

# REALESTATENJ<sup>®</sup>

*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)*

**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](mailto:josh@re-nj.com).

## OUR READERS

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

2026

## EDITORIAL CALENDAR

*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/* **CITY SERIES – NEWARK**

*December:* • 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 downtown Morristown has opened at SJP Properties' M Station West project on Morris Street.

### 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 Bird

**W**ith the opening of Sanofi's new flagship office, Morristown has joined its third blue-chip corporation in a year to move into the building in less than three years.

The common thread isn't just SJP Properties, the esteemed developer behind each project, but the vital work that each company will be indispensable in today's environment.

"I think any company that really care about their employees and about productivity — are going to see their company advance — they

have to get people excited about coming back to work," says Steve Pogorelski, CEO of SJP Properties and CEO of New Pogorelski, SJP Properties' foundation and "the man who 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."



Sanofi, the latest and greatest example of that. The Paris-based health care giant opened its new \$130 million, 200,000-square-foot office on Morris Street in late March, occupying the top two floors of the 12-story M Station complex. Nearly 2,000 employees are now set to occupy the vibrant, modern office space, which includes an on-site primary care clinic to a 17,000-square-foot landscaped rooftop and perks such as a gym and a lounge.

"People want to be here," Meghan Hollywood, associate director for North America and operations with SJP, added in late May during a tour of the Gensler-designed space.

**FULL PAGE  
WITH BLEED  
11.125" x 15.25"  
(BACK COVER,  
INSIDE FRONT COVER,  
INSIDE BACK COVER  
ONLY)**

**FULL  
NON-BLEED  
10" x 14"**

That's no surprise for an office that also has its own concierge hub, multiple terraces and dedicated rooms for meditation and instant messaging, as well as coffee stations on every floor.

Sanofi's firm, which also managed the interior fit-out, has spent more than five decades building for some of the world's most recognizable companies. That work in recent years has focused largely on Morristown, where it attracted clients like L2G, a 100,000-square-foot food first phase of M Station and where it built a new 120,000-square-foot headquarters for Valley Bank, which had already moved before beginning its move to Sanofi at M Station West.

Those businesses that hope to attract and retain the best talent will stay below the radar, Pogorelski says. It takes a common understanding of the company's future.

"You've got to have communication within the company, from your CEO down through the ranks, 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 people to produce those results," he said. "We also acknowledged the fact that we've made it a major real estate commitment here. That's not the business they're in."

Specifically in the Morristown environment.

"They're in whatever business they're in, and if they're in a corporate office, it's a complicated decision because they have to do it every day," Pogorelski 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 Zenni-enabled conference and meeting rooms, electric furniture options and unassigned workstations, along with amenities such as meditation rooms, mother's suites and a large outdoor terrace.

said he believes other corporations are active in the market's opinion in the town because of its central location, its transit district and the growing residential population in Morris County.

"It's a lot of young people that are moving in, and the employment is high. So the employment base is here, and I think that's a real opportunity for corporations that are looking to move have, small or large."

### JLL Capital Markets One Team

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

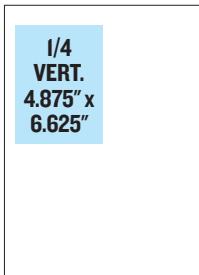
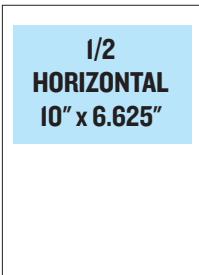
#### JLL Suburban Tri-State Capital Markets Team

##### Debt & Equity Placement

Michael Klein	Ryan Robertson
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John C. Carroll	Nick Stefans
Max Custer	
Thomas Didio	Elizabeth DeVestry
Thomas E. Didio, Jr.	Jason Lund
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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**



## PROFESSIONAL SPOTLIGHT

Position your firm as an industry leader by being part of our Professional Spotlight, a special section in our monthly print edition that highlights a different profession serving New Jersey's commercial real estate sector. This is a chance to generate new business by showcasing your firm's services, capabilities and top performers to the industry's top decision-makers.

- **Spotlight** is now part of our main magazine (larger trim size), rather than a removable supplement.

## INSERTION INCLUDES:

- Two-page spread within Real Estate NJ, with one page of sponsored content and one full-page ad (10" x 14").
- Inclusion in a digital flip book version of the Professional Spotlight section, which is highlighted for one month on RE-NJ.com, announced in an email blast and permanently available in our digital archive.
- Branded company Spotlight post to social media and included in The Real Estate NJ e-newsletter.
- Complimentary, print-ready Professional Spotlight cover pages, available for download.

