INSTITUTIONAL REAL ESTATE, INC.

Media Kit 2027

THE PROPERTY CHRONICLE ESTD. 2017

THE SPRINGBOARD CHRONICLE
Voice of the new generation

For serious investment professionals who don't take themselves too seriously. Often edgy. Always entertaining. Never dull.

MEDIA OVERVIEW AND BRANDING OPPORTUNITIES

A trusted global platform delivering sharp commentary, original journalism, and multigenerational perspectives on real estate and real assets.

THE PROPERTY CHRONICLE
ESTD. 2017

Established in 2017, **The Property Chronicle** is a premium, thought-leadership platform reaching a global audience of institutional real estate and real assets professionals. Our readers include investors, managers, economists, strategists, and industry leaders who value sophisticated commentary, independent journalism, and deep market insight.

The Property Chronicle offers direct access to a **highly engaged, high-value audience** — decision-makers who influence capital allocation and shape strategy across real estate, infrastructure, and broader real assets markets. With quarterly print editions, digital distribution, and global readership, it provides a powerful channel to elevate brand visibility, amplify expertise, and connect with professionals across diverse sectors, strategies, and geographies.

With a large, diverse, and influential real assets community, **The Property Chronicle** delivers unmatched reach and credibility.

Amplifying the perspectives of the next generation of real estate decision-makers.



THE
SPRINGBOARD
CHRONICLE
Voice of the new generation

The Springboard Chronicle is a curated platform within **The Property Chronicle** that elevates emerging voices, fresh ideas, and next-generation thinking across real assets. Designed as a launchpad for early-career professionals and new contributors, it offers thoughtful commentary, forward-looking analysis, and research-driven perspectives on global real estate and infrastructure.

With a focus on high-quality writing and intellectual rigor, *The Springboard Chronicle* gives rising talent a place to be discovered—while giving readers access to original viewpoints shaping the future of the industry.

The Springboard Chronicle is published as a digital quarterly.

Audience at a Glance

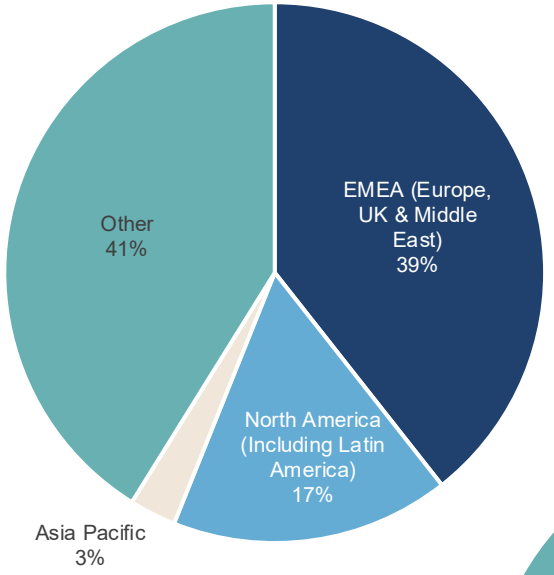
A global audience of 53,000+ subscribers

- **Cross-generational reach** across senior and emerging influencers
- **High engagement** with thoughtful, long-form original content
- **Independent editorial voice** readers trust
- **Brand-safe environment**
- **Multiple touchpoints**: print, digital, email, social, special content

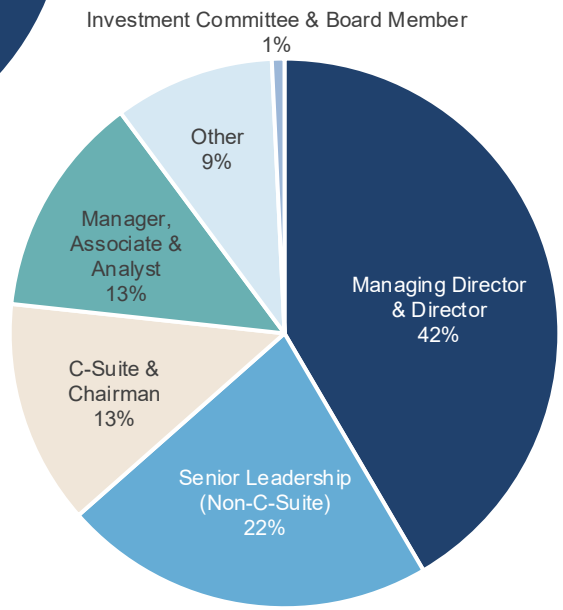
THE PROPERTY CHRONICLE ESTD. 2017

THE SPRINGBOARD CHRONICLE
Voice of the new generation

Geography Type



Title Type



Other* includes
Vendors & Service Providers, Lender, Investment Banker, Placement Agent, Private Wealth Advisory Firm, Real Estate Tech / PropTech Firm, Media Outlet, Executive Search Firm, Data Provider / Research Firm, Government Agency

