COMMERCIAL INVESTMENT

RÉAL ESTATE

2021 MEDIA KIT
2020 FOLIO: OZZIE AWARD FOR DESIGN EXCELLENCE FOR MAGAZINE REDESIGN
OUR NAME SAYS IT ALL:
COMMERCIAL INVESTMENT REAL ESTATE

*Commercial Investment Real Estate* is the award-winning flagship suite of publications of CCIM Institute, an affiliate of the National Association of REALTORS® and the leader in commercial real estate education and the premier networking organization for the industry. The magazine reports on the latest trends, current developments, and successful business strategies in the industry.

*CIRE* is offered quarterly as a print and online magazine along with a monthly podcast with leading figures in the industry. Reach more than 45,000 top-performing commercial investment real estate professionals with *CIRE* magazine’s print, podcast, and online offerings.

Visit CIREmagazine.com to read the current issue and listen to the podcasts.
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 annual deal value from thousands of CCIM members

2X INCOME

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

20 YEARS  
Average experience in commercial real estate from CCIM members

81%  
CCIM members are well educated with 81% possessing graduate or undergraduate degrees
COMMERCIAL INVESTMENT REAL ESTATE MAGAZINE READERSHIP BEHAVIOR

The magazine is mailed to approximately 13,000 CRE professionals with an average pass-along rate of 69%.

Top Services Referred and 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 these sources to clients, and helping select capital sources.
<table>
<thead>
<tr>
<th>Percentage</th>
<th>Activity Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>88%</td>
<td>Refer to <em>CIRE</em> ads when making a decision</td>
</tr>
<tr>
<td>75%</td>
<td>Read every issue of <em>CIRE</em></td>
</tr>
<tr>
<td>80%</td>
<td>Visit <em>CIRE</em> advertisers’ websites</td>
</tr>
<tr>
<td>91%</td>
<td>Read the print edition of <em>CIRE</em> magazine</td>
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<tr>
<td>92%</td>
<td>Refer clients to business services</td>
</tr>
<tr>
<td>73%</td>
<td>Spend 30 minutes or more reading <em>CIRE</em> magazine</td>
</tr>
<tr>
<td>69%</td>
<td>Pass along articles from each issue of <em>CIRE</em> to one or more people</td>
</tr>
</tbody>
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COMMERCIAL INVESTMENT REAL ESTATE MAGAZINE EDITORIAL CALENDAR

**Winter 2021**

**Cover Story: Capital Markets Update**
Feature: Adaptive Reuse in the Wake of COVID-19
Feature: Avoiding a Crisis in Student Housing

*Ad insertion deadline: Jan. 4, 2021*
*Editorial proposals due: Oct. 15, 2020*
*Art due: Jan. 8, 2021*

**Spring 2021**

**Cover Story: Office Sector Outlook**
Feature: How to Revive Hospitality
Feature: CRE’s Response to Changing Logistics

*Ad insertion deadline: Mar. 29, 2021*
*Editorial proposals due: Feb. 1, 2021*
*Art due: Apr. 2, 2021*

**Summer 2021**

**Cover Story: Multifamily Trends**
Feature: Retail Looks to Rebound
Feature: Changes in Institutional and PE Investments

*Ad insertion deadline: June 28, 2021*
*Editorial proposals due: April 5, 2021*
*Art due: July 2, 2021*

**Fall 2021**

**Cover Story: The State of Industrial/Warehouse**
Feature: Construction and Development — Year in Review and Forecast
Feature: Technology and Commercial Real Estate

*Ad insertion deadline: Sept. 20, 2021*
*Editorial proposals due: July 1, 2021*
*Art due: Sept. 24, 2021*

*Articles subject to change*
## IN EVERY ISSUE

<table>
<thead>
<tr>
<th>Section</th>
<th>Description</th>
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</thead>
<tbody>
<tr>
<td><strong>Market Trends:</strong></td>
<td>Tidbits from eight sectors in real estate for investment professionals.</td>
</tr>
<tr>
<td><strong>Investment Analysis:</strong></td>
<td>Expert perspectives on investment and brokerage topics.</td>
</tr>
<tr>
<td><strong>CCIM Q&amp;A:</strong></td>
<td>Hear from a diverse group of CCIMs on a broad range of topics.</td>
</tr>
<tr>
<td><strong>CRE Innovations:</strong></td>
<td>Keep tabs on technology that could give your business an edge.</td>
</tr>
<tr>
<td><strong>By the Numbers:</strong></td>
<td>Forecasts on CRE markets from industry leader Moody’s Analytics Reis.</td>
</tr>
<tr>
<td><strong>CCIM Candidate Spotlight:</strong></td>
<td>Check in with individuals pursuing the CCIM designation.</td>
</tr>
<tr>
<td><strong>Briefings:</strong></td>
<td>Take a deep dive into tax or legal issues affecting commercial properties.</td>
</tr>
<tr>
<td><strong>Worldview:</strong></td>
<td>A CRE snapshot of one specific region in the global market.</td>
</tr>
<tr>
<td><strong>Site To Do Business: Case Study:</strong></td>
<td>See what goes into complex valuations of various property types.</td>
</tr>
<tr>
<td><strong>Deal Makers:</strong></td>
<td>CCIM transaction highlights.</td>
</tr>
<tr>
<td><strong>Commercial Investment Real Estate Podcast:</strong></td>
<td>Read an excerpt from the newly launched CIRE podcast, with episodes released monthly.</td>
</tr>
<tr>
<td><strong>Industry Voices:</strong></td>
<td>Conversations with thought leaders in commercial real estate.</td>
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</tbody>
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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”x10¾” with a ¼” bleed)

