



RE journals
midwest
REAL ESTATE NEWS MAGAZINE®

MEDIA PLANNER

2018

Midwest Real Estate News

Established Presence

Now in its 33rd year of publishing, Midwest Real Estate News® has been the region's leader in commercial real estate coverage. Every other month, thousands of professionals focusing on 14 states in the central US rely on Midwest for news and information about trends along with market coverage and analysis. We also provide human-interest pieces and engaging stories peeling back the layers of industry segments.

States We Cover

Illinois, Indiana, Iowa, Kansas, Kentucky, Michigan, Minnesota, Missouri, Nebraska, North Dakota, Ohio, South Dakota, Tennessee & Wisconsin.

Features

Unique story angles and in-depth reporting by Midwest's editors make our features a must-read for the commercial real estate industry. With Midwest, the latest trends and developments are at your fingertips.

Metro Focus

We highlight a different metropolitan area each issue. Midwest's Metro Focus gives you the story behind local projects, developments, economic development and trends.

COVERING THE MIDWEST COMMERCIAL NEWS THAT MATTERS TO YOU

Each issue, Midwest Real Estate News brings you in-depth feature stories that cover the issues that matter to you. The magazine also runs several regular departments in every issue:

Broker Profile: A look at a successful commercial real estate broker, highlighting the reasons for the broker's success.

Company Profile: An in-depth look at the top commercial real estate firms in the Midwest, and an analysis of their biggest deals.

Developer Profile: What does it take to succeed in the competitive commercial real estate industry? Developer Profile examines the careers of successful commercial developers to find out.

State Focus: A close look at the retail, office, industrial and multi-family markets in a specific Midwestern state.

Metro Focus: We apply a magnifying glass to individual markets – from big to small – in the Midwest, focusing on both the strengths of the commercial industry in these cities and the challenges they face.

News Briefs: Our Briefs sections highlight the deals and dealmakers that make the commercial real estate industry such a vibrant business.

WEEKLY ENEWSLETTER

Every Tuesday & Thursday, Midwest Real Estate News sends its weekly eNewsletter to more than 23,000 subscribers. The eNewsletter is filled with the latest breaking news, industry profiles and company announcements.

FOR ADVERTISING INFO, CONTACT:

Mark Menzies,
Publisher
312.644.4610
menzies@rejournals.com

2018 Editorial Calendar

Editorial Contributions to MREN

Email our editor, Dan Rafter at drafter@rejournal.com with industry news and trends; new hires or promotions; sales and leases, and upcoming events. In addition to appearing in print, news will also appear at www.rejournal.com and will be distributed via broadcast email every Tuesday and Thursday. For byline article submission and direction please contact the editor prior to writing the article. All articles must be exclusive to MREN. All art and photography attachments should be 300 dpi pdf or jpg files (see advertising specifications).

Editorial attachments are preferred as Word documents. Please do not embed photos in copy. Deadline for bylined articles: 2nd Friday of the month for consideration in following month's edition.

For editorial direction, please contact:

Dan Rafter, editor, p 630.444.0477, drafter@rejournal.com

ISSUE	METRO FOCUS	STATE FOCUS	FEATURES	DIRECTORIES	AD CLOSE/ ART DUE	SPECIAL SUPPLEMENTS
FEB/MAR	Milwaukee/Madison, Western Michigan, Suburban Chicago	Minnesota, Missouri	Legal Issues, Construction, Multi- Family Finance	Developers, CRE Finance, Architects/Design- Build, Project Management	2/9	
APR/MAY	Cleveland, Topeka, Detroit	Kentucky, Indiana, Tennessee	Industrial Review, Property/Asset Management, Medical Office, Healthcare & Senior Facilities, Multi-Family	Healthcare MOB, Top Brokerage Firms, Asset/Property Management Firms, RE Attorneys/ Appraisers	4/6	Attorneys in Commercial Real Estate
JUN/JUL	St. Louis, Kansas City, Columbus	Iowa, Kansas	Retail, CRE Finance, REITs, NNN Lease	Construction Companies, Contractors, Finance, Environmental/ Engineering Firms	6/8	Best of the Best
AUG/SEPT	Omaha, Chicago, Louisville, Lexington	Ohio, Wisconsin	Multi-Family Finance, Construction Overview, Economic Development, Legal Issues	Top Project/ Construction Management, RE Attorneys/ Appraisers, Developers, Top Brokerage Firms	8/10	40 Under 40 CRE Professionals
OCT/NOV	Minneapolis, St. Paul, Indianapolis, Nashville, Wichita	Nebraska, Illinois	Retail, Finance, Healthcare Development + Finance, Multi- Family	Asset/Property Management Firms, Construction Companies, CRE Finance, REITs	10/19	Women in Commercial Real Estate
DEC/JAN	Cincinnati, Dayton, St. Louis	Michigan, Indiana	Construction, Legal Issues, Finance, Year in Review	Annual Resource Guide	12/7	Hall of Fame

