

GlobeSt.



2022 Real Estate Group MARKETING SOLUTIONS

EVENTS | ONLINE | PRINT

ALM.

Invested in Our Communities

Our GlobeSt. Team

In marketing, as in real estate, it's all about the community. The more attractive and cohesive the community, the more valuable the property.

Our journalists are recognized authorities with deep relationships in the markets they cover and have the foresight to see trends well into the future. Unlike other commercial real estate media, GlobeSt. is an integral part of the CRE community — not merely a passive observer or aggregator of industry news.

Our deep knowledge, steady supply of original content and breadth of coverage supports every member of our community — an ecosystem of the most powerful influencers and decision makers.



Natalie Dolce, Senior Executive Editor,
GlobeSt.com & *GlobeSt. Real Estate Forum*



Erika Morphy, Managing Editor,
GlobeSt.com & *GlobeSt. Real Estate Forum*



Peggy Schecter, VP, Market Leader,
Integrated Marketing Solutions,
Real Estate Division



Scott Thompson, VP and General Manager,
ALM Events

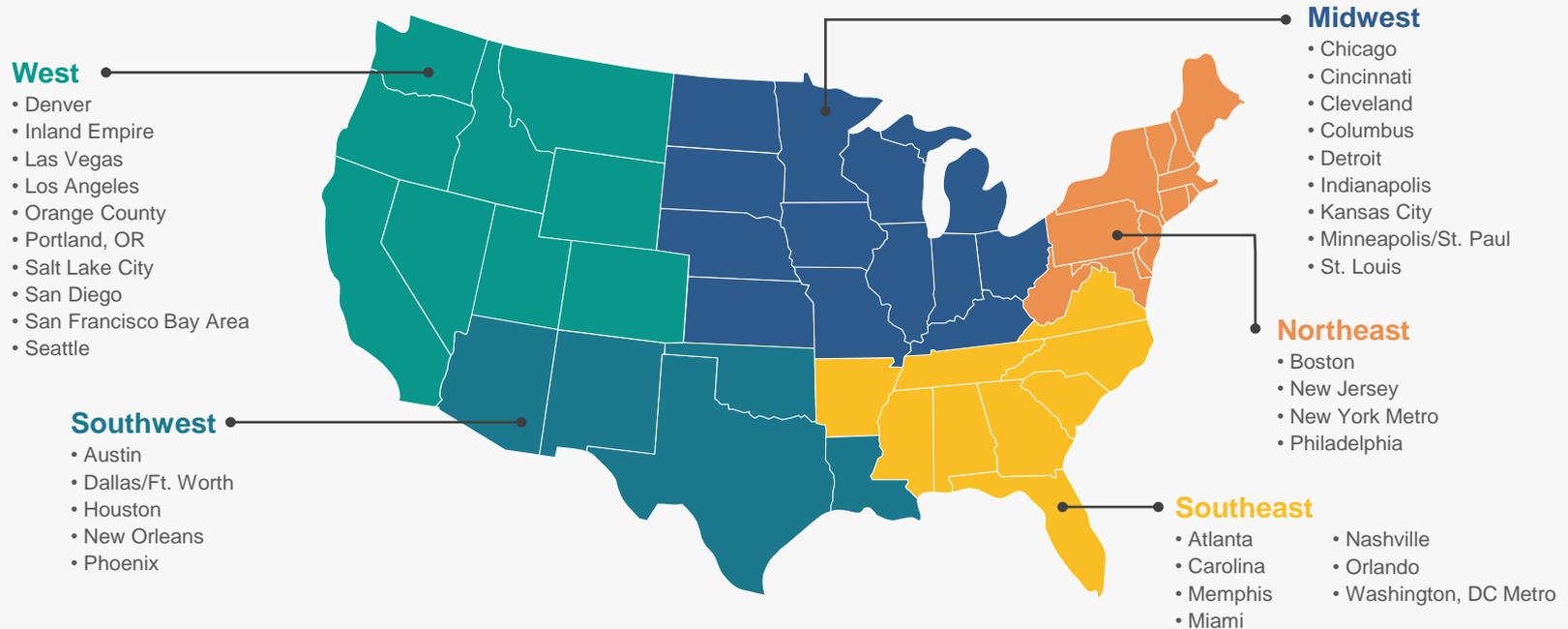
Innovative Ways to Reach Our Communities

Through the alignment and influence of our trusted brands, GlobeSt. boasts the most comprehensive marketing solutions/programs in the CRE industry. Powered by GlobeSt.com, *GlobeSt. Real Estate Forum* magazine and the GlobeSt. Event Series, our real estate media group opens the lines of communication while creating a vibrant and vital community online, in print, events and more.



More of GlobeSt.'s Unparalleled Coverage

GlobeSt.'s editorial team is already the industry leader in original CRE coverage. We have doubled our daily output of original reporting to cover unique deals and players even deeper in secondary and tertiary markets.



Property Sectors



The GlobeSt. Platform

In addition to enhancing the community member's experience, GlobeSt. creates unique opportunities for advertisers and sponsors to reach the entire CRE ecosystem across our portfolio.

Why Does Our **AUDIENCE** Rely on Us?

The most trusted brand in commercial real estate with original coverage and unparalleled journalism

Leading Multifamily, NetLease, Retail, Healthcare, WOI / Diversity coverage and conferences

Daily original coverage thru National, Regional and Sector Coverage in the CRE arena.

