



2020

Commercial Investment Real Estate
Magazine Media Kit

COMMERCIAL INVESTMENT



CHANGES IN STORE

How brick-and-mortar retail can thrive in the digitized market.



The Magazine of CCIM Institute

COMMERCIAL INVESTMENT

Stocking Up on Industrial

The latest trends driving shifts in supply chains and appetite for modern facilities.



Real Estate
September/October 2019

Hospitality Remains Welcoming to Investors, Despite Warning Signs
Autonomous Vehicles Will Engage Commercial Markets

COMMERCIAL INVESTMENT

Real Estate
July/August 2019

TARIFFS AND TRADE COULD STALL ECONOMY

While the recovery will continue, the "vroom" economy may be forced to make a pit stop.



Are Micro Apartments Becoming Big Business?
Climate, Infrastructure Legislation Could Boost CPE.

The Magazine of CCIM Institute

Our Name Says It All:

Commercial Investment Real Estate

Commercial Investment Real Estate is the flagship suite of publications of CCIM Institute, the leader in commercial real estate education and the premier networking organization for the industry. *CIRE* is offered quarterly as a print and online magazine and monthly as a podcast (*new in 2020*). Reach more than 45,000 top-performing commercial investment real estate professionals with *CIRE* magazine's print, podcast, and online offerings.



Advertising: Dan Burke | dan@burkemediagroup.com | +1 (732) 241-6720

Industry Sponsorship: Patricia Pereyra | ppereyra@ccim.com | +1 (312) 321-4512

A Global Network of Top CRE Pros

The membership of CCIM Institute is as diverse as the industry itself, representing top professionals across all property types and markets worldwide. CCIM members are the deal-makers, game-changers, and go-to experts in more than 1,000 local markets in 30 countries. This coveted audience also covers all areas of the deal, including acquisition, valuation, due diligence, financing, development, and value creation.

**\$200
BILLION**

in deal value from thousands of
CCIM members annually

CCIM designees earn twice as much
in annual gross personal income
than non-designated professionals

