

SUMMIT JOURNAL

MEDIA KIT

2022



ABOUT



Launched in 2019, Summit Journal is the official, award-winning 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 and 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.

SUMMIT

AFIRE

SUMMER 2021

07



SUMMIT

AFIRE

SPRING 2021

06



SUMMIT

AFIRE

FALL 2021

08



READERSHIP

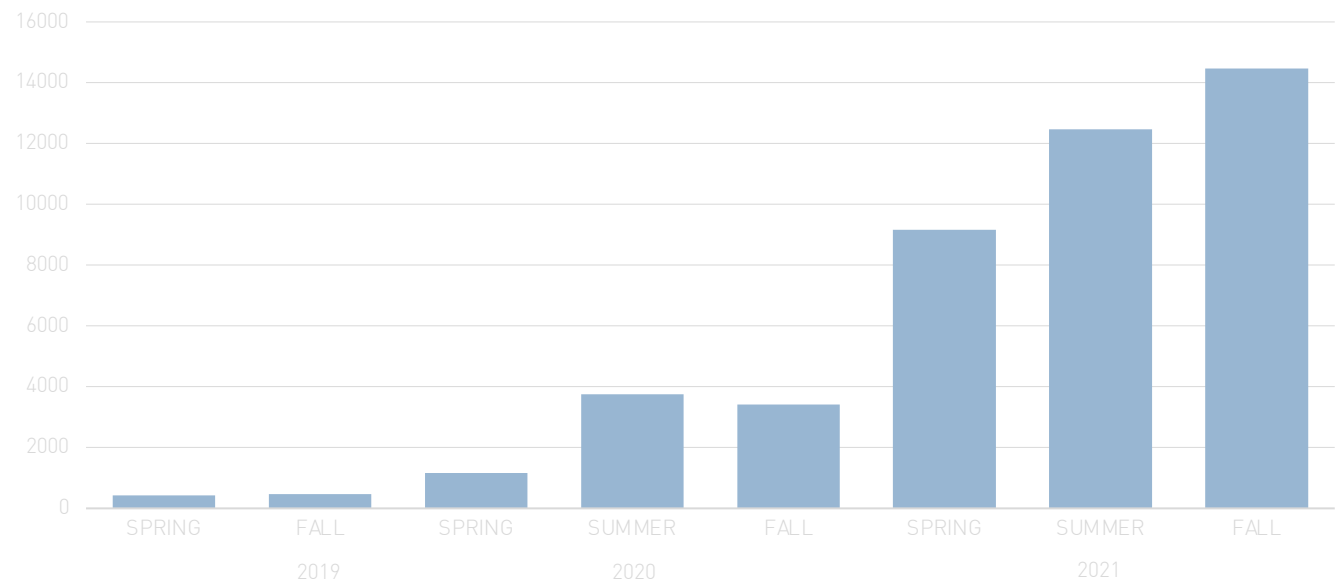


As the official publication of AFIRE, the readers of Summit Journal begin with the association's core membership, which includes nearly 200 member organizations (institutional investors, investment managers, professional services) from 24 countries, with approximately US\$3 trillion AUM.

200 ORGANIZATIONS
24 C O U N T R I E S
\$3 T R I L L I O N AUM



As Summit has increased its variety of content, design, and multimedia approach to accessibility, readership has continued to grow and expand into an increasingly diverse range of executive business leaders, real estate groups, academic institutions, developers, service agencies, and general interest readers.



RECOGNITION



Summit Journal has received eight top awards and nominations in recognition of its design, editorial direction, and content.

2021 PLATINUM MARCOM AWARD

ASSOC. OF MARKETING AND COMMUNICATIONS PROFESSIONALS
/ ASSOCIATION PUBLICATIONS

2021 GOLD STEVIE AWARD

AMERICAN BUSINESS AWARDS
/ ASSOCIATION PUBLICATIONS

2021 APEX AWARD

COMMUNICATIONS CONCEPTS
/ PUBLICATION EXCELLENCE

2021 TABBIE AWARD

TRADE ASSOCIATION BUSINESS PUBLICATIONS INTERNATIONAL
/ TOP 25 ISSUE

2021 OZZIE (FINALIST)

FOLIO: EDDIE & OZZIE AWARDS
/ ASSOCIATION PUBLICATIONS

2021 PLATINUM AVA DIGITAL AWARD

ASSOC. OF MARKETING AND COMMUNICATIONS PROFESSIONALS
/ BEST ISSUE

2020 PLATINUM MARCOM AWARD

ASSOC. OF MARKETING AND COMMUNICATIONS PROFESSIONALS
/ ASSOCIATION PUBLICATIONS

2020 GRAPHIC DESIGN USA AWARD

GRAPHIC DESIGN USA
/ ASSOCIATION PUBLICATIONS



DESIGN + APPROACH



Summit Journal is entirely driven by innovative ideas and thought leadership within and beyond commercial real estate.