2018 Print Advertising Rates

WIDTH X HEIGHT		1X (Net Rates)	3X (Net Rates)	6X (Net Rates)
	Full Page 9 ³ / ₄ " x 13"	\$4,335	\$3,520	\$3,245
	Junior Page 7 ¹ / ₄ " x 10"	\$3,160	\$2,555	\$2,135
	Half Page 9 ³ / ₄ " x 6 ⁵ / ₈ "	\$2,845	\$2,305	\$1,960
	Third Page 9 ³ / ₄ " x 4 ³ / ₈ " 4 ³ / ₄ " x 8 ⁷ / ₈ " 7 ¹ / ₄ " x 6 ⁵ / ₈ "	\$2,000	\$1,635	\$1,350
	Quarter Page 4 ³ / ₄ " x 6 ⁵ / ₈ "	\$1,635	\$1,355	\$1,225
	Cover Page	\$4,560	\$3,730	\$3,470

ACCEPTABLE MATERIALS

Print-optimized/high-resolution PDF. Files must be 300 dpi.
Acceptable formats: EPS, TIF, PDF and JPG (300 dpi).

SHORT RATES AND REBATES

Advertisers will be short-rated, if, within a 12-month period from date of first insertion, they do not use the amount of space upon which their billings have been based. Advertisers will be rebated, if, within a 12-month period from date of first insertion, they have used sufficient additional space to warrant a lower rate than that at which they have been billed.

AGENCY COMMISSION

15% of the gross billing allowed to recognized advertising agencies on display space, color, bleed and position only, provided account is paid within 30 days of invoice date. Bills are dated the day copies are mailed. Commission not allowed on charges other than those specified above. Advertiser's material must adhere to acceptable materials specifications (see Acceptable materials) to qualify for agency commission.

TERMS OF SALE

- A. Net 30 days from date of invoice.
- B. All advertisements are acceptable and published entirely on the representation that the agency and/or advertiser are properly

authorized to publish the entire contents and subject matter thereof. It is understood that, in consideration of the publication of advertisements, the advertiser and/or agency will indemnify and hold the publisher harmless from and against any claims or suits for libel, violation of rights of privacy, plagiarism, trademark and copyright infringements, and other claims based on the contents or subject matter of such publication. The publisher reserves the right to reject any and all advertising which he/she feels is not in keeping with the publication's standards, policies and principles.

C. Any deliberate attempt to simulate Midwest Real Estate News' format is not permitted and the publisher reserves the right to add the word "advertisement" at the top and/or bottom of, or anywhere within the page, that in the publisher's sole judgement, too closely resembles editorial pages of the publication.

D. Cancellations accepted only before final date for reservation.

E. The publisher will not be bound by any conditions, printed or otherwise appearing on any order blank, insertion order or contract when they conflict with the terms or conditions of this rate card, or any amendment thereof.

F. The publisher shall not be subject to any liability whatsoever for any failure to publish or circulate all or any part of the issue or issues due to strikes, work stoppages, accidents, fires, acts of God or any circumstance not within control of the publisher. The publisher is not responsible for the accuracy of any corrections or changes made to any advertiser's materials.

2018 Digital Advertising Rates

Website ads

YOUR AD HERE

REJournals
The Midwest's leading source for commercial real estate news.

DIRECTORIES SECTOR MARKET EVENTS search...

• THE LEAD •

Multifamily Missouri >

Modern apartments bring new bustle to Midwest downtowns

YOUR AD HERE

YOUR AD HERE

Editor's Top Picks

- Avision Young, West Loop and Riverwest are leaders in Chicago office market
- To own space or lease it, that's the new healthcare real estate question
- Capitol District project powering downtown Omaha
- IOV's Tom Barbera finds a competitive edge in the industrial sector
- Think brick-and-mortar retail is dead? Amazon physical stores prove otherwise

33K
SESSIONS P/MONTH

25K
USERS P/MONTH

69.5
PAGEVIEWS P/MONTH

Website Rates (Net)

Top Horizontal Banner (\$1250/month)

Desktop : 728px (w) x 90px (h)

w/Mobile: 320px (w) x 50px (h)

Side Banner (\$975/month)

300px (w) x 250px (h)

PREMIUM Position : **TOP** Side Banner

(Add 10% Surcharge for PREMIUM POSITION)

Dedicated "Spotlight" Blast

TEN-X
COMMERCIAL

Upcoming Commercial Properties For Sale

Office | Lombard, IL Starting Bid: \$2,000,000

Dedicated "Spotlight" Blast Rates (Net)

Our Dedicated "Spotlight" blast reaches approximately 23,000 eSubscribers per blast.

