

Midwest  
**REnews**<sup>®</sup>  
Since 1985



**2021 PLANNER**



# 2021 Readership

**Established Presence:** Now in its 36th year of publishing, Midwest Real Estate News® is the region's leader in commercial real estate coverage. Every other month, thousands of industry professionals working in 14 states in the center of the country rely on Midwest Real Estate News® for news, information, trends and market analysis. We also provide human-interest pieces and engaging stories peeling back the layers of industry segments.

## COVERING THE MIDWEST COMMERCIAL NEWS THAT MATTERS TO YOU

Each issue, Midwest Real Estate News brings you in-depth feature stories that cover the issues that matter to you. The magazine also runs several regular departments in every issue:

### Broker Profiles:

A look at a successful commercial real estate broker, highlighting the reasons for the broker's success.

### Company Profiles:

An in-depth look at the top commercial real estate firms in the Midwest, and an analysis of their biggest deals.

### Developer Profiles:

What does it take to succeed in the competitive commercial real estate industry? Developer Profile examines the careers of successful commercial developers to find out.

### State Focus:

A close look at the retail, office, industrial and multi-family markets in a specific Midwestern state.

### Metro Focus:

We highlight a different metropolitan area each issue. We apply a magnifying glass to individual markets - from big to small - in the Midwest, focusing on both the strengths of the commercial industry in these cities and the challenges they face. Midwest's Metro Focus gives you the story behind local projects, developments, economic development and trends.

### News Briefs:

Our Briefs sections highlight the deals and dealmakers that make the commercial real estate industry such a vibrant business.



**Who do we reach?**  
**(Total qualified circulation: 16,500)**

### States We Cover:

Illinois, Indiana, Iowa, Kansas, Kentucky, Michigan, Minnesota, Missouri, Nebraska, North Dakota, Ohio, South Dakota, Tennessee & Wisconsin.

### Features:

Unique story angles and in-depth reporting by Midwest's editors make our features a must-read for the commercial real estate industry. With Midwest, the latest trends and developments are at your fingertips.

**Weekly E-Newsletter:** Every Tuesday & Thursday, Midwest Real Estate News sends its weekly E-Newsletter to more than 21,000 subscribers. The E-Newsletter is filled with the latest breaking news, industry profiles and company announcements.

# 2021 Editorial Calendar

## Editorial Contributions to Midwest Real Estate News Magazine

Email our editor, Dan Rafter, at [drafter@rejournals.com](mailto:drafter@rejournals.com) with industry news and trends; new hires or promotions; sales and leases, and upcoming events. In addition to appearing in print, news will also appear at [www.rejournals.com](http://www.rejournals.com) and will be distributed via broadcast email every Tuesday and Thursday. For byline article submission and direction please contact the editor prior to writing the article. All articles must be exclusive to MREN. All art and photography attachments should be 300 dpi pdf or jpg files (see advertising specifications).

Editorial attachments are preferred as Word documents. Please do not embed photos in copy. Deadline for bylined articles: 2nd Friday of the month for consideration in following month's edition.







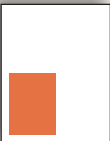

For editorial direction, please contact:

**Dan Rafter, editor, p 630.444.0477, [drafter@rejournals.com](mailto:drafter@rejournals.com)**

ISSUE	METRO FOCUS	STATE FOCUS	FEATURES	DIRECTORIES	AD CLOSE/ ART DUE	SPECIAL SUPPLEMENTS
<b>FEB/MAR</b>	Milwaukee, Suburban Chicago, Columbus	Minnesota, Missouri	Construction, Multi-Family Finance	Architecture/ Design-Build Firms, Asset/ Prop. Mgmt., Developers, Multifamily Finance	<b>3/5</b>	<b>Women in Commercial Real Estate</b>
<b>APR/MAY</b>	Cleveland, Detroit	Kentucky, Indiana, Tennessee	Industrial Review, Multi-Family, Net Lease	Brokerage Firms, Law Firms/RE Attorneys, Project/ Construction Mgmt. Firms, Environmental/ Engineering/Green	<b>4/30</b>	
<b>JUN/JUL</b>	Louisville, Kansas City, Milwaukee/ Madison	Iowa, Kansas, Michigan	Retail, CRE Finance, Affordable Housing	Asset/Property Mgmt. Firms, Construction Cos./General Contractors, Finance Firms	<b>7/2</b>	
<b>AUG/SEPT</b>	Omaha, Chicago, St. Louis, Lexington, Des Moines	Ohio, Wisconsin	Multi-Family Finance, Construction Overview, Economic Development	Architecture/ Design-Build Firms, Brokerage Firms, Developers, EDCs, Law Firms/ RE Attorneys	<b>9/3</b>	<b>Best of the Best</b>
<b>OCT/NOV</b>	Minneapolis, St. Paul, Nashville, Indianapolis	Nebraska, Illinois	Finance, Healthcare Development + Finance, Multi-Family	Asset/Property Mgmt. Firms, Construction Cos./General Contractors, Multifamily Finance Firms	<b>11/5</b>	
<b>DEC/JAN</b>	Cincinnati, Dayton, Kansas City	Michigan, Indiana	Construction, Finance, Year in Review	Annual Resource Guide	<b>1/7</b>	<b>Hall of Fame</b>