Organization Type

Organization Type	Count	Pct
Investment Managers	17,187	32.43%
Other Service Providers	13,161	24.83%
Lawyers	4,787	9.03%
Real Estate Operating Companies (REOCs)	4,130	7.79%
Real Estate Brokers	3,670	6.92%
Investors	2,708	5.11%
Real Estate Consultants / Valuers	2,383	4.50%
Lender	1,150	2.17%
Investment Banker / Placement Agent	968	1.83%
Private Wealth Advisory Firm	926	1.75%
Real Estate Tech / PropTech Firm	865	1.63%
Government Agency	394	0.74%
Media Outlet	319	0.60%
Data Provider / Research Firm	210	0.40%
Executive Search Firm	144	0.27%
Total Subscribers	**53,000**	**100.00%**

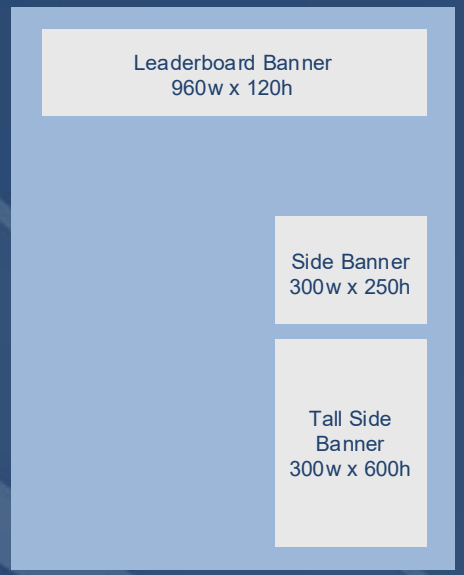
Branding Opportunities

The Property Chronicle combines intelligent design with authoritative content and wide-ranging coverage to inform and influence conversations in real estate and real assets. Covering everything from property to asset allocation, commodities, and macroeconomic trends, **The Property Chronicle** offers advertisers an unmatched platform to engage the executives driving global investment and strategy.

PRINT



WEBSITE



All rates quoted in US Dollars

PRINT

The Property Chronicle Print Quarterly is a high-quality publication offering in-depth analysis and insights on global real assets.

Rates:

	1x	4x
Full-page 4/C	$4,500	$4,300
2-Page Spread 4/C	$8,500	$8,300
Half-page 4/C	$2,900	$2,700

E-NEWSLETTER

"The Weekly" e-Newsletter, a selection of our best articles, and sent to **The Property Chronicle** audience of 53,000+ subscribers.

Rates:

Weekly Banner **|** 728w x 90h pixels	$2,485
53,000+ subscribers to email alerts **|** 30% average open rate	

CUSTOM EMAIL PROMOTION

Send an email with your branding and message to **The Property Chronicle** audience of 53,000+ subscribers.

Rates:

Email Promo	$4,500

WEBSITE

A variety of display banners available on **The Property Chronicle** website.

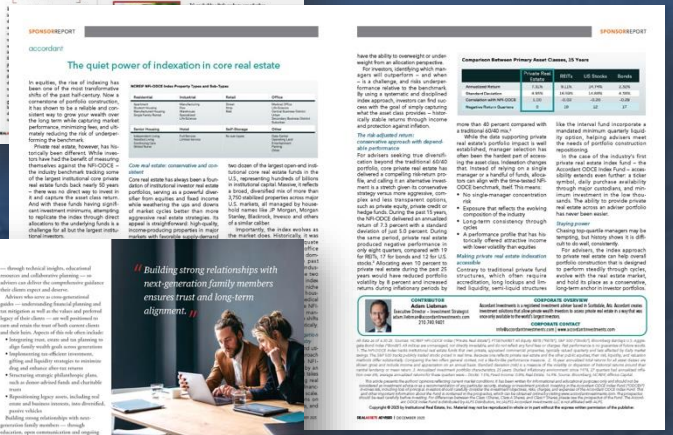
Rates:

