptions. You may need to log in on the upper right-hand corner of the website.



You are receiving this email because you are a subscriber to *Real Assets Adviser*.

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January 2024 | Vol. 11, No. 1

A life of immersion

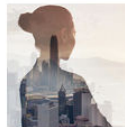


Robert Picard made his bones by serving in the Swiss Armed Forces, Kidder Peabody, RBC, Carlyle and First Republic before taking the assignment as head of alternatives at Hightower Advisors.

[READ MORE](#)

VERTICAL BANNER
180w x 300h

RIAs breaking big on alts



Many investment firms tout diversification for client portfolios; here are a half-dozen who detail the assets and strategies they are using to make good on the promise.

[READ MORE](#)

SIDE BANNER
180w x 150h

Challenges and opportunities in senior housing



Months of occupancy growth is proving there is life after COVID. [READ MORE](#)

SIDE BANNER
180w x 150h

Industrial outdoor storage



A growing investment opportunity in the evolving real estate landscape. [READ MORE](#)



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