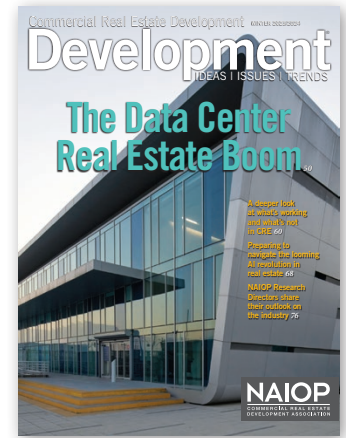


CIRCULATION: 22,000 | FREQUENCY: QUARTERLY

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!



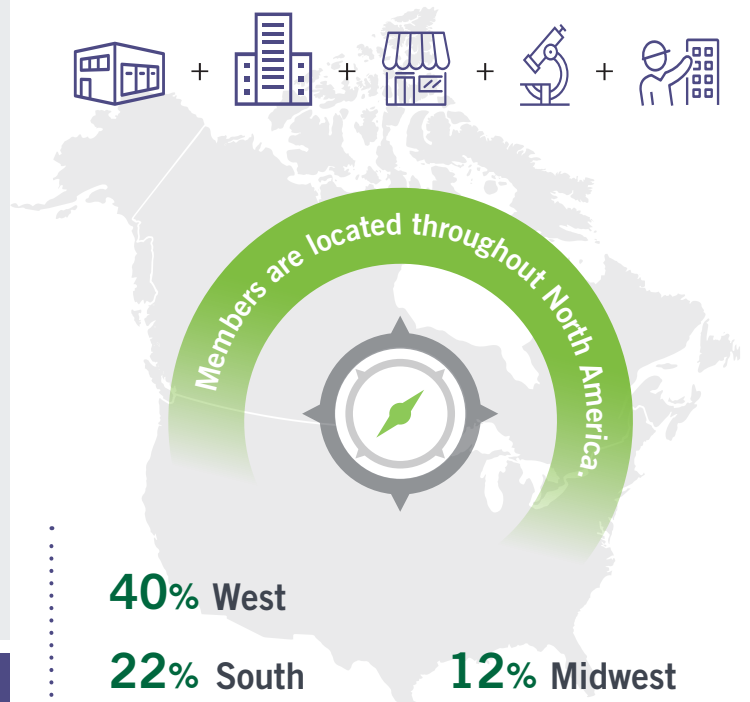
Development magazine readers represent **all professions** in the commercial real estate development industry:

- 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

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

NAIOP Members

- ➔ Are primarily involved in **industrial** and **office** real estate.
- ➔ Also work in **retail**, **mixed-use**, **multifamily**, **cold storage**, **data center** and **medical/life science** real estate.



40% West
22% South
12% Midwest
17% Northeast
9% Canada

For more information or to secure your advertising, contact:



ADVERTISING SALES

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

Joel Stecura, stecura@naiop.org | 703-674-1409

ARTWORK DELIVERY

Bonnie Schendell, schendell@naiop.org | 703-674-1416

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

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 2024

Adaptive Reuse

SUMMER 2024

Sustainability and Resiliency

FALL 2024

NAIOP Developer of the Year

WINTER 2024/2025

CRE and Technology

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

Most-read Articles of 2023

1. The Evolution of Office Amenities
2. Mexico: Nearshoring, Foreign Investment Create Industrial Opportunities
3. Aging Office Buildings Are Having a Midlife Crisis
4. The Logistics Building of the Future
5. Words from the Past Provide Guidance for Today (Finance)

CLOSING AND PUBLICATION DATES / RATES AND SPECS

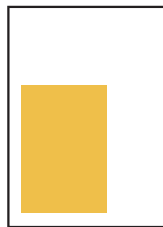
ISSUE	AD CLOSING	MATERIALS DUE	MAIL DATE
Spring	Jan. 19	Jan. 26	March 28
Summer	April 5	April 12	June 13
Fall	July 19	July 26	Sept. 26
Winter	Oct. 25	Nov. 1	Jan. 9, 2025

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

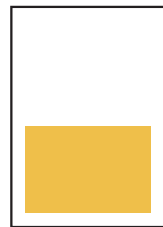
See page 3 for NAIOP's premium advertising opportunities. ➔



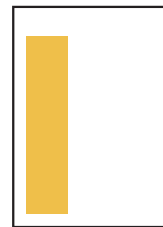
Full Page
8 1/8" wide
10 7/8" deep



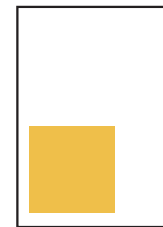
1/2 Page vertical
4 5/8" wide
7 3/8" deep



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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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!

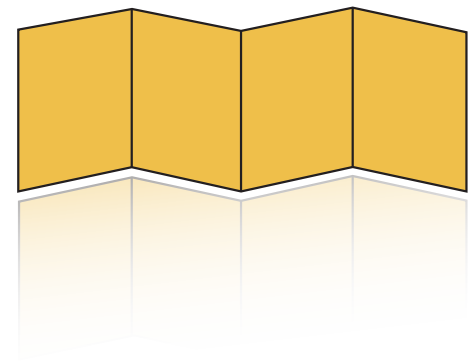
Available in all four issues.

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.

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.



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Development Magazine

ADVERTISERS



Who Advertises with NAIOP?

Over 65 companies invested in NAIOP print advertising in 2023.

- | | | |
|-----------------------------------|---|-------------------------------|
| Affinius Capital | Hilco Redevelopment Partners | Panattoni |
| Alston Construction | Hines | Port of Houston |
| Ares Management, LLC | Hudson Pacific Properties | Realterm |
| Badiee Development Inc. | IDI Logistics | Rockefeller Group |
| BBX Industrial | JHP | SESI Consulting Engineers |
| Black & Veatch | Kingspan Insulated Panels | Shea Properties |
| Bridge Industrial | KSS Architects | Stantec |
| Bridge Investment Group | Link Logistics Real Estate | Stewart & Tate |
| Brinkmann Constructors | LiUNA | Suntec Concrete |
| CenterPoint Properties | Logistics Property Company, LLC | The McShane Companies |
| City of Raymore | Majestic Realty | The Seward Johnson Atelier |
| CLA | March Associates Construction | The Stewart Companies |
| Conor Commercial | Marcus & Millichap | Tradepoint Atlantic |
| Dalfen Industrial | Martin-Harris Construction | Tratt Properties |
| FCL Builders | Matan Companies | VanTrust Real Estate |
| FiberTite | Matrix Development Group | Vorys |
| Fidelity National Title Group | Meringoff Properties | Ware Malcomb |
| Freez Construction | National Ready Mix Concrete Association | WDS Construction |
| Frisco Economic Development Corp. | New Albany Economic Development | Westmount Realty Capital, LLC |
| GLP | Newmark | Willmeng Construction |
| Granite Properties | NorthMarq | Wonderful Real Estate |
| Green Building Initiative | Olsson | |
| Grunley Construction Company | Pacific Program Management | |

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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