

REALESTATE **NJ**

The Voice of New Jersey Commercial Real Estate

2026 MEDIA KIT

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WHO WE ARE

Real Estate NJ is dedicated exclusively to New Jersey's commercial real estate industry and required reading for developers, landlords, investors and the countless service providers who do business with them.

PRINT

DIGITAL

EVENTS

BY THE NUMBERS

50,000

PRINT READERS

(Based on 2.5x pass-around rate)

153,000+

AVERAGE MONTHLY PAGE VIEWS

(Oct. 2024 through Sept. 2025)

85,000+

AVERAGE MONTHLY ACTIVE USERS

(Oct. 2024 through Sept. 2025)

READER SURVEY*

97%

Spend between 15 and 45 minutes reading the print edition of Real Estate NJ

38%

Say they have contacted a company based on an ad seen in Real Estate NJ

61%

Look for more information when seeing certain ads in Real Estate NJ

75%

Read our Spotlight section

*Results based on survey of 348 readers

ABOUT THE PUBLISHER



PAUL V. PROFETA has been in the commercial real estate business since 1976, when he created Paul V. Profeta & Associates Inc. He has mostly been a value-added real estate

investor, buying and selling properties all over the country. In addition, he operates the Profeta Urban Investment Foundation, which mentors and supports minority-owned businesses in Newark, endowed the chaired professorship at the Rutgers Center for Real Estate and is the founding donor of the Paul V. Profeta Foundation Real Estate Technology, Design and Innovation Center and the Profeta Center for Innovation and Entrepreneurship, both at the New Jersey Institute of Technology.

ABOUT THE EDITOR



JOSHUA BURD, an award-winning reporter and editor, has been covering New Jersey commercial real estate since 2011. Seen by many as the industry's

go-to reporter in the region, he is a lifelong New Jersey resident who has spent nearly 20 years covering the great Garden State.

Please send Josh your news, story tips and feedback at josh@re-nj.com.

OUR READERS

- **DEVELOPERS**
- **OWNERS**
- **INVESTORS**
- **ATTORNEYS**
- **BROKERS**
- **CONTRACTORS**
- **ARCHITECTS**
- **ENGINEERS**
- **BANKERS**
- **MORTGAGE BROKERS**
- **ACCOUNTANTS**
- **GOVERNMENT OFFICIALS**

January: **MARKET FORECAST**

February: **CITY SERIES – NEW BRUNSWICK**

March: **MULTIFAMILY AND MIXED USE**
• SPOTLIGHT: LAW

April: **CITY SERIES – JERSEY CITY**
• SPOTLIGHT: ENGINEERING/
ENVIRONMENTAL

May: **CONSTRUCTION, TECHNOLOGY**
• SPOTLIGHT: BROKERAGE/CONSULTING

June: **CITY SERIES – CAMDEN**
• SPOTLIGHT: ARCHITECTURE/INTERIORS

July/August: **INDUSTRIAL AND LOGISTICS**

September: **OFFICE, LIFE SCIENCES**
• SPOTLIGHT: CONTRACTORS

October: **OWNERS COUNCIL**
• SPOTLIGHT: FINANCIAL SERVICES

*November/
December:* **CITY SERIES – NEWARK**
• SPOTLIGHT: TECHNOLOGY/
ENERGY SERVICES

DEADLINES

DISPLAY ADS

MATERIAL DUE:

- 21st of month prior to month of publication (or previous weekday)

**Unless otherwise noted by your account executive*

SPOTLIGHT

SPACE

RESERVATION:

- 9th of month prior to month of publication (or nearest weekday)

MATERIAL DUE:

- 16th of month prior to month of publication (or nearest weekday)

**Unless otherwise noted by your account executive*

MONTHLY ISSUE

16 JUNE 2025



Sanofi's new flagship office in Morristown, NJ, is the centerpiece of a new ground-up office building in less than three years.

ON THE RADAR

Morristown, home of Sanofi's new flagship office, remains front and center as companies vie for talent by transforming their real estate

By Joshua Dard

With the opening of Sanofi's new flagship office, Morristown has witnessed its first blue-chip corporation in a new ground-up office building in less than three years.

The company threat isn't just SIP Properties, the esteemed developer behind each project, but the critical workplace trends that seem all but inescapable in today's environment.

