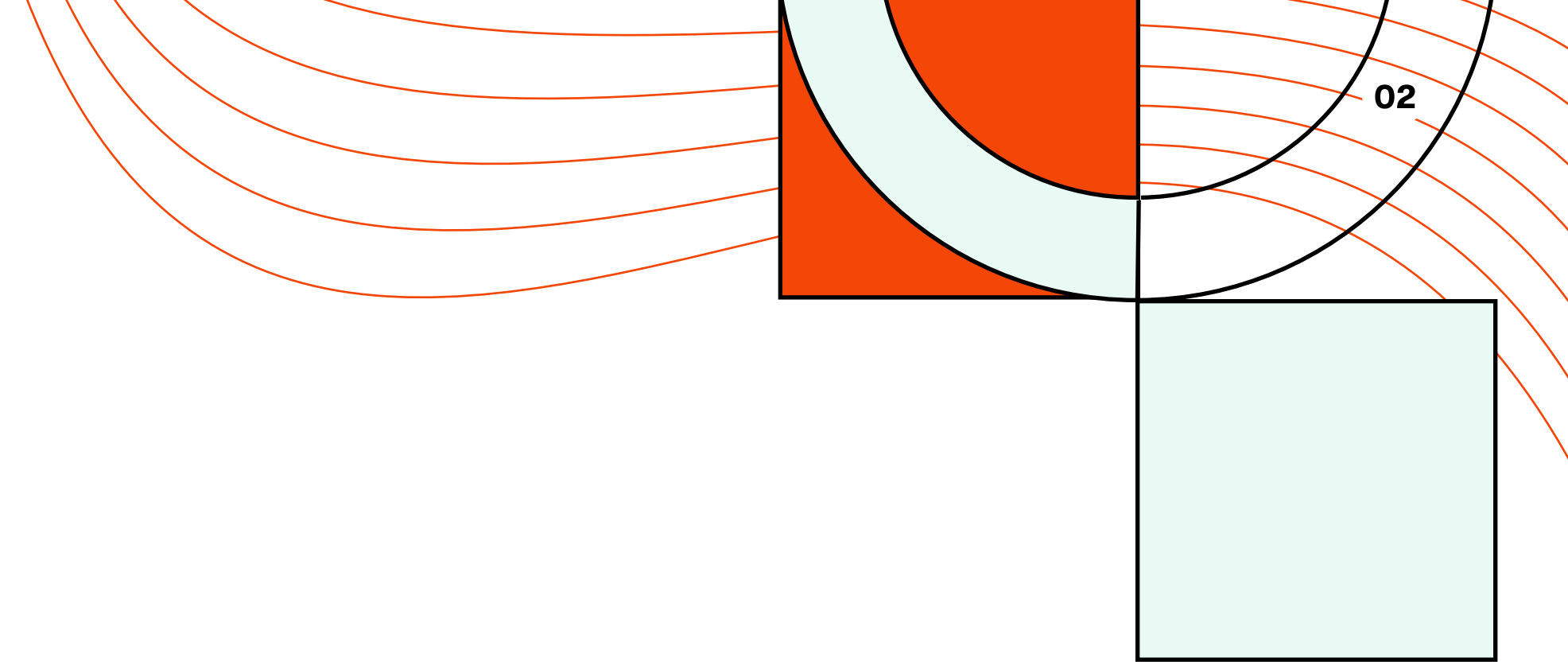




**MFE**  
MULTIFAMILY EXECUTIVE

# 2023 Media Kit



# Zonda is building the future of housing

We exist to **advance the process of accessing, understanding, and leveraging the information, insights, and connections** that move the homebuilding industry forward—because we believe better homes mean better lives and stronger communities.

## Data Intelligence

Get access over 500+ housing metrics to stay ahead of local, regional and national market trends.

-  Zonda™  
Builder
-  Zonda™  
Mortgage
-  Zonda™  
Building Products
-  Zonda™  
Urban
-  Zonda™  
Advisory
-  Zonda™  
Economics

## Engagement

We inform, advise and connect you to the right tools and people to help grow your business.

