Busy, discriminating professionals choose CoreNet Global as their go-to source for news, information and insights in corporate real estate (CRE).

**Here’s why:**

- Timely, relevant content specifically targeted to executive Corporate Real Estate end-users.
- Peer-authored case studies, white papers and feature articles covering topics that directly impact CRE — HR, IT, Finance, Energy, Sustainability, Geopolitics, Change Management, Economics and more.
- We invite our audience to engage in the global conversation around corporate real estate, which opens up multiple channels for new ideas, insights and practical applications.
- A variety of digital formats are available, from written to audio — giving CRE professionals access in their preferred format for consuming content.
Across the globe, all eyes are on CoreNet Global Content.

Well, more than **88,600** of them are!

6 continents

56 countries

200+ cities

44,300+ CRE professionals

Travel nearly anywhere in the world, and you’ll very likely find some of the thousands of CRE professionals who consume CoreNet Global content.
Our readers are a diverse bunch. And discerning, too. What else would you expect from the folks who manage the real estate and workplace assets for the world’s largest corporations — the corporations that represent the biggest names in manufacturing, financial services, technology, and retail?

**34%** Employed by Fortune 500 and Global 2000 Companies.

**16.2 billion** Collectively, our readers manage real estate portfolios totaling 16.2 billion square feet.

**$1.6 trillion** CoreNet Global members are responsible for real estate and workplace assets totaling $1.6 trillion.

**69** The average number of full-time CRE employees among our readers’ organizations.

And when our readers want the tools to help them do their jobs better, they turn to CoreNet Global.

**CoreNet Global members have CRE operations and/or staff in the following markets:**

Ninety-four percent (94%) of participants’ internal CRE organizations currently have operations and/or staff located in the United States. Fifty-eight percent (58%) of participants indicated that their internal CRE organizations currently have operations and/or staff in multiple geographic markets, while 22% have operations in ALL the markets surveyed.

<table>
<thead>
<tr>
<th>Industries Represented</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Technology</td>
<td>20.6%</td>
</tr>
<tr>
<td>Financial Services</td>
<td>19.4%</td>
</tr>
<tr>
<td>Manufacturing/Industrial</td>
<td>7.3%</td>
</tr>
<tr>
<td>Healthcare</td>
<td>6.1%</td>
</tr>
<tr>
<td>Real Estate</td>
<td>6.0%</td>
</tr>
<tr>
<td>Consumer Products/Retail</td>
<td>6.0%</td>
</tr>
<tr>
<td>Insurance</td>
<td>4.2%</td>
</tr>
<tr>
<td>Pharmaceutical/Life Sciences</td>
<td>4.2%</td>
</tr>
<tr>
<td>Telecommunications</td>
<td>3.6%</td>
</tr>
<tr>
<td>Aircraft/Aerospace</td>
<td>3.6%</td>
</tr>
<tr>
<td>Automotive</td>
<td>2.4%</td>
</tr>
<tr>
<td>Construction/Engineering</td>
<td>2.4%</td>
</tr>
<tr>
<td>Energy/Utilities</td>
<td>2.4%</td>
</tr>
<tr>
<td>Business Services/Consulting</td>
<td>2.4%</td>
</tr>
<tr>
<td>Entertainment/Media</td>
<td>1.8%</td>
</tr>
<tr>
<td>Legal</td>
<td>1.8%</td>
</tr>
<tr>
<td>Education/Research</td>
<td>1.2%</td>
</tr>
<tr>
<td>Government</td>
<td>1.2%</td>
</tr>
<tr>
<td>Government Contractors</td>
<td>1.2%</td>
</tr>
<tr>
<td>Advertising/Marketing/Public Relations</td>
<td>1.2%</td>
</tr>
<tr>
<td>Distribution</td>
<td>0.6%</td>
</tr>
<tr>
<td>Non-Profit</td>
<td>0.6%</td>
</tr>
<tr>
<td>Hospitality/Entertainment</td>
<td>0.6%</td>
</tr>
</tbody>
</table>

* Based on CoreNet Global membership data from 31 December 2018.
Our Readers are Your Best Customers and Prospects

No matter where your company fits in the overall corporate real estate sphere — location strategy, construction, architecture and design, workplace strategy, facilities management or elsewhere — CoreNet Global's readership is exactly the audience you need to reach.