Client provides: Subject line, HTML or JPEG with designated link.

1-2x \$1000 per blast

3-4x \$750 per blast

5+ \$650 per blast

Contact your sales rep for additional advertising packages and frequency discounts.

John Mickey
Senior Account Executive
312.644.6942
jmickey@rejournals.com

Ernest Abood
Advertising Director
312.644.7119
eabood@rejournals.com

Mark Menzies
Publisher
312.644.4610
menzies@rejournals.com

Susan Mickey
Account Executive
773.575.9030
smickey@rejournals.com

2018 Digital Advertising Rates

E-Newsletter ads

RE journals The latest headlines from Midwest Real Estate News

YOUR AD HERE

YOUR AD HERE

*** THE LEAD ***

Milwaukee CRE market a smooth machine today
Like many Midwest markets, Milwaukee is enjoying a rise in commercial real estate activity this year. This has been good news for the brokers working this market, including those with the newly formed Founders 3, the company resulting from the merger of Milwaukee-area firms Commercial Property Associates, RFP Commercial and Siegel-Gallagher Management Company.

You can't find a commercial sector that's struggling in Columbus
Jim Garrett admits that he sounds a bit like a broken record when talking about the strength of the commercial real estate market in Columbus, Ohio. But Garrett, managing director of the Columbus office of Colliers International, can't help it that Columbus has seen a steady rise in sales, leases and new developments for several years.

Modern apartments bring new bustle to Midwest downtowns
Bustling downtowns are pumping new life into cities across the Midwest. Kansas City, Missouri, is no exception. And the ARTerra apartment project is a main reason why.

YOUR AD HERE

YOUR AD HERE

E-Newsletter Rates (Net)

Top Horizontal Banner (\$750 per e-newsletter)

Desktop : 728px (w) x 90px (h)

w/Mobile: 320px (w) x 50px (h)

BOX banner (\$500 per e-newsletter)

300px (w) x 250px (h)

Increase Frequency @ More Savings (E-Newsletter)

2-4x Horizontal Banner (\$500 per e-newsletter)

Desktop : 728px (w) x 90px (h)

Mobile: 320px (w) x 50px (h)

5+ Horizontal Banner (\$400 per e-newsletter)

Desktop : 728px (w) x 90px (h)

Mobile: 320px (w) x 50px (h)

2-4x Box Banner (\$400 per e-newsletter)

300px (w) x 250px (h)

5+ Box Banner (\$350 per e-newsletter)

300px (w) x 250px (h)

Submission Guidelines

- For **E-Newsletters**, Creative must be submitted as a JPEG, PNG, or GIF format with a resolution of 96 DPI (pixels/dots per inch) at actual size (see above for banner dimensions). We will NOT except PDF files or Microsoft Word documents.
- For **Website**, All banner file submissions should be in JPEG, PNG, or GIF format and have a resolution of 96 DPI (pixels/dots per inch). Contact your sales representative for file information regarding video submissions (HTML5 only).
- For **Dedicated "Spotlight" blasts**, All file submissions must be HTML or JPEG with designated link.

Contact your sales rep for additional advertising packages and frequency discounts.

John Mickey
Senior Account Executive
312.644.6942
jmickey@rejournal.com

Ernest Abood
Advertising Director
312.644.7119
eabood@rejournal.com

Mark Menzies
Publisher
312.644.4610
menzies@rejournal.com

Susan Mickey
Account Executive
773.575.9030
smickey@rejournal.com

2018 Directory Listing Opportunities

Midwest Real Estate News



FEB/MAR ISSUE	APR/MAY ISSUE	JUN/JUL ISSUE	AUG/SEPT ISSUE	OCT/NOV ISSUE	DEC/JAN ISSUE
DUE 2/5	DUE 4/1	DUE 6/3	DUE 8/5	DUE 10/7	DUE 12/2
Developers	Healthcare MOB	Construction Companies	Top Project/Construction Management	Asset/Property Management Firms	Annual Resource Guide
CRE Finance	Top Brokerage Firms	Contractors		Construction Companies	
Architects / Design-Build	Asset/Property Management Firms	Finance	RE Attorneys/Appraisers	CRE Finance	
Project/Construction Management	RE Attorneys/Appraisers	Environmental/Engineering Firms	Developers Top Brokerage Firms	REITs	

