

REALASSETS
ADVISER

The Real Assets Adviser Platform

The Real Assets Adviser platform is designed to connect private wealth advisers, product sponsors and industry organizations with news, data, insights and each other.



The Real Assets Adviser 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**

Adviser Focused



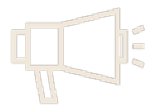
Web-Based Services

RAA's website news is refreshed daily. It is the go-to site for investors and investment managers working within the institutional real estate marketplace.



Databases

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.



Sponsorship and Advertising

Investment managers can raise their visibility to our exclusive investor audience.



Subscriptions

Investors receive only the news that is relevant to them; investment managers get inside knowledge on investor sentiment.



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.

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 Real Assets Adviser Platform

The *Real Assets Adviser* 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 Newslines*; annual Editorial Advisory Board meeting; and original digital content.

There are three distinct levels of collaboration with the *Real Assets Adviser* 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 Newslines*
- 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)

Partnership

- *Real Assets Adviser* Publication Sponsorship - \$58,195 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

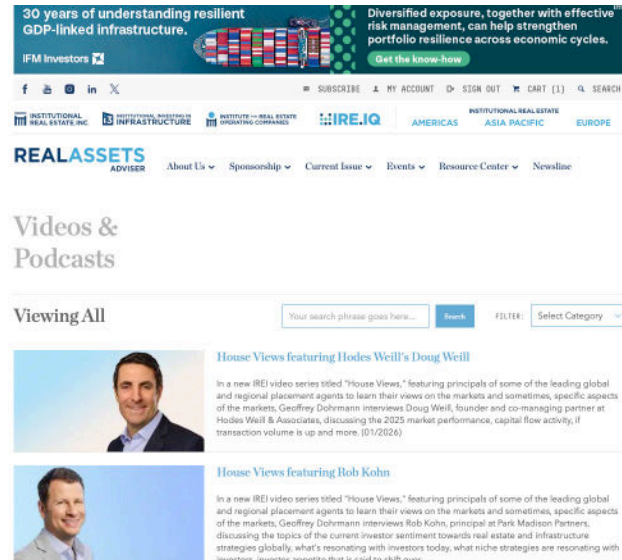
Information



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: <https://irei.com/product/raa-newsline-subscription/>



Videos, Webinars & 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 guides, industry products and asset manager'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.