2X

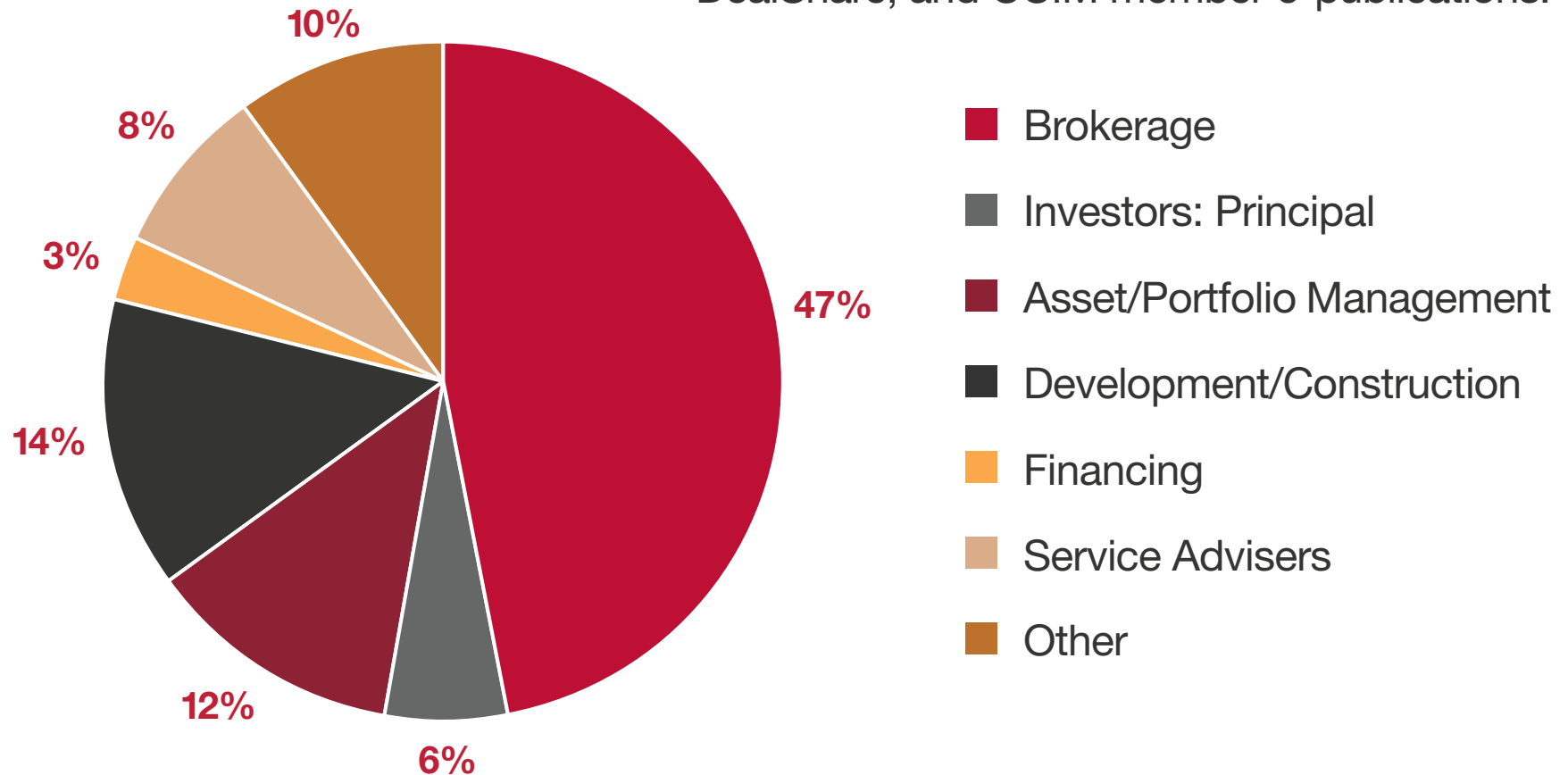
INCOME



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CCIM Membership

Tap into the advertising and promotional power of *CIRE* magazine to reach our **coveted and influential audience**. Maximize your reach through additional advertising in CCIM.com, CCIM DealShare, and CCIM member e-publications.



67%

of CCIM members hold the title of owner/principal/partner, president, vice president, or broker

Average years of experience in commercial real estate from CCIM members

20
YEARS

81%

CCIM members are well educated with 81% possessing graduate or undergraduate degrees



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Commercial Investment Real Estate **Magazine Readership Behavior**

Top Services Referred & Used by Readers

- **Legal**
- **Appraisal**
- **Financing**

Top Reader Business Activities

- **Brokerage**
- **Investment**
- **Leasing**

Financing Decision-Makers

Nearly **94%** of *CIRE* readers help clients obtain commercial real estate financing by contacting capital sources directly, referring capital sources to clients, and helping select capital sources.

88%

Refer to *CIRE* ads when making a decision

Read every issue of *CIRE*

75%

80%

Visit *CIRE* advertisers' websites

Read the print edition of
CIRE magazine

91%

92%

Refer clients to business services

Spend 30 minutes or more
reading *CIRE* magazine

73%

69%

Pass along articles from each issue of *CIRE* to
one or more people



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Commercial Investment Real Estate Magazine Editorial Calendar

Take a look at the highlighted articles* and topics for each edition of *Commercial Investment Real Estate* magazine. In addition, all sectors of the industry are covered in every issue of the publication. If you're looking to connect with commercial real estate professionals, you need *CIRE* magazine.

Winter 2020

Cover Story: Capital Markets Update

Feature: 5G's Impact on Commercial Real Estate

Feature: Cannabis Development Case Studies

Ad insertion deadline: Nov. 21, 2019

Editorial proposals due: Oct. 1, 2019

Spring 2020

Cover Story: Office Investment Trends

Feature: Meeting Demand for Workforce Housing

Feature: Adaptive Reuse for the Long Term

Ad insertion deadline: Feb. 22, 2020

Editorial proposals due: April 1, 2020

Summer 2020

Cover Story: Midyear Market Analysis

Feature: The Latest Trends in Retail

Feature: Solving the Last-Mile Conundrum

Ad insertion deadline: May 28, 2020

Editorial proposals due: Feb. 2, 2020

Fall 2020

Cover Story: Midyear Market Analysis

Feature: Public-Private Partnerships

Feature: Technology and Commercial Real Estate

Ad insertion deadline: Aug. 28, 2020

Editorial proposals due: July 3, 2020

*articles are subject to change

In Every Issue

Market Trends: Tidbits from eight sectors in real estate for investment professionals.