Where Key Functions are Performed Among our Readers’ Organizations*

<table>
<thead>
<tr>
<th>Function</th>
<th>In-House</th>
<th>Outsourced</th>
<th>Partially Outsourced</th>
</tr>
</thead>
<tbody>
<tr>
<td>Corporate Real Estate</td>
<td>84%</td>
<td>-</td>
<td>16%</td>
</tr>
<tr>
<td>Asset Management/Real Estate Strategy</td>
<td>89%</td>
<td>2%</td>
<td>9%</td>
</tr>
<tr>
<td>Construction</td>
<td>14%</td>
<td>57%</td>
<td>29%</td>
</tr>
<tr>
<td>Corporate Services</td>
<td>49%</td>
<td>22%</td>
<td>29%</td>
</tr>
<tr>
<td>Development</td>
<td>36%</td>
<td>34%</td>
<td>30%</td>
</tr>
<tr>
<td>Environment (Corporate and Social Responsibility)</td>
<td>73%</td>
<td>5%</td>
<td>22%</td>
</tr>
<tr>
<td>Facilities Management</td>
<td>40%</td>
<td>28%</td>
<td>32%</td>
</tr>
<tr>
<td>Leasing and Administration</td>
<td>44%</td>
<td>30%</td>
<td>26%</td>
</tr>
<tr>
<td>Procurement</td>
<td>77%</td>
<td>4%</td>
<td>19%</td>
</tr>
<tr>
<td>Project Management</td>
<td>35%</td>
<td>25%</td>
<td>40%</td>
</tr>
<tr>
<td>Relationship Management</td>
<td>92%</td>
<td>1%</td>
<td>7%</td>
</tr>
<tr>
<td>Transactions</td>
<td>32%</td>
<td>30%</td>
<td>38%</td>
</tr>
<tr>
<td>Workplace Services/Space Planning</td>
<td>51%</td>
<td>18%</td>
<td>31%</td>
</tr>
</tbody>
</table>

* Based on CoreNet Global membership data from 31 December 2019.
2020 Editorial Calendar

**January**
Editorial due: Nov 15 / Ad due: Dec 1
» Work Enablement + HR&IT
» Mentorship

**February**
Editorial due: Dec 15 / Ad due: Jan 1
» Strategy & Portfolio Planning
» Profiles of Black CRE professionals

**March**
Editorial due: Jan 15 / Ad due: Feb 1
» Employee Experience & Wellbeing

**April**
Editorial due: Feb 15 / Ad due: Mar 1
» Sustainability
» CoreNet Global APAC Summit

**May**
Editorial due: Mar 15 / Ad due: Apr 1
» Emerging Markets

**June**
Editorial due: Apr 15 / Ad due: May 1
» Facilities Management
» Profiles of LGBTQIA CRE Professionals

**July**
Editorial due: May 15 / Ad due: Jun 1
» Talent
» University Relations

**August**
Editorial due: Jun 15 / Ad due: Jul 1
» Workplace
» Profiles of Women in the CRE Profession
» Workplace Civility

**September**
Editorial due: Jul 15 / Ad due: Aug 1
» Emergency Preparedness
» Leadership

**October**
Editorial due: Aug 15 / Ad due: Sep 1
» Diversity and Inclusion
» Diversity Awareness
» CoreNet Global EMEA Summit

**November**
Editorial due: Sep 15 / Ad due: Oct 1
» Geopolitics, Business Continuity, Risk
» CoreNet Global North America Summit

**December**
Editorial due: Oct 15 / Ad due: Nov 1
» Technology
» Human Rights in the Workplace
the LEADER
For more than 17 years, the LEADER has been well respected as a premier source of news, information and insights in corporate real estate. Now published in both digital and audio formats. Articles are posted on a continuous basis (4-6 times/month) – delivering timely, relevant content to those working in, and impacted by, the corporate real estate profession.

Audio LEADER
Available free to CoreNet Global members and by subscription to non-members, the Audio LEADER provides an easy way to consume CoreNet Global content on the go.

eLEADER®
The CoreNet Global eLEADER® is sent every week via email to more than 44,600 corporate real estate executives, suppliers and key contacts with CoreNet Global. Issues feature hand-curated articles related to corporate real estate. With industry-leading open rates and full-service creative and account management teams, your company connects with your niche audience in a direct way they’re sure to see.

Visit www.corenetglobal.org to learn more about these and other content vehicles.

What’s Next Podcasts
The CoreNet Global “What’s Next” Podcast puts CoreNet Global members on the front line of building community. Features thought-leaders from all aspects within the corporate real estate profession, and is available to CoreNet Global members as well as the general public worldwide through trusted podcast outlets. With podcasts released about twice monthly, and more than 22,000 listens to-date from more than 50 countries, this 12-month sponsorship program is a great way to connect with a captive audience of real estate professionals.