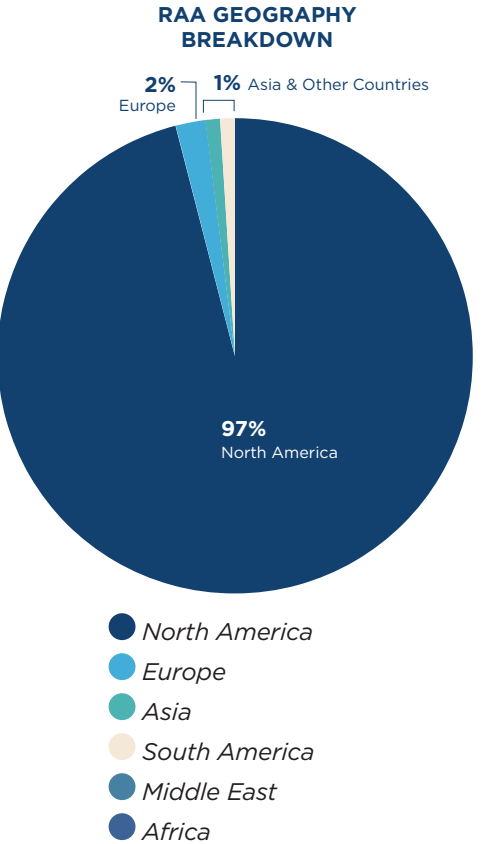
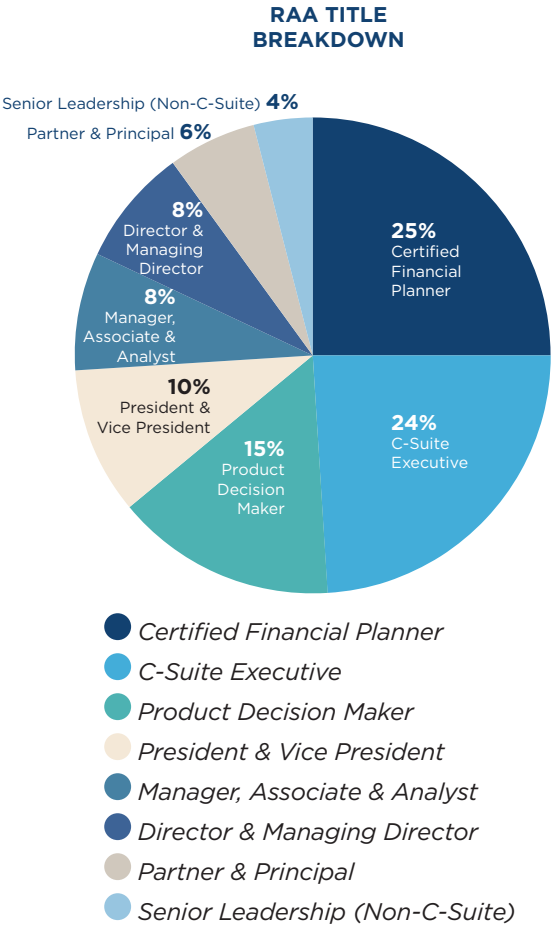
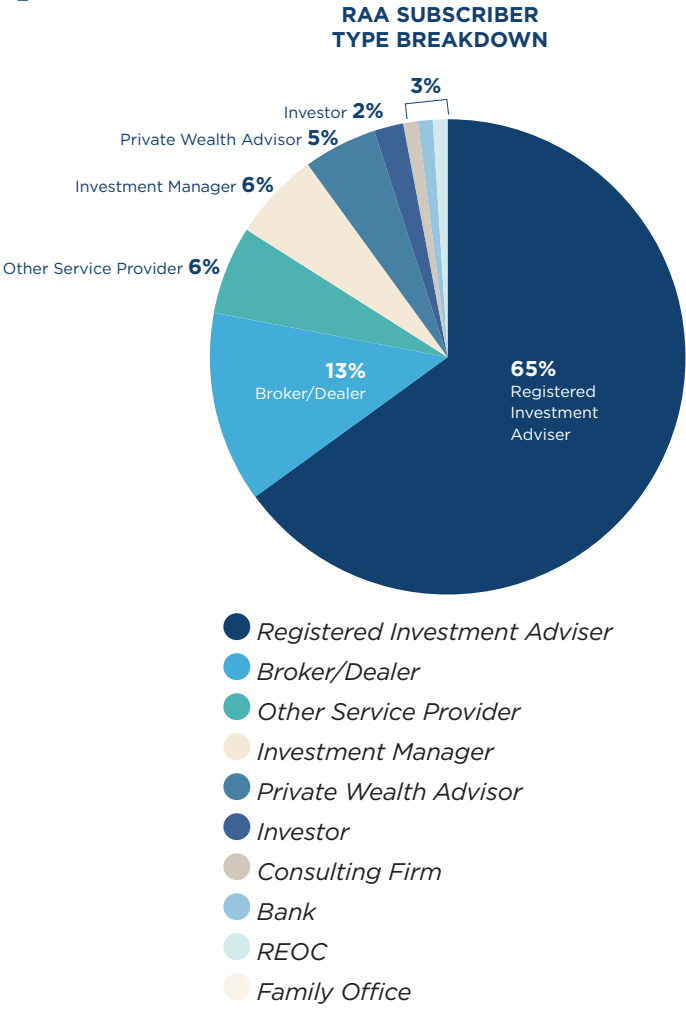


“IREI's Real Asset Adviser program is a rare place where the brightest minds in the industry discuss the challenges and opportunities in the alternatives space without any self-promotion. Its annual board meeting is a cannot miss event, and IREI's Newsline and Real Asset Adviser Magazine provide timely,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



Darren Whissen,
Director of Capital
Markets,
American Elm

Subscriber Snapshot



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. In addition, you can find our publications at all our events. Check out the link below to see our current roster of upcoming events.

