Commercial Real Estate Reads Development Magazine

Development magazine is the trusted source for the latest industry information and news for commercial real estate professionals. Each issue covers trends and news, with quick-read columns, industry leader outlooks, and special focus sections contributed by some of commercial real estate’s most recognized experts!

NAIOP Members

➤ Are primarily involved in **industrial** and **office** real estate.

➤ Also work in **retail**, **mixed-use**, **multifamily** and **medical/life science** real estate.

70% of NAIOP members are in senior management at their companies.

For more information or to secure your advertising, contact:

**ADVERTISING SALES**
Christopher Ware, ware@naio.org | 703-674-1419
Joel Stecura, stecura@naio.org | 703-674-1409

**ARTWORK DELIVERY**
Bonnie Schendell, schendell@naio.org | 703-674-1416
Specifications, editorial guidelines and deadlines are available online at naio.org/reachcre.

CIRCULATION: 22,000 | FREQUENCY: QUARTERLY

Development magazine readers represent **all professions** in the commercial real estate development industry:

- 40% Developers / Owners / Investors / Asset Managers
- 21% Architects / Engineers / Contractors and Related
- 15% Brokers
- 11% Accountants / Attorneys / Consultants
- 13% Financiers and Other: EDCs / Title Companies / Property Managers

Members are located throughout North America.

39% West
14% Midwest
10% Canada
25% Northeast
14% South
Editorial Focus
Each issue of Development focuses on a specific theme that is explored through a cover feature article and further examines a vast array of ideas, issues and trends impacting commercial real estate and professionals who work in the industry.

SPRING 2022
Wellness in the Workplace

SUMMER 2022
The Future of Retail

FALL 2022
NAIOP Developer of the Year

WINTER 2022
The New Workplace

PLEASE NOTE: Cover story topics and publication dates are subject to change.

CLOSING AND PUBLICATION DATES / RATES AND SPECS

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>AD CLOSING</th>
<th>MATERIALS DUE</th>
<th>MAIL DATE</th>
<th>RATES AND SPECS</th>
<th>1x</th>
<th>2X OR MORE</th>
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<tbody>
<tr>
<td>Spring</td>
<td>Jan. 28</td>
<td>Feb. 4</td>
<td>March 15</td>
<td>FULL</td>
<td>$4,415</td>
<td>$3,790</td>
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<td>Summer</td>
<td>April 15</td>
<td>April 22</td>
<td>June 2</td>
<td>PAGE 1/2</td>
<td>$3,405</td>
<td>$2,950</td>
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<td>Fall</td>
<td>July 29</td>
<td>Aug. 5</td>
<td>Sept. 15</td>
<td>PAGE 1/3</td>
<td>$2,625</td>
<td>$2,255</td>
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<td>Winter</td>
<td>Oct. 28</td>
<td>Nov. 4</td>
<td>Dec. 20</td>
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</tr>
</tbody>
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See page 3 for NAIOP’s premium advertising opportunities.

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ADVERTISING OPPORTUNITIES

Development Magazine

Premium Advertising Opportunities

Gate-fold Cover
Four-page: $20,000
The four-page gate-fold cover features a three-page spread on one side of the pullout cover and one page on the reverse.

Six-page: $25,000
The six-page gate-fold cover features a four-page spread on one side of the pullout cover and two-page spread on the reverse. 
*Gate-fold covers are available on Fall and Winter issues only.*

Tip-in Poster
$18,000 per insertion
Connect with commercial real estate with this large-format, removable advertisement.
*Available in all four issues.*

Four-page Insert with Partial Page “Bookmark Flap”
$17,000 per insertion
Your ad stands out with special paper stock – different from the rest of the magazine – and a partial page flap that acts as a bookmark. Readers will turn to your ad time and time again!
*Available in all four issues.*

Belly Band
$12,000 per insertion
Wrap your ad around Development magazine for maximum exposure. Your belly band ad also includes ad space on the back cover of the magazine.
*Available in the Spring and Summer issues.*

DEADLINES:
Premium ad insertions must be confirmed two weeks before listed ad close.
Materials must be received two weeks before the listed materials due date.

PREMIUM ADVERTISING RATES:
All premium advertising rates are quoted as net. No multiple insertion discount is offered for premium advertising insertions.

Special Note: NAIOP reserves the right to decline advertising materials that do not meet NAIOP and Development magazine standards for content and quality.

Gate-fold Covers

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Who Advertises with NAIOP?
Over 70 companies invested in NAIOP print advertising in 2021.

AE7
Alston Construction
ANC
Baker Tilly Virchow Krause, LLP
BBX Industrial
Bellwether Enterprise Real Estate
Berkadia
BL Companies
Black Creek Group
Blackstone
Bridge Industrial
Bridge Investment Group
CBRE
Centerpoint
Chase Term Lending
Chicago Title Insurance Company
City of Cape Coral
City of Orlando
Commonwealth Land Title Insurance Company
CTL Thompson
Dalfen Industrial
DHL Real Estate
EverWest Real Estate Investors
Fidelity National Title Group
First Industrial Realty Trust
GCP/Ductilcrete Technologies
GID Industrial
Granite Properties
Green Building Initiative
Grunley Construction Company
Hilco Redevelopment Partners
HOAR Construction
Hudson Pacific Properties
IDI Logistics
JLL
Korb + Associates Architects
KSS Architects
Lehigh Valley Economic Development Corporation
Link Logistics Real Estate
LiUNA
Majestic Realty
Mantis Innovation Group, LLC
March Associates
Marcus & Millichap
Martin-Harris Construction
MG2
Millie and Severson
NAI Global
Newmark
NorthMarq
Pflow Industries, Inc.
Port of Houston
Prologis
R.C. Andersen
REDA
Rockefeller Group
Shea Properties
Stewart & Tate
Stewart Properties
Suntec Concrete
Timberlab
Tradepoint Atlantic
Transwestern
Tratt Properties
Tremont Capital
USAA
VARI
Versico Roofing Systems
Ware Malcomb
Willmeng
Wonderful Real Estate

NAIOP advertising and sponsorship plans provide you with a unique opportunity to build your brand and influence key power players in commercial real estate.

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