The logo for Greenbaum Rowe Smith & Davis LLP, featuring the firm's name in a serif font with a stylized 'S' and 'D' in a square, and 'COUNSELORS AT LAW' in a smaller font below.

Iselin | Roseland  
Red Bank | New York  
[greenbaumtlaw.com](http://greenbaumtlaw.com)

A row of social media icons for LinkedIn, Facebook, and Twitter.

A collage of five circular images: a residential street with houses and trees, a beach scene with a pier, a bridge at night with city lights, a highway overpass, and a street scene with a historic building and a street lamp.

We serve as a principal resource for clients with interests here in New Jersey - and beyond.

Residential | Industrial | Retail | Office | Mixed-Use

- Acquisitions & Sales
- Redevelopment
- Land Use & Zoning
- Real Estate Litigation
- Financing & Incentives
- Renewable Energy Initiatives

- Commercial Leasing
- Construction Contracting
- Property Tax Appeals
- Planned Real Estate
- Environmental Issues
- Public Private Partnerships

Attorney Advertising

2026

PRINT + E-EDITION

## DISPLAY AD SIZE

1x 5x 10x

<b>FULL PAGE</b>	<b>5475</b>	<b>4850</b>	<b>3300</b>
<b>JUNIOR PG</b>	<b>4125</b>	<b>3650</b>	<b>2775</b>
<b>1/2 PAGE</b>	<b>3350</b>	<b>3125</b>	<b>2175</b>
<b>1/4 PAGE</b>	<b>1825</b>	<b>1600</b>	<b>1095</b>
<b>COVER STRIP</b>	<b>2750</b>	<b>2400</b>	
<b>BACK COVER</b>	<b>6800</b>	<b>6000</b>	<b>4100</b>
<b>INSIDE FRONT COVER</b>	<b>6250</b>	<b>5500</b>	<b>3775</b>
<b>INSIDE BACK COVER</b>	<b>6250</b>	<b>5500</b>	<b>3775</b>
<b>SPOTLIGHT</b>	<b>5500</b>		
<b>E-EDITION (NEW FOR 2026)*</b>			
<b>COVER VIDEO</b>	<b>4950</b>		
<b>PAGE HEADER</b>	<b>2000</b>		

\*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](mailto: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.

2026  
DIGITAL

## REAL ESTATE NJ

The Commercial Real Estate Voice of New Jersey

[HOME](#) [CURRENT ISSUE](#) [DEALS](#) [MARKET SECTORS](#) [EVENTS](#) [PEOPLE](#) [PAST ISSUES](#) [DAILY NEWSLETTER](#)

**Leaderboard 728x90**

**Rectangle 300x250**

**Banner 468x100**

**Deals**

**Half-Page 300x600**

**Rectangle 300x250**

**Top News**

**People**

## 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](http://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
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<b>LEADERBOARD (728 X 90)</b>	<b>2425</b>	<b>1900</b>	<b>1400</b>
<b>BANNER (468 X 100)</b>	<b>1675</b>	<b>1325</b>	<b>1075</b>
<b>RECTANGLE (300 X 250)</b>	<b>2275</b>	<b>1775</b>	<b>1225</b>
<b>HALF-PAGE (300 X 600)</b>	<b>2300</b>	<b>1850</b>	<b>1250</b>

## 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 54-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



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



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



## Position 5

## Position 6

## Position 7

\*Positions 8, 9 and 10 are not pictured

2026

DIGITAL

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

## Position 1

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



Farpoint has acquired a nearly 57,000-square-foot production and warehouse facility in Florham Park for \$9.3 million, brokers with CBRE announced this week.

## Position 2

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



Asian-based Farpoint logistics firms have played an increasingly important role in New Jersey's industrial sector, creating new demand and helping to fill excess inventory after a recent surge in空置率. While the market may be impacted by continued tariffs and the U.S. trade war with China remains to assess, but developers are optimistic about what is now an established class of assets.

## Position 3

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



Seagis Property Group has leased 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 Ross as vice president of construction in east region



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



Reports: Hampshire, Invesco sell Teterboro 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 together 425 luxury apartments to the city's largest new residential property.

## Position 5

## FROM OUR PRINT EDITION



**A focused expansion: Scarinci Hollenbeck 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 for real estate, as the Little Falls-based law firm has done 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.

2026

DIGITAL

## 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
<b>POSITION 1 (600 X 140)</b>	1540	1225	925	615
<b>POSITION 2 (300 X 250)</b>	1230	990	740	495
<b>POSITION 3 (300 X 250)</b>	990	790	600	400
<b>POSITION 4 (300 X 250)</b>	800	640	500	330
<b>POSITION 5 (300 X 250)</b>	800	640	500	330

2026

## SPONSORED CONTENT

### 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

2200

4x

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 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.

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.