Media Planner 2019

For advertising information contact:
Rich Davis, Advertising Director, rich.davis@cpe-mhn.com
212-977-0041 x3427
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### About Our Audience

**The Demographics: Real Estate Professional Readership**

<table>
<thead>
<tr>
<th></th>
<th>COMMERCIAL PROPERTY EXECUTIVE</th>
<th>MHN MULTIHOUSING NEWS</th>
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About Our Audience | CPE

The Demographics: Real Estate Professional Readership

National Subscriber Base

- Northwest: 5%
- West: 24%
- Southwest: 14%
- Southeast: 17%
- Midwest: 17%
- Mid-Atlantic: 4%
- New England: 19%

National Subscriber Base

Authority Level

- C-Level: 38%
- VP-Level: 13%
- Manager: 18%
- Director: 11%
- Non-Manager: 20%

Portfolio Representation

- Office: 24%
- Retail: 26%
- Industrial: 18%
- Healthcare: 7%
- Multifamily/Other: 13%
- Hospitality: 11%

85% of CPE Subscribers are Owner/Fee/IM Managers.

Source: All charts based on publishers own data

Square Feet Managed

- 500K+ Sq. Ft.: 62%
- 100K-500K Sq. Ft.: 20%
- 1-100K Sq. Ft.: 18%
About Our Audience | MHN

The Demographics: Real Estate Professional Readership

National Subscriber Base

Authority Level

- Director: 13%
- Manager: 17%
- VP-Level: 14%
- Non-Manager: 16%
- C-Level: 40%

Portfolio Representation

- Multifamily Exclusive: 66%
- Office: 15%
- Other: 13%
- Industrial: 2%
- Retail: 4%

Units Owned

- 1 to 1,000 Units: 59%
- 1,000 to 5,000 Units: 19%
- 5,000+ Units: 22%
- 5,000+ Units: 22%

Representation on NMHC Rankings

- Top 25 Developers
- Top 50 Managers
- Top 50 Owners

87% of MHN readers subscribe to more than one of our publications.

Source: All charts based on publishers' own data.
MFE Conference
IREM Global Summit
CREW Network
Multifamily Leadership Summit
SIOR World Congress
CoreNet Global
DLA Piper
Greenbuild
NAIET

For questions regarding editorial:
Suzann D. Silverman, Editorial Director,
suzann.silverman@cpe-mhn.com
Combined CPE & MHN print editions with special distribution at industry events:

NMHC Conferences & Annual Meetings
NAHB
IBS
AIM-Apartment Internet Marketing
IMN Middle Market Multifamily Forum
RealComm
MFE Conference
IREM Global Summit
CREW Network
Multifamily Leadership Summit
SIOR World Congress
CoreNet Global
DLA Piper
NAREIT
CREFC Events

Advertising Opportunities:

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<td>1/2 Page</td>
<td>$4,820</td>
<td>$4,097</td>
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Increase your company’s share-of-mind with efficient, targeted reach.

DAILY NEWS BRIEFINGS:
Headlines from both CPE and MHN, keeping readers up-to-date on the industry's breaking news.

CPE WEEKLY NEWS UPDATE:
A roundup of the most important industry news each week.

MHN FINANCE & INVESTMENT NEWSLETTER:
Transaction focused, offering news, insights and analysis into multifamily deals and how they’re being financed.

CPE CAPITAL MARKETS UPDATE:
Industry expert-driven, featuring columns on investment, financing, REITs and net lease, along with other investment-focused information.

MHN PROPERTY MANAGEMENT NEWSLETTER:
A focus on operational news, trends and interviews to maximize the investment value of real estate portfolios.

COMMERCIAL PROPERTY NEWS:
CPE and MHN partner on this special newsletter for small and emerging owners and managers in the commercial and multifamily industry. Includes the news, Q&As and analysis they particularly need.

THE ENERGY REPORT:
This monthly newsletter covers sourcing & procurement, policy, cogeneration, energy alternatives and more.
**Newsletters | CPE Daily News Briefing**

**Daily Headlines from Commercial Property Executive**

CPE’s daily newsletter delivers the most recent news and the latest headlines every weekday morning, giving executives a jumpstart on their day. It provides important details on and insights into the most critical industry deals, important events and moves in economic indicators.

**Newsletter Stats:**
- Issued: Daily
- Circulation: 27K
- Average open rate: 19%

**Advertising Opportunities:**

**Leaderboard** (600x74)
- 1 available

**Medium Rectangle** (300x250)
- 3 available first come

Rate per issue: $1,200
Rate per week: $2,500
Rate per month: $8,000

All pricing is net.

