

SUMMIT JOURNAL



MEDIA KIT

2024/25



AFIRE / ABOUT

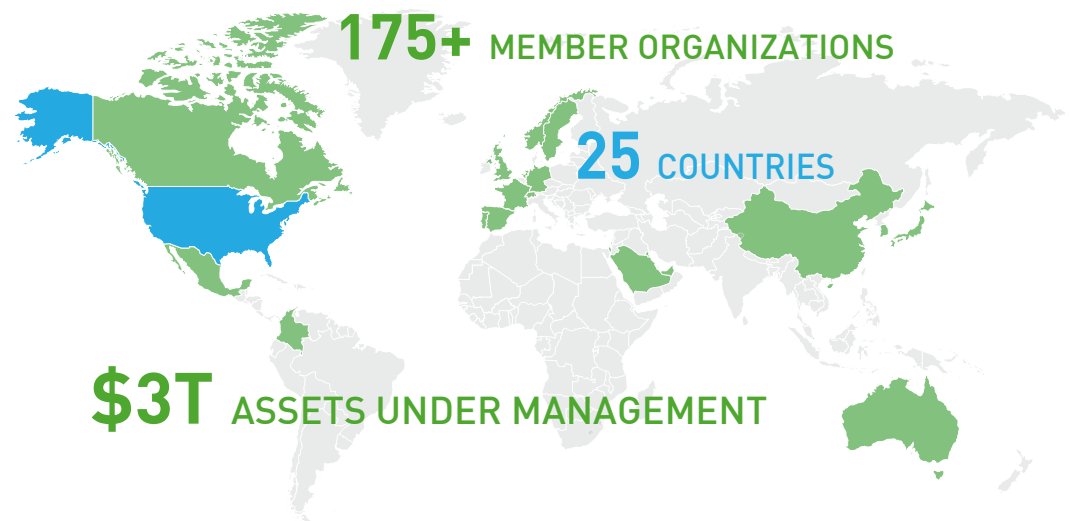


AFIRE is the association for international real estate investors focused on commercial property in the United States.

Established in 1988, AFIRE is a nonprofit trade association headquartered in Washington, DC, and is an essential forum providing high-value thought leadership for real estate leaders from around the world.

AFIRE's members includes nearly 175 leading **global institutional investors, investment managers, and supporting partners from 25 countries representing approximately \$3 trillion in real estate assets under management (AUM).**

Through events, research, publishing, and analyses of real estate capital markets, geopolitics, economics, urbanism, technology, and future trends, AFIRE's members gather around a shared mission to help each other become **Better Investors, Better Leaders, and Better Global Citizens.**



THE AFIRE PLATFORM

- GLOBAL EVENTS
- SUMMIT JOURNAL
- INVESTOR RESEARCH
- THE AFIRE PODCAST
- MEMBERS-ONLY ARCHIVE
- MENTORSHIP
- LEARN MORE AT [AFIRE.ORG/ABOUT](https://afire.org/about)

SUMMIT / ABOUT

FREE AND OPEN ACCESS

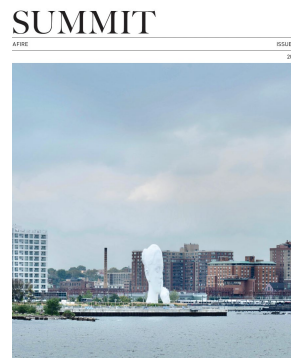
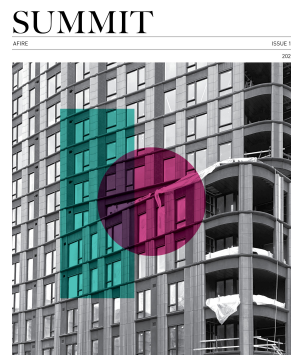
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ISSN 2689-6257 (DIGITAL)

Summit Journal is the official, award-winning, multimedia publication and thought leadership program for AFIRE.

Readers and contributors stand at the intersection of real estate, institutional investing, data science, and economics.

Launched in 2019 and published multiple times per year in digital and print formats, Summit features articles, house views, original ideas, and research from investors, executive leaders, and academics from around the world, focused on the research and analysis of real estate capital markets, cross-border issues, policy, demographics, technology trends, and management topics.

Summit is a free, open access trade journal.