CNGtv
CoreNet Global’s CNGtv is the channel for the latest news and happenings within corporate real estate starring CoreNet Global members and subject matter experts. Corporate real estate experts share insights, perspectives, and experiences with other members through CNGtv.

www.CoreNetGlobal.org
Showcase your ad directly on the CoreNet Global website. Visited by corporate real estate executives from around the world. We offer a variety of banner ad opportunities including leaderboards and box ads on pages throughout the site.
Audio LEADER
Pricing for advertising on the Audio Leader app:
• $3000 per quarter
• $500 for an individual article sponsorship

eLEADER®
For rates and more information visit:
http://mk.multibriefs.com/MediaKit/Audience/corenet

What’s Next
Exclusive Annual CoreNet Global Podcast Sponsorship: $30,000
12-month Sponsorship Includes:
• Logo recognition on all communications related to CoreNet Global Podcast Program
• Logo featured on the Podcast page on the CoreNet Global website
• Logo recognition in the Podcast Parlor at all CoreNet Global Summits in North America, Europe and Asia
• Verbal sponsor recognition at the beginning of each podcast
• Catalog of historical podcasts on the CoreNet Global site

CNGtv
Exclusive Annual CoreNet Global CNGtv Sponsorship: $30,000
12-month Sponsorship Includes:
• Logo recognition on all communications related to CoreNet Global CNGtv videos
• Logo featured on the CNGtv page on the CoreNet Global website
• Logo recognition in the CNGtv studio at all CoreNet Global Summits in North America, Europe and Asia
• Verbal sponsor recognition at the beginning of each video
• Catalog of historical videos on the CoreNet Global site

www.CoreNetGlobal.org
Leaderboard
Available across all pages of the CoreNet Global website (except pages featuring sponsored programs, i.e., Summits and Professional Development Seminars). Excludes home page.
This premier position provides your company with top exposure and quality traffic.
One position available. Space is limited to 20 companies.
Ad dimensions: 728px x 90px
File format: GIF or JPG
File size: 40k
Cost: $4950/annually

Skyscraper and Box Ads
This large-format position provides your company with great exposure on www.corenetglobal.org (excludes pages with sponsored programs, i.e., Summits and Professional Development Seminars).
Includes skyscraper ad on home page and box ad on interior pages.
Two positions available. Space is limited to 20 companies.
Ad dimensions (skyscraper): 120 px x 600 px
Ad dimensions (box): 300px x 250px
File format: GIF or JPG
File size: 40k
Cost:
• One each skyscraper and box ad:
  Position 1: $5,950/annually
• One each skyscraper and box ad:
  Position 2: $4,950/annually

Combo: Get one Leaderboard and one Skyscraper Ad (position 1) for $10,000

Leaderboard
728px x 90px

Continue for advertising and sponsorship opportunities for The Source app and CoreNet Global Resource Centers
The SOURCE APP ADVERTISING OPPORTUNITIES & RATES

**Publishing Partner**
Official App sponsor
- Sponsor recognition on the app landing page
- Recognition in emails, social posts/ads, and other communications about the app
- Recognition on website ads
- One free banner ad on Top News detail items on app (480 pixels X 50 pixels - smart phone; 800 pixels X 66 pixels - tablet)
$2000/month; $4500 for 3 months*

**News Listing Ads:**
Integrated into the content listing (under “Top News”, “My News” or “Saved News”). News listing ads look like content items with image, title, description, and link to third party site. All News Listing Ads will have ‘Sponsored’ above the image.
- **Top Ad** – displayed at top of news feed
  $1150/month – three spots available (one per news section: (Top News, My News or Saved News)
- **3rd placement** – displayed in 3rd place in news feed - three spots available (one per news section: (Top News, My News or Saved News)
  $550/month*

**General ads**
- Ad placed on app based on date and will move down the list as data is synced
  $300/month*

**Sponsored App Content:**
- Sponsored Content is informational, not promotional in nature.
- Sponsored Content can include images on the listing page.
- Content will look like CoreNet Global content items with image (optional), title, description, and link to full article.
- All Sponsored Content will have ‘Sponsored’ above the image.
  $750/item*

**Banner Ad:**
- Banner ads on text detail pages (not available for video or podcast).
- Ads link to your site
- Rotation every 5 secs if more than one ad exists
- Total of 9 spots available
  $500/month* 
  (480 pixels X 50 pixels - smart phone; 800 pixels X 66 pixels - tablet)

Content and ads are subject to approval by CoreNet Global.
*Introductory pricing
CoreNet Global’s first Resource Center page, devoted to helping corporate professionals navigate business continuity during the global pandemic, was the top visited page (after the home page) on www.corenetglobal.org during the period of March 2020 - June 2020.

