

CIRCULATION: 22,000 | FREQUENCY: QUARTERLY

Commercial Real Estate Reads Development Magazine

Development magazine is the trusted source for the latest industry information and news for commercial real estate professionals. Each issue covers trends and news, with quick-read columns, industry leader outlooks, and special focus sections contributed by some of commercial real estate's most recognized experts!



NAIOP members represent all professions in the commercial real estate development industry:

Members by Scope of Business

- 40% Developers, Owners, Investors, Asset Managers
- 22% Architects, Engineers, Contractors and related
- 15% Financiers
- 12% Brokers
- 11% Attorneys, Accountants, Consultants and related

Members by Property Type*

- 40% Industrial – Warehouse/Distribution
- 31% Office
- 23% Mixed-use
- 22% Multifamily
- 19% Retail
- 7% Cold Storage
- 5% Industrial – Flex
- 5% Industrial – Manufacturing
- 4% Land Development
- 3% Industrial – Outdoor Storage
- 3% Life Sciences/Medical Office
- 2% Institutional
- 2% Data Center

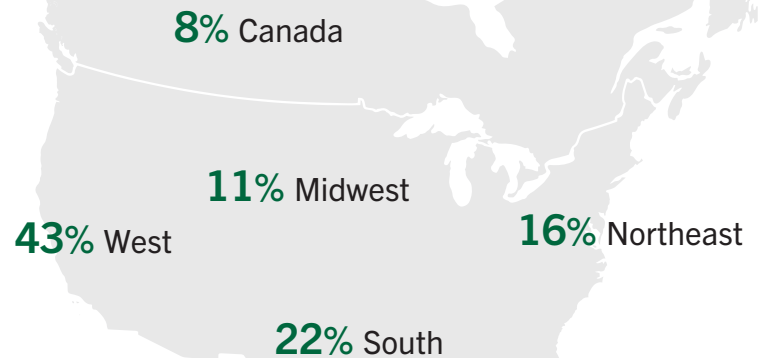
* A member may select more than one property type.

NAIOP Members

- Are primarily involved in **industrial** and **office** real estate
- Also work in **mixed-use**, **multifamily**, **retail** and **life sciences/medical** real estate



NAIOP members are located throughout North America.



For more information or to secure your advertising, contact:



ADVERTISING SALES

Christopher Ware, ware@naiop.org | 703-674-1419

Joel Stecura, stecura@naiop.org | 703-674-1409

ARTWORK DELIVERY

Bonnie Schendell, schendell@naiop.org | 703-674-1416

Specifications, editorial guidelines and deadlines are available at naiop.org/reachcre.

Development Magazine

EDITORIAL CALENDAR



Editorial Focus

Each issue of Development focuses on a specific theme that is explored through a cover feature article and further examines a vast array of ideas, issues and trends impacting commercial real estate and professionals who work in the industry.

SPRING 2025

Future of Office and Industrial

SUMMER 2025

Sports and Entertainment

FALL 2025

NAIOP Developer of the Year

WINTER 2025/2026

Infrastructure and Power

PLEASE NOTE: Cover story topics and publication dates are subject to change.

Most-read Articles of 2024

1. Enabling Resilient Real Estate Through Microgrids and Distributed Energy
2. Beware the Silver Tsunami: Preparing Your Company to Survive the Boomer Bust
3. The Future of the Warehouse: Automated Smart Buildings
4. Reaching for a New Standard in Industrial Warehouse Design
5. The New Realities of CRE Investing

CLOSING AND PUBLICATION DATES / RATES AND SPECS

ISSUE	AD CLOSING	MATERIALS DUE	MAIL DATE
Spring	Jan. 17	Jan. 24	March 27
Summer	April 4	April 11	June 12
Fall	July 18	July 25	Sept. 25
Winter	Oct. 24	Oct. 31	Jan. 8, 2026

RATES AND SPECS	1x	2X OR MORE
FULL	\$4,995	\$3,995
PAGE 1/2	\$3,745	\$2,995
PAGE 1/3	\$2,895	\$2,295

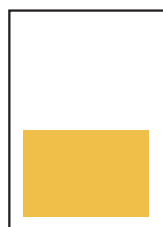
See page 3 for NAIOP's premium advertising opportunities. ➔



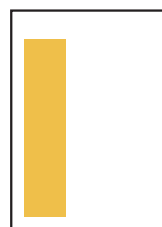
Full Page
8 1/8" wide
10 7/8" deep



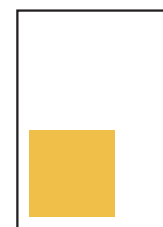
1/2 Page vertical
4 5/8" wide
7 3/8" deep