Coverage goes beyond the news with context / analysis of what the story means to our readership

Most extensive Influencer / Recognition Awards industry wide

The screenshot displays the GlobeSt. website interface. At the top, there is a navigation bar with the logo and links for 'My Account' and 'Sign Out'. Below the navigation bar, there are several featured articles and advertisements. The main content area includes a large article titled 'Institutional Investors Shift to Long-Term Hold Apartment Strategy' with a sub-headline 'To prevent capital outflows, big investors are looking for other asset models for a more resilient strategy'. Other articles include 'Pay It Forward: 'Begin In Operations. Having A Working Knowledge Of The Industry Is Invaluable'', 'Calling All CRE Finance Professionals', 'Last Chance to Nominate for Influencers in CRE Tech', 'SFR Investors Pay Far Less Than Consumers For Houses', 'These Housing Markets Are at Elevated Risk from Pandemic Fallout', and 'Flex Office's Supply-Demand Drivers Point to Further Growth'. There are also several advertisements, including one for YARDI, one for apto, and one for LoopNet. The website layout is clean and professional, with a focus on high-quality content and user experience.

Why Do **ADVERTISERS** Partner With Us?

Innovative marketing programs, trusted editorial content and the broadest reach to the entire U.S.CRE industry. Boasts the largest audience of regional and national CRE executives in real estate media

High-impact mobile-responsive ad units to increase viewability & new engagement marketing programs

Integration of events/media packages that build awareness across print, digital and events

Leading awareness, thought leadership, and demand generation media opportunities

No other brand offers reach into **print, digital AND event** communities like we do

Leverage the GlobeSt. Media Group

The GlobeSt. Media Group is uniquely positioned to connect you with a diverse **audience of decision-makers**. Our trusted and original content, along with our ability to anticipate and address the needs of the evolving commercial real estate industry, resonates strongly with an executive-level demographic and beyond.

Through digital, print and industry event marketing, GlobeSt. Media is well-equipped to provide our customers with marketing solutions designed to drive **maximum brand awareness and lead generation**.



- Breaking News & Alerts
- 360° View of the Industry
- Original Content & Deep Market Penetration
- Expanded Geo & Behavioral-Targeted Marketing Solutions
- Exclusive Report Compilations

673,058

Average Monthly Pageviews*

295,905

Average Monthly Unique Visitors*

505,000

Newsletter Subscribers†



- Industry Benchmark & Longest Running CRE Publication Data Analysis
- Industry Trends & Research
- Actionable Intelligence
- In-Depth News & Analysis
- Business-Building Resource Guides

AUDIENCE REACHED

58,887

Total Readership**

28,327

Unique Print & Digital Subscribers***



- F2F Networking
- Thought Leadership
- Expanded and Customized Event Sponsorship Packages
- Industry Leaders & Noted Speakers
- Focus on Emerging Trends & Topics

3,500+

Total Combined Registrants for Previous Events****

93%

Of Attendees Make 10+ Contacts****

* Source: July 2020 - June 2021, SiteCatalyst | ** 2021 Baxter Ad Effectiveness Study

*** Publisher's Statement of Circulation (Sept. 2021) Print & digital copies | **** Publisher's own data | † Total Valid Users in SailThru: August 2021 - Not De-Duped

Editorial Overview

About GlobeSt.com

GlobeSt.com's trusted and independent team of experts provides CRE owners, investors, developers, brokers and finance professionals with comprehensive coverage, analysis and best practices necessary to innovate and build their businesses.

We celebrate those who are adapting and succeeding in new ways, and translate the impact of macro issues, local market trends and emerging technologies into digestible, shareable information that can be immediately put into real-life practice.



673,058

Average Monthly Pageviews*



295,905

Average Monthly Unique Visitors*



Reported, edited and selected daily by GlobeSt.'s skilled, experienced editorial staff.

Website Featured Sectors

Covering the industry from all markets sectors including: Adaptive Reuse, Office, Opportunity Zones, Multifamily, Industrial, Retail, Net Lease, Hotels, Healthcare, Student Housing, Senior Housing and Omni Retail. Daily reporting on all major U.S. and international markets.

Website Featured Markets

- New York Metro
- New Jersey
- Miami
- Washington DC Metro
- Chicago
- Dallas/Ft. Worth
- Los Angeles
- San Diego
- Philadelphia

Website Featured Regions

- National, Northeast
- Southeast, Southwest
- Midwest, West

Newsletters

Newsletter Markets & Regions

- National Alert
- New York | NE Region
- Florida | SE Region
- California | Western Region
- Spotlight On

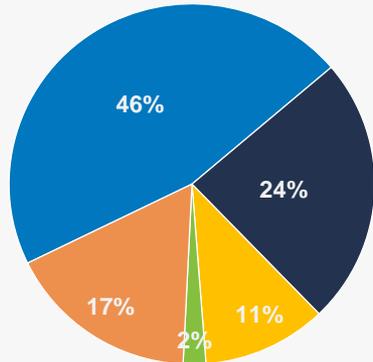
Newsletter Sectors

- Apartments/Multifamily
- Net Lease
- Industrial
- Thought Leadership
- Healthcare
- Retail Ticket
- Newsroom Update
- Breaking News
- Women of Influence

GlobeSt.com Audience Profile

Connecting your brand with experienced, licensed and successful CRE key decision makers

Key Decision Makers



Executives & senior-level decision-makers with purchasing authority

- 46% C-Suite, Chairman, EVP/SVP/VP, President/ Principal/Partner/Board Member
- 24% Executive Director, Managing Director, Director, Manager
- 11% Licensed Broker
- 2% Investor Relations
- 17% Other (attorney, educator, student)

