

# 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 represent all professions in the commercial real estate development industry:

## Members by Scope of Business

- 40% Developers, Owners, Investors, Asset Mangers
- 22% Architects, Engineers, Contractors and related
- 15% Financiers
- 12% Brokers
- 11% Attorneys, Accountants, Consultants and related

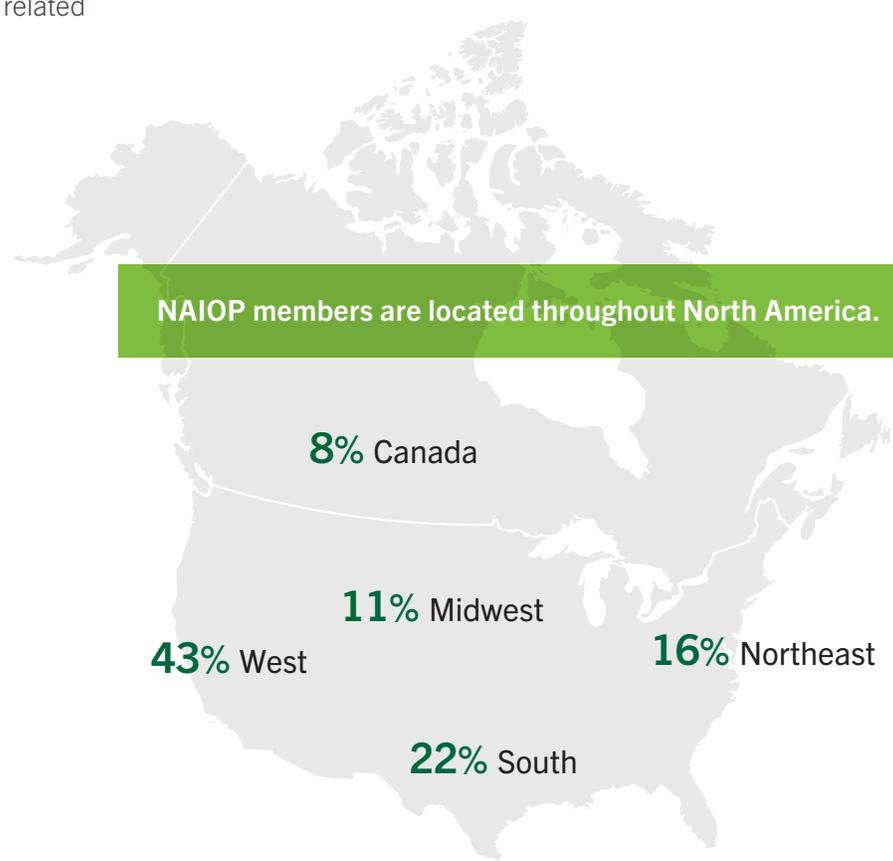
## Members by Property Type\*

- 40% Industrial – Warehouse/Distribution
- 31% Office
- 23% Mixed-use
- 22% Multifamily
- 19% Retail
- 7% Cold Storage
- 5% Industrial – Flex
- 5% Industrial – Manufacturing
- 4% Land Development
- 3% Industrial – Outdoor Storage
- 3% Life Sciences/Medical Office
- 2% Institutional
- 2% Data Center

\* A member may select more than one property type.

## NAIOP Members

- ➔ Are primarily involved in **industrial** and **office** real estate
- ➔ Also work in **mixed-use, multifamily, retail** and **life sciences/medical** real estate



NAIOP members are located throughout North America.

For more information or to secure your advertising, contact:



### ADVERTISING SALES

Christopher Ware, [ware@naiop.org](mailto:ware@naiop.org) | 703-674-1419

Joel Stecura, [stecura@naiop.org](mailto:stecura@naiop.org) | 703-674-1409

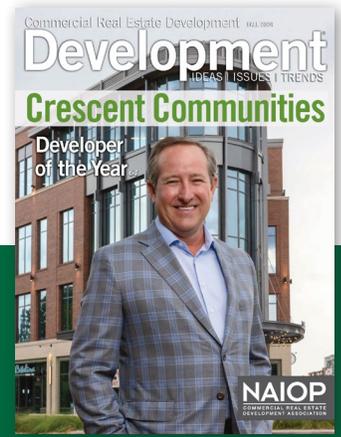
### ARTWORK DELIVERY

Bonnie Schendell, [schendell@naiop.org](mailto:schendell@naiop.org) | 703-674-1416

Specifications, editorial guidelines and deadlines are available at [naiop.org/reachcre](http://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.