Top Leaderboard Banner **|** 960w x 120h pixels	$3,785
Middle Leaderboard Banner**|** 960w x 120h pixels	$2,345
Bottom Leaderboard Banner**|** 960w x 120h pixels	$2,345
Side Banner **|** 300w x 250h pixels	$3,255
Tall Side Banner **|** 300w x 600h pixels	$3,285

Sponsored Content









THE PROPERTY CHRONICLE
ESTD. 2017

BEYOND DISPLAY ADS: TAILORED BRAND POSITIONING WITH THE PROPERTY CHRONICLE

The Property Chronicle is pleased to offer a range of in-market brand positioning opportunities, enabling clients to showcase sponsored content with delivery through print, digital, and LinkedIn.

Each offering will be crafted to associate your brand with high-quality insights and industry authority.

- **Leader Profiles** – Highlighting industry executives and thought leaders
- **Sponsored Article** – Deep-dive articles aligned with your expertise
- **Sponsored Roundtables** – Interactive discussions with sector leaders, co-sponsored by 3-4 firms to showcase multiple perspectives
- **Sponsored Co-Branded Webinars** – Engaging live sessions for your audience
- **Sponsored Co-Branded Podcasts** – Extend your thought leadership through audio
- **Digital Delivery: Sponsored Point of View** – Targeted exposure in *The Weekly* newsletter
- **Leadership Council Membership -** Aligning your brand with the foremost voices shaping the future of the sector

Sponsored Leader Profiles

Showcase Your Leadership to a Global Audience

Share and your vision and expertise with senior investors, managers, and advisors through a **Sponsored Leader Profile** in *The Property Chronicle*. Highlight your **achievements, insights on market trends**, and position yourself as a **thought leader at the forefront of real assets and investment strategy**.

Package Rate: $11,500

Inclusions:

- 2-page spread (approx. 1,000-word count) provided by client or written by editorial team in consultation with client
- Clearly indicated as sponsored or advertorial
- High resolution company logo
- High resolution head shot, accompanied by name and title
- PDF for client to promote through channels
- Engagement metrics shared with client post campaign





Distribution includes:

- Print circulation and digital eMagazine
- 1 Sponsored eBlast of profile to our digital subscribers
- 1 Promoted post on Linkedin
- ***Lives on The Property Chronicle website under Sponsored section***



Sponsored Article

Lead the Conversation in Global Real Assets

Position your organization at the forefront of the global real assets market with a **sponsored article** in *The Property Chronicle*. This in-depth editorial showcases your **thought leadership, expertise, and unique perspectives** to a **high-value international audience**. Promoted across The Property Chronicle's website, e-blast and LinkedIn, your exclusive article builds credibility, elevates your brand, and ensures your insights stand out in a competitive market.

Package Rate: $11,500

Inclusions:

- Two-page spread (approx. 1,000-word count) provided by client or written by editorial team in consultation with client
- Clearly indicated as a sponsored feature
- High resolution company logo
- One to two high resolution images (graphics can include graphs, charts or stock image)
- PDF for client to promote through own channels
- Engagement metrics shared with client post campaign



[MARKET VIEW]

By Jaimie Steinher

Next-gen wealth

How RIAs can prepare for the 'great wealth transfer'

The largest wealth transfer in human history is officially under way.

Over the next two decades, nearly $125 trillion in assets is expected to shift from baby boomers to their heirs and beneficiaries. The magnitude of this transition has been widely discussed. Registered investment advisers (RIAs) have an unprecedented opportunity, and responsibility, to guide families through complex planning while helping preserve intergenerational wealth. How can advisers create practical strategies to improve their clients' outcomes — especially when it comes to incorporating estate planning and tax-efficient investing strategies into the broader wealth conversation?

The numbers are staggering. By 2048, $105 trillion is projected to pass to heirs, primarily from high-net-worth and mass affluent households, according to Cerulli Associates. An additional $18 trillion will be donated to charities. More than $62 trillion is expected to come from high- and ultra-

risk of loss if strategic generational planning isn't initiated early. However, it's not just the amount of the transfer that is significant, but the dynamics represented:

- Just 53 percent of ultra-wealthy families have a formal estate plan despite growing next-gen involvement (UBS 2025 Global Family Office Report).
- 67 percent of wealth holders admit delaying estate conversations. However, 84 percent say they prioritize generational financial security for their heirs (RBC Wealth Transfer Report, May 2025).
- 81 percent of next-gen heirs plan to fire their parents' adviser within two years of receiving their inheritances. They cite poor digital access and limited exposure to alternatives (Global Markets Group, June 2025).
- 65 percent of Gen X and millennial heirs regret how they invested inherited wealth. Only one in five consulted an adviser first (Capital ...p, June 2025).