<http://www.irei.com/events>

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

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

Engagement

Advertising

Real Assets Adviser and *Real Assets Adviser Newslines*, 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

J.P. Morgan Asset Management
The complex world of Alternative investments. Simplified.
READ THE GUIDE
HEADER BANNER - 960W X 120H

CenterSquare
REAL ASSET INVESTMENT LEADERSHIP
LISTED REAL ESTATE | LISTED INFRASTRUCTURE
PRIVATE EQUITY REAL ESTATE | PRIVATE REAL ESTATE DEBT
MIDDLE BANNER - 960W X 120H

M&G Investments
THE INVESTMENT PODCAST
Building a more sustainable future
Listen now
SIDE BANNER - 300W X 250H

BARINGS
Adaptability.
It's the new look of partnership.
Learn More
FOOTER BANNER - 960W X 120H

VERTICAL SIDE BANNER - 300W X 600H

Newslines

MADISON REALTY CAPITAL
\$11 BILLION
\$5 BILLION
closed across 460+ debt and equity positions since 2004
approximate gross assets across investment platform
LEADERBOARD BANNER - 760W X 100H

National REAL ESTATE ADVISORS
FOCUSED STRATEGY
BUILT-TO-CORE
RELENTLESS DRIVE FOR RESULTS
WE SET THE CURVE ON STUDENT HOUSING RESULTS.
SIDE BANNER - 200W X 150H

bluevista
LEARN MORE
VERTICAL SIDE BANNER - 200W X 385H

BARINGS
Adaptability.
It's the new look of partnership.
Learn More
MIDDLE BANNER - 520W X 100H

Digital Banner Program

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

Partnership

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.

Our Real Assets Adviser Publication

Sponsorship

\$58,195 annually



Benefit		Full level
Marketing & Branding	Advertising (publication/digital/advertorial)	11 Print Ads 8 Digital/Advertorial 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 Newslite</i> (Daily Email)	Unlimited
	Subscription: <i>Real Assets Adviser</i> (Monthly Publication)	13 Subscriptions
	Subscription: <i>IRE.IQ Database and Fundraising Reports</i>	3 Subscriptions
	Consulting	1 Hour
Other	Complimentary access to a list of approx. 5,000 investment program decision makers	
	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 video interviews and podcasts	

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

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,
Laird Norton Wealth Management

Roundtables

Available to sponsors only: RAA offers intimate and off-the-record conversations where investors, consultants and investment managers engage on a wide-ranging variety of topics of the day and create long-term and profitable relationships. Roundtables are conducted in both in-person and virtual formats.



Editorial Board Meeting



Roundtables



CURRENT REAL ASSETS ADVISER BOARD MEMBERS

The following Editorial Advisory Board Members represent the interests of the readership of *Real Assets Adviser*. Collectively they manage, own or advise more than \$250 billion of client capital, \$650 billion of sponsor capital and represent more than 16,000 association members.

LNW Advisors
The Mather Group
Plante Moran Realpoint Advisors
Argosy Real Estate Partners
PGIM Investments
Institute for Portfolio Alternatives (IPA)
LPL Financial
Macquarie Asset Management
Clearstead
Hub International
MLG Capital
Accretive Wealth Management
Savant Wealth Management
Clarion Partners
Doceo Wealth, LLC

Redwood Investment Management
Innovative Advisory Group
Accordant Investments
Nareit
Beacon Pointe Advisors, LLC
Berthel Fisher & Company
GenTrust
Empower
Steward Partners
Cantor Fitzgerald Asset Management
MAI Capital Management
Season Investments, LLC
Cambridge
Hightower Advisors
CIM Group

BBR Partners
Bank of America/Merrill Lynch
Director of Alternatives
Independent Financial Group
Wellington-Altus Private Wealth
Balentine
Mick Law P.C. LLO
Essential Partners
UBS Global Wealth Management



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