-  Zonda™  
Listings
-  Zonda™  
Virtual
-  Zonda™  
House Plans
-  Zonda™  
Events

## Awareness

Get results with the right audiences and tactics on our media platforms that give you access to over 1M impressions and 3M contact database.

-  Zonda™  
Media

# Always ahead

**Zonda Media** utilizes the largest analytics and editorially driven construction industry database to provide **business intelligence**, **data-driven**, and **advertising services** across a variety of platforms.

-  We are the most comprehensive coast to coast **media network** for professionals involved in every aspect of the **housing industry**.
-  We provide a complete view into the housing market designed through **digital platforms** to provide full understanding of current and future conditions to help negotiate risk and **grow revenue**.
-  Leaders in the new construction market **trust** Zonda to provide a pulse on the market and **get insight** into the market conditions.

 **Zonda**<sup>TM</sup>  
Media

**Builder**

**MFE**  
MULTIFAMILY EXECUTIVE

**AFFORDABLE  
HOUSING**  
FINANCE

**PSN**  
POOL AND SPA NEWS

**ARCHITECT**

**JLC**

**ProSales**  
by JLC

**AQUATICS**  
INTERNATIONAL

**remodeling**  
by JLC



Multifamily Executive is the premier source of industry news and information providing coverage on all segments of multifamily housing through print, online, and in-person mediums. MFE provides unrivaled access to senior-level executives in the multifamily housing industry with the best, most qualified circulation numbers for over 25 years.

