WHO WE ARE

Real Estate NJ
is a must-read for anyone who does business in New Jersey’s commercial real estate industry.

Our monthly magazine provides a collection of features, insights and other exclusive content focused on key trends, projects and industry leaders.

Our website, RE-NJ.com, and The Briefing, our popular morning e-blast, are your sources for daily updates and breaking stories from across the state.
WHY ADVERTISE?

If you service New Jersey’s commercial real estate industry as a broker, lawyer, architect, engineer or any other professional, Real Estate NJ is the best vehicle for reaching your current and future clients — including developers, landlords, investors and managers. Your message will be laser-focused on your target audience and ONLY your target audience. You only pay to reach this captive audience — and not for readers and businesses that have nothing to do with commercial real estate.
2021
EDITORIAL CALENDAR

January: MARKET FORECAST
February: LAND USE AND REDEVELOPMENT
March: LENDING AND CAPITAL MARKETS
April: RETAIL AND HOSPITALITY
May: CONSTRUCTION AND TECHNOLOGY
June: RESIDENTIAL AND MIXED-USE
July: URBAN RENEWAL
August: INDUSTRIAL AND LOGISTICS
September: OFFICE AND CORPORATE REAL ESTATE
October: INCENTIVES AND TAXATION
November: ENVIRONMENTAL AND SUSTAINABILITY
December: HEALTH CARE AND EDUCATION

ABOUT THE EDITOR

JOSHUA BURD, an award-winning reporter and editor, has been covering New Jersey commercial real estate for nearly a decade. Many industry leaders view him as the go-to real estate reporter in the state, a role he is eager to continue as the editor of Real Estate NJ. He is a lifelong New Jersey resident who has spent 13 years covering the great Garden State.

SEND US YOUR NEWS!

TO HELP Real Estate NJ bring you unmatched industry coverage, please send your press releases, announcements and story ideas to josh@re-nj.com. We want the following:

- Transactions, financing and property assignments
- Trends and market research
- Development and construction news
- Personnel announcements
- Story tips that help us deliver the most up-to-date industry news
### Display Advertising Rates

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**Distribution: 12,000**

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### Display Ad Material Requirements

Ads must be submitted in a 300 DPI, print-ready PDF. If you are submitting a full page with bleed, please include an extra 1/8" of image on all sides for a total image size of 11.125" x 15.25" (only the back cover, inside front cover and inside back cover are available for full-page ads with bleed). Any spot colors will be converted to CMYK prior to printing. All supplied ads must be flattened. On cover bleed ads live copy must be .25" from the trim. Real Estate NJ magazine is not responsible for any shifts in color or layering issues due to non-flattened transparencies supplied in ad.

When supplying multiple ads, please submit them as individual pages in separate .pdf files. Any files that do not meet any of these criteria and require alterations made by our art department may result in a charge to the advertiser. Please email the file to production@re-nj.com. Be sure to include your company’s name in both the file and your email subject line, along with the word “RENJ.” If your ad is too large to email (over 20 MB), we will supply you the information needed to log on and upload your ad to our Real Estate NJ FTP site.

### Need an Ad Designed?

Our design and ad specialists can design your ad. Please ask your account executive for pricing and details.
The Real Estate NJ digital community is growing every day and provides a must-read platform that will ensure that your message is heard across the industry. Our dedicated website, www.RE-NJ.com, and our daily newsletters are read by everyone from junior-level brokers and bankers to the CEOs of the state’s most influential development firms.

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SPLASH AD - STATIC 2500/WEEK 8500/MONTH
**THE BRIEFING**

The Briefing, Real Estate NJ’s daily e-newsletter, is our comprehensive roundup of leasing and sales activity, market reports, personnel announcements and construction updates.

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**CUSTOM EMAIL BLAST**

Deliver your message directly to the thousands of industry professionals that make up the Real Estate NJ community. In collaboration with our sales and editorial teams, our special custom email blasts allow you to promote your upcoming events or recent transactions, projects, new hires and other success stories in a space that is dedicated exclusively to your firm.