# 2021 Print Advertising Rates

WIDTH X HEIGHT		1X (Net Rates)	3X (Net Rates)	6X (Net Rates)		
		Full Page 9¾" x 13"	\$4,335	\$3,520	\$3,245	
		Junior Page 7¼" x 10"	\$3,160	\$2,555	\$2,135	
		Half Page 9¾" x 6⅝"	\$2,845	\$2,305	\$1,960	
			Third Page 9¾" x 4⅞" 4¾" x 8⅞" 7¼" x 6⅝"	\$2,000	\$1,635	\$1,350
		Quarter Page 4¾" x 6⅝"	\$1,635	\$1,355	\$1,225	
		Cover Page	\$4,560	\$3,730	\$3,470	

## AD SUBMISSION GUIDELINES:

### ACCEPTABLE MATERIALS

Print-optimized/high-resolution PDF or JPG.  
Files must be 300 dpi.

Midwest REnews  
MAY/JUNE 2020  
VOLUME 32 ISSUE 5  
Since 1985

Directories begin on page 36

**A message of hope for the multifamily sector: CRE pros see better days ahead**  
By Dan Ruffolo, Editor

**NO LONGER ON AUTO-PILOT: Berkadia sale shows how commercial deals are getting done in the age of COVID-19**

**REASONS FOR HOPE IN THE AGE OF COVID-19? They still exist in the commercial real estate business**

**FINANCE: Slowdown in the multifamily market? It's not here yet**

Midwest REnews  
JULY 2020  
VOLUME 32 ISSUE 6  
Since 1985

Directories begin on page 36

**Block Real Estate Services: Taking on the unending task of tackling COVID-19's challenges**  
By Tom Ruffolo, Editor

**REASONS FOR HOPE IN THE AGE OF COVID-19? They still exist in the commercial real estate business**

**FINANCE: Slowdown in the multifamily market? It's not here yet**

Midwest REnews  
SEPTEMBER 2019  
VOLUME 32 ISSUE 8  
Since 1985

Directories begin on page 34

**The CRE market in Louisville today? It's strong, everywhere you look**  
By Dan Ruffolo, Editor

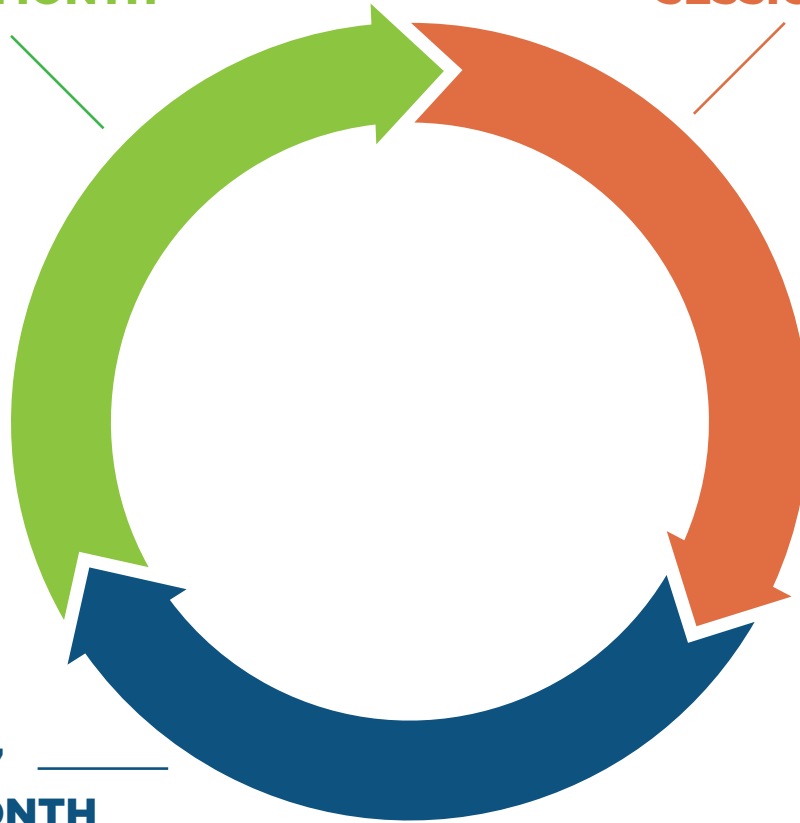
**FINANCE: Slowdown in the multifamily market? It's not here yet**