#### SPRING 2025

Future of Office and Industrial

#### SUMMER 2025

Sports and Entertainment

#### FALL 2025

NAIOP Developer of the Year

#### WINTER 2025/2026

Infrastructure and Power

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

### Most-read Articles of 2024

1. Enabling Resilient Real Estate Through Microgrids and Distributed Energy
2. Beware the Silver Tsunami: Preparing Your Company to Survive the Boomer Bust
3. The Future of the Warehouse: Automated Smart Buildings
4. Reaching for a New Standard in Industrial Warehouse Design
5. The New Realities of CRE Investing

### CLOSING AND PUBLICATION DATES / RATES AND SPECS

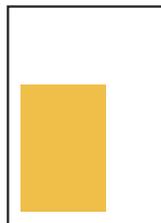
ISSUE	AD CLOSING	MATERIALS DUE	MAIL DATE
Spring	Jan. 17	Jan. 24	March 27
Summer	April 4	April 11	June 12
Fall	July 18	July 25	Sept. 25
Winter	Oct. 24	Oct. 31	Jan. 8, 2026

RATES AND SPECS	1x	2X OR MORE
FULL	\$4,995	\$3,995
PAGE 1/2	\$3,745	\$2,995
PAGE 1/3	\$2,895	\$2,295

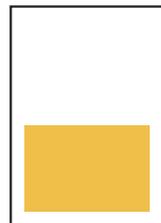
See page 3 for NAIOP's premium advertising opportunities. ➔



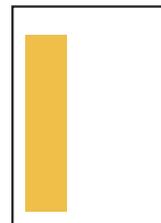
**Full Page**  
8 1/8" wide  
10 7/8" deep



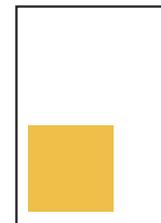
**1/2 Page vertical**  
4 5/8" wide  
7 3/8" deep



**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

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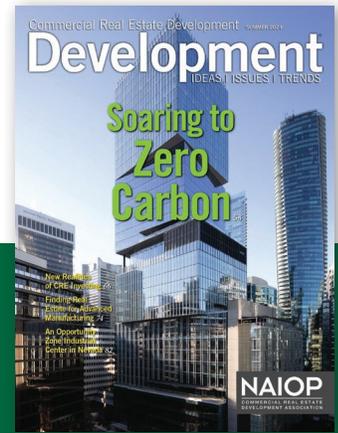
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ADVERTISING OPPORTUNITIES



## 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!

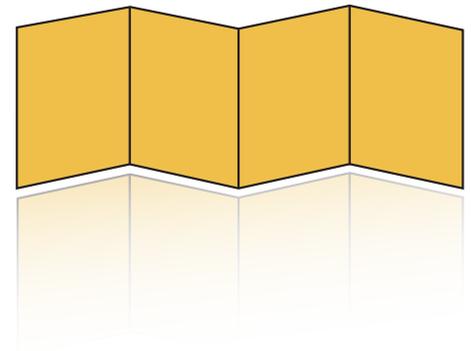
*Available in all four issues.*

### 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.

*Please note: NAIOP requires that premium advertising materials be submitted two weeks prior to the listed materials due date for that issue.*

#### PREMIUM ADVERTISING RATES:

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

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

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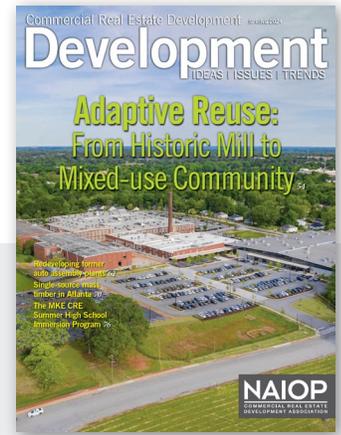
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## ADVERTISERS



## Who Advertises with NAIOP?

Over 50 companies invested in NAIOP print advertising in 2024.

- |                                     |                               |                             |
|-------------------------------------|-------------------------------|-----------------------------|
| Affinius Capital                    | Freez Construction            | PGIM                        |
| Alston Construction                 | Granite Properties            | Realterm                    |
| Altman Logistics Properties         | Green Building Initiative     | Rockefeller Group           |
| Ambrose Property Group              | Grunley Construction Company  | Schnitzer Properties        |
| Ares Management, LLC                | IDI Logistics                 | Shea Properties             |
| Burke Construction Group            | Karis Cold                    | Stewart & Tate              |
| CapRock Partners                    | Kingspan                      | Summit Real Estate Group    |
| CenterPoint Properties              | KSS Architects                | The McShane Companies       |
| Chicago Title Insurance Company     | Link Logistics Real Estate    | The Stewart Companies       |
| CLA                                 | LiUNA                         | TiCold                      |
| Colliers                            | Majestic Realty               | United Insulated Structures |
| Crescent Communities                | March Associates Construction | Unitherm                    |
| Eastcoast Fence                     | Marcus & Millichap            | VanTrust Real Estate        |
| ESI Group                           | Martin-Harris Construction    | Vapor Armour                |
| FCL Builders                        | Matan Companies               | Vulcraft                    |
| Fidelity National Title Group       | Newmark                       | Westmount Realty Capital    |
| Flexspace                           | NRMCA                         | Willmeng                    |
| Fortune-Johnson General Contractors | Panattoni                     | Wonderful Real Estate       |

Leading commercial real estate companies gain significant value from their long-term partnerships with NAIOP. Top sponsors have supported NAIOP for over 16 years on average, and several have partnered with the association for nearly 25 years. They know that NAIOP provides unparalleled access to their target audience of industry power players.

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