Nature Of Organization	
CRE services firm (e.g. leasing/Investment sales/finance brokerage)	38%
Private owner/investor/developer	23%
Service provider (e.g. accounting, appraisal, legal, engineering, design)	10%
Construction/building	5%
Lender/capital source	3%
Government agency/economic development authority	2%
Property/facility management	2%
Other	17%

\$195M

Organization's average annual revenue

75%

Anticipate an increase in business over next 12 months

GlobeSt.com Audience By The Numbers



Average Age



Average Years Industry Experience



Male/Female Ratio



Average HHI



Holds Membership in CRE Professional Organizations



Average Number of Full and Part-Time Employees



Registered Members of the GlobeSt. Network

GlobeSt.com Audience Profile

Actively selling and recommending your products and services

82% are involved with at least one, including:

Types Of Real Estate Owned / Invested In / Built Or Leased By Your Organization	
Office	49%
Multifamily	46%
Retail	38%
Industrial	37%
Net Lease	22%
Healthcare	19%
Hotel/motel	19%
Senior housing	16%
Student housing	11%
Other	12%

Areas Of Purchase / Vendor Selection (authorize, recommend or other involvement)	
Acquisitions/risk investment	35%
Financing of transactions	27%
Leasing of space	26%
Construction	23%
Site selection	21%
Architecture/design	19%
Technology	19%
Financial services	18%
Legal services	15%
Building systems operations	13%
Building security	12%

Products/Services

66%

are actively involved in purchases of **real estate products & services**

62%

are actively involved in the purchasing/selecting of **technology vendors**

GlobeSt.com Audience Data & Reach/Traffic

A wide geographic reach across many platforms with a direct impact on purchasing decisions

 **57%** took one or more **purchasing actions** during the past year as a result of seeing a product or service on **GlobeSt.com**

27%
Visited product/service company's website

23%
Saved product/service information for future reference

23%
Passed product/service information along to others

19%
Discussed product/service with others

Sources Consulted for Real Estate Products & Services	
Colleagues	75%
Newsletters	57%
Email Alerts	54%
Internet/websites	50%
LinkedIn	49%
Professional Associations	43%

Engagement

GlobeSt.com offers an exceptional audience that is **highly engaged** across multiple platforms:



59%
Currently listen to or would like to listen to **career-related podcasts**



55%
Have, or will attend a **GlobeSt.com webcast** in the next 12 months



93%
Subscribe to at least one **GlobeSt. Newsletter**



71%
Are likely, or just as likely, to read **brand-sponsored articles**



71%
Use **social media** to network and consume news & industry-specific information



37%
Have, or will attend a **GlobeSt. event** in the next 12 months

Reach

○ GLOBEST.COM

- Visit GlobeSt.com at least weekly: **71%**
- Avg. monthly pageviews: **673,058***
- Avg. monthly unique visitors: **295,905***

○ Newsletters†

- Total subscribers: **505,000†** (across 15 regional & national newsletters)

○ Social Media Followers**

- Twitter: **30,252**
- Facebook: **3,527**
- LinkedIn: **4,688**

○ Mobile Usage*

- 36.6%** mobile percentage of overall unique visitors
- 108K** avg. mobile monthly unique visitors

GlobeSt. Real Estate Forum Editorial Overview

Pushing journalistic boundaries that inform & impact the industry

For more than 70 years, industry leaders have turned to the pages of **GlobeSt. Real Estate Forum** for trusted market intelligence and business-building resources.

Today's real estate climate makes our content more relevant (67% of readers pass issues to colleagues**) and our audience's purchasing power is more valuable than ever before.

Our latest readership study consistently shows that **3 in 4 subscribers** respond positively to advertising. In fact, one-third of **GlobeSt. Real Estate Forum** readers visit advertisers' websites.**

Total Qualified Circulation*

28,037

And a pass-along readership of **58,887** †

❖ **Did You Know?**

81% of readers associated the ads with the respective brands †



Advertising Effectiveness Studies: Find out what readers think about your advertising message. Simply run a half-page or larger ad in the September Ad Study issue and you will be included in the study for **FREE**.

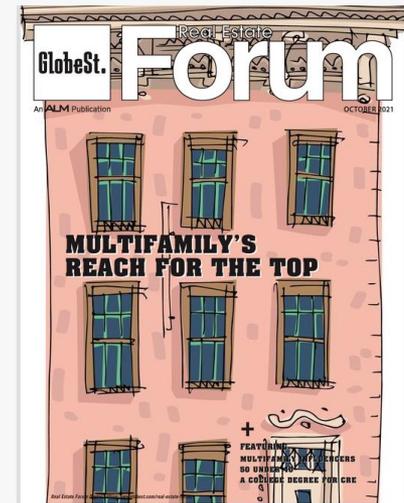
What Our Readers are Saying †

"Handling real estate transactions for a national company, it is imperative that I stay abreast of industry activities and trends."

"[I read GlobeSt. Real Estate Forum] to be aware of new emerging trends and industry players. I am a national real estate investor and find your publication helpful in seeking out new opportunities."

"[GlobeSt. Real Estate Forum] gets me beyond my immediate sphere and introduces new ideas."