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

If you’re a CRE technology 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 Offerings & Rates

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<th>Units</th>
<th>1x</th>
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<th>4x</th>
<th>8x</th>
<th>Covers</th>
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<tr>
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### Cover Attachment (½ page)

- Cover Attachment (½ page): $5,800
- Polybagged Outsert: $6,000
- Insert Advertisement Card: $5,200
- Two-Page Barrel-Fold Cover: $10,000

Advertiser responsible for printing and shipping of outsert to mail facility.

With or without perforation.

<table>
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<th>Issue</th>
<th>Space Closing</th>
<th>Materials Due</th>
<th>Mailing Date</th>
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</table>
ADVERTISING DIMENSIONS

1 Page
Size: 8¼”x10¾”
Bleed: ¼”
Safe area: ½” from page edge

½ - Page Horizontal
Size: 6¼”x4½”
No bleed
Safe area: ¾” from page edge

½ - Page Vertical
Size: 4¼”x9”
No bleed
Safe area: ¾” from page edge

1/4 Page
Size: 4¼”x4½”
No bleed
Safe area: ¾” from page edge

Insert Advertisement Card
Size: 8¼”x5½”
Bleed: ¼”
Safe area: ½” from page edge

Front Cover

Two-Page Barrel-Fold Cover
(includes inside front cover and bifold spread)
Size: 16¼”x10¾”
Bleed: ¼”
Safe area: ¾” from page edge

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

Upload all print ads to the YGS Ad Portal:
https://theygsgroup.sendmyad.com/
Launched in 2020, the CIRE monthly podcast is the perfect companion to the quarterly print magazine. Hear intimate conversations with industry leaders, where they share their expertise and experience on the latest trends in CRE. This exclusive branding opportunity provides omnichannel recognition with one podcast adapted into a column in each issue of the print and online versions of the magazine. Each podcast garners an average of 1,500 listeners. Email and social media promotion provides exposure to the full audience of over 45,000 commercial real estate professionals.

As the official underwriter of the CIRE podcast, you'll receive:
• Acknowledgement at the beginning of all podcasts 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.

CIRE Podcast Underwriter: 3 Months — $4,000 | 6 Months — $6,000 | 12 Months — $9,000
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 semimonthly 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
• Email all digital ads to sendmyad@theygsgroup.com
CCIM.COM ADVERTISEMENTS

Commercial Investment Real Estate

Two ads are available for run-of-site on the CIRE magazine section of CCIM.com, including the CIRE podcast landing page. Each month, this area of the website receives nearly 35,000 pageviews (nearly 32,000 unique pageviews) from industry professionals looking for the latest trends, best practices, and analyses.

Advertising: Heather Macaluso | heather.macaluso@theygsgroup.com | +1 (717) 430-2224
Industry Sponsorship: Patricia Pereyra | ppereyra@ccim.com | +1 (312) 321-4512

Top Position
$4,000/month

Second Position
$3,800/month
CCIM INSIDER E-NEWSLETTER

CCIM Insider, CCIM Institute’s semimonthly e-newsletter, 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 twice a month — on the second and fourth Tuesdays of each month. Average open rates are 30-32%.

<table>
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<th>Banners</th>
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<th>6X Months</th>
<th>9X Months</th>
<th>12X Months</th>
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<tr>
<td><strong>Lower Banner (728px x 90px)</strong></td>
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<td>$800</td>
<td>$600</td>
<td>$400</td>
</tr>
</tbody>
</table>

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

This online platform connects CCIM Institute 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.
ADVERTISE WITH CCIM INSTITUTE

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.

For advertising inquiries, contact Heather Macaluso at heather.macaluso@theygsgroup.com or +1 (717) 430-2224.

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

For production inquiries, contact sendmyad@theygsgroup.com or +1 717 505 9701.

- Upload all print ads to the YGS Ad Portal at https://theygsgroup.sendmyad.com/
- Email all digital ads to sendmyad@theygsgroup.com