LEARN MORE AT [AFIRE.ORG/SUMMIT...](https://afire.org/summit...)

/GUIDELINES

Processes and standards for contributors

/POLICIES

Ethics, copyright rules, and priorities

/LEADERSHIP

AFIRE staff and volunteer committee

/SUMMITARCHIVE

All past issues of Summit Journal

/CONTACT

Details for contributors and sponsorships

SUMMIT/READERSHIP

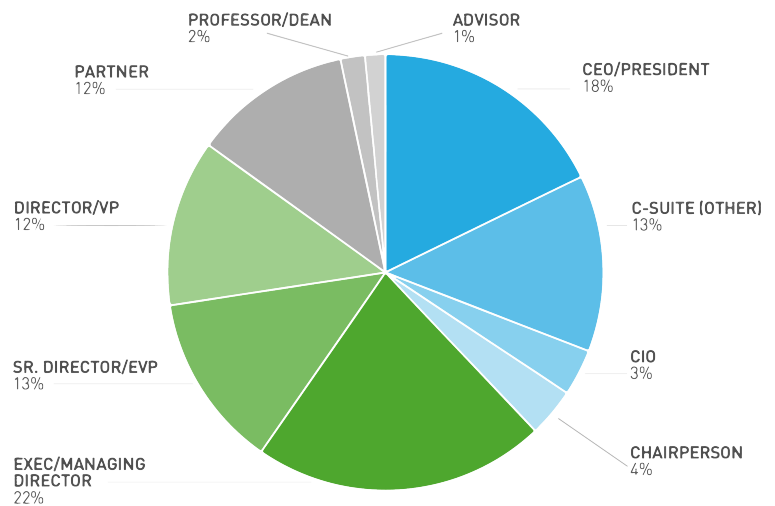
GLOBAL REACH ANNUAL GROWTH

Since Summit Journal was first launched in 2019, AFIRE has seen year-over-year increases in readership, with **a current annual average of around 14,000 unique readers**.

Summit Journal readers also represent both the global geography and leadership experience of AFIRE's core membership. **Around 60% of Summit readers operate at the executive and C-suite level, with responsibility for more than \$3 trillion AUM.***

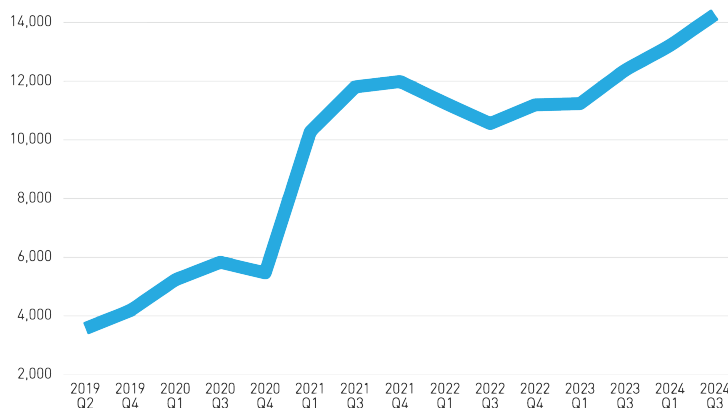
AFIRE MEMBER DELEGATE ROLES

(Also reflects Summit distribution and reach)



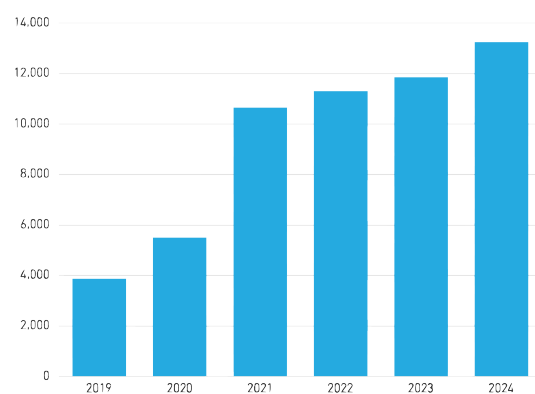
UNIQUE IMPRESSIONS PER ISSUE

(Average reading time of 7-12 minutes)



AVERAGE ANNUAL READERS

(Based on issues released that same year)



* Learn more about AFIRE membership at afire.org/membership

SUMMIT/RECOGNITION

AWARD-WINNING DESIGN & CONTENT

Summit Journal is powered by a collaborative editorial program that elevates smart research and commercial real estate insights using intuitive data visualization and accessible prose.

