

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

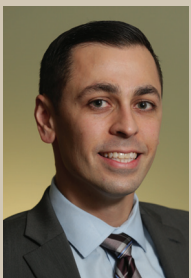
ABOUT THE PUBLISHER



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/ **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 Morristown, NJ, is located at 500 Prosperity 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 Dard

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

The common thread isn't just S&P Prospector, the esteemed developer behind each project, but the crucial workplace trends that seem all but inalterable 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 recruiting," said Steve Poyck, S&P Prospector's 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 Poyck

Sanofi is the latest and clearest example of that. The Paris-based health care giant opened its new \$130 million, 290,000-square-foot office on Morris Street in late March, occupying the west building in S&P's second-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 furnished guest rooms... 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 in-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 dual indicator for us here."

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

That's no surprise for an office that also has its own co-working lab, multiple terraces and dedicated rooms for meditation and mental health, plus at least three coffee stations on every floor.

Poyck'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.

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

"You've got to have communication within the company, from your CEO down through CPOs 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 they'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," Poyck 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 suites 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. "So far employment has been 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	Jose Cruz
Ryan Carroll	Michael Oliver
Jim Ciparrelli	Steve Simonelli
Max Cutler	Nick Stefans
Thomas DiDio	J.B. Bruno
Thomas E. DiDio, Jr.	Elizabeth DeVesty
Jon 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

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 VERT.
4.875" x 13.5"

1/2 HORIZONTAL
10" x 6.625"

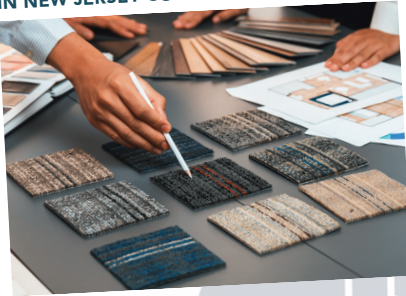
1/4 VERT.
4.875" x 6.625"

1/4 HORIZ.
10" x 3.1875"

COVER STRIP
10" x 1.625"

Professional Spotlight 2025

TOP ARCHITECTURE AND INTERIORS FIRMS IN NEW JERSEY COMMERCIAL REAL ESTATE



REALESTATE NJ
SPECIAL ADVERTISING SECTION

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 page that is posted on RE-NJ.com, shareable on social media and included in The Briefing, our morning email blast.
- Complimentary, print-ready PDF of your firm's two-page spread and Professional Spotlight cover pages, available upon request.



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	2750	2400	
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.

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.

The Commercial Real Estate Voice of New Jersey

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

Leaderboard 728x90

Tultra, Hampshire break ground on 180-unit rental project in North Haledon
AUGUST 12, 2020

Prism inks 300,000 sq. ft. lease at ON3 with Japanese pharmaceutical company
AUGUST 11, 2020

C&W names new director in New Jersey equity, debt team
AUGUST 12, 2020

Journal Square apartment buildings fetch \$10 million, Gebroe-Hammer says
AUGUST 12, 2020

Fulfillment vendor leases 57,000 sq. ft. in Parsippany
AUGUST 8, 2020

SEE INSIDE OUR LATEST ISSUE
CLICK

Rectangle 300x250

Banner 468x100

Deals

NAJ Hanson: Furniture installer inks 120,000 sq. ft. warehouse lease in Parsippany
AUGUST 12, 2020

Vineland industrial property sells for \$23 million, CBRE says
AUGUST 12, 2020
A private equity firm has acquired a 432,000-square-foot industrial building in Vineland for more than \$23 million, under a newly completed transaction by CBRE.

JLL inks 15,000 sq. ft. renewal for logistics tracking firm in Woodcliff Lake
AUGUST 12, 2020

Dollar Tree takes 12,000 sq. ft. at Springfield retail center, Jeffery says
AUGUST 12, 2020

Hoboken childcare center adds sixth location, leases 14,000 sq. ft. at 7 Seventy House
AUGUST 12, 2020

SEE INSIDE OUR SPECIAL ISSUE NJ'S TOP ENGINEERING FIRMS
CLICK

[SUBSCRIBE TO REAL ESTATE NJ](#)

Half-Page 300x600

VIEW ALL DEALS

Top News

Tultra, Hampshire break ground on 180-unit rental project in North Haledon
AUGUST 12, 2020
Tultra Real Estate and The Hampshire Cos. have broken ground on a new residential project, with plans to bring 180 apartments to an underserved section of northern New Jersey.

People

Solomon promotes longtime team member to president of property management
AUGUST 13, 2020
The Solomon Organization has named a new president of property management to help oversee its nine-state, 17,000-unit multifamily portfolio.

Tultra, Hampshire complete site work at Belleville project, as first tenants take occupancy
AUGUST 12, 2020

Larken Associates names chief HR officer
AUGUST 12, 2020

Prism inks 300,000 sq. ft. lease at ON3 with Japanese pharmaceutical company
AUGUST 11, 2020

Oryx announces promotion, names senior VP of property management and construction
AUGUST 12, 2020

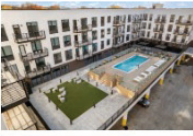
Position 1



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



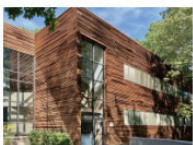
Position 5

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

THE BRIEFING (MON-FRI)

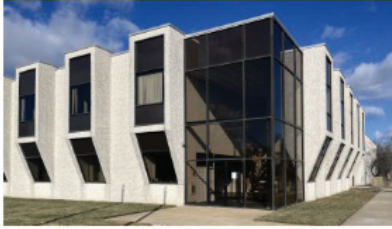
The Briefing, *Real Estate NJ's* daily e-newsletter, is our comprehensive roundup of leasing and sales activity, market reports, personnel announcements and construction updates.

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

*Positions 8, 9 and 10 are not pictured

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 \$9.3 million, brokers with CBRE, announced this week.

Position 2



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

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. Now those firms will be impacted by elevated tariffs and the U.S. trade war with China remains to be seen, but developers are optimistic about what is more 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 filed more than 211,000 square feet of new industrial space in Kearny after ink-ing 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



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



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



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



2026

DIGITAL

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


View as Webpage

RENJ Weekly

Our most-read stories and more

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 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, as Scarinci Hollenbeck 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 leaned on what it sees as important growth areas in the space.

REALESTATE

NJ

The Voice of New Jersey Commercial Real Estate

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
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

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11

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.