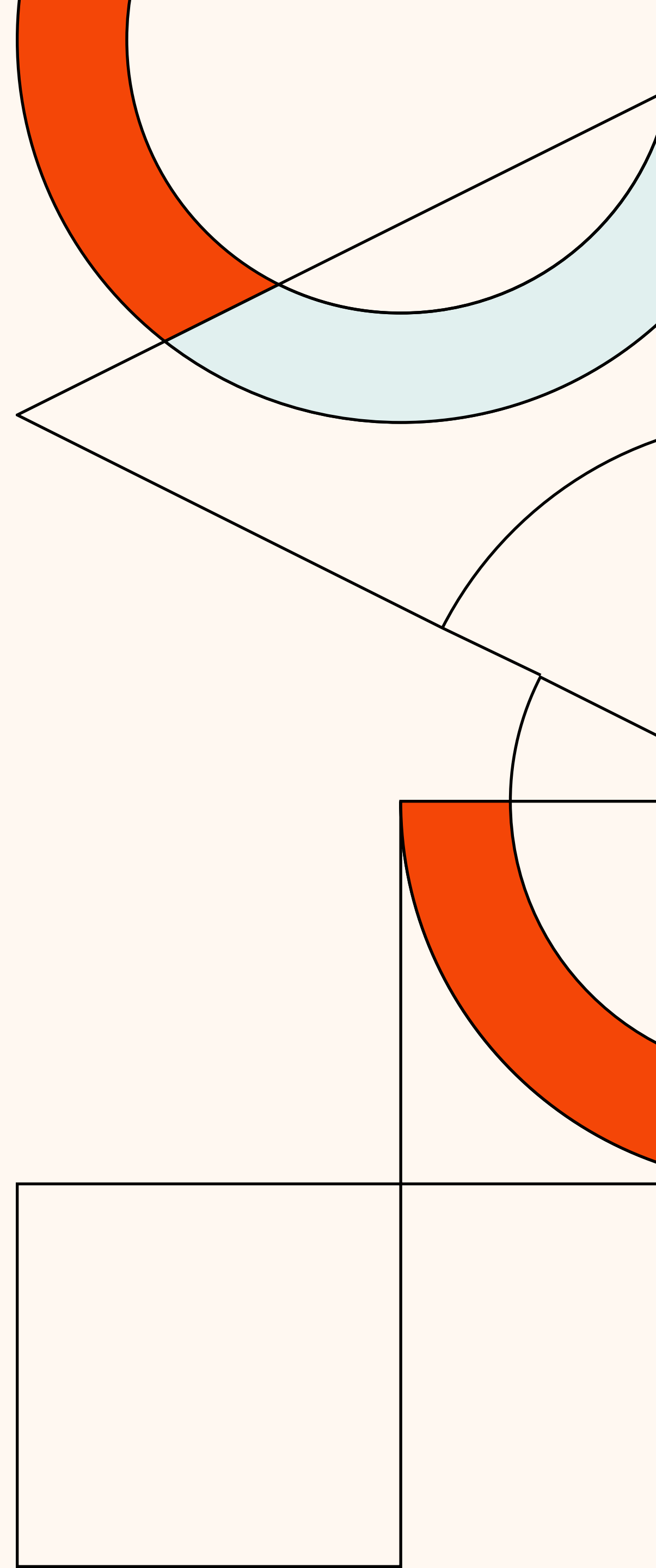


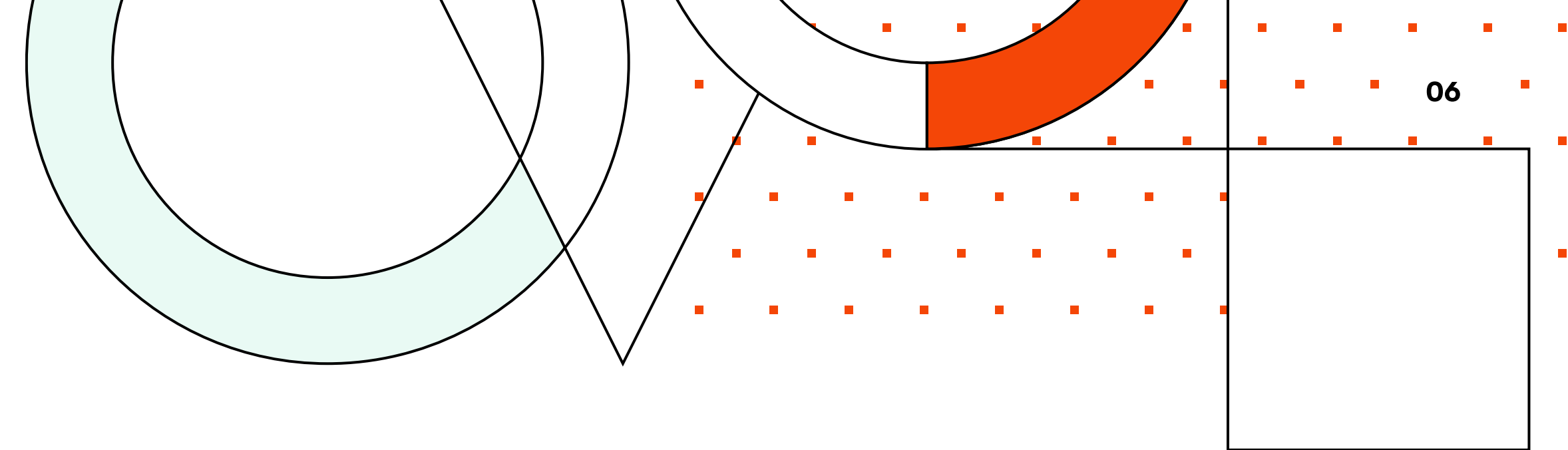
*The No. 1 brand* serving the largest, most qualified audience of executives across the entire multifamily industry.





