CoreNet Global
2022 Media Planner

404-589-3212

abourbeau@corenetglobal.org

GET IN FRONT OF THE BEST MINDS IN CORPORATE REAL ESTATE

The Global Association for Corporate Real Estate
BUSY, DISCERNING PROFESSIONALS

CHOOSE CORENET GLOBAL AS THEIR
GO-TO SOURCE FOR NEWS,
INFORMATION AND INSIGHTS IN
CORPORATE REAL ESTATE (CRE).

• Timely, relevant content specifically
targeted to executive Corporate Real
Estate (CRE) 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.

WHY CORENET GLOBAL?

GLOBAL

COVERAGE

Across the globe, CRE professionals are
exposed to CoreNet Global content.
• 6 continents
• 56 countries
• 200+ cities
• 50,000+ CRE professionals

Nearly anywhere in the world, you’ll
very likely find some of the thousands
of CRE professionals who consume
CoreNet Global content.

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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?

<table>
<thead>
<tr>
<th>Industry</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Technology</td>
<td>21%</td>
</tr>
<tr>
<td>Financial Services</td>
<td>19%</td>
</tr>
<tr>
<td>Consumer Products/Retail</td>
<td>6%</td>
</tr>
<tr>
<td>Insurance</td>
<td>6%</td>
</tr>
<tr>
<td>Manufacturing/Industrial</td>
<td>6%</td>
</tr>
<tr>
<td>Pharmaceutical/Life Sciences</td>
<td>6%</td>
</tr>
<tr>
<td>Business Services/Consulting</td>
<td>4%</td>
</tr>
<tr>
<td>Entertainment/Media</td>
<td>4%</td>
</tr>
<tr>
<td>Energy/Utilities</td>
<td>3%</td>
</tr>
<tr>
<td>Government Contractors</td>
<td>3%</td>
</tr>
<tr>
<td>Healthcare</td>
<td>3%</td>
</tr>
<tr>
<td>Automotive</td>
<td>2%</td>
</tr>
<tr>
<td>Construction/Engineering</td>
<td>2%</td>
</tr>
<tr>
<td>Distribution</td>
<td>2%</td>
</tr>
<tr>
<td>Government</td>
<td>2%</td>
</tr>
<tr>
<td>Legal</td>
<td>2%</td>
</tr>
<tr>
<td>Non-Profit</td>
<td>2%</td>
</tr>
<tr>
<td>Real Estate</td>
<td>2%</td>
</tr>
<tr>
<td>Telecommunications</td>
<td>2%</td>
</tr>
<tr>
<td>Advertising/Marketing/Public Relations</td>
<td>1%</td>
</tr>
<tr>
<td>Aircraft/Aerospace</td>
<td>1%</td>
</tr>
<tr>
<td>Transportation</td>
<td>1%</td>
</tr>
</tbody>
</table>

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.

105 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.

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

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**CoreNet Global Members Have CRE Operations / Staff in the Following Markets:**

- Ninety-two percent (92%) of participants’ internal CRE organizations currently have operations and/or staff in the United States.
- Sixty-three percent (63%) of participants indicated that their internal CRE organizations currently have operations and/or staff in multiple geographic markets,
- 29% have operations in ALL the markets surveyed.

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abourbeau@corenetglobal.org
OUR USERS 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 readers are responsible for hiring and managing services that you provide.

