

PRINT AND DIGITAL ADVERTISING

2026 MEDIA KIT



SIO R[®]

SOCIETY OF INDUSTRIAL
AND OFFICE REALTORS[®]



Big Red M is the authorized advertising representative
for the Society of Industrial and Office Realtors[®].



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About SIOR

The Society of Industrial and Office Realtors (SIOR) is the world's leading industrial and office brokerage association. SIOR members are key influencers and decision-makers who have significant say or input in the direction of companies.

Why Advertise with SIOR?

Because SIORs are the decision-makers in their businesses, your chances of securing new clients and customers exponentially increases when you market to the leaders in their fields.

- SIOR represents more than 4,000 members in over 50 countries.
- SIOR has represented the top commercial real estate professionals around the world for more than 80 years.
- Designees can hold the following specialty designations: industrial, office, industrial and office (dual), sales manager, executive manager, or advisory service.
- Affiliate members include corporate executives, developers, educators, and others involved in the commercial real estate industry.

Don't miss out on potential business and growth. There are many ways to achieve success when partnering with SIOR, from digital and print opportunities, global conferences, in-person and virtual networking events, you can get in front of the best in the business and stay top of mind.

SIOR Report Magazine

SIOR Report is produced quarterly and includes relevant, educational, and thought-provoking content geared toward the elite professionals in the commercial real estate industry.

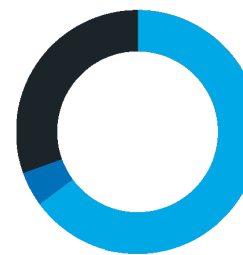
Distributed to more than 8,200 member and industry leaders, the magazine provides exposure to the top decision-makers in the industry—many with access to billion-dollar budgets and influential partners.

Each Issue includes a focus on some of the following areas of interest:

- Brokerage and Sales Skills
- Economic Overview
- Industrial/Office Products
- International Trends and Insights
- Marketing and Advertising Trends
- Business Development
- Market Trends and Analysis
- Industrial and Office Commercial Brokerage Insights
- Technology and Innovation
- Economic and Politics
- Societal and Environmental Issues
- Headquarter Highlights and Transactions



Member Specialization

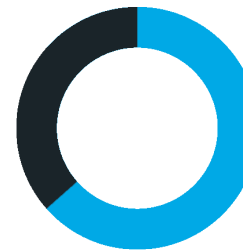


63%
Industrial

32%
Office

5%
Both Industrial & Office

Member Firms



61.54%
Large Firms/Networks

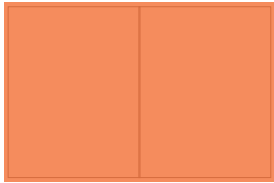
38.46%
Independent Firms



Print Placements and Rates

For all ad sizes, add .125-inch bleed and a .25 inch margin.

Two-Page Spread (Bleed)



Trim: 17.25"W x 11.25"H

Full Page (Bleed)



Trim: 8.5"W x 11"H
Bleed: 8.75"W x 11.25"H

2/3 Page



Horizontal: 8.5"W x 7"H
Vertical: 5.25"W x 11"H

1/2 Page



Horizontal: 8.5"W x 5.25"H
Vertical: 4"W x 11"H

1/3 Page



Horizontal: 8.5"W x 3.25"H
Vertical: 2.5"W x 11"H

SIZE	1X	2-3X	4X
Two-page Spread	\$5,880	\$5,630	\$5,130
Back Cover	\$6,090	\$5,830	\$5,170
Inside Front Cover	\$5,570	\$5,310	\$4,780
Inside Back Cover	\$5,110	\$4,860	\$4,360
Full Page	\$2,940	\$2,840	\$2,680
2/3 Page	\$2,220	\$2,130	\$1,950
Half Page	\$1,740	\$1,660	\$1,500
1/3 Page	\$1,340	\$1,290	\$1,190

QUARTERLY
FREQUENCY

8,200
DISTRIBUTION

93%
READ THE MAGAZINE REGULARLY

89%
FEEL SIOR CONNECTS MEMBERS
TO CLOSE DEALS

Contact your Account
Executive Today!