# 2021 Digital Advertising Rates: Website - REJournals.com

**87,695**  
**PAGEVIEWS/MONTH**

**60,046**  
**SESSIONS/MONTH**

**48,777**  
**USERS/MONTH**



## TOP HORIZONTAL BANNER

Dimensions:  
728 pixels (w) x 90 pixels (h) - Desktop  
320 pixels (w) x 50 pixels (h) - Mobile

**\$1,300 per month**

### INCREASE FREQUENCY @ MORE SAVINGS

3-4x Horizontal Banner **\$1150 per month**

5x + Horizontal Banner **\$975 per month**

## BOX BANNER

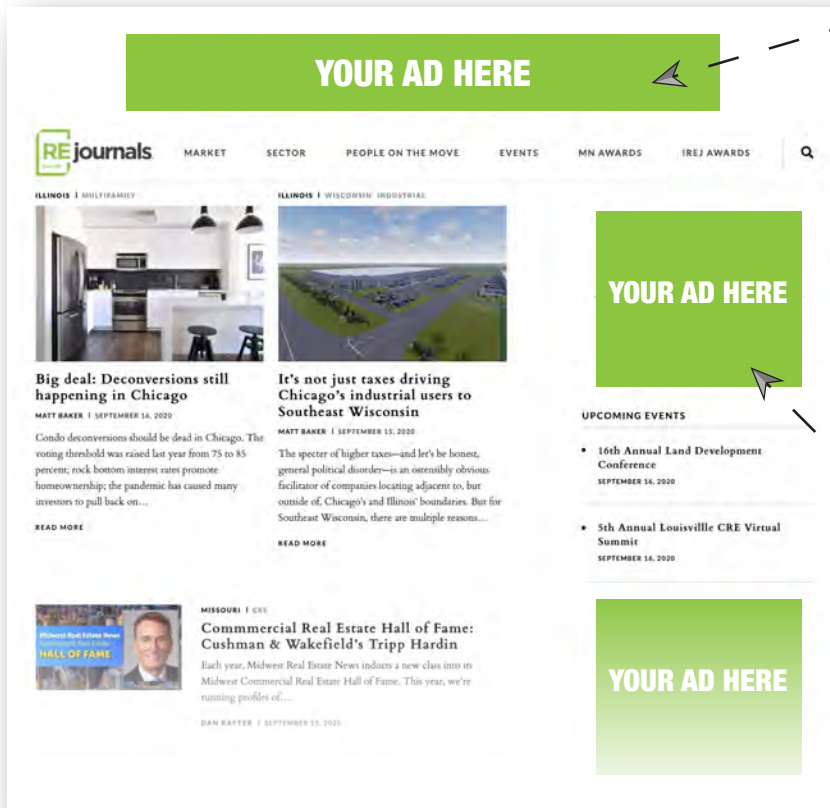
Dimensions:  
300 pixels (w) x 250 pixels (h)

**\$1,000 per month**

### INCREASE FREQUENCY @ MORE SAVINGS

3-4x Box Banner **\$850 per month**

5x + Box Banner **\$750 per month**



# 2021 Digital Advertising Rates: E-Newsletter



The latest headlines from  
Midwest Real Estate News

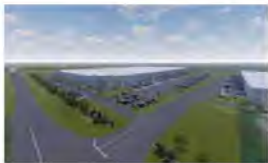
YOUR AD HERE

\* THE LEAD \*



## Big deal: Deconversions still happening in Chicago

Condo deconversions should be dead in Chicago. The voting threshold was [raised last year](#) from 75 to 85 percent; rock bottom interest rates promote homeownership; the pandemic has caused many investors to pull back on their reins. And yet, the trend persists.