Online ad changes (moves or cancellations) need to be submitted in writing to your sales representative at least 30 days prior to the start of the month in which they are scheduled to run.

Creative Type: jpg and png. Max File Size: 50K image

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A roundup of the most important industry news each week.

CPE’s weekly e-newsletter is delivered to executives every Tuesday, providing a roundup of critical perspective and analysis of the most important industry news reported over the course of the past week, the biggest deals and dealmakers, key links to online multimedia offerings and more. It offers ongoing industry intelligence and data to successfully navigate today’s challenging economic landscape.

Newsletter Stats:
Issued........................................... Weekly
Circulation...................................... 19K
Average open rate ......................... 18%

Advertising Opportunities:
Leaderboard (600x74) 1 available
Medium Rectangle (300x250) 2 available

Rate per issue ....................................... $3,500
All pricing is net.

Online ad changes (moves or cancellations) need to be submitted in writing to your sales representative at least 30 days prior to the start of the month in which they are scheduled to run.

Creative Type: jpg and png. Max File Size: 50K image
Newsletters | CPE Capital Markets Update

Industry expert-driven content, featuring columns on investment, financing, REITs and net lease.

Delivered twice monthly, the CPE Capital Markets Update keeps our audience in the know with special commentary from experts on key financial areas, along with critical data, insightful features, finance and investment news, and executive Q&As, all specially targeted for those competing in the capital markets arena.

**Newsletter Stats:**
- Issued: Twice Monthly
- Circulation: 20K
- Average open rate: 15%

**Advertising Opportunities:**
- **Leaderboard** (600x74) 1 available
- **Medium Rectangle** (300x250) 1 available

Rate per issue: $3,500

All pricing is net.

Online ad changes (moves or cancellations) need to be submitted in writing to your sales representative at least 30 days prior to the start of the month in which they are scheduled to run.

Creative Type: jpg and png. Max File Size: 50K image

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Newsletters | The Energy Report

Stay ahead of the most important energy management trends, products and opportunities for commercial real estate.

This monthly newsletter covers sourcing & procurement, policy, cogeneration, energy alternatives and other key aspects of real estate energy management.

**Newsletter Stats:**
- Issued: Monthly
- Circulation: 34K
- Average open rate: 20%

**Advertising Opportunities:**

**Newsletter Sponsorship** (260x440)

Rate per issue: $3,500

All pricing is net.

Online ad changes (moves or cancellations) need to be submitted in writing to your sales representative at least 30 days prior to the start of the month in which they are scheduled to run.

Creative Type: jpg and png. Max File Size: 50K image

For advertising information contact:
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212-977-0041 x3427
CPE and MHN partner on this special newsletter for small and emerging owners and managers of commercial and multifamily real estate.

Delivered monthly, Commercial Property News covers all the major property types, providing news, Q&As and in-depth features offering insights into market trends and strategy ideas specific to this sector.

**Newsletter Stats:**

- **Issued:** Monthly
- **Circulation:** 32K
- **Average open rate:** 19%

**Advertising Opportunities:**

**Medium Rectangle Sponsorship** (300x250)

- **Rate per issue:** $3,500
- **All pricing is net.**
- **Online ad changes (moves or cancellations) need to be submitted in writing to your sales representative at least 30 days prior to the start of the month in which they are scheduled to run.**
- **Creative Type:** jpg and png. **Max File Size:** 50K image
Newsletters | MHN Daily News Briefing

Daily Headlines from Multi-Housing News

Stay up-to-date with the industry’s breaking news reported daily by MHN’s editorial team. Insightful interviews with multifamily leaders, economic updates, market forecasts and more.

Newsletter Stats:

- Issued: Daily
- Circulation: 36K
- Average open rate: 19%
- Average CTR: 1.95%

Advertising Opportunities:

**Leaderboard (600x74)**
- 1 available

**Medium Rectangle (300x250)**
- 3 available first come

- Rate per issue: $1,200
- Rate per week: $2,500
- Rate per month: $8,000

All pricing is net.

Online ad changes (moves or cancellations) need to be submitted in writing to your sales representative at least 30 days prior to the start of the month in which they are scheduled to run.

Creative Type: jpg and png. Max File Size: 50K image

For advertising information contact:
Rich Davis, Advertising Director, rich.davis@cpe-mhn.com
212-977-0041 x3427
A focus on operational news, trends and interviews to maximize the investment value of real estate portfolios.