Ronnie Jacko
503-445-2234
ronnie@bigredm.com
www.bigredm.com



SIOR Report Magazine Digital Edition eNewsletter

Our Digital Edition enewsletter, sent quarterly, is great way to reach SIOR members! The email alerts readers not to miss out on the latest digital edition of *SIOR Report Magazine* related to Brokerage and Sales Skills, Market Trends and Analysis, Industrial and Office Commercial Brokerage Insights, Economic Overview and much more!

Digital Ad Rates and Specifications

SIZE	1X	2X	4X
Banner (600 x 300px)	\$1,650	\$3,000	\$5,250

*File types permitted – JPEG and PNG.

SIOR Report Thought Leadership Opportunities

Highlight a recent study, infographic, white paper, or blog post by featuring its executive summary in the printed SIOR Report. This placement educates SIOR members on the value of solutions like yours while boosting your company’s credibility with top industrial and office real estate professionals.

Rates and Specifications

PLACEMENT	PRICE	SPECS
Two-page Thought Leadership Piece	\$5,200	- Headline: 6 words max, Sub-headline: 15 words max - Body: 900–1200 words - Logo: jpeg or tif (300 dpi) - One Image (optional but would need to be at least 300 DPI and allowed to be published by SIOR) - Company Information (Address, Phone/Fax,Email, Website)
One-page Thought Leadership Piece	\$3,000	- Headline: 6 words max, Sub-headline: 15 words max - Body: 450–600 words - Logo: jpeg or tif (300 dpi) - One Image (optional but would need to be at least 300 DPI and allowed to be published by SIOR) - Company Information (Address, Phone/Fax,Email, Website)
One-page Thought Leadership Piece with full page ad	\$4,000	- Headline: 6 words max, Sub-headline: 15 words max - Body: 450–600 words - Logo: jpeg or tif (300 dpi) - Full page advertisement - One Image (optional but would need to be at least 300 DPI and allowed to be published by SIOR) - Company Information (Address, Phone/Fax,Email, Website)



Content Guidelines

- Content should be educational in nature and solution-based, geared to solving a common problem or need of the commercial real estate market. The educational content should not promote the company’s product or service but rather communicate best practices that would allow SIOR members and professionals to be more effective and efficient in their roles.
- Content should include practical, useful information in which SIOR members would find value, and it should be independent of the particular editorial advertiser. The overall message and tone should not be promotional in nature.
- SIOR reserves the right to edit or alter content or deny the ad as it deems necessary to meet the above requirements and to provide maximum value for its members. Any changes to content will be communicated to the supplying party for final approval.
- Content must identify the company and state that the piece is a “Thought-Leadership Article – Sponsored by XXXX.”



Corporate Profiles

Corporate Profiles are a great opportunity to introduce SIOR's audience to your company, and its latest news & achievements, or market your knowledge and experience in a more prominent way. Corporate Profiles are published in specially selected, themed issues throughout the year.



Rates and Specifications

PLACEMENT	PRICE	SPECS
Two-page Article Spread	\$4,550	- Company name - Company contact information 5-7 word headline (120 max characters) 775 word article (5,000 max characters)* - Company logo - Up to 5 images
Full Page Article and Ad	\$4,350	- Company name - Company contact information 5-7 word headline (60 max characters) - Up to 400 word article (2,500 max characters)* - Company logo - Up to 3 images
Full Page Article	\$2,530	- Company name - Company contact information 5-7 word headline (60 max characters) - Up to 400 word article (2,500 max characters)* - Company logo - Up to 3 images
Half Page Article and Ad	\$2,330	- Company name - Company contact information 5-7 word headline (60 max characters) - Up to 200 word article (1,230 max characters)* - Company logo - Up to 1 image

* Word counts are subject to change based on the number of images provided.