"I think any company that really cares about their employees and about productivity — and want to see their companies advance — they

have to get people excited about coming back to work... excited about learning and excited about reinventing," said Steve Poytko, SIP Properties' founder and CEO. "If you can do all those things, there's no company that's going to compete with you. And if you don't do those kinds of things, you're going to be left behind."



Steve Poytko

Sanofi is the latest and clearest example of that. The Patented health care giant opened its new \$130 million, 250,000-square-foot office on Morris Street in late March, occupying the west building in SIP's revived-use M Station complex. Nearly 2,000 employees are now set to occupy the vibrant, resort-like space that has everything from its on-site primary care clinic to a 17,000-square-foot landscaped rooftop and perks such as fully attached mass transit — all steps from the Morristown train station and in one of the state's most coveted downtowns.

"Sanofi is in the process of increasing its on-office presence, and I would tell you that this office has seen above-anticipated levels of participation," said Ashley Gross, the company's vice president of global real estate. "And we're roughly 60 days in now and it's continuing in that way. So we think that's a good sign indicator for us here."

"People want to be here," Meghan Hollywood, associate director for South America real estate operations with Sanofi, added in late May during a tour of the Greiner-designed space.

That's no surprise for an office that also has its own coworking built, multiple terraces and dedicated rooms for meditation and mindful meetings, plus at least three office stations on every floor.

Poytko's firm, which also managed the interior fit-out, has spent more than three decades building for some of the world's largest companies. That work in recent years has focused largely on Morristown, where it attracted Deloitte LLP as the tenant for the 110,000-square-foot first phase of M Station and where it built a new 120,000-square-foot headquarters for Valley Bank about a half-mile away before turning its focus to Sanofi at M Station West.

Those businesses that hope to attract and retain the best talent will likely follow suit, Poytko said. All it takes is a company's understanding of the company's future.

"You've got to have communication within the company from your CEO down through CFO to your heads of people and real estate, so that they're all on the same page and understand

what kind of environment will be best to get your company to produce those results," he said. He also acknowledges the difficulty of making a major real estate commitment "because that's not the business that you're in," especially in the current uncertain environment. "They're in whatever business they're in, and if it's not real estate, it's a complicated decision because they don't do it every day," Poytko added. "They do it once every five years, 10 years, 15 years, so it's a difficult decision to make, but it has to become a priority."

Morristown Mayor Tim Dougherty



Sanofi's new flagship office in Morristown has a host of Zoom-enabled conference and meeting areas, electric furniture options and unassigned workstations, along with amenities such as conference rooms, mother's rooms and a dog-friendly terrace.

said he believes other corporations are actively weighing their options in the town because of both its vibrant business district and the growing residential population in Morristown.

"It's the amount of young people that have moved into this area," he said. "The job employment base is here, and I think that's a real opportunity for corporations that are looking to move here, small or large."

JLL Capital Markets

One Team

We are one team united around one common goal: our clients

JLL Suburban Tri-State Capital Markets Team

Debt & Equity Placement	Investment Sales & Advisory
Michael Klein	Ryan Robertson
Ryan Carroll	Michael Oliver
Jim Cappell	Steve Simonelli
Max Cutler	Nick Stefans
Thomas Dido	J.B. Bruno
Thomas E. Dido, Jr.	Elizabeth DeVesty
Joe Mikula	Jason Landry
Gregory Nalbandian	Jeremy Neuer
Gerard Quinn	Kevin O'Hearn
	Austin Pierce

Morristown, NJ T: +1 973 549 2000 | Stamford, CT T: +1 203 705 2220 | Melville, NY T: +1 631 962 2504

JLL SEE A BRIGHTER WAY

1/2 VERT. 4.875" x 13.5"	FULL PAGE WITH BLEED 11.125" x 15.25" (BACK COVER, INSIDE FRONT COVER, INSIDE BACK COVER ONLY)	FULL NON-BLEED 10" x 14"	JUNIOR 7.4375" x 9.5"
1/2 HORIZONTAL 10" x 6.625"	1/4 VERT. 4.875" x 6.625"	1/4 HORIZ. 10" x 3.1875"	COVER STRIP 10" X 1.625"