Today’s market presents unprecedented challenges. MHN’s twice monthly property management newsletter provides industry leaders with the information they need to maximize the investment value of the portfolios they own and/or operate.

Newsletter Stats:
Issued......................... Twice Monthly
Circulation.............................. 19K
Average open rate .................. 17%

Advertising Opportunities:
Leaderboard (600x74) 1 available
Medium Rectangle (300x250) 1 available
Rate per issue .......................... $3,500
All pricing is net.

Online ad changes (moves or cancellations) need to be submitted in writing to your sales representative at least 30 days prior to the start of the month in which they are scheduled to run.

Creative Type: jpg and png. Max File Size: 50K image

For advertising information contact:
Rich Davis, Advertising Director, rich.davis@cpe-mhn.com
212-977-0041 x3427
Transaction focused, offering news, insights and analysis into multifamily deals and how they’re being financed.

MHN’s editorial team reports the latest investment and financing news, packaged together with critical data, insightful special reports and executive Q&As, all delivered twice monthly.

**Newsletter Stats:**
- Issued: Twice Monthly
- Circulation: 18K
- Average open rate: 17%

**Advertising Opportunities:**
- **Leaderboard** (600x74) 1 available
- **Medium Rectangle** (300x250) 1 available

Rate per issue: $3,500

All pricing is net.

Online ad changes (moves or cancellations) need to be submitted in writing to your sales representative at least 30 days prior to the start of the month in which they are scheduled to run.

Creative Type: jpg and png. Max File Size: 50K image

For advertising information contact:
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212-977-0041 x3427
Senior-level multi-housing executives demand a variety of information to better execute their strategies and complete deals. And they need it now. From news and trend information on key areas of the business to critical real estate, economic and demographic data to insights into executive and corporate strategies and important deals, Multi-Housing News provides the timely, actionable, objective information multi-housing executives need to close deals and maintain a successful business.

**Website opportunities:**

- **728x90 Leaderboard**: $58 CPM
- **300x250 Medium Rectangle**: $58 CPM
- **300x600 Half Page**: $84 CPM
- **Multi-creative (using both LB and MR)**: $50 CPM

**Website Stats:**

- Average monthly users: 80K
- Average monthly page views: 133K
- Average monthly impressions: 266K

**Location of Users**

- **New England**: 21%
- **Mid-Atlantic**: 27%
- **Southeast**: 16%
- **Southwest**: 12%
- **West**: 17%
- **Midwest**: 4%
- **Northwest**: 3%

Source: Google Analytics
CPExecutive.com delivers the most timely news, in-depth and authoritative analysis of industry trends, critical data, as well as access to thought leaders’ best practice strategies and proven business solutions through written profiles and Q&As, videos, podcasts and other multimedia. Updated throughout the day by our online editors and contributors, CPExecutive.com is the industry's most trusted and reliable source of news perspective.

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212-977-0041 x3427

cpexecutive.com multi-housingnews.com

Website opportunities:

728x90 Leaderboard ............................................$58 CPM
300x250 Medium Rectangle ...............................$58 CPM
300x600 Half Page (available on inside pages only) ..............$84 CPM
Multi-creative (using both LB and MR).......$50 CPM

Website Stats:
Average monthly users ................. 107K
Average monthly page views .......... 160K
Average monthly impressions .... 263K

Location of Users

Northwest 2%
Midwest 15%
West 15%
Mid-Atlantic 27%
Southwest 17%
Southeast 19%
New England 4%

Source: Google Analytics
Designed for ease of access to a wide variety of real estate, economic and demographic data and analysis, the revamped Research Center offers the convenience of multiple search options and insights from leading researchers and economists. From up-to-date charts on investment and finance to our latest surveys and rankings, the Research Center provides a wealth of information critical to shaping your business strategy.

- A wide variety of real estate, economic and demographic data and analysis
- Multiple search options and insights from leading researchers and economists
- Up-to-date charts
- The latest surveys and rankings
Sponsored Content

INCLUDES:

Story post (identified as “sponsored”) in MHN or CPE Daily News briefings; can include links for white papers, video and other content assets.

Advertising Opportunities:

MHN or CPE Daily News ....................... $2,500/week
Specialty Newsletters ....................... $1,500/edition

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212-977-0041 x3427
Sponsored Content | Custom News Page

This is your company’s page, featuring your key people, how to reach them, as well as a brief overview of your company’s unique offerings, with live links to your homepage, your social media pages and all news and other content about your company.