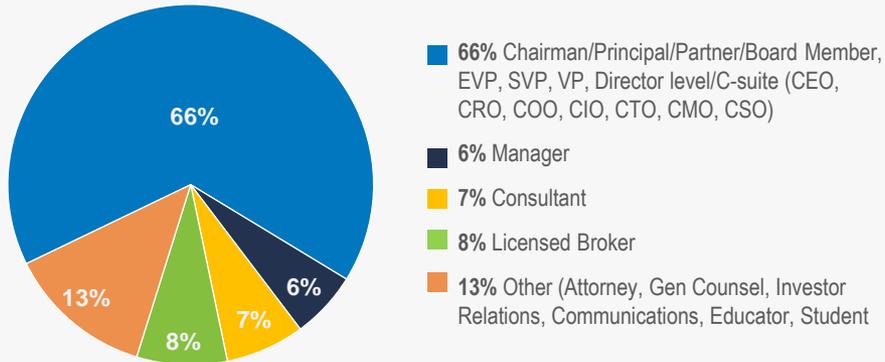
"I am a college professor in a property management program. GlobeSt. Real Estate Forum helps me stay abreast of current issues and trends."



GlobeSt. Real Estate Forum Audience Profile

Executives & senior-level decision-makers with purchasing authority

Key Decision Makers



64%

Anticipate an **increase in business** over next 12 months

Nature Of Organization

CRE services firm (e.g. leasing/Investment sales/finance brokerage)	33%
Private owner/investor/developer	23%
Service provider (e.g. accounting, appraisal, legal, engineering, design)	10%
Lender/capital source	4%
Construction/building	4%
Government agency/economic development authority	3%
REIT/public investor/owner	3%
Other	20%

GlobeSt. Real Estate Forum Audience By The Numbers



Average Age



Average Years Industry Experience



Male/Female Ratio



Average HHI



Average Number of Employees



Organizations Average Annual Revenue



Hold CRE Professional Memberships

GlobeSt. Real Estate Forum Audience Profile

A loyal, targeted readership with tremendous purchasing power!

84% are involved with at least one, including:

Types Of Real Estate Owned / Invested In / Built Or Leased By Your Organization	
Office	55%
Multifamily	45%
Industrial	44%
Retail	42%
Mixed-use development	40%
Land	38%
Healthcare	23%
Hotel/motel	23%
Net lease	22%
Affordable housing	18%
Senior housing	15%
Student housing	15%
Other	10%

Areas Of Purchase / Vendor Selection (authorize, recommend or other involvement)	
Acquisitions/risk investment	45%
Financial services	35%
Leasing of Space	35%
Financing of Transactions	34%
Property	34%
Construction	33%
Site Selection	32%
Computer Hardware	32%
Architecture/Design	31%
Accounting/Finance	31%



NET:
Professional Services



NET:
Insurance



NET:
Office Equipment



NET:
Tech & Computer Software Services

Products/Services

78%

are actively involved in purchases of **real estate products & services**

74%

are actively involved in the purchasing/selecting of **technology vendors**

GlobeSt. Real Estate Forum Audience Data & Reach/Circ.

An engaged readership accessing information via a variety of platforms.



took one or more **purchasing actions** during the past year as a result of seeing a product or service on **GlobeSt. Real Estate Forum**

37%

Visited product/service company's website

33%

Saved product/service information for future reference

33%

Discussed product/service with others

28%

Passed product/service information along to others

Ad Influence

76%

have an **improved opinion** of product/service after seeing an ad in **GlobeSt. Real Estate Forum***

72%

became **newly aware** of a product/service after seeing an ad in **GlobeSt. Real Estate Forum***

Engagement

GlobeSt. Real Estate Forum offers an exceptional audience that is **highly engaged** across multiple platforms:



65%

Visit the **GlobeSt.com website** at least monthly



63%

Subscribe to at least one **GlobeSt. Newsletter**



52%

Have, or will attend a **GlobeSt.com webcast** in the next 12 months



46%

Have, or will attend a **GlobeSt.com event** in the next 12 months



77%

use **social media** to network and consume news & industry-specific information*

Reading Habits

GlobeSt. Real Estate Forum

- Average subscription length: **10.7 years**
- Avg. time spent reading publication: **41% spend at least 30 minutes***
- How often each issue is read: **71% read each issue 2+ times***
- Frequency of reading **GlobeSt. Real Estate Forum**: **44% read 4 of the 4 most recent issues***

84%

of readers rate **GlobeSt. Real Estate Forum** as an important or favorite publication*

