

NAREIM Dialogues

How to contribute an article to NAREIM's biannual magazine

ABOUT DIALOGUES

Dialogues is NAREIM's bi-annual magazine. It is a magazine by peers, for peers in the real estate investment management industry. It is published in the Spring and Fall and goes out alongside the May and November issues of IREI to more than 7,000 readers including institutional investors, investment managers and advisors at all seniority levels.

In 2021, Dialogues reached 7,300 readers with an above-average reader engagement rate.

24.3% *average open rate compared to business and finance industry average of 21.6%*

6% *average click-through rate compared to business and finance industry average of 2.7%*

Check it out here: www.nareim.org/dialogues

WHAT TO WRITE ABOUT

The choice of topics for Dialogues is at the discretion of each firm and covers topics ranging from acquisitions, architecture & engineering, asset & portfolio management, capital raising, data strategy, executive officer, legal & compliance, sustainability, and talent management. After all, we want your diversity of thought about trends within real estate investment management. However, we recommend a few strategies to increase an article's appeal to readers.

- **Be focused and have one specific idea you want to talk to – and don't be afraid to dig deep, really deep**
 - The IREI and NAREIM audiences are your peers. They are real estate investment managers and institutional investors in our business. High-level overview articles are much less impactful than ones that dive deeper into a specific trend (e.g., rather than an article saying 'Retail is dying', think instead about a deep dive within retail, 'The resilience of German discount grocers in a rapidly changing retail market').
 - Your peers know the basics, allowing you to dig into specific topics very quickly and go deeper than you would in publications that target the wider CRE industry.
 - Past topics have run the gamut of issues facing business – whether they are about organizational and leadership strategies, investment ideas, capital raising, ESG, talent management, data strategy, business advice from C-suite executives to institutional investor perspectives. The choice is yours.
- **Think in terms of sections and bullet points**
 - People's attention today is shorter than ever as they battle information overload.

- **Sections and bullet points, continued:**
 - Think about your article in terms of sections. Break up your topic into 3 to 5 sections or key arguments to support your topic. This allows your article to be visually broken up with section headlines
 - Think about pull out boxes. These are ideas that can stand alone in a highlighted box to the side of the article and grab people's attention by diving even deeper into a topic or case study, or expand an idea without forcing the article down a non-core line of argument.
 - Think about exhibits that can illustrate your points. We love numbers and charts.
 - Think about case studies. Rather than keeping the article about the hypothetical or academic, provide real-life examples of what you are talking about. Walk readers through how someone else dealt with an issue, and what the best practices were.
 - Think best practices. NAREIM is about the bringing together of peers within real estate investment management to share best practices on the challenges they face running and scaling the business. Help readers understand what has worked, and importantly, what hasn't worked on a given topic.
- **Enjoy writing the article**
 - NAREIM works with an esteemed and highly experienced editorial director, Wanching Leong of Concept Journalism, to help elevate your article to the next level. Wanching will be on hand to help you draft and edit the article and create a finished product.

RIGHTS

You retain the intellectual property rights over your article. We will send you the PDF of the final copy that you can share for your own marketing purposes, whether to prospective investors, to LinkedIn or internally.

LENGTH

We advise no more than 1,500 words – and provide the Excel files for charts, where used. All design and graphics are done by NAREIM, with the resulting article expected to spread over 3-4 pages of the Dialogues magazine.

DEADLINES

For the Spring 2021 issue:

- Mid-April: Dialogues is sent to the IREI printer
- Last week of April: Dialogues is distributed digitally and in print alongside the IREI May issue

For the Fall 2021 issue:

- May 7: Open for article submission
- July 2: First drafts to be submitted, editing begins
- Mid-October: Dialogues is sent to the IREI printer
- Last week of October: Dialogues is distributed digitally and in print alongside the IREI November issue

VALUE

The value of Dialogues is in its distribution list power. An equivalent advertising space in IREI would cost approximately \$12,000. Dialogues is complimentary to all NAREIM members. IREI sells advertising around the magazine, but this is not required for you to participate. We encourage you to take advantage of this incredible opportunity. To get started, get in touch with Zoe Hughes at zhughes@nareim.org