Clients can build their custom email blast by 1) providing custom HTML code or 2) providing a large image that will serve as the body of the email, along with a destination URL so that readers can click through to an external website. Clients may also provide individual components (such as copy, images and logos) and a desired layout that our editor can use to build the email blast.

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INDUSTRY ROUNDPUPS

Our weekly industry e-blasts highlight the top headlines and stories in each asset class, with sponsorships that allow you to position your firm as a leader in your field.

Sponsorship includes two 600 x 80 banners, one above the top story and one below the third story.

![Image]

MONTHLY SCHEDULE

WEEK 1  
Industrial

WEEK 2  
Residential

WEEK 3  
Office

WEEK 4  
Retail

MONTHLY ISSUE ANNOUNCEMENT EMAIL

This monthly e-blast announces the arrival of our newest issue in print and online, providing our readers with their first look at our latest edition.

Sponsorship includes two 600 x 80 banners, one directly below the Real Estate NJ logo and one below the Editor’s note.
THOUGHT LEADERSHIP

Real Estate NJ offers a range of sponsored content options in print and online, giving you the platform to share your insights and position your company as a leader in the industry.

DIGITAL

- This includes a bylined and branded story that appears on RE-NJ.com with your company’s written content, logo, head shot and images. Client supplies all content.
- Story will be featured in The Briefing on a day of your choosing, appearing between ad positions 3 and 4 with a headline, image and blurb to preview the story.
- Upon publication, story will live on RE-NJ.com homepage in our featured stories section (bottom row, farthest right story box) for five business days.

PRINT

SEE DISPLAY ADVERTISING RATES ON PAGE 4

- Share your insights in our monthly magazine alongside our own original content.
- For junior ads or above, sponsored content will also appear digitally, once in The Briefing and for one week on RE-NJ.com.

FOOD AND FITNESS TRENDING IN NORTHERN NEW JERSEY

A demographic shift in Northern New Jersey has increased the demand for food and fitness concepts in the region. An influx of new residential developments is drawing a younger, more diversified population to the area, forcing a shift in mindset for retailers and developers alike.

According to Marta Villa, Senior Vice President, Retail Brokerage, with JLL in New Jersey, Northern New Jersey is experiencing population growth, particularly in the Generation X and Millennial categories. “Millennials and GenXers are really looking for experiences. We see them spending money on in-person activities and memories, rather than buying material goods,” says Villa. “This means we have less need for the traditional retail tenants (apparel, home goods) and an increased need for those food, entertainment and fitness outlets”. In fact, in its 2018 Global Retail Food Trends Report, JLL explains that Americans are now spending more on dining out than they are on shopping for groceries.

The shift in spending has not only affected how Americans shop for food. According to JLL research, U.S. spending dedicated to experiences has increased by 70% compared to 30 years ago – and nearly 80% of millennials would choose to spend money on an experience over an object.

To cater to this experiential hunger, pun intended, retailers and developers have shifted their mindsets. They have come to realize that experiential stores with strong, even unique, physical presences are thriving and attracting audiences. According to JLL Research, consumers who stop for a bite spend 35 minutes and 12% more at a property than their hungry counterparts who forego a meal or snack.

In order to draw traffic and increase revenue at their projects, developers know they need to invest in food and fitness concepts. The Northern New Jersey region has seen an influx of food and fitness users looking to capture this audience and capitalize on the experiential trend.

So, why food and fitness? The answer can be found in headlines across industry sectors worldwide. The Internet and online shopping are changing the way people consume and shop. But, food and fitness have persevered as internet resistant concepts in an era of online frenzy. They are two things that cannot be accomplished at a computer screen. Both food and fitness are experiential, social services that can’t be replicated online. No matter how quickly last mile retailers can bring someone their groceries, they are still going to make a dinner reservation for Friday night to catch up with old high school friends at the local pizzeria. And sure, you can stream a workout class on YouTube from your living room floor. But is it really the same as the experience you receive when you attend a class with 30 other riders in a dark, music-filled studio?

Recent activity tracked by JLL indicates that the emergence of food and fitness throughout the Northern New Jersey market, particularly boutique concepts given occupancy restrictions for leading shopping centers, will be a sustained trend for the foreseeable future.