2022 *GlobeSt. Real Estate Forum* Editorial Calendar*

Issue	JANUARY / FEBRUARY Finance Focus	MARCH / APRIL Leadership/Student Housing Issue	MAY Retail/Economic Outlook Issue	JUNE Career Development Issue
Deadlines	<ul style="list-style-type: none"> • Ad Reservations: 1/10/2022 • Ad Materials: 1/17/2022 • Mail Date: 2/4/2022 	<ul style="list-style-type: none"> • Ad Reservations: 3/7/2022 • Ad Materials: 3/14/2022 • Mail Date: 4/1/2022 	<ul style="list-style-type: none"> • Ad Reservations: 4/11/2022 • Ad Materials: 4/18/2022 • Mail Date: 5/6/2022 	<ul style="list-style-type: none"> • Ad Reservations: 5/9/2022 • Ad Materials: 5/16/2022 • Mail Date: 6/3/2022
Editorial Content	<ul style="list-style-type: none"> • Finance Focus: Interest rates are starting to rise or are likely to in the coming months. Is CRE ready for a higher cost of capital after all these years? • Underwriting Focus: Short-term leases inked during the pandemic are expiring or will expire in short order. Is this having an impact on underwriting and property valuations? In the larger sense, are lenders still working with borrowers on issues that are still leftover from the pandemic? • Multifamily Tech Focus: As buildings become ever more sensitive to climate change and energy usage, they are finding a new generation of technology to meet these needs. This article looks at some of these new developments. • The Rainmakers in CRE Debt , Equity & Finance Influencers... (Nomination based) • Influencers in...CRE Tech CRE tech influencers with focus on CRE Multifamily Tech (Nomination based) 	<ul style="list-style-type: none"> • Career Focus: The concept of work has undergone a significant change since the pandemic with remote and hybrid work schedules an important trend across multiple industries. How have the CRE shops handled this trend? What are considered best practices among the top companies in our industry? • Job Retention, Soft Skills: Studies have shown that employers that showed compassion and understanding to employees during the pandemic have been rewarded with greater rates of retention -- a stat that highlights the importance of leaders' soft skills when dealing with employees. Also, as the war for talent remains intense, such outreach by top level executives will continue to be important. What are some examples by CRE companies of this kind of outreach to their employees? • Student Housing Feature Focus: What are the latest amenities in student housing? How have they changed since the pandemic? • Forum's Best Places to Work (Nomination based) • Forum's Best Bosses (Nomination based) 	<ul style="list-style-type: none"> • Where are Consumers Right Now? It's been a year since consumers were made flush with government relief, prompting a wave of spending. A year later what are their thoughts about spending, shopping and interacting with retail? • What CRE Capital Thinks About Retail: Retail has recovered from the blow delivered by the pandemic, with strong sales and lessening bankruptcies and store closures. This article takes a look at what lenders, who have a long memory, think of the asset class. What are they financing, and at what terms. • How Micro-Fulfillment Centers are Helping Grocery Stores Meet Online Demand: Online demand for groceries surged during the pandemic and consumers haven't lost the demand for this service. Grocery stores are responding by opening micro-fulfillment centers in dark stores, near existing stores, or located centrally to multiple stores as a hub-and-spoke model. • Influencers in...Retail (Nomination based) 	<ul style="list-style-type: none"> • Education: What can university degrees in CRE teach students that they can't learn on the job? • Interviews with this Year's Rising Stars: What have they learned on the job that contributed to their success? Do they have mentors and if so, how have they helped? If not, do they want one? • 50 Under 40 Rising Stars (Nomination based) • Influencers in ...Educational CRE Programs (Nomination based) • University Programs (Nomination based)
Guides & Directories	<ul style="list-style-type: none"> • Top CRE Lender's Guide 	<ul style="list-style-type: none"> • Best of the Best Resource Guide • Asset Management Guide 	<ul style="list-style-type: none"> • Property Management Directory • Retail Resource Guide 	<ul style="list-style-type: none"> • Financial Services Resource Guide • Top Investors Guide • Net Lease Investors Guide

2022 *GlobeSt. Real Estate Forum* Editorial Calendar*

Issue	JULY / AUGUST Women Of Influence Issue	SEPTEMBER Net Lease/Industrial Issue Bonus: Ad Study Issue	OCTOBER Multifamily Issue	NOVEMBER / DECEMBER Healthcare Outlook Issue
Deadlines	<ul style="list-style-type: none"> • Ad Reservations: 7/4/2022 • Ad Materials: 7/12/2022 • Mail Date: 7/29/2022 	<ul style="list-style-type: none"> • Ad Reservations: 8/8/2022 • Ad Materials: 8/15/2022 • Mail Date: 9/2/2022 	<ul style="list-style-type: none"> • Ad Reservations: 9/12/2022 • Ad Materials: 9/19/2022 • Mail Date: 10/7/2022 	<ul style="list-style-type: none"> • Ad Reservations: 11/7/2022 • Ad Materials: 11/14/2022 • Mail Date: 12/2/2022
Editorial Content	<ul style="list-style-type: none"> • Women of Influence: What's Next? It's been a slog, but CRE women have a seat at the proverbial table. What else is left to conquer? • Women of Influence: What Have You Done to Advance Your Career? How have your volunteer, extracurricular activities helped your career? • Women of Influence (WOI) Category Awards (Nomination based) 	<ul style="list-style-type: none"> • Net Lease Focus: Can the Net Lease Market Maintain a Reasonable Equilibrium? The net lease market is booming right now, but all the activity is pushing the sector into territory that could be described as frothy. New entrants in the market are having difficulty sourcing transactions because it is so competitive while pricing is far tighter than many investors would like. Also there is a huge amount of money chasing what is ultimately a finite number of deals. • Focus on Industrial: Do Industrial Tenants Have any Pricing Power? With demand so high and supply relatively moderate, industrial tenants have very little bargaining power. How much of a landlord's market, exactly, is industrial? • Smart Warehouses and the Laborers that Can Run Them: Warehouses are increasingly adopting new technologies to make operations run ever more smoothly. These technologies often require advanced labor skills, which can be hard to find in a tight job market. What are some of the perks and amenities that companies are using to lure the top labor talent to these warehouse/logistics operations? • Influencers in...Net Lease (Nomination based) • Influencers in...Industrial (Nomination based) 	<ul style="list-style-type: none"> • How High Can Multifamily Rents Go? Multifamily rents shot up in 2021 and are continuing on a similar path in 2022. What are some of the dynamics fueling rents now? Remote work, for example, has driven up rents in places such as Boise, Idaho while the pricey job market has kept many renters from being home owners. What else is keeping multifamily afloat and how long can it last? • Single Family Focus: Single family rental homes have become a valuable asset class on par with multifamily for many investors, thanks to fundamentals that sometimes outperform apartments. These assets are playing a very strong role in institutional investors' portfolios -- is there a danger of them edging out multifamily in some cases? • Q&A with Some of This Year's Multifamily Winners (topic TBD) • Influencers in...Multifamily (Nomination based) 	<ul style="list-style-type: none"> • Healthcare Focus: Investors are looking at medical office buildings with new eyes since their performance in the pandemic and the subsequent year. They sometimes are considered substitutes for suburban offices in some investors' portfolios. How will they perform in the coming year? • 2023 Vision: It's been a year since the pandemic and CRE has reshaped itself in response to several trends that emerged from the pandemic. Will CRE continue to react to these trends or is it making its way back to pre-pandemic patterns? • Senior Housing Focus: New entrants, usually backed by private equity, have been entering the senior housing and skilled nursing sectors. As they do they are forging relationships with established players while some of the established companies, such as REITs, have sat out the post-pandemic cycle in order to shore up their balance sheets. What will the landscape look going forward as these trends continue to gel? • Influencers in...Healthcare (Nomination based) • Influencers in...Senior Housing (Nomination based)
Guides & Directories	<ul style="list-style-type: none"> • Student Housing Resource Guide 	<ul style="list-style-type: none"> • Industrial Real Estate Guide 	<ul style="list-style-type: none"> • Multifamily Resource Guide 	<ul style="list-style-type: none"> • 2023 Debt & Equity Guide • Prof. RE Services Resource Guide