<table>
<thead>
<tr>
<th>Service Area</th>
<th>In-House</th>
<th>Fully Outsourced</th>
<th>Partially Outsourced</th>
</tr>
</thead>
<tbody>
<tr>
<td>Corporate Real Estate</td>
<td>71%</td>
<td>1%</td>
<td>28%</td>
</tr>
<tr>
<td>Asset Management/Real Estate Strategy</td>
<td>84%</td>
<td>2%</td>
<td>14%</td>
</tr>
<tr>
<td>Construction</td>
<td>12%</td>
<td>39%</td>
<td>49%</td>
</tr>
<tr>
<td>Corporate Services</td>
<td>52%</td>
<td>8%</td>
<td>40%</td>
</tr>
<tr>
<td>Development</td>
<td>38%</td>
<td>17%</td>
<td>45%</td>
</tr>
<tr>
<td>Environment (Corporate and Social Responsibility)</td>
<td>67%</td>
<td>2%</td>
<td>31%</td>
</tr>
<tr>
<td>Facilities Management</td>
<td>31%</td>
<td>19%</td>
<td>50%</td>
</tr>
<tr>
<td>Human Capital</td>
<td>80%</td>
<td>1%</td>
<td>19%</td>
</tr>
<tr>
<td>Leasing and Administration</td>
<td>44%</td>
<td>14%</td>
<td>42%</td>
</tr>
<tr>
<td>Marketing/Communications</td>
<td>78%</td>
<td>4%</td>
<td>18%</td>
</tr>
<tr>
<td>Procurement</td>
<td>80%</td>
<td>1%</td>
<td>19%</td>
</tr>
<tr>
<td>Project Management</td>
<td>26%</td>
<td>12%</td>
<td>62%</td>
</tr>
<tr>
<td>Relationship Management</td>
<td>91%</td>
<td>-</td>
<td>9%</td>
</tr>
<tr>
<td>Sustainability</td>
<td>69%</td>
<td>1%</td>
<td>30%</td>
</tr>
<tr>
<td>Transactions</td>
<td>23%</td>
<td>16%</td>
<td>61%</td>
</tr>
<tr>
<td>Workplace Services/Space Planning</td>
<td>44%</td>
<td>12%</td>
<td>44%</td>
</tr>
</tbody>
</table>
April
Editorial due: Feb 15
» Sustainability
» Dizzying Demand for Industrial and Distribution Space
» Corporate Real Estate Week

May
Editorial due: Mar 15
» Emerging Markets
» Work/Life balance

June
Editorial due: Apr 15
» Facilities Management
» Profiles of LGBTQ+ CRE Professionals
» A Fresh Look at the Post-COVID Workplace

July
Editorial due: May 15
» Talent
» University Relations
» A Fresh Look at the Post-COVID Real Estate Portfolio

August
Editorial due: Jun 15
» Workplace Health and Wellness/Safety
» Workplace Civility

September
Editorial due: Jul 15
» Emergency Preparedness
» Leadership
» The Revolution in Retail Real Estate

October
Editorial due: Aug 15
» Diversity and Inclusion
» Diversity Awareness

November
Editorial due: Sep 15
» Geopolitics, Business Continuity, Risk
» CoreNet Global Summit

December
Editorial due: Oct 15
» Technology
» Human Rights in the Workplace

January
Editorial due: Nov 15
» Work Enablement + HR&IT
» Mentorship

February
Editorial due: Dec 15
» Strategy & Portfolio Planning
» Profiles of Black CRE Professionals
» Geopolitics

March
Editorial due: Jan 15
» Employee Experience & Wellbeing
» Profiles of Women in CRE

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THE SOURCE APP SPONSORSHIP

The Source App
Get in front of the growing numbers of Source App users. Introduced in mid-2020, more than 20% of the CoreNet Global membership have downloaded the app. Content updated daily. Multiple options for advertising on the app, from individual topic areas or sponsored content to overall app sponsorship.

Sponsorship Opportunities:

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
  1000 pixels X 600 pixels (same for phone and tablet devices)
  $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
  1000 pixels X 600 pixels (same for phone and tablet devices)
  $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

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CONTENT PLATFORMS SPONSORSHIPS

What's Next Podcast
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 80,000 listens from more than 50 countries, this 3-month sponsorship program is a great way to connect with a captive audience of real estate professionals.

Exclusive Quarterly CoreNet Global “What’s Next” Podcast Sponsorship: $5,000
3-month Sponsorship Includes:
- Logo featured on What’s Next? Podcast page on the CoreNet Global website, hyperlinked to the URL of sponsor’s choice.
- Logo recognition on all communications related to the CoreNet Global What’s Next? Podcast program during the sponsorship term.
- Three (3) sponsored What’s Next? Podcasts (e.g. short sponsor’s message in MP3 format, 20 to 30 seconds maximum which will play prior to a podcast to be selected by CoreNet Global. Sponsor’s name to also be mentioned during the podcast as a sponsor’s spotlight break.
- First right of refusal for co-sponsorship of CoreNet Global Podcast Parlor at Summits in North America, EMEA, and APAC (total of 4 sponsors per Podcast Parlor, additional costs will apply).

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.

