

Who Are NAIOP Members?

READER DEMOGRAPHICS

Development magazine 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!



CIRCULATION: 20,000
FREQUENCY: QUARTERLY

92% of NAIOP members use **Development** magazine for industry news and trends.

Development magazine readers represent **all professions** of the CRE development industry:

- 34%** developers/owners/investors and asset managers
- 19%** architects/engineers/contractors and related services
- 15%** brokers
- 12%** accountants/attorneys/consultants
- 10%** financiers: banks/capital providers insurance/title; property managers

They are involved in the development of **all property types**:

- 88%** office
- 75%** industrial
- 67%** retail
- 65%** mixed-use
- 45%** multi-family
- 27%** medical/life science

They are located throughout North America:

- 17%** MID-ATLANTIC
- 15%** CALIFORNIA
- 13%** MID-WEST
- 10%** CANADA
- 9%** NEW ENGLAND
- 7%** SOUTH *
- 7%** SOUTHWEST
- 5%** FLORIDA
- 6%** PACIFIC NORTHWEST
- 5%** MOUNTAIN WEST
- 4%** TEXAS

*EXCLUDING FLORIDA

They are responsible for making **executive-level business decisions** in their companies:

- 28%** president/CEO/partner/other C-suite
- 25%** senior vice president/vice president
- 20%** other senior management

NAIOP members are a unique audience:

90%

are **NOT** Building Owners and Managers Association International (BOMA) members.

84%

are **NOT** International Council of Shopping Centers (ICSC) members.

80%

are **NOT** Urban Land Institute (ULI) members.

READY TO SECURE YOUR SPONSORSHIP OR ADVERTISING?



ADVERTISING SALES

Christopher Ware, ware@naiop.org, 800-666-6780, ext. 127

Joel Stecura, stecura@naiop.org, 800-666-6780, ext. 123

ARTWORK DELIVERY

Bonnie Schendell, schendell@naiop.org, 800-666-6780, ext. 120

Specifications, editorial guidelines and deadlines are available online at naiop.org/reachcre.

Development Magazine

EDITORIAL CALENDAR

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. In addition to each issue, subscribers receive a Buyers Guide/Special Directory catered toward select business markets.

SPRING 2019

How the aging U.S. population is affecting the healthcare industry and medical office building design

SUMMER 2019

Blockchain, big data, data visualization and other platforms affecting commercial real estate

FALL 2019

NAIOP Developer of the Year

WINTER 2019

Multiple generations working side-by-side in the commercial real estate industry



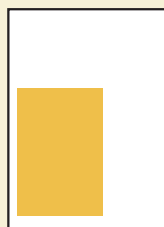
PLEASE NOTE: Cover story topics and publication dates are subject to change.

CLOSING AND PUBLICATION DATES / RATES AND SPECS

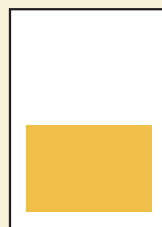
2019 CLOSING AND PUBLISHING DATES	CLOSING AND PUBLICATION DATES			RATES AND SPECS		
	Ad Closing	Materials Due	Mail Date		1x	2x or more
Spring	January 25	February 1	March 15	FULL	\$4,415	\$3,790
Summer	April 19	April 26	June 3	PAGE 1/2	\$3,405	\$2,950
Fall	July 26	August 2	September 16	PAGE 1/3	\$2,625	\$2,255
Winter	October 25	November 1	December 20			



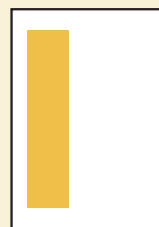
Full Page
8 1/8" wide
10 7/8" deep



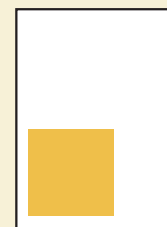
1/2 Page vertical
4 5/8" wide
7 3/8" deep



1/2 Page horizontal
7 1/8" wide
4 7/8" deep



1/3 Page vertical
2 1/4" wide
10" deep



1/3 Page square
4 5/8" wide
4 7/8" deep

Development Magazine

WHO ADVERTISES?

Who's Advertising and Sponsoring with NAIOP?

Over 250 companies invested in NAIOP advertising or sponsorship plans in 2018.

If you aren't on this list, you aren't connecting with the key players in commercial real estate.

2505 Bruckner	HFF	Premier Design + Build Group
Advantage Engineers	HITT	Prologis
Alston Construction Company	HMWC	PV/303
ARCO Design/Build Industrial	Hollister Construction Services	Ravti
Arlington Economic Development	Husch Blackwell	RC Andersen
Avison Young	IDI Logistics	Rockefeller Group
BMO Harris Bank	JLL	Rooflifters
BNSF Railway	Kimley-Horn	Santee Cooper
Bohler Engineering	Kinsley Construction	Serendipity Labs
Brandywine Realty Trust	KSS Architects	SESI
Bridge Development Partners	LBA Realty	Sitex Group
Caprock Partners	LiUNA	Skanska USA
CBRE	Lee & Associates	St. John Properties
Centerpoint	Lehigh Valley EDC	Stewart & Tate
Clarion Partners	Liberty Property Trust	Stewart Properties
Columbia Property Trust	Marcus & Millichap	Stewart Title Commercial Services
CoStar	Margulies Perruzzi Architects	The Korte Company
CRG	Menard Group USA	The Meridian Group
CTL Thompson	Miner Houston	The Port Authority of NY & NJ
Cushman & Wakefield	Monmouth Real Estate Investment Corporation	Tradepoint Atlantic
Duke Realty	NAI Global	Trammell Crow Company
Eastdil Secured	Newmark Knight Frank	Transwestern
Elberon Development Group	NorthMarq Capital	Tratt Properties
E-Z Riser Roof Raising	Pasco EDC	USAA Real Estate
FCL Builders	Peake Law Group	VanTrust Real Estate
Fidelity National Title Group	Peterson Companies	Ware Malcomb
First Industrial Realty Trust	Pflow Industries	Wipfli LLP
GCP Applied Technologies - Ductilcrete Technologies	PGIM Real Estate Finance	Wonderful Real Estate
Gramercy Property Trust	PNC	Woodmont Industrial Partners
Greenebaum Enterprises	Powers Brown Architecture	WP Carey
Grunley Construction Company, Inc.	Prellwitz Chilinski Associates, Inc.	Yardi Systems



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



ADVERTISING SALES

Christopher Ware, ware@naiop.org, 800-666-6780, ext. 127

Joel Stecura, stecura@naiop.org, 800-666-6780, ext. 123

ARTWORK DELIVERY

Bonnie Schendell, schendell@naiop.org, 800-666-6780, ext. 120

Specifications, editorial guidelines and deadlines are available online at naiop.org/reachcre.