1/2 Page horizontal
7 1/8" wide
4 7/8" deep



1/3 Page vertical
2 1/4" wide
10" deep



1/3 Page square
4 5/8" wide
4 7/8" deep

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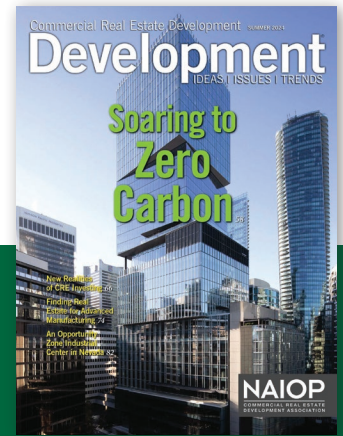
ARTWORK DELIVERY

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ADVERTISING OPPORTUNITIES



Premium Advertising Opportunities

Gate-fold Cover

Four-page: \$20,000

The four-page gate-fold cover features a three-page spread on one side of the pullout cover and one page on the reverse.

Six-page: \$25,000

The six-page gate-fold cover features a four-page spread on one side of the pullout cover and two-page spread on the reverse.

Gate-fold covers are available on Fall and Winter issues only.

Tip-in Poster

\$18,000 per insertion

Connect with commercial real estate with this large-format, removable advertisement.

Available in all four issues.

Four-page Insert with Partial Page “Bookmark Flap”

\$17,000 per insertion

Your ad stands out with special paper stock – different from the rest of the magazine – and a partial page flap that acts as a bookmark. Readers will turn to your ad time and time again!

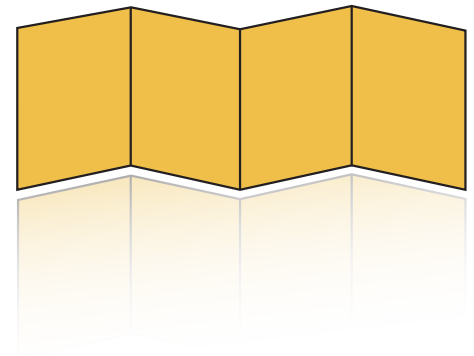
Available in all four issues.

Belly Band

\$12,000 per insertion

Wrap your ad around Development magazine for maximum exposure. Your belly band ad also includes ad space on the back cover of the magazine.

Available in the Spring and Summer issues.



DEADLINES:

Premium ad insertions must be confirmed two weeks before listed ad close.

Please note: NAIOP requires that premium advertising materials be submitted two weeks prior to the listed materials due date for that issue.

PREMIUM ADVERTISING RATES:

All premium advertising rates are quoted as net. No multiple insertion discount is offered for premium advertising insertions.

NAIOP reserves the right to decline advertising materials that do not meet NAIOP and Development magazine standards for content and quality.

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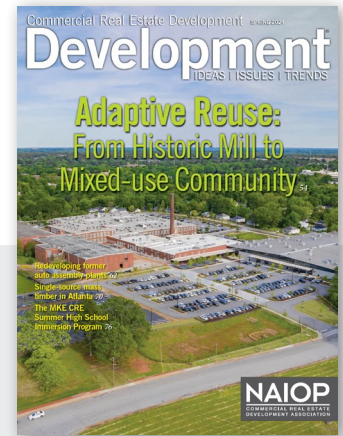
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ADVERTISERS



Who Advertises with NAIOP?

Over 50 companies invested in NAIOP print advertising in 2024.

Affinius Capital	Freez Construction	PGIM
Alston Construction	Granite Properties	Realterm
Altman Logistics Properties	Green Building Initiative	Rockefeller Group
Ambrose Property Group	Grunley Construction Company	Schnitzer Properties
Ares Management, LLC	IDI Logistics	Shea Properties
Burke Construction Group	Karis Cold	Stewart & Tate
CapRock Partners	Kingspan	Summit Real Estate Group
CenterPoint Properties	KSS Architects	The McShane Companies
Chicago Title Insurance Company	Link Logistics Real Estate	The Stewart Companies
CLA	LiUNA	TiCold
Colliers	Majestic Realty	United Insulated Structures
Crescent Communities	March Associates Construction	Unitherm
Eastcoast Fence	Marcus & Millichap	VanTrust Real Estate
ESI Group	Martin-Harris Construction	Vapor Armour
FCL Builders	Matan Companies	Vulcraft
Fidelity National Title Group	Newmark	Westmount Realty Capital
Flexspace	NRMCA	Willmeng
Fortune-Johnson General Contractors	Panattoni	Wonderful Real Estate

Leading commercial real estate companies gain significant value from their long-term partnerships with NAIOP. Top sponsors have supported NAIOP for over 16 years on average, and several have partnered with the association for nearly 25 years. They know that NAIOP provides unparalleled access to their target audience of industry power players.

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