DISPLAY AD SIZE	1x	5x	10x
FULL PAGE	5475	4850	3300
JUNIOR PG	4125	3650	2775
1/2 PAGE	3350	3125	2175
1/4 PAGE	1825	1600	1095
COVER STRIP	3000		
BACK COVER	6800	6000	4100
INSIDE FRONT COVER	6250	5500	3775
INSIDE BACK COVER	6250	5500	3775
SPOTLIGHT	5500		
E-EDITION (NEW FOR 2026)*			
COVER VIDEO	4950		
PAGE HEADER	2000		

***Our dynamic new e-edition includes several options to position your company alongside our flagship magazine, which is sent as a digital flipbook to thousands of readers each month and promoted in our recurring email blasts.**

DISTRIBUTION: 50,000*
(Based on 2.5x pass-around rate)

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.

SUBMITTING ADS

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 screenshot displays the REALESTATE NJ website interface. At the top, the logo and navigation menu are visible. Below the navigation, there are several ad placements:

- Leaderboard 728x90:** A blue banner at the top of the main content area.
- Rectangle 300x250:** A blue banner on the right side of the main content area.
- Banner 468x100:** A blue banner below the main content area.
- Half-Page 300x600:** A large blue banner on the right side of the lower content area.
- Rectangle 300x250:** A blue banner at the bottom of the lower content area.

The main content area features several news articles with images and headlines, such as "Tultra, Hampshire break ground on 180-unit rental project in North Haledon" and "Prism inks 300,000 sq. ft. lease at ON3 with Japanese pharmaceutical company". There are also "Deals" and "Top News" sections.

WEBSITE

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 newsletters are read by everyone from junior-level brokers and bankers to the CEOs of the state's most influential development firms.

AD SIZE	1x	6x	12x
LEADERBOARD (728 X 90)	2425	1900	1400
BANNER (468 X 100)	1675	1325	1075
RECTANGLE (300 X 250)	2275	1775	1225
HALF-PAGE (300 X 600)	2300	1850	1250

AD REQUIREMENTS

Ads must be submitted in a 72 DPI jpg, png or gif file format.

Position 1



Lions Group eyes 360-unit Journal Square rental tower with \$90 million Aspire award

A developer is set to break ground on a 34-story, 360-unit apartment tower in Jersey City after securing a nearly \$90 million tax credit award under the state's Aspire program.

Position 2



Romema Capital sells new 104-unit Plainfield rental property, Hudson Atlantic says

The builder of a new 104-unit luxury apartment building in Plainfield has sold the property for \$39 million, in a newly announced deal by Hudson Atlantic Realty.

Position 3



JLL tapped to arrange sale of 126-bed Rutgers student housing portfolio in New Brunswick

The owner of a two-building, 126-bed student housing portfolio near Rutgers University in New Brunswick has hired JLL to market the properties for sale.

Position 4

IN OTHER NEWS

NAIDB: Portfolio with 10 apartments, commercial space trades in Raritan Borough



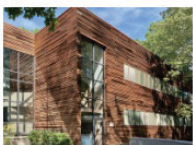
Position 5

Doren Development, towing firm ink new lease for Irvington industrial outdoor storage site



Position 6

Personal injury firm takes 2,400 sq. ft. in Cherry Hill, WCRE says



Position 7

*Positions 8, 9 and 10 are not pictured

THE BRIEFING (MON-FRI)

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.

AD SIZE	1x	6x	12x
POSITION 1 (600 X 140)	3300	2475	2025
POSITION 2 (300 X 250)	2460	1875	1550
POSITION 3 (300 X 250)	1870	1540	1265
POSITION 4 (300 X 250)	1815	1485	1210
POSITION 5 (300 X 250)	1540	1210	1000
POSITION 6 (300 X 250)	1540	1210	1000
POSITION 7 (300 X 250)	1320	1035	825
POSITION 8 (300 X 250)	1320	1035	825
POSITION 9 (300 X 250)	1240	1000	750
POSITION 10 (300 X 250)	1240	1000	750

Position 1

CBRE: Faropoint buys Florham Park facility, trophy maker's longtime home, for \$9.3 million



Faropoint has acquired a nearly 57,000-square-foot production and warehouse facility in Florham Park for \$9.25 million, brokers with CBRE, announced this week.

