

**AFIRE**

**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, urbanism, and economics.

Published three 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)

## SUMMIT

AFIRE

SUMMER 2021

07



SPRING 2021

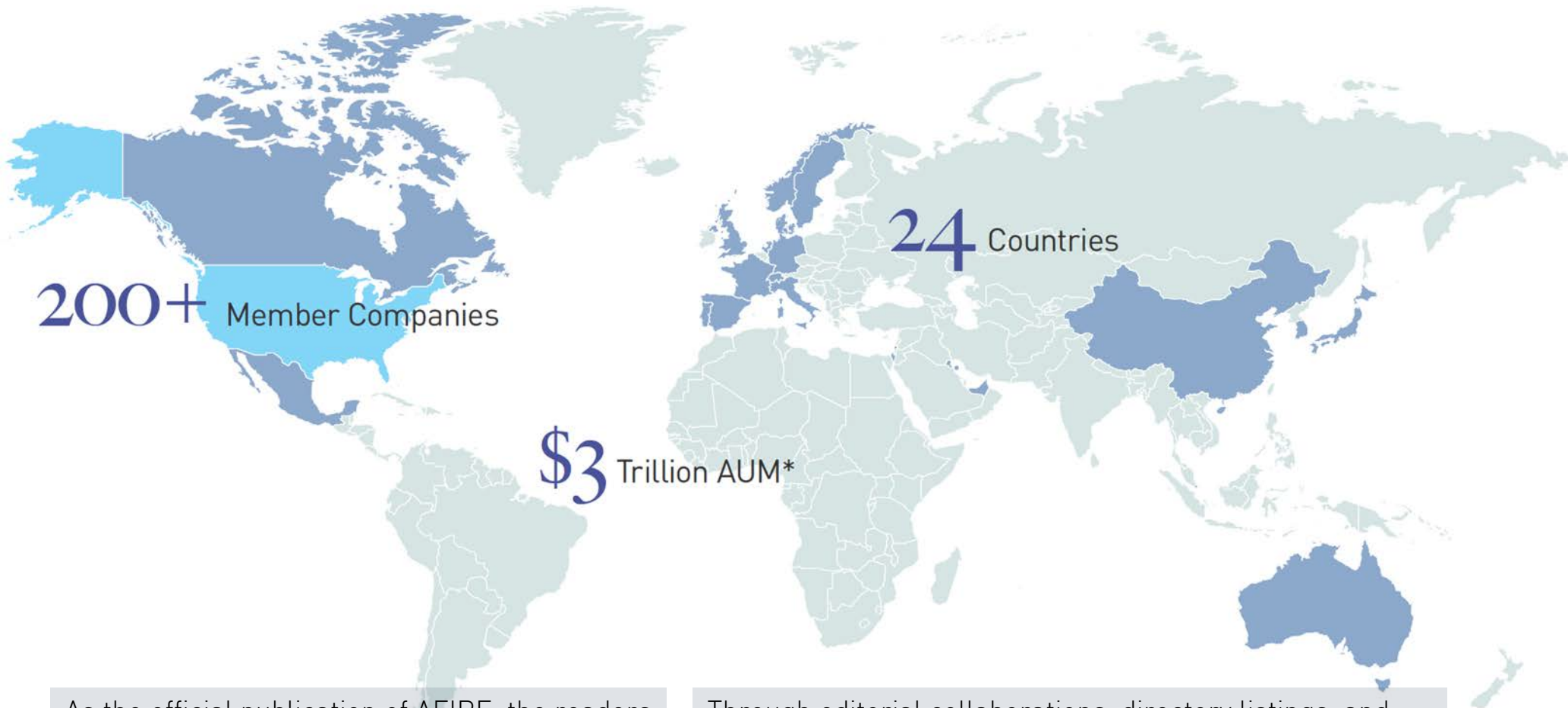
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# READERSHIP



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



In recognition of excellence for design, editorial direction, and content, Summit Journal has received the following awards:

- **2021 Gold Stevie Award**  
American Business Awards / Association Publications
- **2021 APEX Award**  
Communications Concepts / Publication Excellence
- **2021 Tabbie Award**  
Trade Association Business Publications Int. / Top 25 Issue
- **2021 Platinum AVA Digital Award**  
AVA Awards Group / Association Publications
- **2020 Platinum MarCom Award**  
Association of Marketing and Communications Pros. / Best Issue
- **2020 Graphic Design USA Award**  
Graphic Design USA / Best Design for Association Publications



# 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

**THE** GREAT, the US is becoming more diverse, but...

**HENNEPIN COUNTY, MINNEAPOLIS, MN**

**HARRIS COUNTY, HOUSTON, TX**

**RACIAL GEOGRAPHY IN US CITIES**

Visualizing demographic data from the most recent US census (2010) reveals a stark range of "segregated" neighborhoods and the result of intermarriage, racial prejudice, housing policy decisions in some of the most populous US counties. The map and data courtesy of the University of Cincinnati's Urban Informatics Lab.

**EXHIBIT 3: US OCCUPANCY RATE**

Instead of an overall decline, we have seen an entire generation simply delay significant milestones, which they are likely to pass over the course of the coming decade.