Exclusive Quarterly CoreNet Global CNGtv Sponsorship: $2,500
12-month Sponsorship Includes:
- Logo featured on CNGtv page on the CoreNet Global website, hyperlinked to the URL of sponsor’s choice.
- Logo recognition on all communications related to the CoreNet Global CNGtv program during the sponsorship term.
- Three (3) sponsored CNGtv video (e.g. short sponsor’s message in MP4 format, 20 to 30 seconds maximum which will play prior to a CNGtv video to be selected by CoreNet Global. Sponsor’s message to also be played during or at the end of the video based on its length as a sponsor’s spotlight break.
- First right of refusal for co-sponsorship of CoreNet Global CNGtv Studio at the North America, EMEA, and APAC Summits (total of 4 sponsors per CNGtv Studio, additional costs will apply).

The Pulse Blog
CoreNet Global’s The Pulse is where thought leaders share their relevant content and where corporate real estate professionals get the knowledge they need in order to perform better in their day-to-day functions. Associate your brand with this very powerful content vehicle.

Exclusive Quarterly CoreNet Global “The Pulse” Blog Sponsorship: $2,500
Sponsorship Includes:
1. Logo featured the Pulse Blog page on the CoreNet Global website during the sponsorship term.
2. Logo recognition on all communications related to the CoreNet Global The Pulse Blog program during the sponsorship term.

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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.

Leaderboard
Available on the CoreNet Global homepage at www.corenetglobal.org. 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

eLEADER®
The CoreNet Global eLEADER® is distributed weekly to 50,000+ 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.

Horizontal Product Showcase
Showcase your latest product with this placement and include a photo, 5-word headline, 50-word description and link to your site.
Creative dimensions: 275x175
File format: GIF,JPG
File size: 40k
Cost: $3750/annually

Featured Article
Feature your best content with this placement and include a 5-7 word headline, 100-word description and link to the article of your choice.
File format: GIF,JPG
File size: 40k
Cost: $3400/annually

For additional web advertising, including box and skyscraper ads, and eLEADER opportunities, visit: http://mk.multibriefs.com/MediaKit/Audience/corenet
Professional Development Newsletter

The CoreNet Global Professional Development Newsletter is distributed monthly to 50,000+ corporate real estate executives, including members and other CoreNet Global key contacts. Issues feature hand-curated articles related to professional and career development within corporate real estate as well as information on seminars and offerings of our reknowned MCR and QPCR programs.

- Lower Leaderboard
  - Per Mailing @ 1 per month: $500
  - Per Quarter @ 3 per quarter: $1,300
  - Per Year: $5,000

- Middle Banner 1
  - Per Mailing @ 1 per month: $350
  - Per Quarter @ 3 per quarter: $800
  - Per Year: $3,000

- Middle Banner 2
  - Per Mailing @ 1 per month: $300
  - Per Quarter @ 3 per quarter: $800
  - Per Year: $3,000

Box 1 and Box 2

- 300x250px
- Per Mailing @ 1 per month: $400
- Per Quarter @ 3 per quarter: $1,100
- Per Year: $4,000

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OUR USERS WORK FOR TOP COMPANIES AROUND THE GLOBE, INCLUDING:

- ABB
- Cisco
- Microsoft
- Standard Chartered
- National Grid
- BMC
- Genentech
- Juniper
- Open Society Foundations
- IBM
- US Bank
- Corteva Agriscience
- Diageo
- Northern Trust
- Synopsys
- The Boeing Company
- UnitedHealth Group
- UBS
- Pfizer
- Chevron
- Unilever
- EDAC
c
- Cognizant
- RBC
- TE Connectivity
- BOK Financial
- Lumentum
- Kellogg's
- Pfizer
- Chevron
- Unilever
- FedEx Freight Systems
- LabCorp
- Salesforce
- TVA
- Google
- GSK
- Lipton
- VISA
- American Red Cross
- IBM
- Norton Lifelock
- Advent
- Capital One
- Herman Miller
- United Therapeutics Corporation
- Vanguard
- Bank of America
- Chubb
- CHUBB
- USAA
- Public Services and Procurement Canada
- P&G
- TRAVELERS
- International Monetary Fund
- Takeda Pharmaceuticals
- The MITRE Corporation
- Termanich
- ING Direct
- NU Financial
- The Coca-Cola Company
- Ameriprise Financial
- Cambia Health Solutions

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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 height of the pandemic amid uncertainty about business continuity.

Building on that success and user needs, CoreNet Global is developing other, similar, topical Resource Centers devoted to Diversity, Equity, 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*

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