Illinois Real Estate Journal



FEBRUARY ISSUE	APRIL ISSUE	JUNE ISSUE	AUGUST ISSUE	OCTOBER ISSUE	DECEMBER ISSUE
DUE 1/25	DUE 3/21	DUE 5/23	DUE 7/25	DUE 9/19	DUE 11/21
RE Attorneys/Appraisers	EDCs	Asset/Property Management Firms	Developers	Environmental/Engineering Firms	Annual Resource Guide
Brokerage Firms	CRE Finance	Contractors	CRE Finance	Construction Companies	
Architecture & Design Firms	Environmental/Engineering Firms	Demolition Companies	RE Attorneys/Appraisers	Asset/Property Management	
REITs	Construction Companies	Architecture/Design-Build Firms	Brokerage Firms Healthcare MOB		

Chicago Industrial Properties



FEBRUARY ISSUE	APRIL ISSUE	JUNE ISSUE	AUGUST ISSUE	OCTOBER ISSUE	DECEMBER ISSUE
DUE 1/29	DUE 3/25	DUE 5/27	DUE 7/29	DUE 9/30	DUE 11/25
Construction Companies	Brokerage Firms	REITs	Construction Companies	RE Attorneys/Appraisers	Annual Resource Guide
Asset/Property Management	Contractors	Developers	Asset/Property Management Firm	Contractors	
CRE Finance	RE Attorneys/Appraisers	Environmental/Engineering Firms	Brokerage Firms	CRE Finance	
EDCs	REITs	CRE Finance Roofing Companies	Architecture/Design-Build Firms	Environmental/Engineering Firms	

Directory Listing Details

Each issue will feature directories that include a company logo, company contact info, key contacts, 35 word services provided, 35 word description.
COST: \$275 per Listing

TO PLACE YOUR DIRECTORY LISTING CONTACT:

Susan Mickey
 Account Executive/Classifieds Manager
 773.575.9030
 smickey@rejournal.com

Cushman & Wakefield
 200 South Wacker Drive, Ste. 2800
 Chicago, IL 60606
 P: 312.470.1800 • F: 312.470.3800
 Website: www.cushmanwakefield.com

Key Contacts: Randel Waites, Managing Director, randel.waites@cushwake.com; Shawn Mobley, Executive Vice President - Chicago Market Leader, shawn.mobley@cushwake.com

Services Provided: Cushman & Wakefield provides a complete range of real estate services, including: Transaction Services - tenant and landlord representation in office, industrial and retail real estate; Capital Markets - property sales, investment management, valuation services, investment banking, debt and equity financing; Client Solutions - strategies for large corporations and property owners; and Consulting Services.

Company Profile: Cushman & Wakefield is the world's largest privately-held commercial real estate services firm. Founded in 1917, it has 235 offices in 60 countries and 14,000+ employees. C&W delivers integrated solutions for every stage of the real estate process.



CUSHMAN & WAKEFIELD
 Global Real Estate Solutions™

Special Sections & Supplements

ATTORNEYS IN COMMERCIAL REAL ESTATE



April/May. We will Feature an annual attorney's photo directory

SALES DEADLINE:
MARCH 27

WOMEN IN COMMERCIAL REAL ESTATE



In October/November, we feature our annual Women In Commercial Real Estate photo directory

SALES DEADLINE:
SEPTEMBER 26

OMAHA



April/May. Omaha is thriving. Midwest Real Estate News finds out why in this special section.

SALES DEADLINE:
MARCH 27

HALL OF FAME



In December/January, we'll highlight the several savvy veterans who've made their mark on the commercial real estate industry in the Midwest Hall of Fame

SALES DEADLINE: NOVEMBER 27

BEST OF THE BEST



June/July. Midwest Real Estate News showcases the top performers throughout the commercial real estate industry in its annual Best of the Best special section.

SALES DEADLINE: MAY 29

REACH US AT REJOURNALS



WHO DO WE REACH?

(Total qualified circulation: 16,500)

- 38% Builders, Developers & Owners
- 30% Corporations
- 18% Brokerages
- 12% Financing & Investment
- 2% Services, Government & Associations

