

SUMMIT JOURNAL MEDIA KIT | 2021

SUMMIT JOURNAL



Launched in 2019, **Summit Journal is a free, open access trade journal** and serves as the official publication of AFIRE, the association for international real estate investors focused on commercial property in the United States.

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

Published multiple times per year in digital and print formats, Summit features articles from AFIRE members and guest experts. It is a core part of the association's mission to provide an essential forum for real estate investment thought leadership through research and analysis of real estate capital markets, cross-border issues, policy, demographics, technology trends, and management topics.

ISSN 2689-6257 (Print) | ISSN 2689-6257 (Online)



READERSHIP





As the official publication of AFIRE, the readers of Summit Journal begin with the association's core membership, which includes more than 200 member organizations of institutional investors, investment managers, and leaders of global real estate organizations. Through editorial collaborations, directory listings, and public calls for submissions, Summit Journal continues to expand its international readership of business leaders, academics, and experts focused on issues of real estate, financial management, climate change, and other topics at the forefront of real estate thought leadership.

RECOGNITION



After Summit Journal was originally developed as a twiceyearly journal in 2019, AFIRE expanded the frequency of the publication to quarterly in 2020 to meet the demands for expertise and clarity in information in response to the global pandemic.

In recognition of these efforts, and for excellence in design and editorial leadership, Summit Journal has received:

- 2020 Platinum MarCom Award Association of Marketing and Communications Professionals marcomawards.com
- 2020 Graphic Design USA Award Graphic Design USA gdusa.com





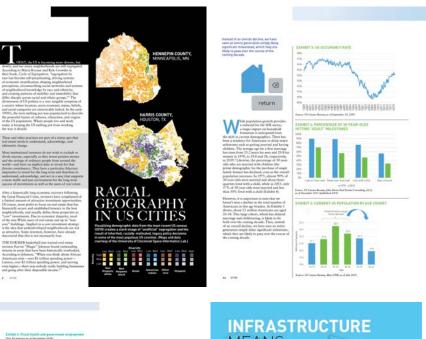
AUTHORSHIP



Summit Journal publishes articles, research, and critical analysis of real estate capital markets, cross-border issues, policy, economics, technology, and management from contributors involved in any aspect of the real estate industry.

Previous contributors have included **C-suite executives**, **researchers, analysts, and thought leaders** from leading organizations in institutional investment, asset management, and development:

- American Realty Advisors
- Barings Real Estate
- Berkshire Residential
- Green Street
- KPMG
- Man Global Private Markets
- Norges Bank Investment Management
- Prologis
- USAA Real Estate
- and many more



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GUIDELINES + PROCESS



Summit seeks original articles, research, and critical analysis of real estate capital markets, cross-border issues, policy, economics, technology, and management from contributors involved in any aspect of the real estate industry.

Authors sign a publication agreement that grants non-exclusive rights to all content, meaning that AFIRE and its authors can freely reproduce and distribute their own content.

Summit articles must be written in English and are limited to a maximum length of 1,500 words. (Citations and endnotes may also be included and do not count towards the final word count.)

Summit encourages the use of graphics, charts, and tables to illustrate submissions. The editors assume that the contributor owns the right to have the graphics reproduced. Such assets should be sent as separate, standalone files (not embedded within Word documents), and can be presented as EPS, TIFF, JPG, PNG, PSD, or AI files. When able, please also provide raw data for charts and tables.

PRE-APPROVAL | PART 1

- Author(s) submit proposal, abstract, or partially completed draft
- Editors review, discuss, and provide feedback and/or approval
- Author(s) agree, sign copyright agreement, and commence writing

DEVELOPMENT | PART 2

- Author(s) submit draft (+ graphics, charts, tables, and/or raw data)
- Editors review and provide feedback as needed
- Author(s) revise and resubmit as needed
- Editors provide fully designed article for final author approval
- Author(s) provide final proofreading, fact checking, and approvals

PUBLICATION | PART 3

- Article is published in digital/print magazine
- PDF version is provided to author
- Article is published as a standalone post on AFIRE.org and promoted on social media
- Author is invited to be a guest on the AFIRE Podcast

CALENDAR | 2021



	JANUARY	FEBRUARY	MARCH		
	DEC. 15: Call for Spring 2021 Proposals JAN. 15: Spring 2021 Proposals Due	FEB. 12: Drafts Due Collaboration/Approval Process Begins	SPRING 2021 ISSUE PUBLISHED + Call for Summer 2021 Proposals		
	APRIL	MAY	JUNE		
	APRIL 16: Summer 2021 Proposals Due	MAY. 14: Drafts Due Collaboration/Approval Process Begins	SUMMER 2021 ISSUE PUBLISHED + Call for Fall 2021 Proposals		
	JULY	AUGUST	SEPTEMBER		
	JULY 16: Fall 2021 Proposals Due	AUG. 13: Drafts Due Collaboration/Approval Process Begins	FALL 2021 ISSUE PUBLISHED + Call for Winter 2021 Proposals		
	OCTOBER	NOVEMBER	DECEMBER		
Q4	OCT. 8: Winter 2021 Proposals Due	NOV. 5: Drafts Due Collaboration/Approval Process Begins	WINTER 2021 ISSUE PUBLISHED + Call for Spring 2022 Proposals		

POLICIES



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No content is published without the mutual agreement of both the editors and the author(s).

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CITATIONS

All data and quotations, when sourced from third-party websites or resources, must include must an accompanying citation. Citations are printed as endnotes for each article.

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HEADLINES AND DESIGN

The editors reserve full creative control over all headlines, sub-headlines, pull quotes, editorial ephemera, and final article design.

UNDERWRITING



BENEFITS

Summit Journal underwriters demonstrate their support of the latest research, analysis, and innovation in real estate thought leadership.

Each quarterly issue of Summit Journal invites an underwriter who gains **sole recognition for a full, single issue** and the opportunity for collaboration and leadership.

Recognition runs the duration of the quarter and includes:

- Prominent visibility on AFIRE.org, the AFIRE Global mobile app, Summit-related e-communications, and AFIRE social media (w/ branding, links, etc.)
- Graphic and exclusive underwriter's message on the back page of the sponsored issue
- Sponsored feature article, website post, and/or AFIRE podcast opportunity (compliant with guidelines and policies)
- Opportunity to solicit content, original research, and participate in editorial collaboration

JANUARY-MARCH

[SPRING 2021 UNDERWRITER | AVAILABLE] \$25,000

APRIL-JUNE

[SUMMER 2021 UNDERWRITER | AVAILABLE] \$25,000

JULY-SEPTEMBER

[FALL 2021 UNDERWRITER | AVAILABLE] \$25,000

Q3

OCTOBER-DECEMBER

[WINTER 2021 UNDERWRITER | AVAILABLE] \$25,000

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