PLANNING FOR RIAs

...ment calls for a shift from portfolio ...ent to family wealth stewardship. Many ...already navigating this transition with ...care. Today's advisory role extends well ...investment selection. It encompasses ...families through complex decisions about ...efficiency and philanthropy. As well, it ...stewardship of both financial and non-... assets.

...cognize that RIAs are often at the center ...generational conversations, balancing ...s and values of clients and their heirs ...ving regulatory, technological and ...hallenges. This is demanding, nuanced ...ur goal is to support that stewardship

— through technical insights, educational resources and collaborative planning — so advisers can deliver the comprehensive guidance their clients expect and deserve.

Advisers who serve as cross-generational guides — understanding financial planning and tax mitigation as well as the values and preferred legacy of their clients — are well positioned to earn and retain the trust of both current clients and their heirs. Aspects of this role often include:

- Integrating trust, estate and tax planning to align family wealth goals across generations
- Implementing tax-efficient investment, gifting and liquidity strategies to minimize drag and enhance after-tax returns
- Structuring strategic philanthropic plans, such as donor-advised funds and charitable trusts
- Repositioning legacy assets, including real estate and business interests, into diversified, passive vehicles

Building strong relationships with next-generation family members — through education, open communication and ongoing engagement — ensures trust and long-term alignment. An adviser's role is to support clients' efforts with resources, technical insights and collaborative planning.

TAX-EFFICIENT STRATEGIES

The trillion-dollar wealth transfer is no longer a theoretical event on the horizon; it's happening now. Advisers who embrace this shift and proactively guide their clients with thoughtful, tax-aware strategies will be best positioned to retain relationships for generations to come. Private real estate strategies can be powerful tools for families with appreciated assets, legacy investment properties or upcoming liquidity events.

In today's environment, RIAs recognize that early and ongoing conversations are essential for aligning family wealth goals across generations. As part of this process, integrating tax-efficient and philanthropic strategies, such as 1031/721 exchanges and qualified opportunity zone investments, can help minimize tax drag and enhance after-tax returns for clients.

Every advisory practice has its own compliance and planning protocols, and RIAs should be encouraged to consult with their internal teams to tailor these strategies to their clients' needs and circumstances. The goal is to be a collaborative resource as you navigate the

REALASSETS ADVISER | DECEMBER 2025

increasingly complex landscape of estate, tax and investment planning.

SUPPORTING LEGACY GOALS

We partner with RIAs to uncover and reposition held-away assets by solving complex planning challenges around tax efficiency, real estate ownership and intergenerational wealth transfer. Two of the most influential tools available today are the 1031/721 exchange structure and qualified opportunity zone investments.

We are committed to partnership and knowledge sharing. Many resources are designed to educate independent investors about private multifamily real estate investment funds, in part with specialized solutions such as qualified opportunity zone investments and 1031 exchanges.

By working together, we can help clients make informed decisions and navigate complex planning challenges, especially during this era of significant wealth transfer.

Jaimie Steinher is a client portfolio manager with **Origin Investments.** The original version of this article appears on the Origin Investments website here: https://snip.ly/6m80vw

[LAST WORD]

The power of short-form video

The key is consistency, clarity and a tone that reflects your firm's expertise without sounding robotic

By Cherie Fournier

Advisers are constantly pulled in multiple directions. Between managing client portfolios, responding to market shifts and evaluating new products, their time is in short supply and their attention is highly selective. For alternative investment firms, this creates both a challenge and an opportunity. Your message needs to be sharp, timely and easy to engage with. That is exactly where short-form video shines.

Short videos consistently outperform longer formats when it comes to engaging advisers. And no, this is not simply a social media trend creeping into the professional world. It is a broader shift in how people consume content, even in industries as sophisticated and regulated as financial services. If your firm wants to connect with advisers in a way that is both modern and effective, short videos are a highly strategic tool.

Think about your own behavior. When a 10-minute video pops up, does it feel manageable or like a stretch? Now consider seeing a one-minute clip with a clear focus. That feels doable. Advisers feel the same way. A short video allows them to gain value quickly without having to carve out significant time in their day.