Exclusive C-Suite Q&A

Now available in every *SIOR Report* print and SIOR's eNewsletters, publish an executive summary of your recent research, white paper, or blog post in the SIOR Report to showcase your expertise. It's a great way to inform SIOR members about the value of your solution and build credibility with leading commercial real estate professionals.



Rates and Specifications

PRINT OPTIONS	RATES
Full Page	\$4,000 per issue
Two-page Spread	\$6,000 per issue

NEWSLETTER OPTIONS	RATES
SIOR Weekly eNewsletter Add-on	Free when purchased in print issue
SIOR Monthly eNewsletter Add-on	\$650 per issue

All deliverables are due at the insertion order deadline to allow time for SIOR to conduct interviews. Final content due **at the art due deadline** for standard ads for the issue.

Deliverables Include

- Advertiser provides topic and 4-5 questions
- Advertiser provides contact information for C-Suite or leader to be interviewed
- Optional: Advertiser can submit their own Q&A with questions and answers already provided if preferred to write themselves
- High-res (300 dpi) photo (For large circle)
- Headshot of the person answering questions (High resolution - 300dpi)
- The person answering the questions must provide the following information: Full Name, Title, Company Name, City, State
- Full page specs: Headline: 6 words max, Sub-headline: 15 words max, Body: 450-650 words
- Two page specs: Headline: 6 words max, Sub-headline: 15 words max, Body: 900-1,200 words
- Note: SIOR reserves the right to modify (with advertiser approval) length of submission to fit within the page

General Requirements

- All content is subject to review by SIOR editorial advisors
- Necessary alterations are the responsibility of and at the expense of the advertiser
- Materials that do not meet the stated advertising specifications will be rejected
- Content must exclusively relate to the advertiser and make no mention of SIOR or indicate any affiliation or partnership

SIOR Report Editorial Calendar



Regular Departments and Columns

- Chapter News: reports and updates on SIOR chapter events and announcements
- Legislative Update: legislative news relevant to the commercial real estate industry
- Commercial Real Estate Index: quarterly updates on the economic conditions and trends in each U.S. market
- Top Deals: the largest member-to-member deals reported each quarter
- Case Studies: highlighting unique deals and an in-depth look at how they were completed
- Real Deal: a look at what makes SIOR members unique and special beyond their business

ISSUE	THEME	AD CLOSE	ART DUE	MAIL DATE
Q1 Spring 2026	Topics may include: Robo Taxis, Augmented Reality for Site Tours, Modern Brokerage Models, Flexible Industrial Space, Sustainable Building Retrofits, Cybersecurity in Smart Buildings, Flight to Quality/Urban vs. Suburban Leasing, CRE Marketing Best Practices.	12/8/25	1/5/26	March 2026
Q2 Summer 2026	Topics may include: Class B Office Space Resurgence and Evolving Hybrid Work 3.0, Zoning Reform, Energy/Data Center Demands, Member to Member Deals, Climate Risk & Insurance, Foreign Capital in CRE, Industrial Nearshoring & Reshoring, AI Driven Site Selection.	2/23/26	3/20/26	June 2026
Q3 Fall 2026	Topics may include: Sale/Leasebacks, Mid Term Elections, Industrial Demand by Sector, Construction and Tenant Improvement Costs, Net-Zero Warehouses, Backfilling Big-Box Retail with Industrial, Implosion of Bonded Warehouses, AI Best Practices.	5/22/26	6/3/26	September 2026
Q4 Winter 2026	Topics may include: Vertical Industrial Buildings, Interest Rates and Their Impact on CRE Financing, Robotics Automation in CRE, Construction Costs and timeframe, Health & Wellness in CRE, Social Impact Development, Office Demand by Sector, "From Costly to Cost-Effective: Outsourcing Solutions for CRE Brokers, Unlocking Profitability: The Power of Outsourcing.	8/24/26	9/14/26	December 2026