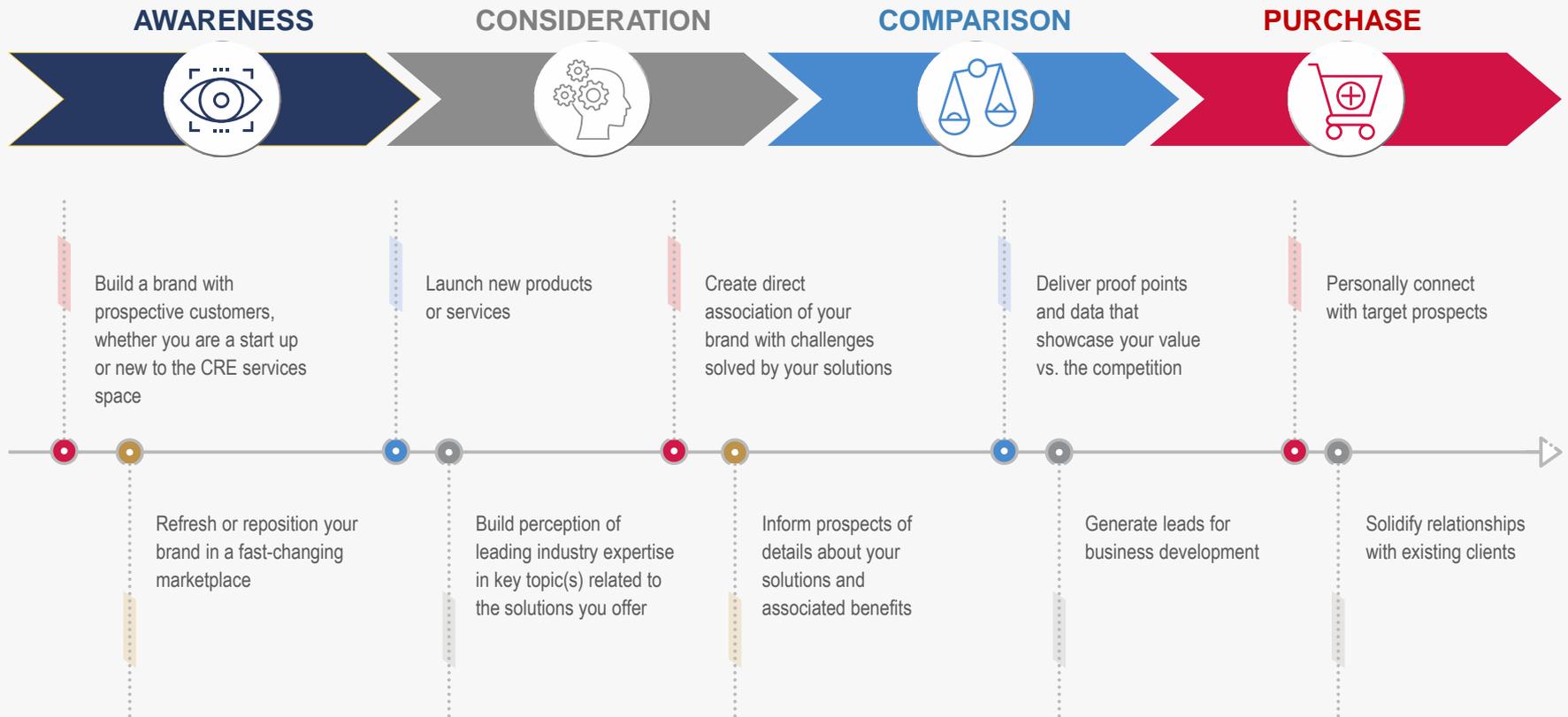
GlobeSt.



2022 Marketing Solutions

Solutions Across the Buyer's Journey

Move your clients through the buyer's journey or reach them wherever they are on their path to purchase. We have organized our solutions to showcase how we can help you every step of the way.