This format fits into the in-between moments. It works when someone is between meetings, walking to the car, or even scrolling during a break. It requires no formal setting, no huge mental commitment, and no major disruption. That accessibility makes all the difference in building engagement over time.

One of the key reasons short videos are so effective is that they allow you to connect with your audience immediately. You have just a few seconds to catch someone's attention. A clear, concise message delivered in a video format is much more likely to resonate than a paragraph of text buried in an email.

The beauty of short videos is that it forces focus. You are not trying to say everything at once. Instead, you distill your message into its most essential form and deliver it in a way that is easy to absorb and act on. Whether you are highlighting a strategy, announcing a fund, or reinforcing a key differentiator, short video allows you to do so with clarity and polish.

Beyond the format itself, video brings a unique opportunity to show the human side of your firm. In an industry full of structure, disclosures and formal content, seeing the face and hearing the voice of someone from your team has tremendous impact. It feels more personal and more trustworthy.

When you feature a real person — whether it is a salesperson, executive or product specialist — you build a connection. You are no longer just a firm presenting a strategy. You are a team of professionals offering insight, partnership and accessibility. People do business with people, and video makes that real in a way no white paper could.

Many firms assume video requires a full-scale production or an entirely new content strategy. The truth is, most already have everything they need. A thought leadership piece can be repurposed into a quick video. A fund announcement can be paired with a 60-second summary from a team member. A market update can become a two-minute perspective piece that advisers can watch on their own time.

The key is not perfection. It is consistency, clarity and a tone that reflects your firm's expertise without sounding robotic. Some of the most compelling short videos are simple and direct. A clean background, good lighting and a confident d...

long way.

Short videos are not a s... are a smart way to meet y... where they are. By making ... message easier to digest an... easier to connect with, yo... a more dynamic and mem... experience for advisers.

If your current approac... heavy or buried in techni... now is the time to evolve. ... short video strategy can h... communicate with greate... reach more advisers and s... overall marketing goals in ... efficient way.

Sometimes, the most ef... strategies are the simplest ...

Cherie Fournier is found... of **Marketing Intent.**

Distribution includes:

- Print circulation and digital e-Magazine
- 1 sponsored e-Blast of sponsored article to our digital subscribers
- 1 promoted post on LinkedIn
- ***Lives on The Property Chronicle website under Resources section***

Sponsored Roundtables

Join industry leaders for an exclusive, **co-sponsored firm roundtable** hosted by *The Property Chronicle*. Senior investors, managers, and advisors convene for a candid discussion on the trends, challenges, and opportunities shaping real assets today.

This intimate forum delivers **actionable insights**, thought-provoking discussion, and meaningful connection with the decision-makers influencing capital, strategy, and market direction.

Package Rate: $6,500 per firm sponsor (max 4 sponsors)

Inclusions:

- Recorded video session moderated & written by **The Property Chronicle** in consultation with clients
- Draft delivered to each sponsor for review edits and compliance approval
- Clearly indicated as sponsored feature
- Each firm's high resolution company logo displayed
- Each participating executive's high-resolution head shot, name and title
- PDF for each firm to promote through own channels
- Engagement metrics shared with each firm post campaign



Distribution includes:

- Print circulation and digital e-Magazine
- 1 sponsored e-Blast of roundtable to our digital subscribers
- 1 promoted post on LinkedIn
- ***Lives on the The Property Chronicle website under Resources section***

Sponsored Webinars

Engage a Global Audience Through a Sponsored Webinar

Position your organization and thought leadership at the center of the conversation through a sponsored live webinar with **The Property Chronicle**. Connect your brand with an influential global audience of investors, advisors and industry leaders.

Share timely perspectives, market insights, and strategic ideas shaping global real assets through an engaging live discussion and interactive Q&A.

Your organization benefits from enhanced credibility, meaningful audience engagement, and lasting brand exposure.

Promoted across our website, newsletter, and LinkedIn channels, as well as on-demand access extending visibility beyond the live event.

