

REALASSETS
ADVISER

Advertising Media Kit

Get Noticed. Get Differentiated. Get Connected.



Real Assets Adviser (RAA)

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: 48,000 online digital readers

Distribution: By mail/print is 5,000; 8,050 opt-in *Real Assets Adviser Newslines* weekday email

Subscription rate: *RAA* is complimentary for registered investment advisers (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.

Editorial Calendar

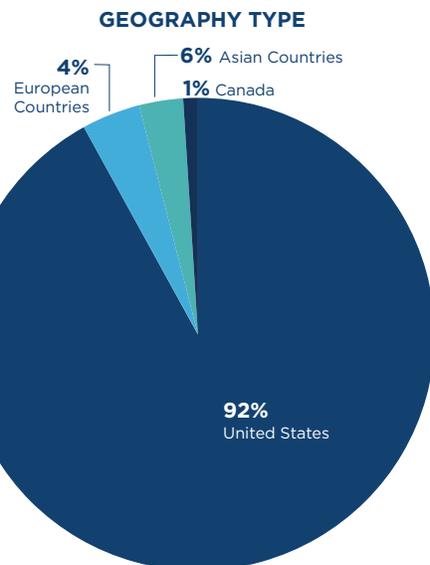
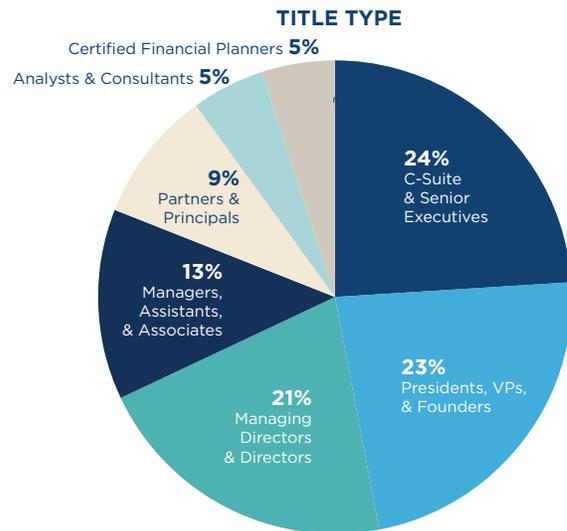
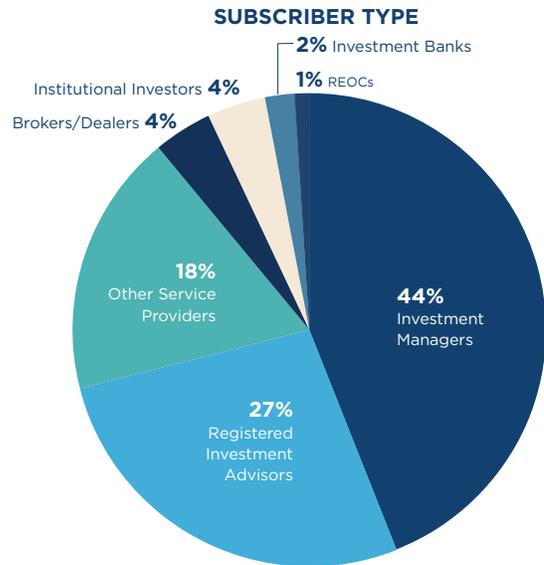
Our editorial calendar shows topics that are scheduled to be featured in the upcoming months. You can use this as an additional guide to help you select the best months to place your ads.

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

	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			

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.

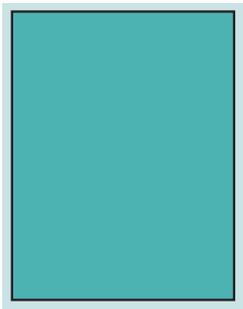
Terms: 30 days net. Interest will accrue at a rate of 1.5% per month. Electronic wire transfer available.

Copyright & Contract Policy

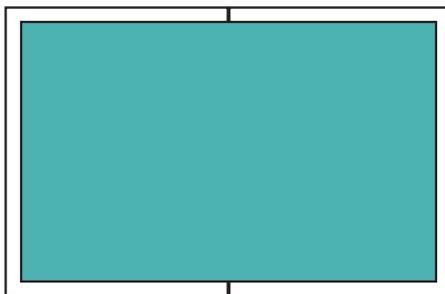
Advertisers and advertising agencies assume liability for all content of advertisements printed and also assume liability for any claims arising therefrom made against the Publisher. The Publisher reserves the right to reject any advertising materials the Publisher deems not suitable for the Publication's 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.

Mechanical Requirements

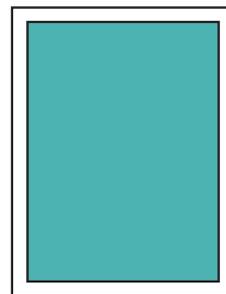
The Publication trim size is 8.375" wide x 10.875" high



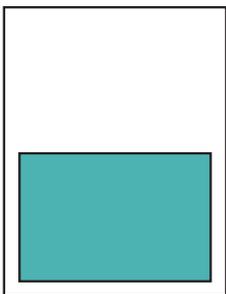
Full-Page Bleed
8-5/8" wide x 11-1/8" high



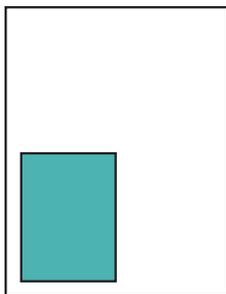
2-Page Spread
16-3/4" wide x 10-7/8" high
2-Page Spread Bleed
17" wide x 11-1/8" high



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



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



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

Advertising Sales Inquiries

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Custom Packages

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

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.
Mail: Institutional Real Estate, Inc.
2010 Crow Canyon Place, Suite 455
San Ramon, CA 94583 United States

Artwork Inquiries

MICHELLE RAAB
Senior Advertising & Media Specialist
m.raab@irei.com

E-blast

Advertise on the *Real Assets Adviser* publication e-blast. This e-blast goes out once/month to *Real Assets Adviser* 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 the banner should link to.

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

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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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Changeup pitch

Jon Jones, co-founder and CEO of Brighton Jones, dreamed of a Major League Baseball career; fortunately, he had a grand slam backup plan.

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Renewables embattled by political headwinds

Clean energy investors are being forced to rethink the viability of their portfolios, as new White House policies emphasize fossil fuels.

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A shapeshifting asset class

Social infrastructure is blurring boundaries and testing how investors define essential services.

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The new internet barons

Tech giants are investing billions in proprietary subsea cables to serve as network infrastructure for the AI era.

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VERTICAL BANNER
180w x 300h

SIDE BANNER
180w x 150h

SIDE BANNER
180w x 150h

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Contact realassetsadviser@irei.com for questions regarding your subscription.

For advertising opportunities, contact Cynthia Kudren at c.kudren@irei.com or +1 917-620-4666.

View our [Privacy Policy](#).

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