Media Kit

Real Assets Adviser

Welcome to an exciting new magazine to help you get your message in front of the fee-based financial and wealth advisory community

Real Assets Adviser is the first and only publication dedicated to providing actionable information on the Real Assets class and facilitating important business connections for investment advisers, wealth managers, family offices and defined contribution plan administrators.

Through print, online, conference and data programs, ***Real Assets Adviser*** provides thoughtful, cutting-edge analysis, helping advisers make informed decisions to diversify clients' portfolios, provide long-term income and hedge against inflation.

Real Assets Adviser reaches top executives at leading firms, including:

- Registered Investment Advisers
- Wealth Managers
- Family Offices
- Independent Broker-Dealers
- Defined Contribution Plan Administrators

Real Assets Adviser focuses exclusively on the entire spectrum of real assets, including:

- Real Estate
- Infrastructure
- Energy
- Commodities/Precious Metals
- Agriculture and Timber

Frequency: 12x

Distribution: by mail and email alert for online version

Subscription rate: $195

2015 Sponsorship Opportunities

Real Assets Adviser

Real Assets Adviser Sponsorship Program Summary of Benefits				
Benefits	**Sponsorship Level/Fee**			
	Platinum	**Gold**	**Silver**	**Contributing**
	$49,500	**$39,500**	**$29,500**	**$10,000**
Ads or Sponsor Sections	6 pages	5 pages	4 pages	2 pages
Consulting Time	12 hours	6 hours	4 hours	1 hour
1/2-day annual CEO Sponsor Briefing	Yes	Yes	No	No
Real Assets Adviser Free Subscriptions	12	8	4	2
Discounts on Ads/Consulting	25%	15%	10%	10%
Free Job Postings on Job Board	Yes	No	No	No
Discount on Infrastructure Conference Passes	Yes	No	No	No
Recognition as Infra Conference Sponsor	Yes	No	No	No
Website Ad (Home page banner)	Yes	Yes	No	No
Daily Newsfeed Sponsor Mention	Yes	Yes	No	No
Weekly Newsfeed Sponsor Mention	Yes	Yes	Yes	Yes
Executive Video/Podcast	Video/Audio	Audio	No	No

Our Current Sponsors

Platinum Level

AR Capital
Broadstone Real Estate, LLC
Deutsche Asset & Wealth Management
KBS Realty Advisors

Gold Level

Corridor InfraTrust Management

Silver Level

CBRE Global Investors
Colony Capital, LLC
Inland Real Estate Investment Corporation, Inc.
Morgan Stanley

Contributing Level

Behringer
Two Oaks Investment Management, LLC
USAA Real Estate Co.

Print Advertising Rates & Specifications

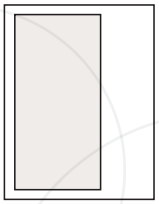
2015 Per-Insertion Advertising Rates

	1x	3x	6x	12x
Full pg 4/C	$8,522	$8,256	$7,865	$7,165
Full pg B/W	$7,465	$7,275	$6,940	$6,540
2/3-pg 4/C	$7,669	$7,465	$7,145	$6,745
1/2-pg 4/C	$6,610	$6,405	$6,010	$5,555
1/4-pg 4/C	$5,615	$5,485	$5,155	$4,815
Dbl pg 4/C	$15,350	$14,865	$14,155	$13,425
Cover 2 (Inside Front)		$12,245	$11,575	$10,915
Cover 3 (Inside Back)		$11,575	$10,915	$10,455
Cover 4 (Back Cover)		$12,895	$12,235	$11,575

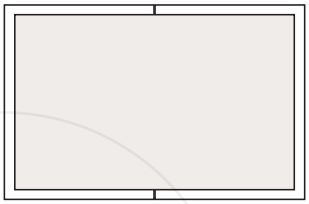
Publication trim size is 8-7/8" wide x 10-7/8" high

Full Page-Bleed
9-1/8" wide x
11-1/8" high

Full Page
8" wide x 10" high

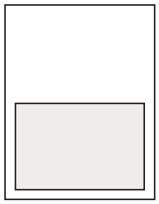


2/3-page
5" wide x
9-7/8" high

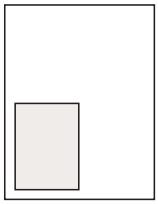


Double Page Spread
17.5" wide x 10.625" high

Bleed Double Page Spread
18-1/4" wide x 11-1/8" high



1/2-page Horizontal
7-5/8" wide x
4-7/8" high



1/4-page
3-5/8" wide x
4-7/8" high

Payments & Deadlines

A 15% commission will be granted to recognized advertising agencies on space, color, bleed and position charges only. We do not pay commissions on charges for artwork or reprints.

Terms: 30 days net of invoice date. Interest will accrue at a rate of 1.5% per month. Electronic wire transfer available.

Online Advertising Rates & Specifications

Banner Placement, Size, Pricing

Website:
403w x 58h banner
one month: $1,500

236w x 180h pixel banner
one month: $1,000

Newsfeed Email:
202w x 129h pixel banner
one week: $2,000

Artwork

All artwork should be submitted as a press-ready PDF. If you are unable to send us artwork in this format, please contact us. We may be able to accommodate your placement, but there may be additional fees incurred for the conversion.

Shipping Instructions

Electronic shipping: Email files to Giana De Giulio at g.degiulio@irei.com.

Copyright & Contract Policy

Advertisers and advertising agencies assume liability for all content of advertisements printed and also assume liability for any claims arising therefrom made against the Publisher. The Publisher reserves the right to reject any advertising materials the Publisher deems not suitable for the Publication's audience or in keeping with the Publication's standards. The Publisher also reserves the right to insert the words "advertising" or "advertorial" into copy that the Publisher deems to resemble editorial matter.

Contact

Sponsorship Inquiries:
Jonathan Schein
Senior Vice President, Managing Director of Business Development
+1 212-332-7180
j.schein@irei.com

Advertising Inquiries:
Cynthia Kudren
Senior Account Executive, Advertising/FundTracker Database
+1 917-620-4666
c.kudren@irei.com