**EXHIBIT 4: PERCENTAGE OF 30-YEAR-OLDS HITTING ADULT MILESTONES**

While population growth provides a cushion for the EER score, a larger impact on household formation is anticipated from the shift in current demographics. There has been a marked rise for Americans to delay major milestones such as getting married and having children. The average age for a first marriage has risen from 23.2 years for men and 20.8 for women in 1970 to 29.8 and 28, respectively, in 2017. Likewise, the percentage of 30-year-olds who are married with children (the prime demographic for the purchase of single-family homes) has declined, even as the overall population increases. In 1970, 49% of 30-year-olds were married and about three-quarters lived with a child, while in 2015, only 37% of 30-year-olds were married and less than 50% lived with a child (Exhibit 4).

**EXHIBIT 5: CURRENT US POPULATION BY AGE COHORT**

**EXHIBIT 6: Fiscal health and government employment**  
(The 50 states as of December 2019)

**FISCAL HEALTH AND GOVERNMENT EMPLOYMENT**

The recessionary pressure will put a strain on state and local governments—particularly their local budgets. Given that state and local governments need to maintain balanced budgets, they will almost certainly lay off government employees to cut expenses and maintain fiscal solvency.

State and local austerity measures can hurt the local economy, especially in areas where government employees make up a large portion of the workforce. Additionally, state and local industries will be more likely to see net large deficits during the pandemic.

Cities with weak fiscal health and higher dependence on government employment (shown below in yellow) such as Sacramento, San Diego, Honolulu, and Las Vegas, New York, and Chicago, will likely see the most consequential fiscal impacts from the recessionary pandemic.

**SMALL BUSINESS EMPLOYMENT**

Small businesses are at risk during the pandemic given that many of them operate in the lodging, retail, and entertainment sectors, and many are not well-capitalized. In some industries, the economic shutdowns have occurred for three months or longer, which has put many small businesses at risk of closure if not given financial assistance.

Both the federal government and Federal Reserve have implemented small business lending programs to try and combat this issue. The 1.2 trillion CARES Act, passed in March 2020, provides SBA's 7(a) loans to lending to small businesses. Although there is no guarantee that lending will be given to all businesses in need, these programs could at least ease some of the funding needs and could be utilized by businesses.

Cities such as Oklahoma City, Miami, New York, and New Orleans have a high proportion of small business employment and will undoubtedly if these programs do not succeed!

**STATE-LOCAL**

**SMALL BUSINESS**

**INFRASTRUCTURE MEANS UNDERSTANDING**

Because it's ubiquitous, it's easy to take infrastructure for granted. But when choosing metrics for potential investment, understanding is essential.

Infrastructure is a critical component of economic development, providing the backdrop on which businesses and housing can build.

By Claire Johnson and Paul Frazier  
For Summit

# 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



## JAN-FEB

**1 JAN** CALL ISSUED FOR T1 2021 PROPOSALS + SPONSORS

**15 FEB** T1 2021 PROPOSALS DUE

**25 FEB** T1 2021 PROPOSALS CONFIRMED

## MAR

**12 MAR** T1 2021 DRAFTS DUE + EDITORIAL PROCESS BEGINS

**31 MAR** T1 2021 SPONSORS COMMITTED

## APR

**T1 2021 ISSUE RELEASED**

**31 APR** CALL ISSUED FOR T2 2021 PROPOSALS + SPONSORS

T<sub>1</sub>

## MAY

**15 MAY** T2 2021 PROPOSALS DUE

**25 MAY** T2 2021 PROPOSALS CONFIRMED

## JUN

**15 JUN** T2 2021 DRAFTS DUE + EDITORIAL PROCESS BEGINS

**31 JUN** T2 2021 SPONSORS COMMITTED

## JUL

**T2 2021 ISSUE RELEASED**

**25 JUL** CALL ISSUED FOR T3 2021 PROPOSALS + SPONSORS

T<sub>2</sub>

## AUG

**20 AUG** T3 2021 PROPOSALS DUE

**31 AUG** T3 2021 PROPOSALS CONFIRMED

## SEP

**17 SEP** T3 2021 DRAFTS DUE + EDITORIAL PROCESS BEGINS

**30 SEP** T3 2021 SPONSORS COMMITTED

## OCT-NOV

**T3 2021 ISSUE RELEASED**

**1 JAN** CALL ISSUED FOR T1 2022 PROPOSALS + SPONSORS

T<sub>3</sub>

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

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

Recognition for an entire trimester 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

## [AVAILABLE / \$25,000]

31 MAR GRAPHICS / LOGO DUE

APR-JUL PROACTIVE PUBLICITY PERIOD  
(WEBSITE, NEWSLETTERS,  
SOCIAL MEDIA, EVENTS, ETC.)

T<sub>1</sub>

## [AVAILABLE / \$25,000]

31 JUN GRAPHICS / LOGO DUE

AUG-OCT PROACTIVE PUBLICITY PERIOD  
(WEBSITE, NEWSLETTERS,  
SOCIAL MEDIA, EVENTS, ETC.)

T<sub>2</sub>

## [AVAILABLE / \$25,000]

30 SEP GRAPHICS / LOGO DUE

NOV-MAR PROACTIVE PUBLICITY PERIOD  
(WEBSITE, NEWSLETTERS,  
SOCIAL MEDIA, EVENTS, ETC.)

T<sub>3</sub>

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