Package Rate:

$11,895 – single sponsor

$4,895 – multi-sponsor (max 3)



Inclusions & Distribution:

- One speaker spot on panel
- Contribution to the direction of panel discussion
- Logo/brand exposure in promotional communications (e-blasts, banner ads on The Property Chronicle and IREI websites, LinkedIn event posts, thank you slide at end of the webinar.)
- Ability to promote on your own channels
- 1-hour live webinar (45-minute presentation, 15 minutes for questions)
- Webinar can be moderated by firm or a member of the The Property Chronicle team
- Full reporting of webinar results provided to client
- ***Recorded on-demand webinar lives on The Property Chronicle website under Resources section***
- Recording shared with client to promote through own channels

Integrated Brand Build Bundles

Elevate Your Brand Through The Property Chronicle's limited Integrated Brand Build Bundles

Position your organization at the center of the conversations shaping global real asset with **The Property Chronicle's** limited Signature Series Bundles. Designed as a high-impact thought leadership opportunity, each package combines expert discussion webinar and multi-channel promotion across The Property Chronicle's digital and print ecosystem. Sponsors benefit from premium brand exposure before, during, and after the event - extending visibility well beyond the live broadcast itself. An integrated bundle to share insights, engage directly with an influential audience, and strengthen your firm's visibility among investors, advisors, researchers, and industry decision-makers

Whether participating as a multi-sponsor panel contributor or leading the conversation as the exclusive presenting sponsor, The Property Chronicle limited Signature Series Bundles help firms:

- Showcase expertise on the themes shaping global real assets and investment strategy
- Strengthen brand positioning through association with trusted industry commentary
- Engage directly with a sophisticated and highly targeted audience
- Extend reach through integrated editorial, digital, print, and social promotion
- Generate meaningful visibility and relationship-building opportunities with investors and market participants

Multi-Sponsor Webinar

$7,895

p/sponsor *(max 3)*

A collaborative panel format featuring up to three sponsoring organizations. Each sponsor receives one speaking participation, promotional exposure, and post-event visibility through *The Property Chronicle* channels.

Inclusions

- 1 hour webinar
- FP sponsored article in one issue of *The Property Chronicle* print publication (approx. 500 words)
- 1/2 page display ad in one issue of *The Property Chronicle* print publication
- 1 digital website banner (1 month) on website

Exclusive Sponsor Webinar

$17,995

A dedicated branded webinar experience led by a single sponsoring organization, including up to three speakers from the firm. This package offers enhanced positioning, deeper audience engagement, premium promotional visibility, and access to attendee and registrant data post-event.

Inclusions

- 1 hour webinar
- 2-page spread sponsored article in one issue of *The Property Chronicle* print publication (approx. 1000 words)
- 1/2 page display ad in one issue of *The Property Chronicle* print publication
- 1/2 page display ad in one issue of *Institutional Real Estate Europe* or *Asia Pacific*
- 1 digital website banner (1 month) on website

**The Property Chronicle limited Signature Series Bundles are limited in quantity and subject to availability to secure.*





Sponsored Podcast

Engage The Property Chronicle's global audience with a **dedicated sponsored podcast**. Your brand sits at the center of insightful conversations exploring the trends, challenges, and opportunities shaping real assets today.

Distributed across The Property Chronicle's website, newsletter, and LinkedIn channels, each episode positions your organization as a credible thought leader while fostering authentic, lasting connections with a high-value audience.

Package Rate:
$4,500 per episode

Inclusions & Distribution:

- 20-minute podcast recorded with The Property Chronicle host
- Draft shared with sponsor firm for review, edits and compliance approval
- Promotion in *The Weekly* digital Newsletter as branded sponsored podcast subscribers
- 1 Promoted post on Linkedin
- Lives on website under Resources section
- Engagement metrics shared with client post campaign

Sponsored “Point of View”

A Sponsored “Point of View” gives your firm the opportunity to introduce a concise, thought-provoking perspective to The Property Chronicle’s global real assets audience. Featured within *The Weekly* newsletter and linked to a dedicated hosted page, it helps position your brand within the industry’s broader investment conversation.

Package Rate: $3,500

Inclusions

- Digital banner within *The Weekly* Newsletter (banner size 728w x 90h pixels)
- ‘Point of View’ banner will feature firm logo and simple title with a clickable link to landing page on website.
- Landing page includes 100-word editorial with client logo at top
- Logo can include backlink to client website, resource or specific report
- Engagement metrics shared with client post campaign

POINT OF VIEW BROUGHT TO YOU BY:

Your Company Logo

QUESTION EXAMPLE:

How AI is reshaping investor relations and capital raising.