There are no fees for Summit, and the journal does not accept advertising or sponsored content. Its approach relies on the leadership of AFIRE’s membership and other journal underwriters positioned at the forefront of industry intelligence in real estate.

Journal editors take a fully collaborative approach to design and production, allowing contributors multiple opportunities for review, approval, and refinement to ensure the best possible presentation of their ideas while retaining full ownership and reprint rights for their content.

THE GREAT REAL ESTATE RESET

By Ben Willmetts, Managing Director, Portfolio Management, Principal Real Estate Investors

BALANCED SUPPLY/DEMAND FUNDAMENTALS

Source: US Census Bureau, CTR Partners

Exhibit 2: NET MIGRATION, 2019 (PERCENT OF POPULATION)

Exhibit 3: SINGLE-FAMILY HOUSING STARTS

Source: US Census Bureau, CTR Partners

THE HOUSING ISSUE

By AFIRE TEAM

SHINING THROUGH DARKNESS

KEEP CALM AND INVEST ON

By Robert Wilson, CEO, AFIRE

INDUSTRIAL

Exhibit 1: The Industrial Fund

Source: NAIOP, CBRE, etc.

DATA CENTERS STAGE CENTER

RECASTING RISK AND RETURN

DOES LEVERAGE ADD VALUE?

Exhibit 4: CAPITAL VALUES HAVE RISEN

Exhibit 5: CAPITAL VALUES HAVE RISEN

THE HOUSING ISSUE

Exhibit 6: CAP RATES HAVE RISEN

Exhibit 7: CAP RATES HAVE RISEN

SHINING THROUGH DARKNESS

Exhibit 8: CAP RATES HAVE RISEN

Exhibit 9: CAP RATES HAVE RISEN

INDUSTRIAL

Exhibit 10: CAP RATES HAVE RISEN

Exhibit 11: CAP RATES HAVE RISEN

DATA CENTERS STAGE CENTER

Exhibit 12: CAP RATES HAVE RISEN

Exhibit 13: CAP RATES HAVE RISEN

UNDERWRITING



Summit Journal underwriters leverage the full AFIRE platform—which extends well beyond the journal itself—to align their firms with future-focused thought leadership in real estate.

Each issue of Summit accepts a single underwriter, ensuring sole visibility for the underwriter across the print and digital publication and all related website posts, podcasts, social media, and events for the “release period” of that issue, which generally lasts approximately four months.

Aggregated visibility for this period, inclusive of the journal and related publicity and digital assets, **averages 20,000+ unique impressions per month** with a high-quality audience of executive leaders and decision makers.

AVAILABLE OPPORTUNITIES

SPRING US\$25,000

SUMMER US\$25,000

FALL US\$25,000

UNDERWRITER VISIBILITY ECOSYSTEM + TIMELINE:

MONTH 01



- JOURNAL RELEASED (UNDERWRITER BRANDED)
- INTERNATIONAL PR/PUBLICITY OUTREACH
- VIDEO TRAILER AND SOCIAL MEDIA PROMOTION

MONTH 02



- FIRST FOUR ARTICLES RELEASED (W/ UNDERWRITER RECOGNITION INCLUDED)
- ONGOING SOCIAL MEDIA PROMTIONS AND TAGGING
- FIRST PODCAST EPISODES RELEASED (W/ UNDERWRITER RECOGNITION INCLUDED)

MONTH 03-04



- REMAINING ARTICLES RELEASED (W/ UNDERWRITER RECOGNITION INCLUDED)
- ONGOING SOCIAL MEDIA PROMTIONS AND TAGGING
- REMAINING PODCAST EPISODES RELEASED (W/ UNDERWRITER RECOGNITION INCLUDED)

SUBMISSION GUIDELINES



Summit Journal 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.

Articles must be written in English and be around 1,500 words in length, though there are exceptions for white papers and other long-form research. Citations and endnotes are encouraged.

Summit encourages the use of graphics, charts, and tables. 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.

