

SUMMIT JOURNAL

MEDIA KIT

2023



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/FALL 2022

10



SUMMIT

AFIRE

SPRING 2022

09

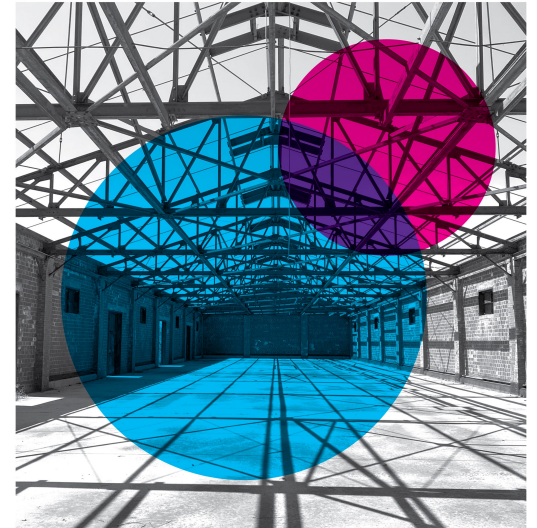


SUMMIT

AFIRE

FALL 2021

08



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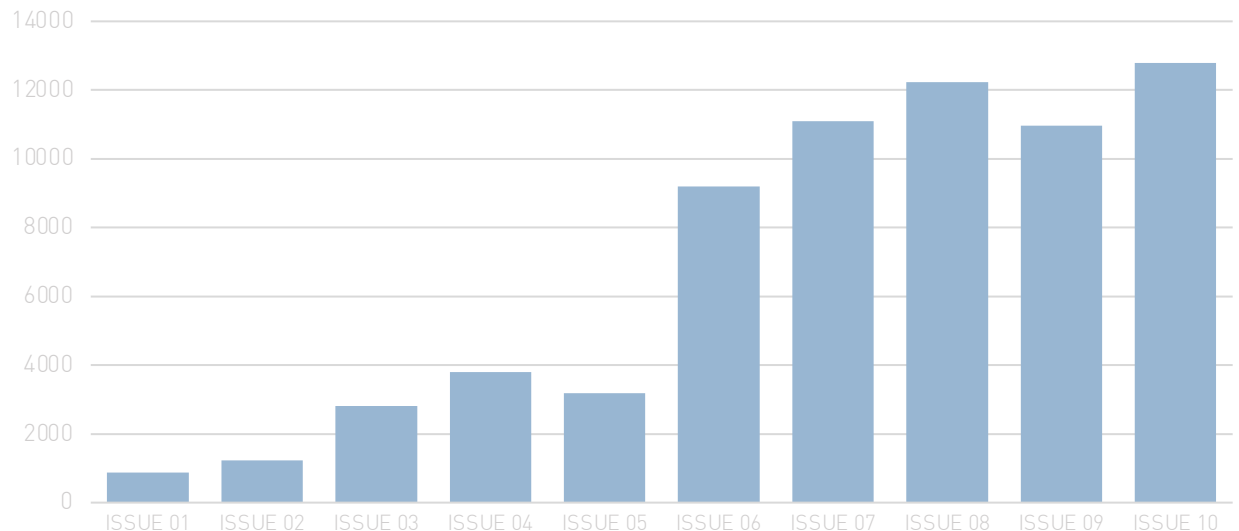
READERSHIP



As the official publication of AFIRE, the readers of Summit Journal begin with the association's core membership, which includes around 180 member organizations (institutional investors, investment managers, professional services) from 25 countries, with approximately US\$3 trillion AUM.

10,000+ READERS
25 COUNTRIES
\$3 TRILLION 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.



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RECOGNITION



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

INTERNATIONAL & EUROPEAN ASSOCIATION AWARD

ASSOCIATION OF ASSOCIATION EXECUTIVES / BEST INFORMATION AND PUBLISHING PRODUCT

JESSIE H. NEAL AWARD

SOFTWARE & INFORMATION INDUSTRY ASSOCIATION / BEST OVERALL ART DIRECTION AND DESIGN

GOLD STEVIE AWARD

AMERICAN BUSINESS AWARDS / BEST ASSOCIATION PUBLICATION

COMMUNICATOR AWARD

THE COMMUNICATOR AWARDS / DISTINCTION IN B2B PRINT AND DESIGN

PR DAILY NONPROFIT AWARD

RAGAN'S AND PR DAILY / BEST ASSOCIATION PUBLICATION

GRAPHIC DESIGN USA AWARD

GRAPHIC DESIGN USA AWARDS / BEST PUBLICATIONS AND EDITORIAL DESIGN

TABBIE AWARD

TRADE ASSOCIATION BUSINESS PUBLICATIONS INTERNATIONAL / TOP 25 ISSUE

PLATINUM & GOLD

MARCOM AWARD

ASSOCIATION OF MARKETING & COMMUNICATIONS PROFESSIONALS / BEST ASSOCIATION PUBLICATION

OZZIE AWARD

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

APEX AWARD

COMMUNICATIONS CONCEPTS / PUBLICATION EXCELLENCE

'23



'23

'23 '21



'23

'22



'22 '21 '20

'22 '21

'22 '21 '20



'21

'21

CALENDAR 2023



JAN-FEB

- 3 JAN** CALL ISSUED FOR ISSUE 12 PROPOSALS + UNDERWRITERS
- 18 FEB** ISSUE 12 PROPOSALS DUE
- 25 FEB** ISSUE 12 PROPOSALS CONFIRMED