Position 2



Going global: Inside the growth of Asian logistics firms in New Jersey's industrial market

Asia-based third-party logistics firms have played an increasingly important role in New Jersey's industrial sector, creating new demand and helping to fill vacant inventory after a record surge in speculative construction. How those firms will be impacted by reduced tariffs and the U.S. trade war with China remains to be seen, but developers are optimistic about what is now an established class of tenants.

Position 3



Seagis, ecommerce firm ink 211,000 sq. ft. lease at new Kearny warehouse, JLL says

Seagis Property Group has filled more than 211,000 square feet of new industrial space in Kearny after inking a lease with a growing ecommerce firm, according to brokers with JLL.

Position 4

More New Jersey Industrial Headlines

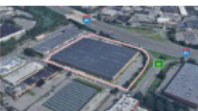
PREMIER Design + Build welcomes Rosa as vice president of construction in east region



Murphy supercharges New Jersey community solar program, signs law to add 3,000 megawatts



Reports: Hampshire, Invesco sell Tebororo warehouse for \$75 million in deal with Principal



Secaucus warehouse owner lands \$23 million permanent loan, G. S. Wilcox says



INDUSTRY ROUNDUPS (TUESDAY)

Our weekly industry e-blasts highlight the biggest stories in each asset class, with recurring ad positions that allow you to position your firm as a leader in your field.

	1x	3x	6x	12x
POSITION 1 (600 X 140)	1230	990	800	550
POSITION 2 (300 X 250)	990	790	600	400
POSITION 3 (300 X 250)	800	640	500	330
POSITION 4 (300 X 250)	800	640	500	330

MONTHLY SCHEDULE*

WEEK 1
Industrial
WEEK 2
Residential

WEEK 3
Office
WEEK 4
Retail

*Schedule may vary based on holidays and other factors

Position 1

TOP NEWS



EDA approves \$74 million tax credit, boosting award for planned 207-unit Newark high-rise

A project that would bring more than 200 new apartments to downtown Newark is moving ahead with expanded support from the state, securing approvals for up to \$74 million in Aspire tax credits from the Economic Development Authority.

Position 2

MOST-READ



Joint venture breaks ground on 90-unit multifamily project in downtown Dover

A development team has broken ground on a 90-unit luxury apartment building in Dover, seeking to bring new life to a long-vacant parcel downtown.

Position 3

Indictment against Norcross, allies details alleged pattern of extortion, political pressure behind Camden's highest-profile development projects

JLL: Buyer wanted for 110-unit luxury rental property in Edgewater

EDA looks to buy NJ Transit land sites under new legislative proposal, providing cash infusion while spurring development near train stations

Iron Ore, investors buy well-known 101,000 sq. ft. office building in West Orange

Position 4

EDITOR'S PICK



Russo, Hampshire debut 425-unit final phase of Hackensack's Print House campus

The developers of the high-profile Print House project in Hackensack have completed its second phase, bringing another 425 luxury apartments to the city's largest new residential property.

Position 5

FROM OUR PRINT EDITION



A focused expansion: Scarinci Holienbeck says it's now a one-stop shop for real estate — with clear growth potential

It's one thing to become the proverbial one-stop shop, as Scarinci Holienbeck LLC has sought to do with a series of recent additions to its real estate department. But the Little Falls-based law firm has also keyed on what it sees as important growth areas in the space.

RENJ WEEKLY (THURSDAY)

Our newest email will feature the week's top news, including our most-read, editor's picks, people on the move and features from our print edition.

Insertion includes weekly email blast (4 per month) as well as monthly issue announcement email, for a total of 5 emails per month.

AD SIZE	1x	3x	6x	12x
POSITION 1 (600 X 140)	1540	1225	925	615
POSITION 2 (300 X 250)	1230	990	740	495
POSITION 3 (300 X 250)	990	790	600	400
POSITION 4 (300 X 250)	800	640	500	330
POSITION 5 (300 X 250)	800	640	500	330

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

	1x	4x
	2200	1650

- This includes a bylined and branded story (recommended length: 500-700 words) 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 + DIGITAL

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

SIZE	1x	4x
FULL PAGE	6600	5500
JUNIOR PAGE	4950	4125

CUSTOM EMAIL BLAST

Deliver your message directly to the thousands of industry professionals that make up the Real Estate NJ community. Clients can build their custom email blast by 1) providing custom HMTL 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.

	1x	4x	6x	12x
RATE PER EMAIL BLAST	2060	1650	1320	1100

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.