Awareness

Increase awareness and build your brand.

Reach your target audience across multiple media touchpoints.

DIGITAL

Create a digital campaign to meet your exact goals. Includes standard IAB units plus high-impact and content-rich units to increase awareness, promote content and drive more clicks.

NEWSLETTERS

Reach opt-in subscribers to our newsletters and connect your message when our audience is most engaged with content.

SOCIAL

Audience First Social uses our first-party audience data to reach ALM audiences on Facebook, LinkedIn, and Instagram as well as on brand-safe sites they access during their day. ABM/ Activate LinkedIn uses GlobeSt.'s AI-driven buyer intent engine and our first-party data, to serve ads to stakeholders from companies interested in your products on their LinkedIn feeds.

PRINT

Reach our highly engaged print subscribers with advertising, advertorials and multiple custom publishing opportunities.

SPONSORSHIPS

Our integrated sponsorships cross all media touchpoints to deliver highly relevant content around critical industry topics, annual editorial special coverage and industry award programs, to name a few. Each sponsorship offers multiple opportunities for branding, messaging and content marketing aligned to our brand's most coveted features.

CO-BRANDED EMAILS

Co-branded email marketing introduces your message, generates interest and drives response. Target by brand or specific audience segments.



ABM/Activate Display Advertising: Identify key accounts that want to buy your products and then message stakeholders at those companies using our first-party data as they access ALM sites, across the internet and their social feeds.

Consideration

Elevate Your Solution During Consideration Through Research & Content Services

Listen to the market and establish your brand as a thought leader.

RESEARCH

Research provides robust intelligence about what matters most to your target audience to help set you apart from your competition and showcases your commitment to solving their biggest business challenges.

NATIVE/SPONSORED CONTENT

Connect your thought leadership content with our digital audience in the context of the editorial user experience. Native Advertising includes multi-platform content placements in the flow of our editorial stories, resulting in higher visibility and engagement.

PODCASTS

A powerful platform to drive thought leadership. Three formats—editorial, syndicated and custom podcasts—offer sponsors the opportunity to reach a highly qualified and engaged audience of CRE professionals.

CONTENT DEVELOPMENT

Stand out from your competitors. Create custom content to educate and engage your targets—whether you want to reach our audience or support your own website and marketing channels. We offer a full suite of content solutions:

- Whitepapers
- Videos
- Podcasts
- Articles & Blogs
- Infographics
- More

INTERACTIVE CONTENT

Interactive assets combine our expertly crafted content with an interactive digital experience to increase engagement and conversions. We offer multiple formats to best tell your story in more compelling ways.

Alternative data sets strengthen commercial real estate decision-making

Commercial real estate professionals are using more and more alternative data sets to make better decisions. This infographic explores how alternative data sets can be used to improve commercial real estate decision-making.

Real income aggregated data:

- 30 million U.S. employees
- Neighborhood-level view
- Refreshed monthly
- Anonymized to protect against re-identification

80% of CRE companies want to prioritize predictive analytics/business intelligence.

ADP

The Commercial Real Estate Tech Maturity Model

odb

Thought Leaders

About The ALM Thought Leadership Program

The ALM Thought Leadership Program is the very definition of custom content marketing, providing the opportunity for year-round exposure, connectivity, and lead generation.

As an expert in your chosen field you can partner with ALM to create, package, and deliver your exclusive critical thinking to our nationwide audience.

Learn more about the **ALM Thought Leadership Program**

CCIM Institute

CCIM Institute, an affiliate of the National Association of REALTORS®, is the leader in commercial real estate professional development and the premier networking organization for the industry. Today, the organization, through its 50-plus chapters representing 13,000 members in 30 countries, continues to innovate best practices and elevate the commercial real estate professional through its core development program to earn the CCIM pin – real estate's most coveted credential – and its topical education courses offered through the World Center for Real Estate Studies.

Colliers International

Colliers International is a leader in global real estate, offering comprehensive services to investors, property owners, tenants and developers around the world. With professionals in 68 countries worldwide, we are united by our spirit of enterprise. We take initiative, think creatively, collaborate to achieve and use our expertise to innovate. Our 15,000 employees embrace a culture of service excellence. We strive to deliver the best service experience in both the business results we achieve and through personal attention to exceed our clients' expectations.

CREW Network

CREW Network is the premier business network dedicated to transforming the commercial real estate industry by advancing women globally. The organization's 12,000 members are located in 77+ markets worldwide and represent all disciplines of CRE. CREW Network helps its members find success through business networking, leadership development, industry research and career outreach.

Hall Structured Finance

HALL Structured Finance (HSF) is an emerging, multi-asset, direct private lender in the real estate industry. The provider capital for ground-up construction, adaptive reuse and major asset repositioning for commercial real estate projects, primarily multifamily, throughout the U.S. Our lending programs designed to provide real estate owners, operators and developers with an alternative to bank financing, and is a resource for projects that may be underwritten by institutional capital markets.



ABM/Activate Co-Branded Emails: Identify key accounts that want to buy your products and then drive them to register for white papers or webcasts on your site with an email with our brand and yours.

Demand Generation

Generate leads & close business with lead generation, content delivery and live events

Build and distribute engaging content to increase consideration and preference, fast-track your demand generation & gain more qualified prospects, or build new business relationships from our qualified database.

WEBCASTS

Two formats—editorial and sponsor—offer thought leadership opportunities and engagement with highly qualified registrants who have demonstrated interest in the topic.

