

Who are NAIOP Members?

NAIOP delivers the right professionals from the right companies to grow your business. Our members are decision-makers from top companies, making NAIOP an essential investment for anyone who wants to reach commercial real estate.

NAIOP members represent all professions in the commercial real estate development industry:

Members by Scope of Business

- 38%** Developers, Owners, Investors, Asset Mangers
- 24%** Architects, Engineers, Contractors and related
- 17%** Attorneys, Accountants, Consultants and related
- 12%** Brokers
- 5%** Financiers

Members by Property Type

- 48%** Industrial – Warehouse/Distribution
- 40%** Office
- 37%** Multifamily
- 35%** Mixed-use
- 34%** Industrial – Manufacturing
- 34%** Land Development
- 32%** Industrial – Flex
- 24%** Retail
- 22%** Data Centers
- 18%** Medical Office
- 15%** Industrial – Outdoor Storage
- 13%** Hotel/Hospitality
- 12%** Institutional
- 11%** Cold Storage
- 10%** Life Sciences

Source: NAIOP Membership Survey 2024.
A member may select more than one property type.

NAIOP Members Are a Unique Audience

31% of NAIOP members belong to no other real estate organization.

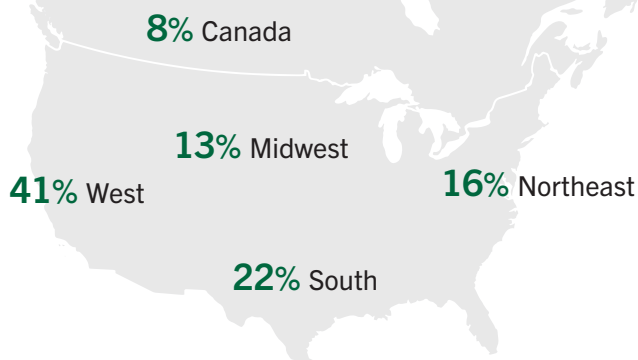
Sectors Where Members Are Most Active

Where members say they expect to be most active over the next 12 months.

- 75%** Industrial
- 55%** Office
- 43%** Retail
- 38%** Multifamily
- 37%** Mixed-use
- 21%** Medical Office
- 16%** Data Centers
- 16%** Self-storage
- 15%** Hospitality
- 13%** Life Sciences
- 8%** Other

Source: NAIOP Sentiment Survey, October 2025

NAIOP members are located throughout North America.



For more information on growing your business with commercial real estate, contact:

Christopher Ware, Vice President for Business Development and Strategic Initiatives
ware@naiop.org | 703-674-1419

Jim Sharifi, Business Development Coordinator
sharifi@naiop.org | 703-674-1409

naiop.org

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!



SPRING 2026
Industrial

SUMMER 2026
Emerging Cities

FALL 2026
NAIOP Developer of the Year

WINTER 2026/2027
Demographics

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

Most-read Articles of 2025

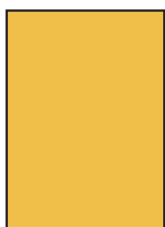
1. The Office Market 2025: Turning the Corner
2. Bringing Portland Back From the Brink
3. Experiential Retail Helping to Fuel a Brick-and-mortar Revival
4. Detroit's Blueprint for Advancing Industrial Site Readiness
5. Industrial Real Estate: Why Build-to-suit Matters More Than Ever

CLOSING AND PUBLICATION DATES / RATES AND SPECS

ISSUE	AD CLOSING	MATERIALS DUE	MAIL DATE
Spring	Jan. 16	Jan. 23	March 26
Summer	April 3	April 10	June 11
Fall	July 17	July 24	Sept. 24
Winter	Oct. 23	Oct. 30	Jan. 7, 2027

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

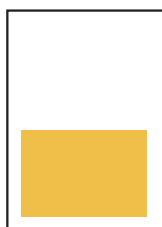
See page 3 for NAIOP's premium advertising opportunities. ➔



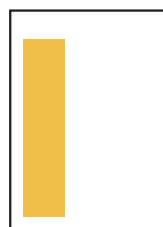
Full Page
8 1/8" wide
10 7/8" deep



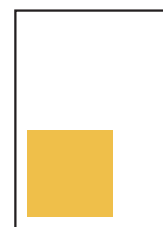
1/2 Page
vertical
4 5/8" wide
7 3/8" deep



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

For more information or to secure your advertising, contact:



ADVERTISING SALES

Christopher Ware, ware@naiop.org | 703-674-1419

Jim Sharifi, sharifi@naiop.org | 703-674-1409

ARTWORK DELIVERY

Bonnie Schendell, schendell@naiop.org | 703-674-1416
Specifications, editorial guidelines and deadlines are available at naiop.org/reachcre.

Development Magazine

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!

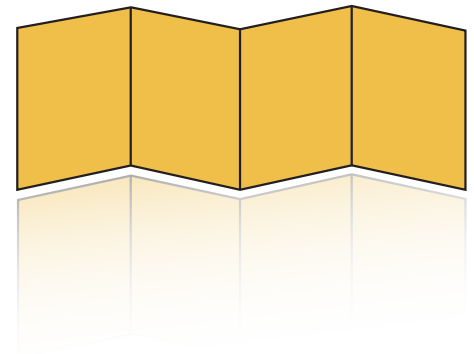
Available in all four issues.

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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ADVERTISERS



Who Advertises with NAIOP?

Over 50 companies invested in NAIOP print advertising in 2025.

Affinius Capital	Karis Cold	Port of Houston
Alston Construction	KSS Architects	RMP Global, Inc.
Becknell Industrial	LBA Realty	Rockefeller Group
BKM Capital Partners	Link Logistics Real Estate	Safety NetAccess, Inc.
Bohler	LiUNA	Slevin Consulting
CapRock Partners	Majestic Realty	Stewart & Tate
CBRE	Mapletree	Summit Real Estate Group
CenterPoint Properties	March Associates Construction	The Stewart Companies
CLA	Marcus & Millichap	Tratt Properties
Colliers	Martin-Harris Construction	Twintec Kalman
Concrete Fiber Solutions	Matan Companies	University of Denver
EarthPlanter	McShane Construction Company	Versico Roofing Systems
Fidelity National Title Group	Newmark	Vorys, Sater, Seymour and Pease LLP
Global Roofing Group	NRMCA	Vulcan Real Estate
Granite Properties	Oxford Properties	WDS Construction
Green Building Initiative	Panattoni	Westmount Realty Capital
Grunley Construction Company	PNA Construction Technology	Wipfli LLP
IDI Logistics	PNK Group	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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