CCIM Q&A: Hear from a diverse group of CCIMs on a broad range of topics.

By the Numbers: Forecasts on CRE markets from an industry leader.

Briefings: Take a deep dive into tax or legal issues affecting commercial properties.

Site To Do Business: Case Study: See what goes into complex valuations of various property types.

Investment Analysis: Expert perspectives on investment and brokerage topics.

CRE Innovations: Keep tabs on technology that could give your business an edge.

***Commercial Investment Real Estate* Podcast:** Read an excerpt from the newly launched *CIRE* Podcast, with episodes released monthly.

CCIM Candidate Spotlight: Check in with individuals pursuing the CCIM designation.

Worldview: A CRE snapshot of one specific region in the global market.

Deal Makers: CCIM transaction highlights.

Industry Voices: Conversations with thought leaders in commercial real estate.



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For More Information

The award-winning magazine of CCIM Institute, an affiliate of the National Association of Realtors[®], *Commercial Investment Real Estate* reports on the latest trends, current developments, and successful business strategies in the industry.

Interested in writing for *Commercial Investment Real Estate*? Send editorial proposals to Senior Content Editor Nick Leider at nleider@ccim.com.

Visit CIREmagazine.com to read the current issue and listen to the podcasts.

Visit CCIM.com to find out more about CCIM Institute and the industry's best education program.



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Advertising Offerings & Rates

Units	1x	3x	6x	12x
1 Page	\$4,800	\$4,650	\$4,500	\$4,400
1/2 Page	\$3,500	\$3,400	\$3,350	\$3,300

Covers	1x	3x	6x	12x
Cover 2	\$5,200	\$4,950	\$4,700	\$4,500
Cover 3	\$5,000	\$4,800	\$4,600	\$4,400
Cover 4	\$5,300	\$5,050	\$4,800	\$4,600

Cover Attachment (1/2 page)	\$5,800	
Polybagged Outsert	\$6,000	<i>Advertiser responsible for printing and shipping of outsert to mail facility</i>
Insert Advertisement Card	\$5,200	<i>With or without perforation</i>
Two-Page Barrel-Fold Cover	\$10,000	



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Thought Leadership Opportunities



CIRE Advertorial Article (one per issue): \$9,000

Leverage our expertise and resources for topic selection, choosing a writer, editing, and even design to ensure your two-page advertorial resonates as strongly as possible with our readership. Or you can choose to submit a print-ready advertorial spread. (Size: 17"x10³/₄" with a 1/4" bleed)

CIRE CRE Innovations Column (one per issue): \$6,000

If you're a CRE tech company, the CRE Innovations column is an ideal solution for highlighting your product or service and showcasing your expertise, while also elevating your brand. You'll provide the copy and associated charts or graphics, and we'll design it to seamlessly fit in the magazine. The column is 1½ pages in length.

Please note: a clear sponsored content disclaimer will run across the spread. CIRE retains final editorial approval.



Advertising Dimensions

1 Page
Size: 8½"x10¾"
Bleed: ¼"
Safe area: ⅜"
from page edge

1/2-Page Horizontal
Size: 6¾"x4½"
No Bleed
Safe area: ⅜" from
page edge

1/2-Page Vertical
Size: 4¼"x9"
Bleed: ¼" on one side
Safe area: ⅜" from
page edge

Advertisement Specifications

- Press-ready PDFs
- High-resolution images
- 300dpi
- CMYK color model
- Embedded fonts

Cover Attachment
Size: 8¼"x5½"
Bleed: ¼"
Safe area: ⅜" from
page edge

Insert Advertisement Card
Size: 8¾"x11⅛"
Bleed: ¼"
Safe area: ⅜" from
page edge

Two-Page Barrel-Fold Cover
Size: 16¼"x10¾"
Bleed: ¼"
Safe area: ⅜" from
page edge



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Commercial Investment Real Estate Magazine Advertising Rates & Specs

Let the team at *CIRE* magazine help you customize a promotional package based on your budget and goals. With the right mix of advertising and promotional opportunities and smart timing, you'll be able to maximize your impact on this much sought-after audience.