* All content and dates are subject to change

Submission Guidelines

- A high-resolution print-ready and fully designed PDF/X-1a file is required for all ads.
- **Colors must be CMYK.** No ICC profiles, RGB, or Pantone colors.
- Resolution of all photography and scanned illustrations must be at least **300 dpi**. Line art should be 600 dpi.
- Vital copy and images must be at least 1/8" away from trim. Spread ads must have at least 3/8" total gutter.
- Materials should be submitted **without crop marks**, but full-page ads should include the required 1/8" bleed.
- All fonts used must be embedded in the PDF file.
- Flatten all layers and set transparency to highest setting.
- Ads must be suitable to print as-is. Association is not responsible for any errors in content.

- **PLEASE NOTE:** Materials that do not meet the stated advertising specifications will be rejected.
- Email ads@bigredm.com to submit ad materials and for more detailed specifications.
- Name files clearly, indicating your company name and publication.
- Please allow up to 2 business days for confirmation of receipt and the status of your ad.
- **Need help creating an ad?** Free ad design (with revisions up to 3 proofs).
- Please allow up to 2 business days for first proof. Contact your sales representative for more information.



SIOR Website



The SIOR website holds all current and archived issues of *SIOR Report* magazine, newsletters, social media links, member and industry information, and much more.

The SIOR website is the main source of information and services for SIOR members and elite professionals in the commercial real estate industry. News and information are current and relevant, and top decision-makers visit the site on a regular basis.

The robust online member directory is the first stop for any industry professional looking for experts around the globe. Information on upcoming events, educational opportunities, and membership requirements is available. The SIOR website is also responsive and mobile friendly.

MORE THAN
100,000
monthly impressions

RECEIVES NEARLY
20,000
monthly visits

MORE THAN
60%
of traffic is from returning visitors

VISITS FROM MORE THAN
90
countries worldwide each month

SIZE	SPECS	1X	6X	12X
Run-of-Site Banner*	300 x 250px	\$530	\$2,840	\$5,550
State Search Banner	600 x 150px	\$210	\$1,240	\$2,220
SIOR Report Targeted Article Zones	970 x 90px	\$280	-	-

Animation capabilities are available, PNG, GIF and JPEG are accepted.
3rd party tags are not accepted.
Run-of-site banners can link to a URL of your choice.

Social Media

\$1,150 per post

Reach top-tier commercial real estate decision-makers by advertising on SIOR.com, the premier platform where industry leaders connect for expert insights, exclusive networking, and high-value business opportunities, ensuring maximum visibility for your brand.

6.4k

Facebook
Followers

14.7k

X (Twitter)
Followers

16.7k

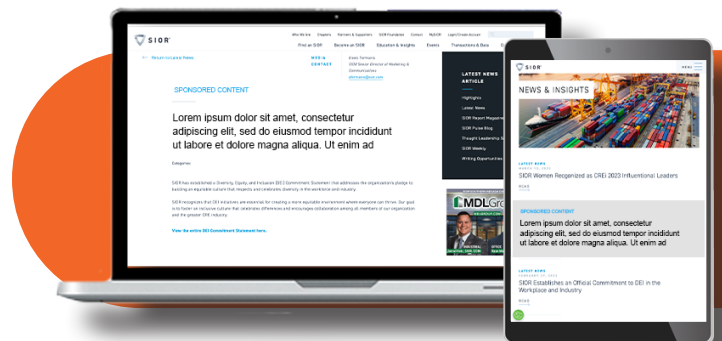
LinkedIn
Followers

Homepage Sponsored Posts

\$1,500 per month

Drive traffic to your article by purchasing a spot on their exclusive homepage. Showcase your content and get in front of 4,000 SIOs.