BASIC SPONSORSHIP ($7,500):

■ 12 months of premium visibility to a targeted audience
■ Company profile
■ Company logo
■ Headshots and contact info
■ All featured news and other content
■ One dedicated newsletter

PREMIUM SPONSORSHIP ($24,000):

■ Includes all of the above plus monthly dedicated newsletter 12x

Website Stats:
Average monthly users .........................80K
Average monthly page views........... 133K
Average monthly impressions ........ 266K

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212-977-0041 x3427
Webinars

Webinars offer innovative and cost-effective solutions for disseminating information, demonstrating a product or service installation, promoting new products and services, providing thought leadership, forging strategic partnerships and more.

SPONSORSHIP ($7,500)

INCLUDES:

- Premium visibility to a targeted audience
- Pre and post webinar promotion
- Dedicated e-blasts
- Online display ads
- Story posts
- Promoted on social media
- 3x follow up e-blasts to the registration list post webinar
- Hosted for at least 6 months, and recording provided to sponsor
Webinars | CPE Thought Leadership Series

Bringing together the brightest minds, providing subject-matter expertise in all of the disciplines on today’s commercial real estate landscape.

TOPICS INCLUDE:

- Net lease
- Crowdfunding
- Creative financing
- Health care
- Energy efficiency
- Smart buildings
- Market forecast
- Flex office
- Retail reinvention strategies
- Distribution centers
- Technology for brokers
Awards Events | Sponsorships

The MHN Excellence Awards and CPE Distinguished Achievement Awards recognize multifamily and commercial real estate’s most noteworthy companies, properties, transactions and people. The winners are recognized at our annual awards reception in New York City, attended by high-level industry insiders.

Awards Sponsorship

STANDARD ($2,500)
INCLUDES:

■ Your logo prominently displayed, with a link, on:
  - Event promotional ads on the CPE and MHN websites and in email marketing
  - Special coverage in November and December

■ Your logo on all event signage

■ Registration badges for the event

PLATINUM ($5,000)

Includes all of the above plus a full-page company profile in Commercial Property Executive and Multi-Housing News.

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212-977-0041 x3427
Advertising | Rates & Specifications

WEBSITE

Leaderboard (728x90) ................................................................. $58 CPM
Medium Rectangle (300x250) ..................................................... $58 CPM
Half Page (300x600) ................................................................. $84 CPM
Multi-Creative (728x90 and 300x250) ..................................... $50 CPM

DAILY NEWSLETTERS

MHN Daily Newsletter or CPE Daily News Update
Leaderboard (600x74) or Medium Rectangle (300x250)
Rate per issue ................................................................. $1,200
Rate per week .............................................................. $2,500
Rate per month ......................................................... $8,000

SPECIALTY NEWSLETTERS

MHN Property Management: Twice monthly
MHN Finance and Investment: Twice monthly
CPE Weekly News Update: Weekly
CPE Capital Markets Update: Twice monthly
CPN Newsletter for Small and Emerging Owners and Managers: Monthly
Energy Newsletter: Monthly
Leaderboard (600x74) or Medium Rectangle (300x250)
Rate per month ................................................................. $3,500

SPONSORED CONTENT

Includes: Story post in Daily News (Identified as “Sponsored”); Newsletter posts to MHN or CPE online; Can include links for white papers, video and other content assets
$2,500/week in MHN or CPE Daily News
$1,500/edition in Specialty Newsletters

PRINT EDITIONS (Guide to 2019 & Mid-Year Update)

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<td>2/3 Page</td>
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DIGITAL MAGAZINE

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Advertising | CPE-MHN Digest Ad Sizes

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cpeexecutive.com multi-housingnews.com

BLEED SIZE 9 1/4" x 10 3/4"

FULL PAGE

BLEED SIZE 5 7/8" x 10 3/4"

2/3 VERTICAL

BLEED SIZE 9 1/4" x 7 1/8"

2/3 HORIZONTAL

BLEED SIZE 4 5/8" x 10 3/4"

1/2 VERTICAL

BLEED SIZE 9 1/4" x 5 1/2"

1/2 HORIZONTAL

BLEED SIZE 9 1/4" x 5 1/2"

1/2 ISLAND

BLEED SIZE 9 1/4" x 5 1/2"

1/3 VERTICAL

BLEED SIZE 9 1/4" x 5 1/2"

1/3 HORIZONTAL

PUBLICATION TRIM SIZE
9" x 10 1/2"

1/3 SQUARE

1/4 HORIZONTAL

1/4 SQUARE