

INSTITUTIONAL REAL ESTATE AMERICAS

The investor-focused global real estate publication

We are grateful to the members of our Editorial Advisory Board, who represent the interests of our readers, for providing us with their guidance in developing the following editorial calendar.

2026 Editorial Calendar

January Stag nation

Trade turmoil has led to declining business and consumer sentiment as nations globally grapple with slower growth amid high inflation. How can institutional real estate investors best protect their portfolios with income-generating assets and otherwise reap returns from their portfolios?

Holding on

Holding assets too long and relying on debt-heavy strategies can slow market recovery in real estate. Unlike traditional private equity, this approach can bottleneck transactions and reduce liquidity. Focusing on timely exits and active management unlocks opportunities; improves capital flow; and supports a healthier, more dynamic market.

Ad reservations due: November 21

Ad materials due: December 5



February Investor alignment

Fees are never popular, but when structured thoughtfully they can align interests and strengthen partnerships. Creative models — such as fee waivers on uninvested capital, equalizing benefits across investor sizes, and clear approaches to risk management and downside protection — can help improve relationships between limited partners and general partners. Ultimately, proactive communication, transparency and aligned incentives are what keep investors engaged through all market conditions.

Lenders unite

Private credit lenders in real estate have surged over the past year. What can lenders share about the realities of refinancing, repricing, and the slowing pace of deals? Are debt structures keeping

up with today's market challenges — or is the reliance on leverage setting up for a breaking point?

Ad reservations due: December 19

Ad materials due: January 5

Bonus distribution:

Institutional Real Estate, Inc.

2026 Visions, Insights & Perspectives (VIP)
Americas

March Her journey series

An annual look at female leaders, from those new to the industry to real estate veterans, as they share their views and insights on the past, present and future. **Please note:** There will be a hard limit on number of candidates for this piece. In addition,

2026 Editorial Calendar

firms that have been featured in the past three years or in consecutive editions are not eligible for consideration. Potential interviewees should contact editor Andrea Zander by **Jan. 10, 2026**.

From dirt to data

As demand for electrification, AI and digitalization grows, powered land — real estate with reliable access to energy — is becoming a prized asset for forward-looking investors in both real estate and infrastructure. Who are the early movers in the space, and where are they finding the most opportunities? With energized sites in short supply, how are industry players navigating limitations?

Ad reservations due: January 23

Ad materials due: February 6

Bonus distribution:

Institutional Real Estate, Inc.

2026 Editorial Advisory Board Meeting — *Real Assets Adviser*

April

Size matters?

Billion-dollar funds often face challenges with deployment speed and liquidity, which can shift teams' focus from investing to fundraising. Smaller, more focused funds can preserve flexibility, reduce risk, and capture opportunities that mega-funds frequently miss. By scaling down, investors may benefit from nimble decisionmaking, targeted investments, and stronger alignment with current market realities.

Existing stock

While new builds often attract much attention for their potential to become trophy assets well into the future, the vast majority of current properties are what will remain in the coming decades, necessitating value-added investment and repurposing, particularly given high construction and land costs, regulatory constraints as well as valuation changes.

Ad reservations due: February 20

Ad materials due: March 6

Bonus distribution:

Institutional Real Estate, Inc.

2026 Spring Editorial Advisory Board Meeting — *Institutional Real Estate Americas*

May

Asset adventure

Investors are exploring emerging real estate sectors — tenant-driven assets like day-care centers and wellness properties, demographics-driven sectors such as senior housing and medical offices, and alternative niches like RV parks and agribusiness. This exploration is reshaping investment strategies, offering new cash flow opportunities and diversification in a shifting market.

Survey says

Every year, Institutional Real Estate, Inc. surveys institutional investors around the world to determine their investment intentions. We take a close look at the results of the annual investor survey and review the implications of the report's findings.

Ad reservations due: March 20

Ad materials due: April 3

June

The ugly

The good. The bad. The ugly. Every transaction has its lessons — both when things go smoothly and when they don't. What insights can be shared from deals that underperformed or fell through? How did those experiences shape deal structuring, negotiation strategies, or risk management for future opportunities? Exploring the challenges as well as the wins provides a roadmap for smarter, more resilient dealmaking.

Home pressure

Rising costs and limited supply make affordable housing one of today's biggest challenges. Creative solutions — like public-private partnerships, adaptive reuse, and innovative financing — can expand access, provide stability for families, and create meaningful social and economic impact.

Ad reservations due: April 17

Ad materials due: May 4

Bonus distribution:

Institutional Real Estate, Inc.

2026 Visions, Insights & Perspectives (VIP)
Infrastructure

2026 Editorial Calendar

July/August

Private credit's turning point

Private credit has moved to the forefront of institutional portfolios as equity deployment remains constrained, offering what many view as stable, defensive income — what core real estate promised investors. Is private credit becoming the new core real estate allocation? And as capital continues to flow, investors are beginning to question whether risks are building beneath the surface.

Europe's window

Europe is drawing renewed attention from institutional investors. Improving transaction activity and clearer pricing are creating opportunities to deploy capital, with some believing the region offers an attractive entry point in the current cycle. At the same time, U.S.-based investors are assessing whether Europe offers a differentiated opportunity relative to the United States and how potential returns balance against macroeconomic and currency-related risks.

