



2022 PLANNER



2022 Readership

Established Presence: Now in its 37th 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?

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.

2022 Editorial Calendar

Editorial Contributions to Midwest Real Estate News Magazine

Email our editor, Dan Rafter, at 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 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).








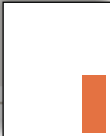
Editorial attachments are preferred as Word documents. Please do not embed photos in copy. Deadline for bylined articles: 2nd Friday of the month for consideration in following month's edition.

For editorial direction, please contact:

Dan Rafter, editor, p 630.444.0477, drafter@rejournals.com

ISSUE	METRO FOCUS	STATE FOCUS	FEATURES	DIRECTORIES	AD CLOSE/ ART DUE	SPECIAL SUPPLEMENTS
FEB/MAR	Milwaukee, Chicago, Cincinnati	Minnesota, Missouri	Construction, Multi-Family Finance	Architecture/ Design-Build Firms, Asset/ Prop. Mgmt., Developers, Multifamily Finance	3/4	
APR/MAY	Indianapolis, Columbus, Des Moines	Kentucky, Nebraska, Tennessee	Industrial Review, Multi-Family, Net Lease	Brokerage Firms, Law Firms/RE Attorneys, Project/ Construction Mgmt. Firms, Environmental/ Engineering/Green	5/6	
JUN/JUL	Kansas City, Milwaukee/Madison, Western Michigan	Iowa, Kansas, Michigan	Retail, CRE Finance, Affordable Housing	Asset/Property Mgmt. Firms, Construction Cos./General Contractors, Finance Firms	7/1	
AUG/SEPT	Omaha, Chicago, Detroit, Cleveland	Ohio, Wisconsin	Multi-Family Finance, Construction Overview, Economic Development	Architecture/ Design-Build Firms, Brokerage Firms, Developers, EDCs, Law Firms/ RE Attorneys	9/2	Best of the Best
OCT/NOV	Nashville, Louisville, St. Louis	Indiana, Illinois	Finance, Healthcare Development + Finance, Multi-Family, Industrial	Asset/Property Mgmt. Firms, Construction Cos./General Contractors, Multifamily Finance Firms	11/4	Women in Commercial Real Estate
DEC/JAN	Omaha, Kansas City, Minneapolis/St. Paul	Michigan, Indiana	Construction, Finance, Year in Review	Annual Resource Guide	1/6	Hall of Fame

2022 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.

FOR ADVERTISING INFORMATION AND RATES/DISCOUNTS/PACKAGES,CONTACT:

John Mickey
Vice President of Sales
312.644.6942
jmickey@rejournals.com

Mark Menzies
SVP, National Publisher
312.933.8559
menzies@rejournals.com

Ernest Abood
Vice President & MW Conf
Series Sales Director
312.644.7119
eabood@rejournals.com

Marianne Grierson
Vice President of Sales
312.644.7168
mgrierson@rejournals.com

Susan Mickey
Classifieds Manager
773.575.9030
smickey@rejournals.com

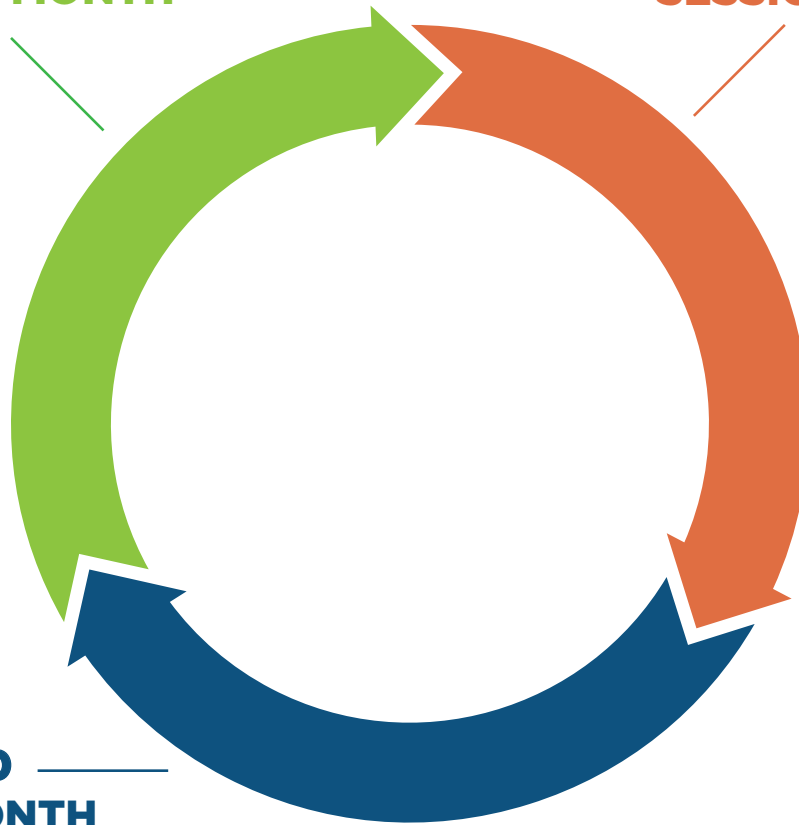
Frank Biondo
Vice President of Sales
248.670.2691
fbiondo@rejournals.com