- 10–20-word headline.
- Articles should be 200–250 words.
- Content must be original and not previously published anywhere else.
- Content should be educational in nature and solution-based, geared to solving a common problem or need of the commercial real estate market. The educational content should not overtly promote the company's product or service but rather communicate best practices that would allow SIOR members and professionals to be more effective and efficient in their roles.
- Content should include practical, useful information in which SIOR members would find. The overall message and tone should not be promotional in nature.
- SIOR reserves the right to deny any content as it deems necessary to meet the above requirements and to provide maximum value for its members. Any changes to content will be communicated to the supplying party.



PLACEMENT	DIMENSIONS AND GUIDELINES	FEED AD CHARACTER LIMITS
Facebook	Recommended image size: 1200 x 628px—JPG and PNG.	Text: Less than 300 characters Call-To-Action with Link
LinkedIn	Recommended image size: 1200 x 628px Size Limit: 5MB Image ratio: 3:1 to 2:3	Text: 100 characters recommended; 140 max Call-To-Action with Link
X (Twitter)	Recommended image size: 1200 x 675px Maximum file size: 5MB for photos and 3MB for animated GIFs.	Keep the character count to fewer than 280. Call-To-Action with Link Note: A single URL is always 23 out of the total 280 characters

Digital Ad Deadlines

Sponsored eBlast Deadlines

Must provide materials two weeks before your send date.

Ad Submission Requirements

- Send digital ad materials to: **ads@bigredm.com**.
- When emailing us your materials, please include the client acronym in your subject line.
- All advertisers are subject to review and publisher’s advertising policies.
- Necessary alterations are the responsibility of and at the expense of the advertiser. All materials must be submitted in accordance with the published deadlines and meet the criteria stated in the advertising policy.



MONTH AD IS RUNNING IN	ART DEADLINE
January	12/13
February	1/13
March	2/17
April	3/17
May	4/15
June	5/15
July	6/16
August	7/15
September	8/15
October	9/15
November	10/15
December	11/17

Pulse Blog Sponsored Posts

\$3,500 per post

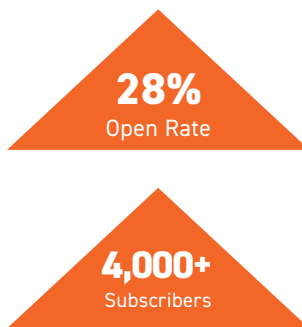
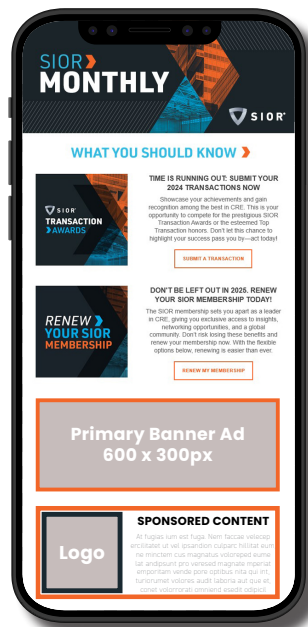
- Be compelling, unique, and relevant content.
- Be applicable and appropriate for the SIOR Global Network and/or the CRE industry.
- Be written in U.S. English.
- Be approved for SIOR to own the on-going rights to distribute and publish your blog post as SIOR sees fit (with proper credit given to the author).
- Approximately 500–800 words.
- Include a “teaser” or topical introductory paragraph (only the first few sentences will be displayed on the blog home page).
- Pictures and graphics are encouraged and must be public domain.
- Sponsored posts are promoted on social media and in SIOR Weekly.