ANSWER:

(clickable link)

Distribution includes:

- Banner included in *The Weekly* digital newsletter delivery distributed to 49,000+ subscribers
- 1 Promoted post on LinkedIn
- ***Lives on website under Resources section***

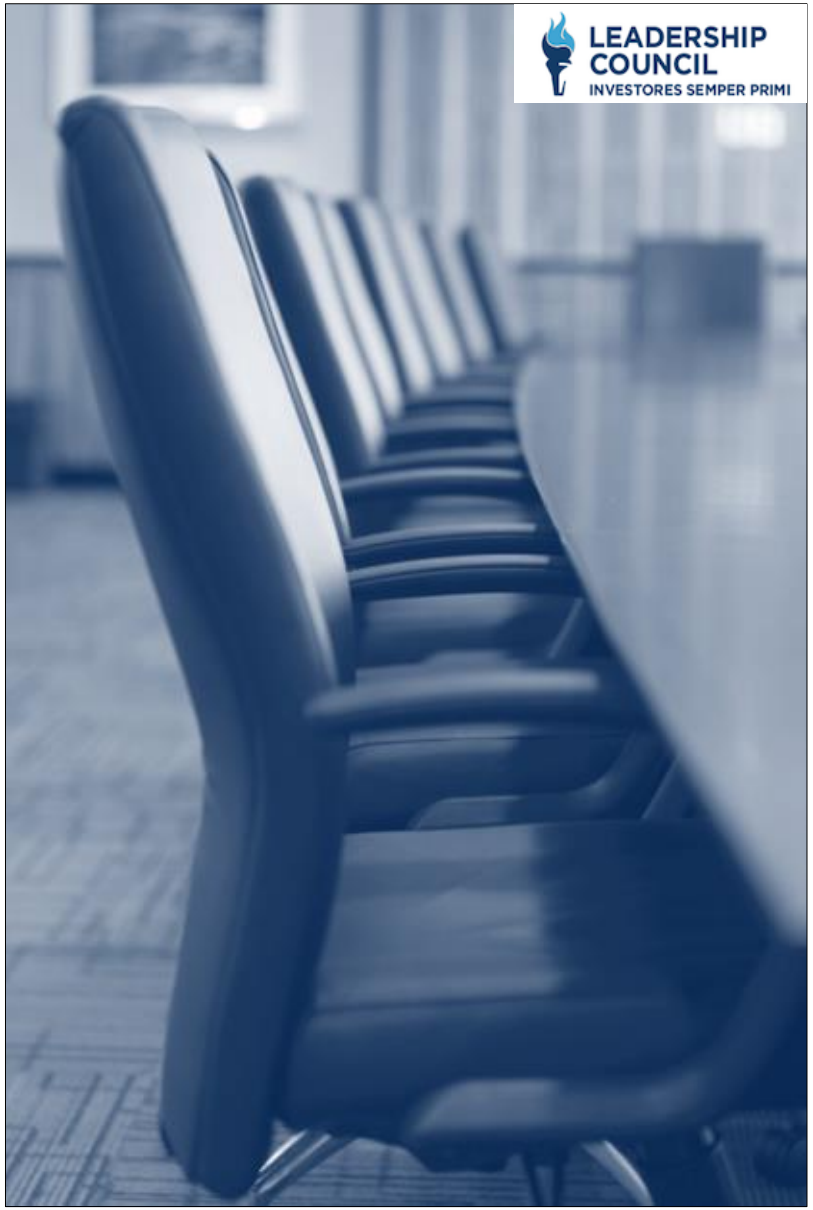
Leadership Council Membership

Position your firm as a member of an elite influential industry leadership organization

Investment: $60,000 per year

Inclusions:

- Logo on back of the **The Property Chronicle** publication positioned as an underwriter and member of the The Property Chronicle Leadership Council
  (Four exposures per year)
- Two full-page full-color ad placements per year
- One annual two-page Leader Profile
- One annual two-page Firm Profile
- One annual Leadership Spotlight Video Podcast
- One annual Leadership Spotlight Audio Podcast
- One annual invitation-only Virtual Roundtable
- Eight digital banner ads per year in *The Weekly* e-Newsletter
- Seat on the The Property Chronicle Editorial Advisory Board (meets annually)



Aligning Your Brand With Independent Thinking Across Global Real Assets

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THE PROPERTY CHRONICLE ESTD. 2017

THE SPRINGBOARD CHRONICLE
Voice of the new generation

For serious investment professionals who don't take themselves too seriously. Often edgy. Always entertaining. Never dull.

Learn more or request a custom proposal:

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+1 416 670 7138

All rates quoted in US Dollars