Through this program, AFIRE's internationally recognized editorial teams have earned **more than 24 awards for Summit Journal since 2020.**

INTERNATIONAL AND EUROPEAN ASSOCIATION AWARD '23
ASSOCIATION OF ASSOCIATION EXECUTIVES / BEST INFORMATION AND PUBLISHING PRODUCT

JESSIE H. NEAL AWARD '23
SOFTWARE & INFORMATION ASSOCIATION / BEST OVERALL ART DIRECTION AND DESIGN

GOLD STEVIE AWARD '23 '21
AMERICAN BUSINESS AWARDS / BEST ASSOCIATION PUBLICATION

COMMUNICATOR AWARD '24 '23
THE COMMUNICATOR AWARDS / DISTINCTION IN B2B PRINT AND DESIGN

PR DAILY NONPROFIT AWARD '22
RAGAN'S AND PR DAILY / BEST ASSOCIATION PUBLICATION

GRAPHIC DESIGN USA AWARD '23-'20
GRAPHIC DESIGN USA AWARDS / BEST PUBLICATIONS AND EDITORIAL DESIGN

TABBIE AWARD '22 '21
TRADE ASSOCIATION BUSINESS PUBLICATIONS INTERNATIONAL / TOP 25 ISSUE

MARCOM AWARDS / PLATINUM & GOLD '24-'20
ASSOCIATION OF MARCOM PROFESSIONALS / BEST ASSOCIATION PUBLICATION

OZZIE AWARD '21
FOLIO: EDDIE & OZZIE AWARDS / ASSOCIATION PUBLICATIONS (FINALIST)

APEX AWARD '21
COMMUNICATIONS CONCEPTS / PUBLICATION EXCELLENCE



SPONSORSHIP / OVERVIEW

HIGH VISIBILITY MAXIMUM VALUE

Summit Journal sponsorship is AFIRE's highest visibility and longest duration sponsorship opportunity—and it's **open to both member and non-member firms**.

HIGHLIGHTS

- Exposure to captive executive global audiences at AFIRE events
- Prominent branding across the entire AFIRE platform*
- Proactive publicity campaign of 3–4 months for journal release period
- Sponsor branding exists on all AFIRE media in perpetuity
- Opportunity to guide the conversation and test bold ideas for real estate

RELEASE/PUBLICITY PERIOD

Summit Journal is published three times per year, with a **3–4 month multimedia release/publicity period** that begins in conjunction with any one of AFIRE's three main annual executive events*:

- **Winter Conference** / February / Washington, DC, Miami, etc.
- **European Conference** / June / London, Amsterdam, Berlin, etc.
- **Annual Member Meeting** / September / New York

AFIRE uses the release/publicity period to feature and promote one or two articles per week from the issue on AFIRE.org and related AFIRE media.

Sponsors at all levels ([PLATFORM](#), [EXECUTIVE](#), [ASSOCIATE](#), [SUPPORTING](#)) receive requisite [JOURNAL](#) and [DIGITAL BENEFITS](#) on all issue formats *and* on each article featured from the issue. **All sponsors receive 3–4 months of proactive publicity powered by the AFIRE platform.**

All sponsor branding, graphics, URLs, and other media remain visible and active in perpetuity—resulting in tens of thousands of potential views and impressions well beyond the sponsorship period.

EVENT BENEFIT INTEGRATIONS

Because each journal is released in conjunction with an AFIRE event, any event-related sponsor benefits are also tied to that event. (In other words, a Platform or Executive Sponsor of the Winter Conference issue will receive a complimentary registration for that conference.)

(Summit sponsorships can also be combined or customized with other AFIRE sponsorships, depending on member status. Contact Ben van Loon, Editor-in-Chief, bvanloon@afire.org for more information.)

SPONSORSHIP / BENEFITS

EVENT

PLATFORM

\$25,000+

Only one PLATFORM sponsor accepted per issue.