****Blog post is subject to SIOR’s approval.***

SIOR Monthly eNewsletter

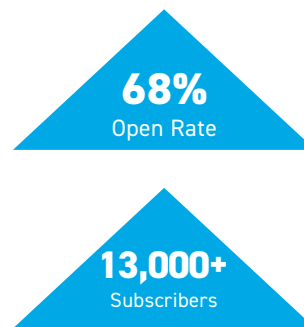
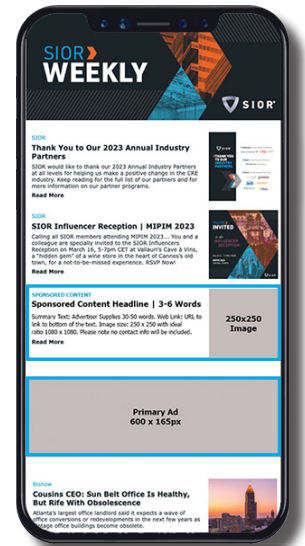
Enhance your visibility and reach the entire SIOR Membership when you advertise in the SIOR Monthly. Highlight an upcoming listing or promote your product or service in a variety of ways within the eNewsletter. SIOR Monthly is distributed to the entire SIOR membership at the end of every month. Each edition includes important news and information our members care about. Readership continues to rise with each edition, well above industry standard.



PLACEMENT	SPECS	1X	6X	12X
Primary Banner Ad (One Spot Available)	600 x 300px URL	\$530	\$2,840	\$5,550
Sponsored Content (Two Spots Available)	100 x 100px Logo 50 words URL	\$630	\$3,400	\$6,650
Secondary Banner Ad (One Spot Available)	600 x 300px URL	\$420	\$2,260	\$4,430
Event Takeover	Both banners and sponsored content included. 1 per issue.	Ask your account executive for pricing	-	-
Animated Banner Add-On	600 x 300px URL Looping GIF no more than 8 seconds. GIF files should not exceed 10MB.	\$100 add-on to primary or secondary banner	-	-

SIOR Weekly eNewsletter

Enhance your brand's visibility as a trusted voice in the CRE industry by advertising in the SIOR Weekly eNewsletter. The SIOR Industry eNews is a weekly e-newsletter that reaches service providers and professionals in the industry who seek to stay up-to-date with SIOR's industry updates and seek to increase their visibility in the industry.



PLACEMENT	SPECS	1-4 WEEKS	5-8 WEEKS	7-12 WEEKS	24 WEEKS
Primary Banner Ad (One Spot Available)	600 x 165px URL	\$430 per week	\$380 per week	\$300 per week	\$220 per week
Secondary Banner Ad (One Spot Available)	600 x 165px URL	\$350 per week	\$280 per week	\$220 per week	\$180 per week
Sponsored Content (Two Spots Available)	Headline: 3-6 words Summary Text: 30-50 words Web Link: URL at bottom of the text Image size: 250 x 250px No contact info will be included.	\$2,000 per week	\$1,680 per week	\$1,380 per week	\$960 per week
Event eNewsletter Takeover	Both banners and sponsored content included. 1 per issue.	Ask your account executive for pricing	-	-	-
Animated Banner Add-On	600 x 300px URL Looping GIF no more than 8 seconds. GIF files should not exceed 10MB.	\$100 add-on to primary or secondary banner rate	-	-	-
Social Media Add-On	1 Facebook post 1 LinkedIn Post 1 tweet (advertiser provided content)	\$1,000 add-on	-	-	-

NEW!

Clickable links can be added to all ad placements.

*See Page 6 for exclusive C-Suite Q&A add-on opportunity for both eNewsletters.

SIOR Sponsored HTML eBlasts

Rate: \$3,000

Let SIOR send an email blast to 4,000+ member contacts as sponsored content. Showcase your products and services in a customized format.

Material Requirements

- Fully designed, ready-to-send email in an HTML file.
>>Email platforms can display your content differently, so it is recommended to use a testing service to confirm html validation and deliverability of code.
- Subject line for email (40 characters, recommended; 78 maximum).
- Pre-Header text for the email (75 characters maximum).



HTML Specifications

- 650px wide (recommended).
- Company Name, Valid Postal Address, Email Address in footer.
- Mobile responsive.
- Build the HTML file with tables instead of DIV.
- All images and fonts need to be linked to the appropriate files hosted on your servers (no local files).
- All hyperlinks need to be embedded.
- Avoid a single image as the eBlast.