The editors reserve the right to edit all article content to ensure compliance with these guidelines.

STYLE

Summit Journal generally complies with the latest editorial and citation standards set by the **Chicago Manual of Style.**

The Chicago Manual of Style®

ADVERTISING AND SELF-PROMOTION

Summit does not accept advertising or self-promoting content. Authors must limit self-referential or self-promoting language and avoid promotional references to platforms, tools, or business entities. First-person (I/we/us) should be used sparingly, if at all.

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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All articles published by Summit are covered by the AFIRE disclaimer statement (above). The editors reserve the right to remove any proprietary disclosure and disclaimer statements.

HEADLINES AND DESIGN

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

TRANSPARENCY



ACCESS

Summit Journal is committed to full “open access.” All articles are available to all readers immediately upon publication (without registration on the site and embargo period).

The benefits of the open access include increased citation, rapid publication, faster impact with permissive licenses, and copyright retention by the author.

PEER REVIEW

Summit Journal utilizes a transparent peer-review process, where, if the article is published, the reviewer comments are published online alongside the article, in accordance with the journal’s open access, ethics, and other policies. Summit’s implementation of a transparent peer review process is an extension of the journal and the association’s ethics policies and house rules to promote transparency and accessibility.

Manuscripts are assessed by the editorial team editors. All published articles are peer-reviewed. Overall editorial responsibility for the journal is with the editors, with editorial board members acting as reviewers.

ETHICS

All manuscripts submitted to Summit Journal are subject to the journal’s transparent peer review process.

AFIRE and Summit Journal recognize the need for scrupulousness and adherence to the best publishing practices and principles of publication ethics (COPE). Therefore, all processes related to the review and publication of articles shall be as clear and transparent as possible.

Before reviewing the manuscript, reviewers shall understand the peer review process of the journal. All reviewers shall follow and apply “A Short Guide to Ethical Editing for New Editors” developed by COPE.

If there are circumstances, facts, or actions that may affect the transparency of the article assessment, the reviewer should refuse to review the manuscript. If there is a potential conflict of interest, the reviewer should report this to the editors. Editors of the journal retain authority for determining articles that do or do not get published. The editors of the journal cannot submit their own articles to the peer review process for this journal.

Reviewers and editors should act in the interests of the journal and make decisions based on the reliability of the work reliability and its importance for the reader. Editors shall not use information obtained when working with manuscripts for private gain.

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Copying the work word-by-word, in general or in parts, without permission or citation of the source.

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PARAPHRASING

Copying made without literal or substantial replication, based on phrasing of the original work. With citation or source attribution, paraphrasing is permitted. Without, it is considered plagiarism.

CALENDAR 2022



SPRING

JAN-FEB

- 3 JAN** CALL ISSUED FOR SPRING 2022 PROPOSALS + UNDERWRITERS
- 18 FEB** SPRING 2022 PROPOSALS DUE
- 25 FEB** SPRING 2022 PROPOSALS CONFIRMED

MAR

- 11 MAR** SPRING 2022 DRAFTS DUE + EDITORIAL AND REVIEW PROCESS BEGINS
- 31 MAR** SPRING 2022 UNDERWRITERS COMMITTED

APR

- SPRING 2022 ISSUE RELEASED**
- 29 APR** CALL FOR SUMMER 2022 PROPOSALS + UNDERWRITERS

SUMMER

MAY

- 13 MAY** SUMMER 2022 PROPOSALS DUE
- 27 MAY** SUMMER 2022 PROPOSALS CONFIRMED

JUN

- 13 JUN** SUMMER 2022 DRAFTS DUE + EDITORIAL AND REVIEW PROCESS BEGINS
- 24 JUN** SUMMER 2022 UNDERWRITERS COMMITTED

JUL

- SUMMER 2022 ISSUE RELEASED**
- 29 JUL** CALL FOR FALL 2022 PROPOSALS + UNDERWRITERS

FALL

AUG

- 15 AUG** FALL 2022 PROPOSALS DUE
- 26 AUG** FALL 2022 PROPOSALS CONFIRMED

SEP

- 9 SEP** FALL 2022 DRAFTS DUE+ EDITORIAL AND REVIEW PROCESS BEGINS
- 16 SEP** FALL 2022 UNDERWRITERS COMMITTED

OCT-NOV

- FALL 2022 ISSUE RELEASED**
- 1 JAN** CALL FOR SPRING 2023 PROPOSALS + UNDERWRITERS

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