## It's not just taxes driving Chicago's industrial users to Southeast Wisconsin

The specter of higher taxes—and let's be honest, general political disorder—is an ostensibly obvious facilitator of companies locating adjacent to, but outside of, Chicago's and Illinois' boundaries. But for Southeast Wisconsin, there are multiple reasons that the industrial submarket has flourished for so many years.

YOUR AD HERE

YOUR AD HERE

## CBRE closes sale of five industrial properties in St. Louis Park

[CBRE](#) recently represented Belt Line Properties, Inc., in the sale of five properties within the Belt Line Properties portfolio in St. Louis Park, Minnesota, to Water Street Partners, LLC.

## TOP HORIZONTAL BANNER

Dimensions:

728 pixels (w) x 90 pixels (h) - Desktop

320 pixels (w) x 50 pixels (h) - Mobile

**\$775 per e-newsletter**

### INCREASE FREQUENCY @ MORE SAVINGS

3-4x Horizontal Banner      \$700 per e-newsletter

5x + Horizontal Banner      \$600 per e-newsletter

## BOX BANNER

Dimensions:

300 pixels (w) x 250 pixels (h)

**\$525 per e-newsletter**

### INCREASE FREQUENCY @ MORE SAVINGS

3-4x Box Banner      \$475 per e-newsletter

5x + Box Banner      \$400 per e-newsletter

## SUBMISSION GUIDELINES

- For E-Newsletters, creative must be submitted as a JPEG or PNG format with a resolution of 96 DPI (pixels/dots per inch) at actual size (see above for banner dimensions). We will NOT accept PDF files or Microsoft Word documents.
- For Website, All banner file submissions should be in JPEG, PNG or GIF format and have a resolution of 96 DPI (pixels/dots per inch). Contact your sales representative for file information regarding video submissions (HTML5 only).
- For Dedicated "Spotlight" blasts, all file submissions must be HTML or JPEG with designated link.



# 2021 Digital Advertising Rates: Spotlight Blast/Sponsored Content

**BREAKING GROUND AT CUSTOM CO.**

NORTHLAKE, IL

PREMIER Design + Build Group has broken ground on a 223,703-square-foot facility for Custom Companies, Inc., a full service transportation company with 500 employees. The new facility will be situated just off the Central Tri-State Tollway in Northlake on a partially reconfigured site. PREMIER and CenterPoint Properties recently partnered on the reconfiguration of an adjacent building, resulting in 23.76 acres of land available for this build-to-suit cross dock facility. It is fitted with 204 auto parking stalls, 236 trailer parking stalls, 137 exterior truck docks and 5 drive-in doors to accommodate shipping and receiving operations.

## DEDICATED "SPOTLIGHT" BLAST

- Our Dedicated "Spotlight" blast reaches approximately 21,000 eSubscribers per blast.
- Client provides: Subject line, HTML or JPEG with designated link.

1-2x	\$1,000 per blast
3-4x	\$775 per blast
5+	\$650 per blast

**THAT'S DUPAGE.**

REJournals MARKET SECTOR PEOPLE ON THE MOVE EVENTS MN AWARDS IREJ AWARDS

Sponsored

**One company's century of progress in age-old battle with bugs**

IT WAS ANOTHER SUCCESS STORY FOR THE VENERABLE McCloud SERVICES, WHICH HAS BEEN IN OPERATION FOR WELL OVER 100 YEARS. ALONG WITH COMMERCIAL PROPERTY PROTECTION, ANOTHER FOCUS OF McCloud's EFFORTS IN THE FOOD SUPPLY CHAIN, SPECIFICALLY WORKING WITH FOOD PRODUCERS TO PROTECT OUR FOOD FROM THE FORK.

Trying to remove bed bugs can be a frustrating process. They're tiny, hard to see, and they can spread quickly. It's a time-consuming effort trying to remove them. In an office environment, the source of bed bugs can be difficult to locate. Some - particularly situations from the government.

Not that long ago a Chicago-based company had a bed bug issue in several office buildings on one floor of its building. Fearing the bug's future could be permanently damaged, management turned to South Elgin-based McCloud Services to assess what steps were required on both a short-term and long-term basis to eradicate the bed bugs.

The McCloud team responded quickly entering the building, seeking out where the bed bugs were rooted. By using both humans and bed bug cameras, the bed bugs were spotted. Traps were put in place and chemical treatments were applied. After three months of vigilant monitoring, the bed bugs disappeared and the company did not face any government regulatory actions and employees were satisfied.