- **One complimentary registration** for related AFIRE conference \$2,000-\$3,500 value
- **Full AFIRE Event Sponsor* branding** and visibility online, on-site, digital, etc. \$8,000-\$10,000 value

EXECUTIVE

\$12,500



- **One complimentary registration** for related AFIRE conference \$2,000-\$3,500 value

ASSOCIATE

\$8,000



- **Option to purchase first/additional registration** for related AFIRE conference

SUPPORTING

\$5,000



JOURNAL



- Back outside cover full-page sponsor graphic/message
- Two-page front-of-book editorial spread
- Front inner cover logo/URL



- Back inside cover full-page sponsor graphic/message
- Front inner cover logo/URL



- Back inside cover half-page sponsor graphic/message
- Front inner cover logo/URL



- Back inside cover third-page sponsor graphic/message
- Front inner cover logo/URL

DIGITAL



- All **JOURNAL** branding reproduced in digital edition
- Two-page editorial spread featured on AFIRE platform
- Logo/message/URL on all related online features (approx. 12 articles, 4 newsletters, 24+ social media posts; 3-4 month period; etc.) ●●●



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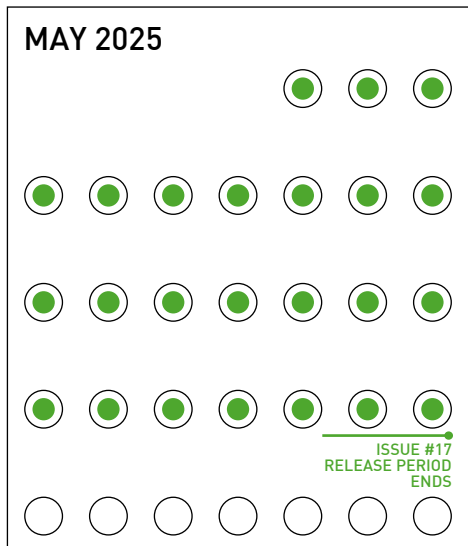
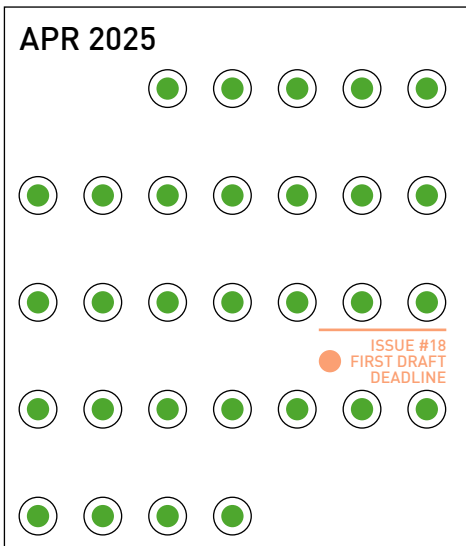
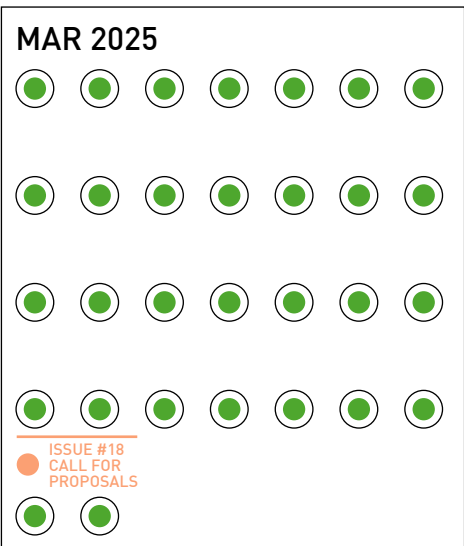
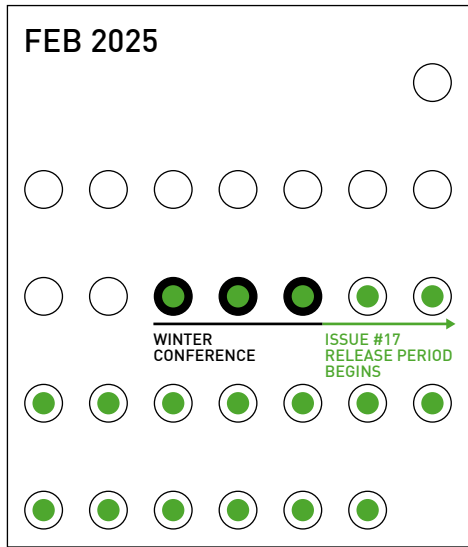
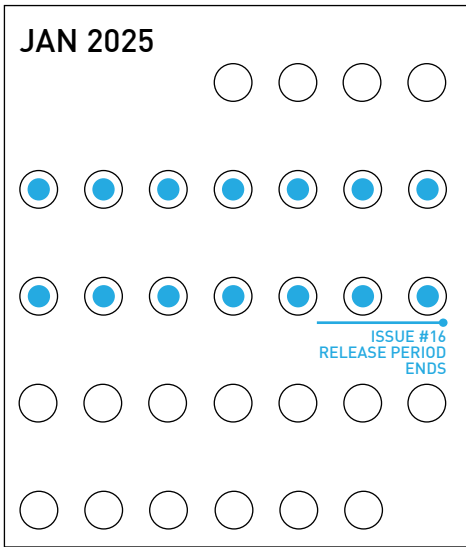
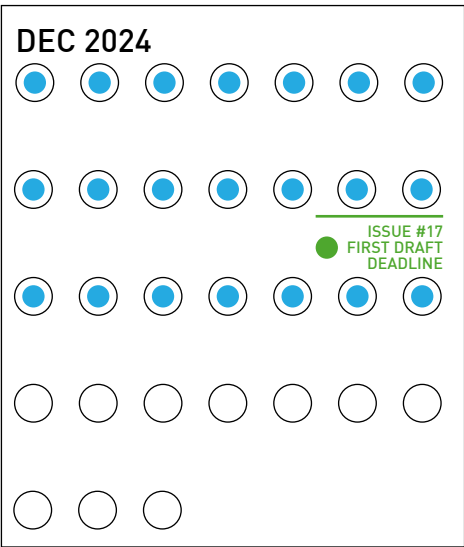
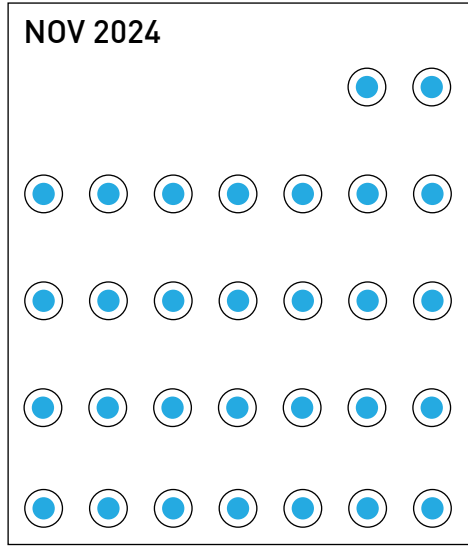
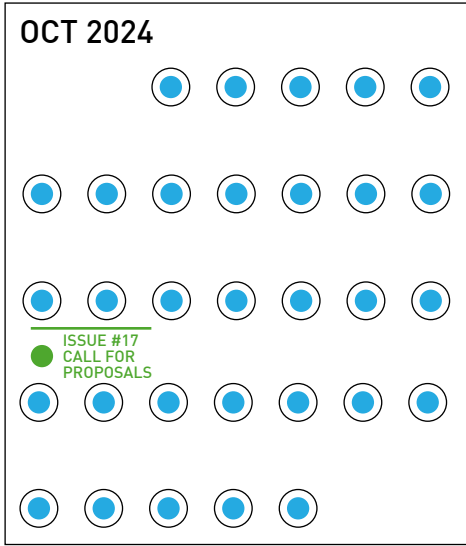
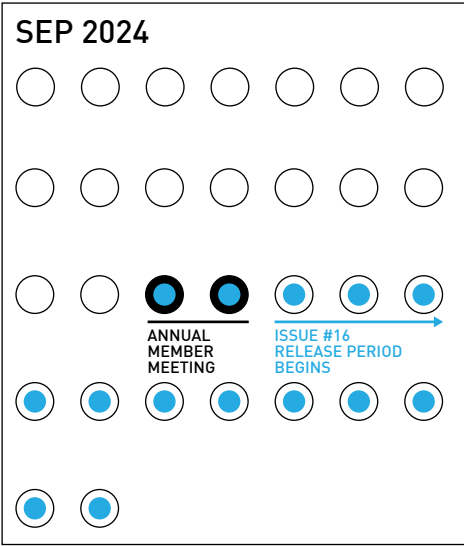