Advertising Closing Dates

Issue	Space Closing	Materials Due	Mailing Date
Winter 2020	Dec. 6, 2019	Dec. 13, 2019	Jan. 10, 2020
Spring 2020	Feb. 28, 2020	Mar. 13, 2020	Apr. 3, 2020
Summer 2020	May 29, 2020	June 12, 2020	July 3, 2020
Fall 2020	Aug. 28, 2020	Sept. 11, 2020	Oct. 2, 2020



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New in 2020 – Commercial Investment Real Estate Podcast Underwriting

Debuting in 2020, the *CIRE* monthly podcast is the perfect companion to the quarterly print magazine. Each month, hear intimate conversations with industry leaders, where they'll share their expertise and experience on the latest trends, best practices, and analysis in CRE. This exclusive branding opportunity is available to only one underwriter in 2020 and provides omni-channel recognition.

As the official underwriter of the *CIRE* Podcast, you'll receive:

- Recognition at the beginning of all podcasts in 2020 along with a quick tagline.
- Recognition whenever the podcast is promoted (i.e., social media, CCIM Insider e-newsletter, etc.)
- Logo recognition on both the *CIRE* Podcast landing page and in print on the *CIRE* Podcast column for 2020.

***CIRE* Podcast Underwriter: \$10,000**



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Commercial Investment Real Estate **Online Advertising Rates & Specs**

The *Commercial Investment Real Estate* magazine section of CCIM.com is the go-to destination for commercial real estate deal-makers worldwide with **over 525,000 pageviews each year**. This section is rich with content from all present and past issues, along with web exclusives.

In addition, other online offerings are available, including CCIM Insider, our semi-monthly e-newsletter, and DealShare, CCIM Institute's exclusive deal flow platform.

Digital Advertising Specifications

- Acceptable files: JPG, PNG, GIF
- Max file size: 40KB
- Animated GIFs must not exceed 15 seconds (animated GIFs not available in CCIM Insider)
- Include URL upon submitting ad material
- For ad tracking capabilities, please provide a tracking URL