Building on that success and user needs, CoreNet Global is developing other, similar, topical Resource Centers devoted to Diversity and Inclusion, Career Continuity and more to provide our members and website visitors with thought leadership resources.

Become a Resource Center sponsor and affiliate your brand with top topical resources.

**Website - Resource Center Sponsor**

- **Leaderboard ad** on resource center page of choice
  - Ad dimensions: 728px x 90px
  - File format: GIF or JPG
  - File size: 40k
  - Exposure on highly trafficked page, updated regularly (at least weekly)
  - Links to page are featured on www.corenetglobal.org home page, in weekly eLEADER newsletter, on social media, and in periodic emails

$1000/month*
Build your reputation as a trusted source; one that understands the business, the needs of corporate real estate professionals, and the broader marketplace. Stimulate and build relationships—and differentiate your company from competitors—based not only on products and services, but also on your role as a thought leader with the prestige of the CoreNet Global brand.

**Thought Leadership Series Sponsor:**
- Recognition on the topical resource page
- Content pieces on resource page will be branded “Thought Leadership Sponsor” on the website and in the app
- Sponsor will provide a minimum one resource/month (choice of format – blog, white paper, article, podcast or video. Content subject to approval by CoreNet Global.
- Content will be published on the website and in the app; promoted via social and the eLEADER
- Opportunity to provide short topical learning session at Summit – subject to approval by CoreNet Global
- One “open-mic” webinar/year – CoreNet Global would require registration and share attendee info w/Sponsor. Calls would be recorded for future playback as added content piece.
- CoreNet Global may decide to charge for these webinars or offer sponsor opportunity to “upgrade” to sponsor webinar cost at $1500/occasion.
- One Leaderboard ad [728x90 pixels] on the CoreNet Global topical page
- Recognition in Summit/virtual event if speaking
- Sponsor would retain existing membership, learning, and Summit discounts
- Annual logo recognition in eLEADER
- Premium booth space and opportunity to hold private events at in-person Global Summits

**Content Contributor**
- Content would be recognized (in text) as Sponsored Content
- Two dedicated blog posts/year written by sponsor regarding a corporate real estate topic Posts will be published on the blog, as well as on the Source app and promoted via social and the eLEADER.
- Provide two whitepapers or articles to be posted in the CoreNet Global Knowledge Center and on the Source app. CoreNet Global will promote these resources in the eLEADER and on social.
- Interview with thought leader in the LEADER/Audio LEADER? Or podcast/CNGtv? (select one?) Article/video/podcast will be promoted on social and in the eLEADER and will be posted to the CoreNet Global website and the Source App.
- As a content contributor, they build their reputation as a trusted source; one that understands the business, the needs of CRE professionals, and the broader marketplace.
- Provides a unique opportunity to stimulate and build relationships—and differentiate themselves from competitors
- Added prestige through association with CoreNet Global.
- Reporting: this paid partner news content will have the ability track likes, dislikes, share, etc. on the app.
ABB
AIG
Alexion
Allstate
American Express
American Red Cross
Ameriprise Financial
AT&T
Bank of America
BASF
BMC Software
BNY Mellon
Boeing
BOK Financial
BP International
Cambia Health Systems
Capital One
Chevron
Cisco Systems Inc.
Citizens Bank
Cognizant
Diageo
Duke Energy Corporation
eBay
Exxon Mobil Corp
EY
FedEx Freight Systems
Fidelity Real Estate
Firmenich
Google
GSK
Guardian Life
Herman Miller Incorporated
Hewlett Packard Enterprises
HSBC
Humana
Informatica
International Monetary Fund
Jackson National Life Ins
Juniper Networks
Kaiser Permanente
Kellogg’s
Koch Industries
Kohler
Lenovo
LinkedIn
Lumentum
Manulife Financial
Marriott
Merck
Microsoft
Nestle
Nike
Northern Trust
Open Society Foundations
Oracle
Pfizer
Procter and Gamble
Public Services and
Procurement Canada
Rio Tinto
Royal Bank of Scotland Group
Salesforce.com
SAP
ServiceNow
Shell International
Standard Chartered Bank
Steelcase
Symantec
Synopsys
Takeda Pharmaceuticals
TD Ameritrade
TE Connectivity
Tennessee Valley Authority
The Coca Cola Company
The TJX Companies, Inc.
The Travelers Companies
Uber
Unilever
UnitedHealth Group
United Therapeutics
Unity Technologies
USAA
U.S. Bank
Vanguard
Verizon
Visa
Zurich Insurance Group, Ltd.