

Real Estate Investment SmartBrief

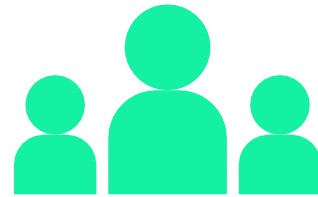
2025 Media Kit

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Nareit Real estate
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Real Estate Investment SmartBrief is a subscription-only news service dedicated to informing leaders of publicly traded real estate companies and real estate investment professionals of the news shaping their industry. Developed in exclusive partnership with the National Association of Real Estate Investment Trusts, it provides a daily summary of essential U.S. real estate and capital markets industry intelligence.

Subscribers



43,800

Statistics

Company Type

Real Estate Operating Company	24%
Public Trade REIT	15%
Advisor	12%
Consultant	12%
Builder/Developer	9%
Investment Bank	9%
Private REIT	6%
Accounting/Finance	5%

Job Titles

President
Director
Partner
Owner
Principal
CEO
Vice President
Analyst

Position Function

President/CEO/Chairman	29%
Investment Professionals	23%
Partner/Principal	19%
Financial Analyst/Advisor	17%
Broker	12%

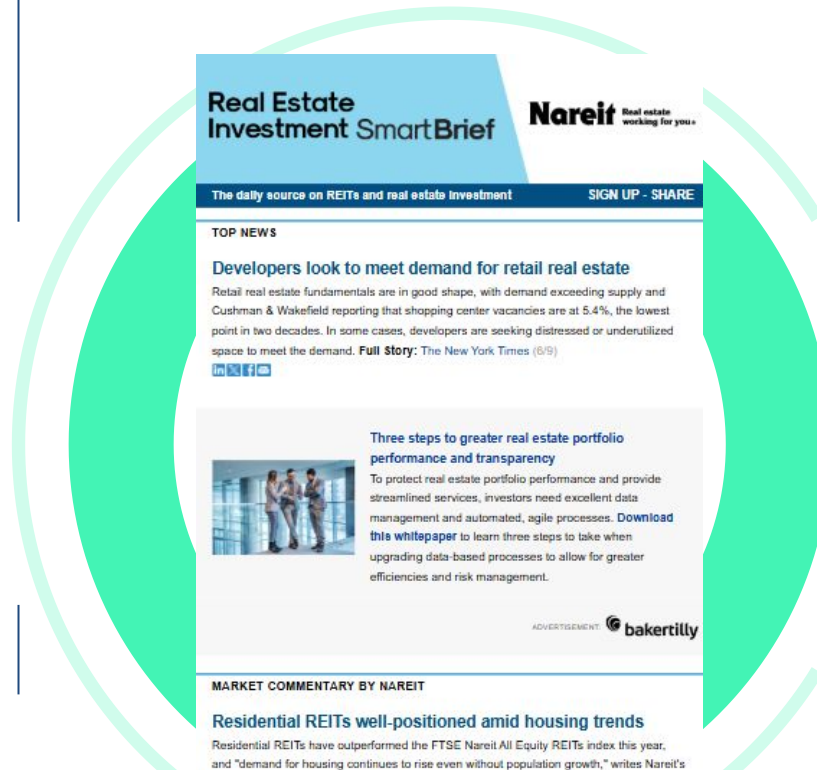
2025 Pricing

Display & Native Advertising

- [Above-the-Fold Takeover \(Billboard + News 1\)](#) \$1,425/issue
 - [Billboard](#) \$1,100/issue
 - [News 1](#) \$1,100/issue
 - [News 2](#) \$800/issue
 - [News 3](#) \$550/issue
 - [Featured Content](#) \$1,100/issue
 - [SmartSocial](#) \$50 CPM
- 5x minimum on Display & Native Advertising
- News Section ads include the Rectangle-Text Ad or Video-Text Ad
- Upgrade any news section placement to a Video-Text ad for a premium

Exclusive Opportunities

- [Special Report Single Issue](#) \$6,000
- [Dedicated Send](#) \$10,000
- [Spotlight](#) \$11,000
- [Year in Review](#) \$9,350



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