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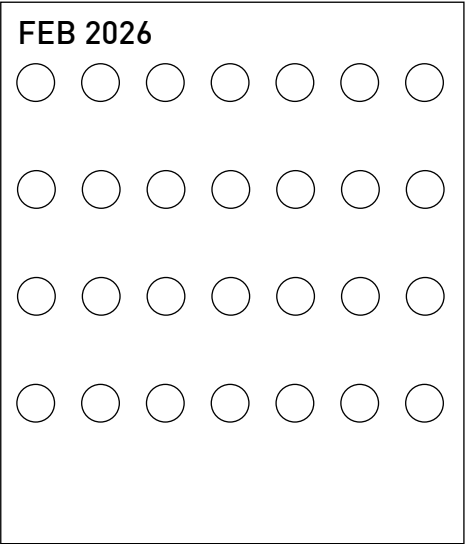
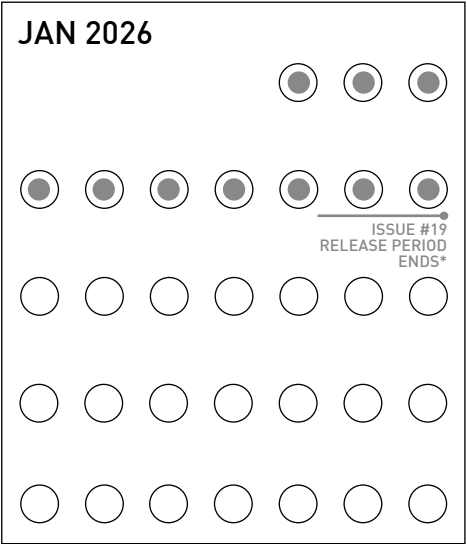
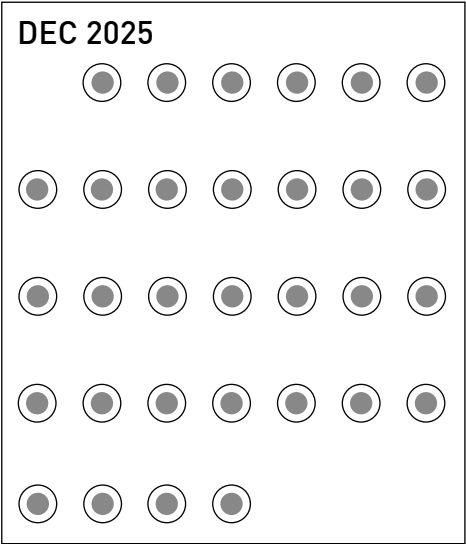
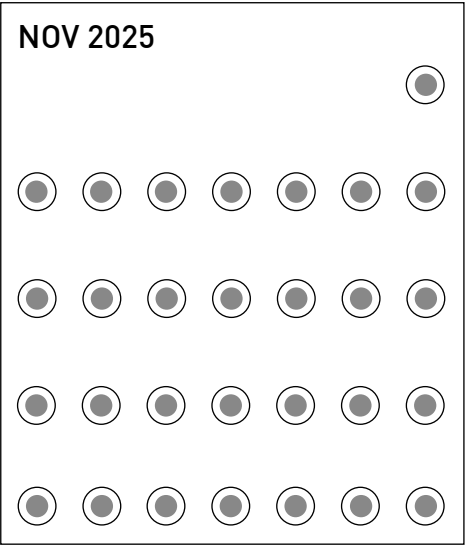
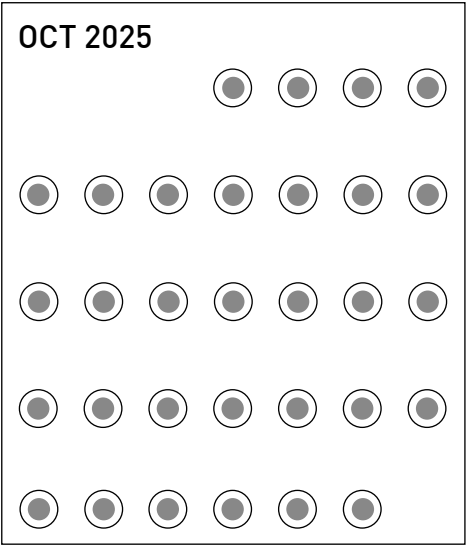
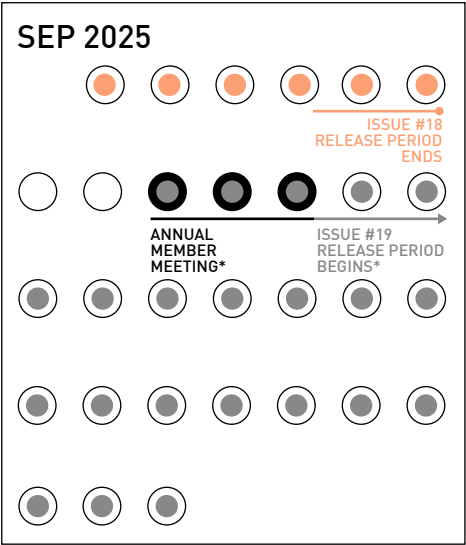
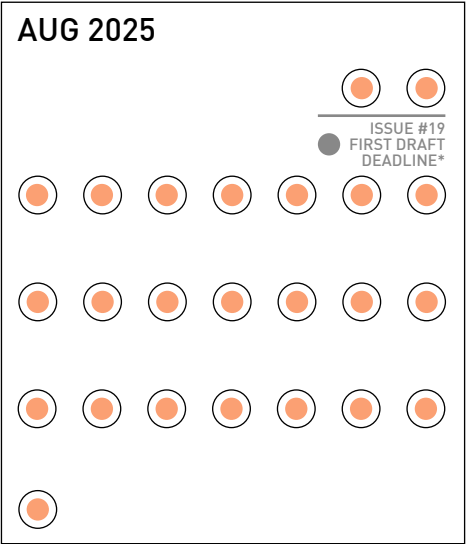
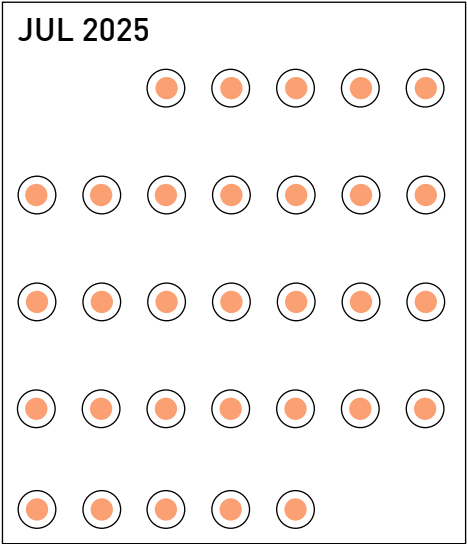
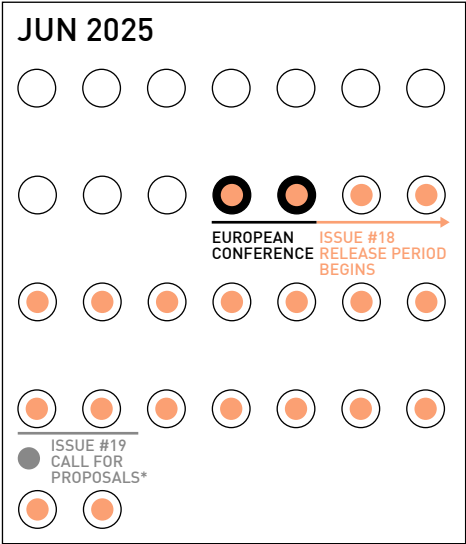


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CALENDAR / 2024-2025



CALENDAR / 2024-2025



* Tentative/to be confirmed.

CONTACT / AFIRE

**/ FOR SUMMIT
SPONSORS AND
CONTRIBUTORS**



**BENJAMIN VAN LOON, CAE
MANAGING DIRECTOR & EDITOR-IN-CHIEF**

BVANLOON@AFIRE.ORG / 773 678 4751

**/ FOR AFIRE
EVENTS**



**ASMAIT TEWELDE
MEETING DIRECTOR**

ATEWELDE@AFIRE.ORG / 202 312 1404

**/ FOR AFIRE
MEMBERSHIP**



**LEXIE MILLER, CAE
CHIEF OPERATING OFFICER**

LMILLER@AFIRE.ORG / 202 312 1403