General Requirements

- Please add the following disclaimer at top: This is a paid advertisement sent by SIOR on behalf of the advertiser. The opinions expressed are that of the advertiser.
- Materials are due on Monday, two weeks before the scheduled send date. A delay in materials or advertiser approval could jeopardize the send date.
- All content is subject to review by SIOR editorial advisors.
- Necessary alterations are the responsibility of and at the expense of the advertiser.
- Materials that do not meet the stated advertising specifications will be rejected.
- Content must exclusively relate to the advertiser and make no mention of SIOR or indicate any affiliation or partnership.
- Advertiser will be provided one proof for review before the final send.

Website Thought Leadership Series

Choosing to purchase a sponsored content segment provides your company the opportunity to have increased visibility to SIOR members. Improve your credibility and educate them on products or services your company provides.

White Papers

Rate: \$9,000

- Fully designed 5+ pages.
- PDF published online within SIOR's Thought Leadership section.
- Content supplied by advertiser.
- Promoted on social media, blog posts and newsletters.

Abbreviated Thought Leadership Offering

Rate: \$6,000

- Fully designed 2-5 pages.
- PDF published online within SIOR's Thought Leadership section.
- Content supplied by advertiser.

Content Guidelines

Content should be educational in nature and solution-based, geared to solving a common problem or need of the commercial real estate market. The educational content should not promote the company's product or service but rather communicate best practices that would allow SIOR members and professionals to be more effective and efficient in their roles.

Content should include practical, useful information in which SIOR members would find value, and it should be independent of the particular editorial advertiser. The overall message and tone should not be promotional in nature.

SIOR reserves the right to edit or alter content or deny the ad as it deems necessary to meet the above requirements and to provide maximum value for its members. Any changes to content will be communicated to the supplying party for final approval.

Note: Maximum of TWO eBlast launches per month.

SIOR 2026 Media Partnerships

Align yourself with the mission of SIOR by becoming a Media Partner for 2026! With premium exposure opportunities in SIOR's print/digital communication channels, there is no better way to reach commercial real estate brokerage specialists.

GOLD MEDIA PARTNERSHIP \$25,000 (\$32,850 VALUE!)

- Full-page advertisements to appear in the 2025 editions of *SIOR Report Magazine* (four total); if contract is signed in 2025 one or more of your ads will appear in the 2026 issue(s)
- Sponsored content ad in all 2025 SIOR Monthly Newsletters (12 total)
- Run of Site Web Ad (12 months)
- Two SIOR Homepage Sponsored Content Posts
- Two Sponsored eBlasts

SILVER MEDIA PARTNERSHIP \$15,500 (\$19,160 VALUE!)

- Half-page advertisements to appear in the 2025 editions of *SIOR Report Magazine* (four total); if contract is signed in 2025 one or more of your ads will appear in the 2026 issue(s)
- Sponsored content ad in 2025 SIOR Monthly Newsletters (6 total)
- Run of Site Web Ad (6 months)
- One SIOR Homepage Sponsored Content Post
- One Sponsored eBlast

BRONZE MEDIA PARTNERSHIP \$10,000 (\$11,980 VALUE!)

- One-third-page advertisements to appear in the 2025 editions of *SIOR Report Magazine* (four total); if contract is signed in 2025 one or more of your ads will appear in the 2026 issue(s)
- Footer ad in 2025 SIOR Monthly Newsletters (6 total)
- State Search Banner on SIOR Website (6 months)
- One SIOR Homepage Sponsored Content Post
- One-page thought leadership piece in *SIOR Report Magazine*



Contact your Account Executive Today!

Ronnie Jacko

503-445-2234

ronnie@bigredm.com

www.bigredm.com

John Manganiello

213-725-4993

jmanganiello@sior.com

www.sior.com

Artwork Questions?

- Email ads@bigredm.com to submit ad materials and for more detailed specifications.
- Please allow up to 2 business days for confirmation of receipt and the status of your ad.
- **Need help creating an ad?** Free ad design (with revisions up to 3 proofs).
- Please allow up to 2 business days for first proof. Contact your sales representative for more information.



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