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.
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
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.

- **47%** Brokerage
- **14%** Investors: Principal
- **12%** Asset/Portfolio Management
- **10%** Development/Construction
- **8%** Financing
- **6%** Service Advisers
- **3%** Other

Brokerage

Investors: Principal

Asset/Portfolio Management

Development/Construction

Financing

Service Advisers

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

75% Read every issue of *CIRE*

80% Visit *CIRE* advertisers’ websites

91% Read the print edition of *CIRE* magazine

92% Refer clients to business services

73% Spend 30 minutes or more reading *CIRE* magazine

69% Pass along articles from each issue of *CIRE* to one or more people
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.
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.
Advertising Offerings & Rates

<table>
<thead>
<tr>
<th>Units</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>12x</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Page</td>
<td>$4,800</td>
<td>$4,650</td>
<td>$4,500</td>
<td>$4,400</td>
</tr>
<tr>
<td>½ Page</td>
<td>$3,500</td>
<td>$3,400</td>
<td>$3,350</td>
<td>$3,300</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Covers</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>12x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cover 2</td>
<td>$5,200</td>
<td>$4,950</td>
<td>$4,700</td>
<td>$4,500</td>
</tr>
<tr>
<td>Cover 3</td>
<td>$5,000</td>
<td>$4,800</td>
<td>$4,600</td>
<td>$4,400</td>
</tr>
<tr>
<td>Cover 4</td>
<td>$5,300</td>
<td>$5,050</td>
<td>$4,800</td>
<td>$4,600</td>
</tr>
</tbody>
</table>

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Cover Attachment (½ page)</td>
<td>$5,800</td>
</tr>
<tr>
<td>Polybagged Outsert</td>
<td>$6,000</td>
</tr>
<tr>
<td>Insert Advertisement Card</td>
<td>$5,200</td>
</tr>
<tr>
<td>Two-Page Barrel-Fold Cover</td>
<td>$10,000</td>
</tr>
</tbody>
</table>

Advertiser responsible for printing and shipping of outsert to mail facility

With or without perforation
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"x10¾" with a ¼" 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: ⅛” from page edge

½-Page Horizontal
Size: 6¾”x4½”
No Bleed
Safe area: ⅛” from page edge

½-Page Vertical
Size: 4¾”x9”
Bleed: ¼” on one side
Safe area: ⅛” from page edge

Cover Attachment
Size: 8¼”x5½”
Bleed: ¼”
Safe area: ⅛” from page edge

Insert Advertisement Card
Size: 8¾”x11⅛”
Bleed: ¼”
Safe area: ⅛” from page edge

Two-Page Barrel-Fold Cover
Size: 16¼”x10¾”
Bleed: ¼”
Safe area: ⅛” from page edge

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

<table>
<thead>
<tr>
<th>Issue</th>
<th>Space Closing</th>
<th>Materials Due</th>
<th>Mailing Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Summer 2020</td>
<td>May 29, 2020</td>
<td>June 12, 2020</td>
<td>July 3, 2020</td>
</tr>
</tbody>
</table>
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
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
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.
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.

<table>
<thead>
<tr>
<th>Banners</th>
<th>1 Month</th>
<th>2 Months</th>
<th>3 Months</th>
<th>4 Months</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Top Banner (728px x 90px)</strong></td>
<td>$2,500</td>
<td>$2,400</td>
<td>$2,300</td>
<td>$2,200</td>
</tr>
<tr>
<td><strong>Middle Banner (300px x 250px)</strong></td>
<td>$1,800</td>
<td>$1,700</td>
<td>$1,600</td>
<td>$1,500</td>
</tr>
<tr>
<td><strong>Lower Banner (728px x 90px)</strong></td>
<td>$1,200</td>
<td>$1,100</td>
<td>$1,000</td>
<td>$900</td>
</tr>
</tbody>
</table>
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

For advertising inquiries, contact Dan Burke at dan@burkemediagroup.com or +1 (732) 241-6720

For industry sponsorship inquiries, contact Patricia Pereyra at ppereyra@ccim.com or +1 (312) 321-4512