It was another success story for the venerable McCloud Services, which has been in operation for well over 100 years. Along with commercial property protection another focus of McCloud's efforts is in the food supply chain, specifically working with food producers and protecting our food from farm to fork.

"We differentiate our company by providing the highest level of pest management services and customer care throughout the food chain," said Chris McCloud, the President/CEO of McCloud Services. "We protect the U.S. food supply through a systematic, data-driven approach that delivers long-term protection against risk to our customer's brand, prosperity, employees, and profitability."

However, while equipment changes, the fundamentals of a company do not.

"The pest management service is ultimately based on communication and partnership," McCloud said. "Every company in our industry has access to the same tools and there are no exclusive secrets recipes used to eliminate pests. What we have been able to do is create lasting, operational relationships with many of our clients."

**LOCAL ADVANTAGE.**  
CBRE

**PROMINENT EVENTS**

Texas Capital Markets Virtual Event  
SEPTEMBER 10, 2020

16th Annual Chicagoland Asset, Property, Facility Management Virtual Summit  
SEPTEMBER 10, 2020

Live Virtual Event  
September 22nd @ 2pm  
A Commercial Real Estate Awards  
2020  
REJournal  
CHICAGO

## CUSTOM, SPONSORED CONTENT

- Sponsored Content will position you and your firm as leaders in the industry.
- Your article will be featured on our website and E-Newletters.
- Your headline will link to your full story and will be read by REJournals subscribers.

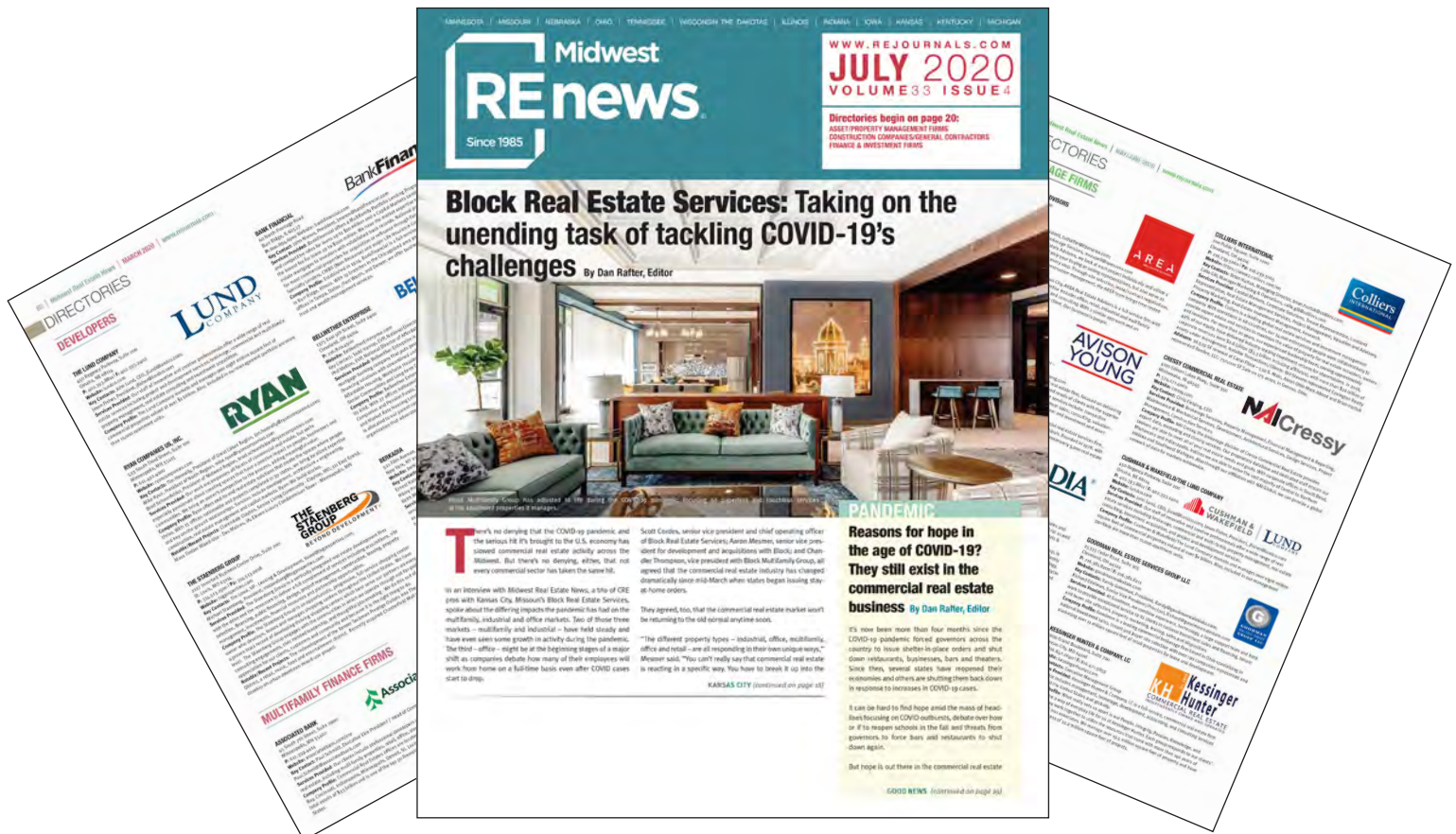
### Your article's subject may include:

- New hire profiles
- Employee/Executive Profile
- Expert on a topic
- Highlights on a recent deal or development

### Interested? Here's how this works:

1. Send us your 250- to 750-word article and photo(s)
2. We'll review and send you a proof
3. Once approved, we'll schedule for publication

# 2021 Directory Listing Opportunities



FEB/MAR ISSUE

APR/MAY ISSUE

JUN/JULY ISSUE

AUG/SEPT ISSUE

OCT/NOV ISSUE

DEC/JAN ISSUE

DUE 3/15

DUE 5/17

DUE 7/19

DUE 9/13

DUE 11/19

DUE 1/10

Architecture/Design-Build Firms

Brokerage Firms

Asset/Property Management Firms

Architecture/Design-Build Firms

Asset/Property Management Firms

Annual Resource Guide

Asset/Property Management Firms

Law Firms/RE Attorneys

Construction Cos./General Contractors

Brokerage Firms

Construction Cos./General Contractors

Developers

Project/Construction Management Firms

Finance Firms

Developers

Multifamily Finance Firms

Multifamily Finance

Environmental/Engineering/Green

Economic Development Corporations

Law Firms/RE Attorneys

## Directory Listing Details

Each issue will feature directories that include a company logo, company contact info, key contacts, 35-word services provided, 35-word description.

**COST: \$275 per Listing**

### TO PLACE YOUR DIRECTORY LISTING CONTACT:

**Susan Mickey**

Account Executive/Classifieds Manager

773.575.9030

smickey@rejournal.com

### BRINKMANN CONSTRUCTORS

16650 Chesterfield Grove Road, Suite 100  
Chesterfield, MO 63005  
P: 636.537.9700



Website: BrinkmannConstructors.com

Key Contacts: Brian Satterthwaite, President, bsatterthwaite@brinkmannconstructors.com; Thomas Oberle, EVP, toberle@brinkmannconstructors.com;

Rebecca Randolph, Director of Client Relations, RRandolph@brinkmannconstructors.com

Services Provided: General contracting services including design-build, design-assist, and construction management

Company profile: Brinkmann Constructors is an employee-owned construction company focusing on finding the best right answer to save clients' money and time. From our office in St. Louis, Denver and Kansas City, we work nationwide on construction projects in the senior living, multifamily/student housing, warehouse/distribution, retail/mixed use, office, healthcare, and hospitality/entertainment markets.

Notable/recent projects: HERE at State College – State College, PA – 14 stories, 540,000 SF student apartments

Wind Crest Senior Living – Highlands Ranch, CO – 9 buildings totaling 1.5 million SF  
Liberty Logistics Park – Liberty, MO – 740,000 SF on 56 acres

SAMPLE



# Special Sections & Supplements



## **BEST OF THE BEST (SEPTEMBER)**

Midwest Real Estate News showcases the top performers throughout the commercial real estate industry in its annual Best of the Best section.

**SALES DEADLINE:  
SEPTEMBER 3**



## **WOMEN IN COMMERCIAL REAL ESTATE (MARCH)**

In March, we feature our annual Women in Commercial Real Estate photo directory

**SALES DEADLINE:  
MARCH 5**



## **HALL OF FAME (DECEMBER/JANUARY)**

In December/January, we'll highlight the several savvy veterans who've made their mark on the commercial real estate industry in the Midwest Hall of Fame.

**SALES DEADLINE:  
JANUARY 7**