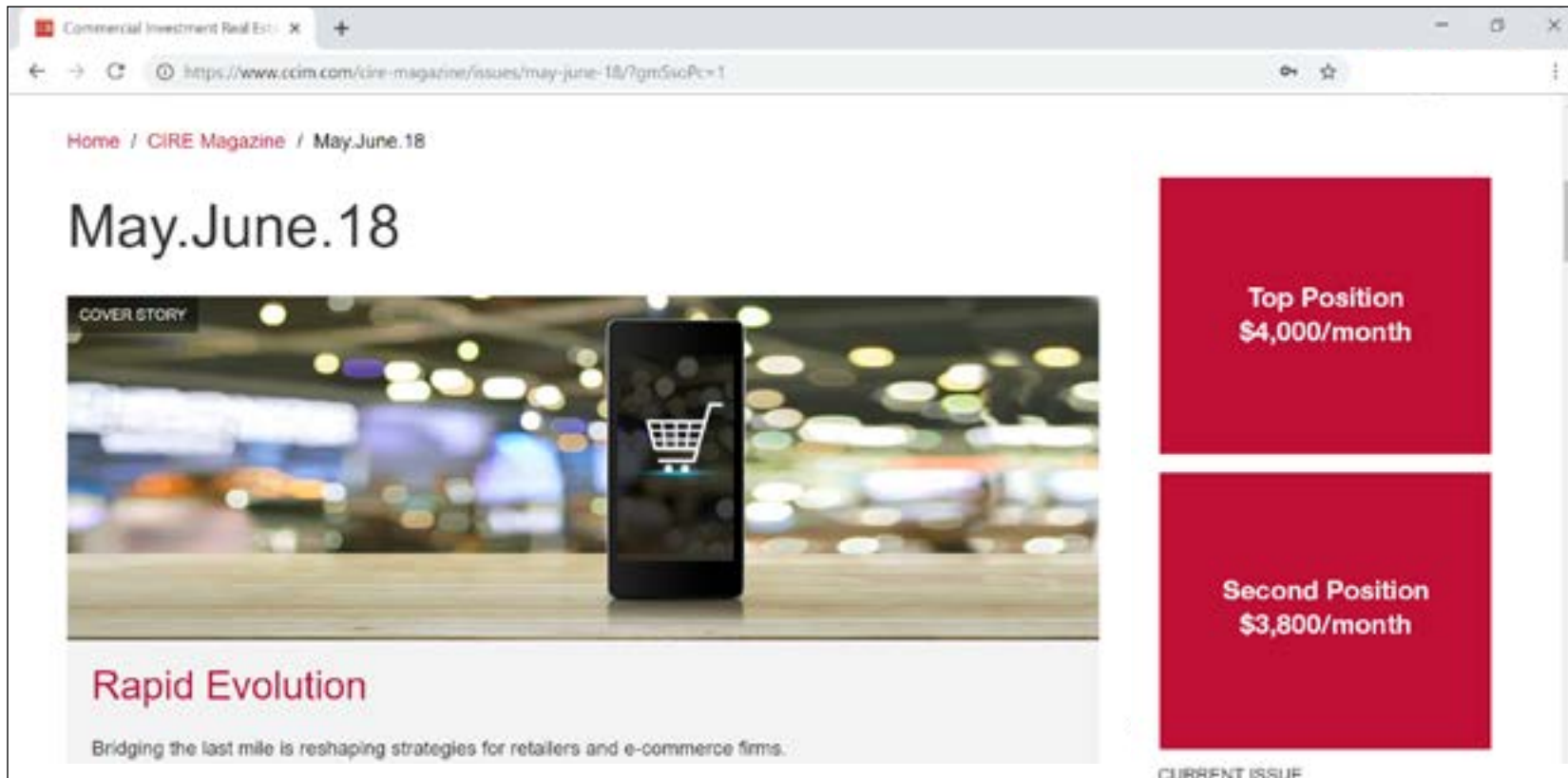


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CCIM.com Advertisements

Commercial Investment Real Estate

Two stacked ads are available for run-of-site on the *CIRE* magazine section of CCIM.com, including the *CIRE* Podcast landing page. **Each month, nearly 31,000 users head to this area of the website** for the latest trends, best practices, and news they can use.



Size:
300px x 250px

Size:
300px x 250px



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CCIM Insider e-Newsletter

CCIM Institute's semi-monthly e-newsletter, CCIM Insider, provides CCIM members with timely information and stories about CCIM events, programs, benefits, and services, as well as updates on crucial commercial real estate industry news.

Sent to all members of CCIM Institute, CCIM Insider allows you to **send your message straight to the inboxes of the elite members** of CCIM Institute. The CCIM Insider e-newsletter is distributed on the second and fourth Tuesdays of each month.

**All CCIM Insider ad offers include two (2) insertions for a one-month period.*

Banners	1 Month	2 Months	3 Months	4 Months
Top Banner (728px x 90px)	\$2,500	\$2,400	\$2,300	\$2,200
Middle Banner (300px x 250px)	\$1,800	\$1,700	\$1,600	\$1,500
Lower Banner (728px x 90px)	\$1,200	\$1,100	\$1,000	\$900



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CCIM DealShare Advertisements

This online platform connects CCIM members who want to buy, lease, or sell properties and offers an average of 2,400 interactions per month. DealShare also distributes a **daily email digest to nearly 5,300 opt-in users.**

Webpage Display Ad
\$500/month

Size:
240px x 300px

Email Banner Ad
\$1,000/month

Size:
580px x 90px

Advertise with CCIM Institute

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