Ad reservations due: May 22

Ad materials due: June 5

September

The titans return

After years of capital shifting toward secondary markets, New York, London and Tokyo are drawing renewed attention from investors worldwide. While secondary markets remain part of the opportunity set, the pendulum is shifting back toward global gateway cities, which offer a combination of liquidity, transparency and scale that is shaping allocation decisions in the current cycle.

AI execution

Artificial intelligence is here, and it is not going away. It is beginning to reshape real estate investment, operations and decision making, even as adoption across the industry remains slow and uneven. Firms need to move beyond experimentation and curiosity, but the path to implementation remains unclear. Technology has reshaped real estate before — from ecommerce's impact on retail to remote work's effect on office

demand. The question is no longer *if* AI will be adopted but *how*. Where is it creating measurable value, and where does uncertainty remain?

Ad reservations due: July 24

Ad materials due: August 7

Bonus distribution:

Institutional Real Estate, Inc.

2026 Fall Editorial Advisory Board Meeting –

Institutional Real Estate Americas

2026 Editorial Advisory Board Meeting –

Institutional Real Estate Europe

2026 IREI Springboard Europe

October

Fun fundamentals

An inside look at investment teams and strategy development, examining how investors are underwriting today's real estate cycle and differentiating strategy in a more selective market. The focus is on how firms use data — including demographics, job growth, vacancy and occupancy — alongside proprietary insights, evolving underwriting frameworks and operational thinking to shape investment decisions.

Barbell shift

As LPs rebuild real estate allocations, the emphasis is shifting toward income, selectivity and capital preservation in a higher-rate, more uncertain environment. Core and core-plus strategies are drawing renewed interest, while opportunistic capital continues to pursue repricing-driven returns. This dynamic is contributing to a more barbell-shaped allocation, raising questions about the role of value-added strategies. Is core real estate reemerging, or is the focus on income more broadly? How are LPs allocating capital in the current cycle? Is value-added real estate being crowded out?

Ad reservations due: August 21

Ad materials due: September 4

Bonus distribution:

Institutional Real Estate, Inc.

2026 IREI Springboard

2026 Editorial Advisory Board Meeting –

Institutional Real Estate Asia Pacific

2026 Editorial Calendar

November

Blurred lines

Infrastructure, private equity and real estate are no longer operating in neatly defined silos. As capital floods into private markets, investors are increasingly encountering assets and strategies that defy traditional classification. What is driving this blurring of lines? Does it represent a fundamental shift in how investors view these asset classes or a more tactical evolution in pursuit of yield, resilience and growth? How is value creation evolving in this hybrid space?

Institutionalizing real estate

As capital continues to flow into alternative property sectors, with smaller transaction sizes and more operational intensity, the traditional definition of institutional real estate is evolving. Is “institutional” still defined by size and liquidity, or increasingly by the ability to scale platforms, execute investments and generate returns in more complex segments of the market? Many alternative sectors were initially developed by smaller, noninstitutional firms with deep local and operational expertise. As institutional capital has entered these markets, those firms may increasingly act as joint venture partners, providing sourcing, execution and asset-level capabilities. This model, often welcomed by operators seeking to scale, may play an important role in expanding institutional access and further institutionalizing previously fragmented sectors.

Ad reservations due: September 24

Ad materials due: October 2

Bonus distribution:

Institutional Real Estate, Inc.

2026 Editorial Advisory Board Meeting –

Institutional Investing in Infrastructure (i3)

2026 Institute for Real Estate Operating Companies

(iREOC) Annual Membership Meeting

The Property Chronicle Forum — 2026

December

Just for kicks in 2026

Previously, investors repeated the mantra “stay alive till ’25” and some might characterize investment in the following year as “just for kicks in ’26.” As the year draws to a close, the focus is on whether conditions are materially improving. Heightened scrutiny around valuations and alignment has

sharpened calls for greater transparency and more realistic pricing in private real estate transactions. Are valuations better reflecting market reality, and is transaction activity recovering as price discovery progresses? Are distributions picking up and is trust between managers and LPs strengthening? Or will these challenges persist into 2027?

Redefining returns

While real estate was increasingly viewed as a financial asset during the past cycle, that appears to be changing, as real estate returns to its roots as an operating business, with returns driven by execution, tenant demand and asset-level performance rather than market beta. Investors are placing greater emphasis on tenant retention, income growth and operating platforms. Is real estate investment success now defined more by operations than by financial engineering?

Ad reservations due: October 23

Ad materials due: November 6

Note: Publication content is subject to change without notice. To be interviewed for one of the above topics, contact the editor three months prior to publication. Publications may be distributed at additional industry events. The editorial calendar for first half 2027 will be available in October 2026.

Call today to reserve your advertising position.

Geoffrey Dohrmann, Chairman and CEO;
g.dohrmann@irei.com

Tom Parker, Executive Vice President and Publisher;
t.parker@irei.com

For editorial inquiries, contact:
Andrea Zander, Editor; a.zander@irei.com

For advertising inquiries, contact:
Cynthia Kudren, Senior Account Executive;
c.kudren@irei.com

For sponsorship inquiries, contact:
Chase McWhorter, Managing Director, Americas; c.mcwhorter@irei.com

Institutional Real Estate, Inc.
2010 Crow Canyon Place, Suite 455,
San Ramon, CA 94583 USA
+1 925-244-0500 • www.irei.com

August 12, 2026