LEAD GENERATION

Leverage our proven and effective content syndication platform to generate leads in your target audience segments.

EVENTS & CONFERENCES

Meet and engage with impactful and influential decision-makers at our signature GlobeSt. events. Network with qualified prospects, and build brand awareness and more with a range of sponsorship opportunities or a custom program designed specifically for your business needs. Find a full listing of our events at alm.com/events



NEW
for
2022

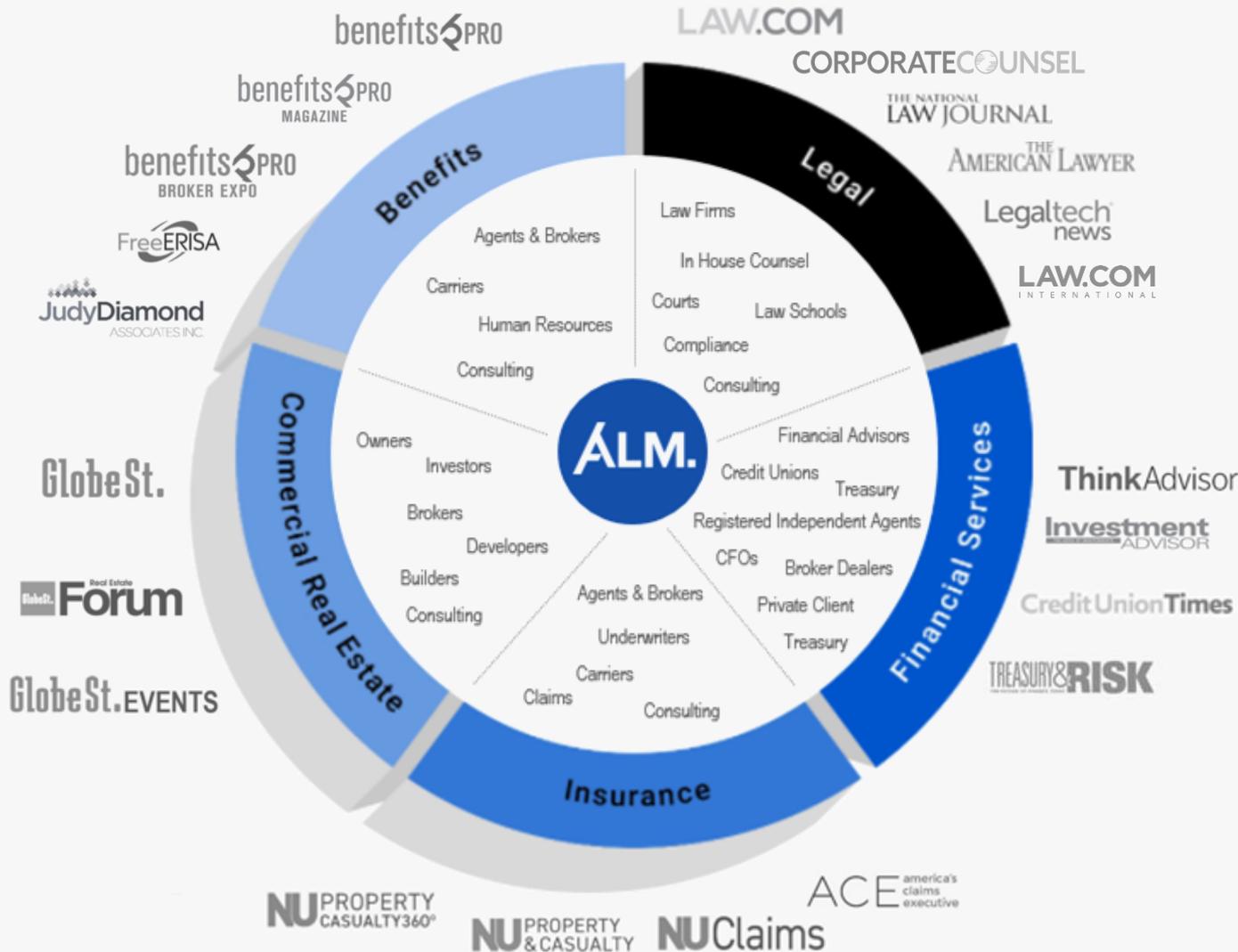


ABM/Activate Lead Generation: Identify key accounts that want to buy your products and then leverage GlobeSt.'s first-party data and relationships with potential buyers/stakeholders at those companies to get new leads.



A Deeper Dive Into the ALM “Universe”

ALM offers deep expertise in **five key industries**, and integrated solutions to connect **7+ million** business leaders and practicing professionals within and across them. It’s why leaders in the legal, financial services, benefits, CRE and property & casualty insurance spaces look to ALM to help set the agenda for their industries and to provide the news, content and analysis they need to excel in their roles and grow their businesses.



ALM By the Numbers



87M+
yearly page views

2.65M
monthly unique visitors

2.85M
newsletter subscribers

65+
global events

18K+
event attendees

10K+
ALM Intelligence customers

250
intelligence tools & resources

Additional Information

Access information via our online resources below.

OUR WEBSITES & SERVICES

- [GlobeSt.com](#)
- [GlobeSt Conference Series](#)
- [GlobeSt Resource Center](#)
- [GlobeSt: Real Estate Forum](#)

MARKETING SOLUTIONS INFORMATION

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Click [HERE](#)
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They can be tailored to meet your specific business needs and can include a tagline, contact information, logo or display advertisement. Click [HERE](#) for more information or to order reprints today!

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