MAR

- 11 MAR** ISSUE 12 DRAFTS DUE + EDITORIAL AND REVIEW PROCESS BEGINS
- 31 MAR** ISSUE 12 UNDERWRITERS COMMITTED

APR

- ISSUE 12 RELEASED**
- 29 APR** CALL FOR ISSUE 13 PROPOSALS + UNDERWRITERS

MAY

- 13 MAY** ISSUE 13 PROPOSALS DUE
- 27 MAY** ISSUE 13 PROPOSALS CONFIRMED

JUN

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

JUL

- ISSUE 13 RELEASED**
- 29 JUL** CALL FOR ISSUE 14 PROPOSALS + UNDERWRITERS

AUG

- 15 AUG** ISSUE 14 PROPOSALS DUE
- 26 AUG** ISSUE 14 PROPOSALS CONFIRMED

SEP

- 9 SEP** ISSUE 14 DRAFTS DUE+ EDITORIAL AND REVIEW PROCESS BEGINS
- 16 SEP** ISSUE 14 UNDERWRITERS COMMITTED

OCT-NOV

- ISSUE 14 RELEASED**
- 1 JAN** CALL FOR ISSUE 15 PROPOSALS + UNDERWRITERS

SPONSORSHIP



Summit Journal sponsors unlock the highest visibility and duration of all AFIRE sponsorships.

Each issue of Summit accepts a single sponsor, ensuring sole visibility for that sponsor across the entire AFIRE platform for the duration of the sponsorship.

Benefits include branding on print and digital issues of the journal, the AFIRE website, the AFIRE Global mobile app, adjacent member events, social media, and more. Based on **the Summit Journal release process**, this equates to four months of proactive visibility, followed by branding in perpetuity for the sponsored issue.

COST

\$25,000 SINGLE ISSUE
THREE (3) AVAILABLE

\$75,000 FULL YEAR
ONE (1) AVAILABLE; CLAIMS ALL THREE
SINGLE-ISSUE SPONSORSHIPS

AVAILABILITY

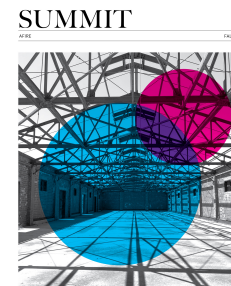
ISSUE #12 AVAILABLE
APR-JUL 2023 RELEASE/PROMOTION

ISSUE #13 AVAILABLE
JUL-OCT 2023 RELEASE/PROMOTION

ISSUE #14 AVAILABLE
NOV 2023-MAR 2024 RELEASE/PROMOTION

SUMMIT RELEASE AND SPONSORSHIP PROCESS:

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)

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AFIRE offers member firms and other organizations the opportunity to license issues of Summit Journal for branding, sharing, and distribution among their own networks.

This opportunity is especially suited for small and mid-sized firms and HNW/family offices that may not have the resources of a full marketing department, but want to provide unique, high-value, globally-minded thought leadership for their clients and partners.

Licensed issues of Summit feature licensee branding on the front and back covers, as well as a special two-page insert for the licensee to provide their own letter, article, or other content. Licensees can distribute licensed issues in print and digital formats.

COST

\$10,000 SINGLE ISSUE
UNLIMITED/NON-EXCLUSIVE*

\$30,000 FULL YEAR
UNLIMITED/NON-EXCLUSIVE*

* Licensing agreements are administered by AFIRE. Any number of prospective licensees can apply to license an issue of Summit Journal for distribution within their networks. However, AFIRE may limit the licenses available for a given issue of Summit if it is determined that the networks or regions covered by prospective licensees are too similar (i.e., first come, first served).

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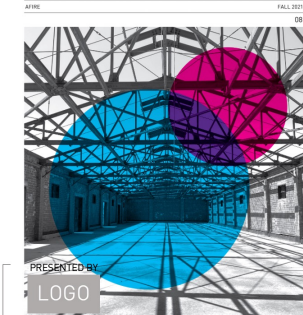
FRONT COVER



ORIGINAL VERSION

FULL-COLOR LOGO OF LICENSEE
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SUMMIT



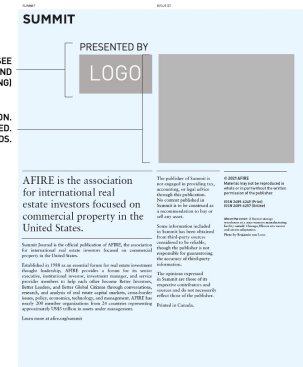
INSIDE FRONT COVER



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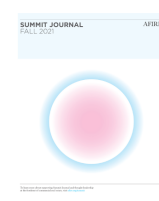
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APPROX. 100-150 WORDS.



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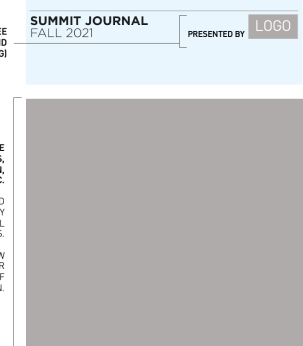
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LICENSED VERSION

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SUBMISSIONS



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®**

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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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POLICIES



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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.

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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.

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