2022 Digital Advertising Rates: Website - REjournals.com

96,000
PAGEVIEWS/MONTH

74,000
SESSIONS/MONTH

50,000
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

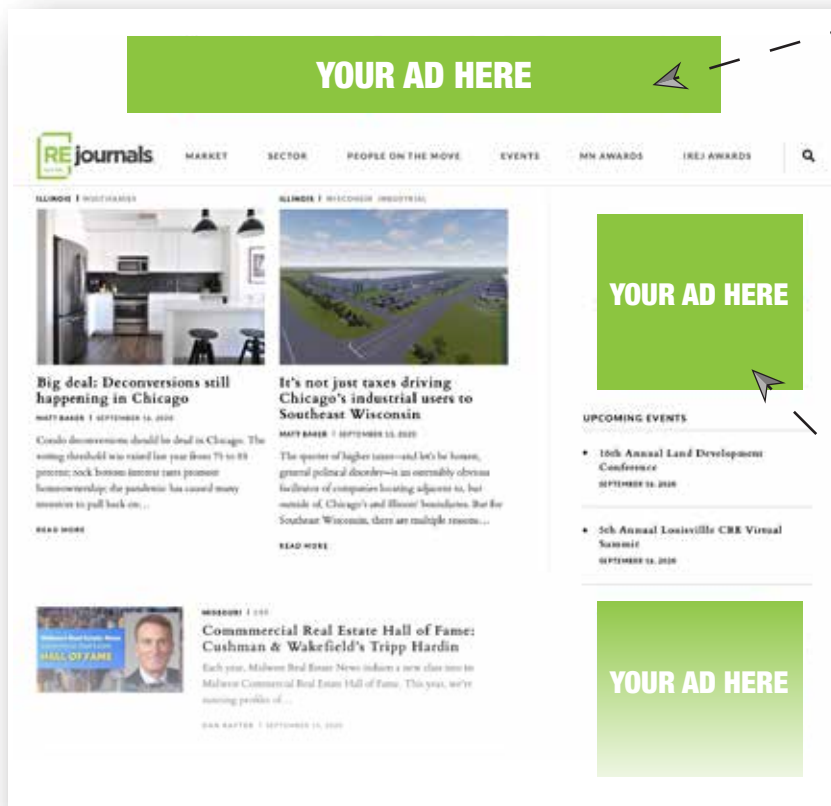
Dimensions:
300 pixels (w) x 250 pixels (h)

\$1,000 per month

INCREASE FREQUENCY @ MORE SAVINGS

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

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



2022 Digital Advertising Rates: E-Newsletter



The latest headlines from
Midwest Real Estate News

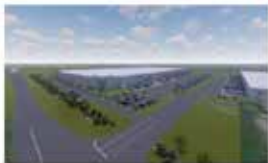
YOUR AD HERE

* 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.

2022 Digital Advertising Rates: Spotlight Blast/Sponsored Content



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



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

2022 Directory Listing Opportunities



FEB/MAR ISSUE

APR/MAY ISSUE

JUN/JULY ISSUE

AUG/SEPT ISSUE

OCT/NOV ISSUE

DEC/JAN ISSUE

DUE 3/21	DUE 5/21	DUE 7/23	DUE 9/22	DUE 11/22	DUE 1/19
Architecture/Design-Build Firms	Brokerage Firms	Asset/Property Management Firms	Architecture/Design-Build Firms	2022 MIDWEST WOMEN IN REAL ESTATE	Annual Resource Guide
Asset/Property Management Firms	Law Firms/RE Attorneys	Project/Construction Mgmt. Firms	Brokerage Firms	Asset/Property Management Firms	
Developers	Construction Cos./General Contractors	Finance Firms	Developers	Construction Cos./General Contractors	
Multifamily Finance	Environmental/Engineering/Green		Economic Development Corporations	Multifamily Finance Firms	
			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

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

Brinkmann
CONSTRUCTORS

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 9



WOMEN IN COMMERCIAL REAL ESTATE (November)

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

SALES DEADLINE:
OCTOBER 28



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 6