

# SUMMIT JOURNAL



MEDIA KIT

2024



# ABOUT



**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, finance, institutional investing, data science, and economics.**

Published three times per year in digital and print formats, AFIRE's Summit Journal 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.  
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## SUMMIT

AFIRE ISSUE 11  
2022/23



## SUMMIT

AFIRE ISSUE 12  
2023



## SUMMIT

AFIRE ISSUE 13  
2023



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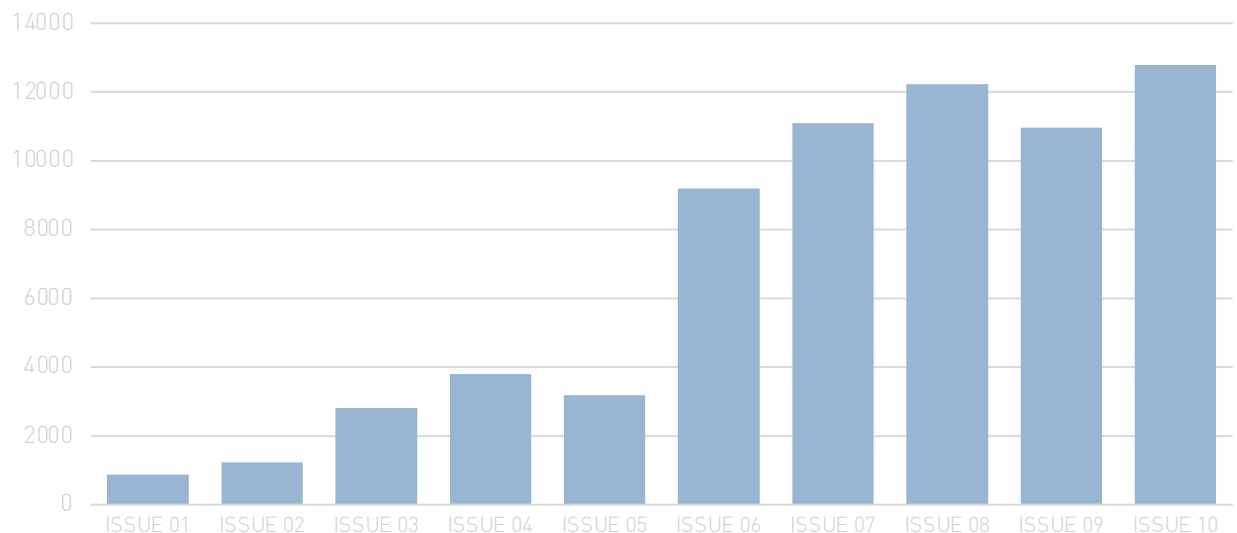
# READERSHIP



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 **\$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, higher education institutions, commercial developers, service agencies, and general interest readers.



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# RECOGNITION



Summit Journal has received **eighteen 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

'23 '22 '21 '20



'21

'21

# CALENDAR 2024



ISSUE #14  
ISSUE #15  
ISSUE #16

## OCT (2023)

- 1 OCT** CALL ISSUED FOR ISSUE 14 PROPOSALS + UNDERWRITER
- 20 OCT** ISSUE 14 PROPOSALS DUE
- 10 NOV** ISSUE 14 PROPOSALS CONFIRMED

## DEC (2023)

- 1 DEC** ISSUE 14 DRAFTS DUE + EDITORIAL AND REVIEW PROCESS BEGINS
- 15 DEC** ISSUE 14 UNDERWRITER COMMITTED

## JAN-FEB

- ISSUE 14 RELEASED**
- 20 FEB** AFIRE 2024 WINTER CONFERENCE (FEB 20-22)

## MAR

- 1 MAR** CALL ISSUED FOR ISSUE 15 PROPOSALS + UNDERWRITER
- 20 MAR** ISSUE 15 PROPOSALS DUE
- 30 MAR** ISSUE 15 PROPOSALS CONFIRMED

## APR

- 14 APR** ISSUE 15 DRAFTS DUE + EDITORIAL AND REVIEW PROCESS BEGINS
- 30 APR** ISSUE 15 UNDERWRITER COMMITTED

## MAY-JUN

- ISSUE 15 RELEASED**
- 18 JUN** AFIRE 2024 EUROPEAN CONFERENCE (JUN 18-19)

## JUN

- 1 JUN** CALL ISSUED FOR ISSUE 16 PROPOSALS + UNDERWRITER
- 20 JUN** ISSUE 16 PROPOSALS DUE
- 30 JUN** ISSUE 16 PROPOSALS CONFIRMED

## JUL-AUG

- 20 JUL** ISSUE 16 DRAFTS DUE + EDITORIAL AND REVIEW PROCESS BEGINS
- 30 JUL** ISSUE 16 UNDERWRITER COMMITTED

## SEP

- ISSUE 16 RELEASED**
- SEP** AFIRE 2024 ANNUAL MEMBER MEETING (MID-SEPTEMBER)

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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 AFIRE platform for the sponsorship duration.

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

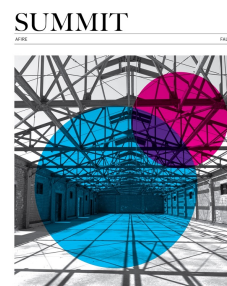
**ISSUE #14** AVAILABLE  
JAN-MAY 2024 RELEASE/PROMOTION

**ISSUE #15** AVAILABLE  
JUN-OCT 2024 RELEASE/PROMOTION

**ISSUE #16** AVAILABLE  
SEP-DEC 2024 RELEASE/PROMOTION

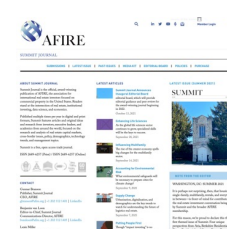
## SUMMIT RELEASE AND SPONSORSHIP PROCESS:

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  
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\* 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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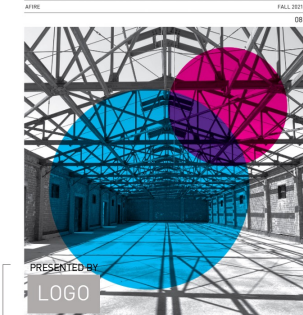
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### SUMMIT



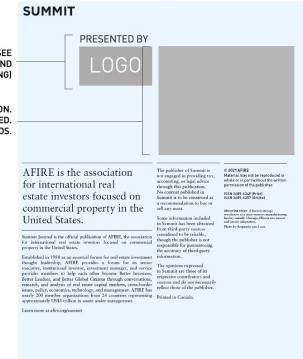
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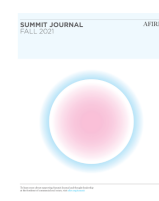
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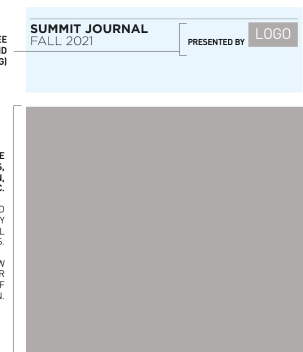
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# SUBMISSIONS



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 1,500-2,000 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.

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**The Chicago Manual of Style®**

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# POLICIES



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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.

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