# Audience





# Our audience


## Total Audience

87,000+


Print, Digital, and Newsletter

# Primary businesses of print subscribers

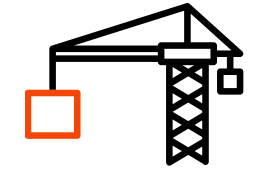
## Property Management

 7,083

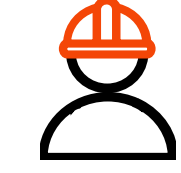
## Owner

 9,048

## Builder/Construction

 6,751

## Developer

 6,354

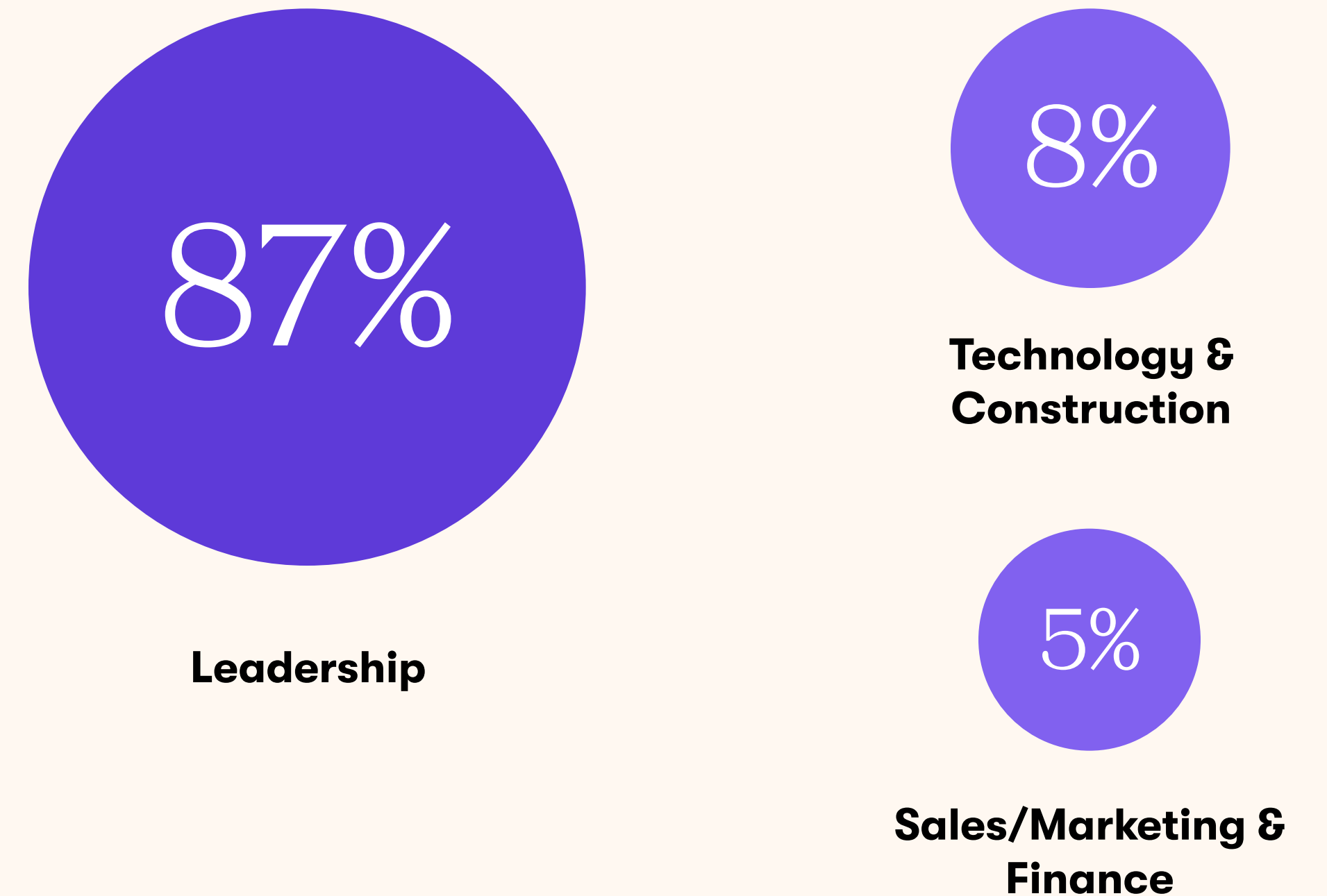
Note: 2,930 (14.2%) of subscribers indicated that they have all four activities, ownership, management, development, and build/construction.

# Activities

Firms' total annual activity in each of the following areas of income property:

<b>Manage (# of units)</b>		<b>14,237</b>
2,500 and over		2,454
2,499 to 100		2,197
99 or less		9,586
<b>Own (# of units)</b>		<b>13,697</b>
2,500 and over		2,233
2,499 to 100		2,259
99 or less		9,205
<b>Develop/Build (# of units)</b>		<b>12,760</b>
500 and over		2,965
499 to 100		2,981
99 or less		6,814

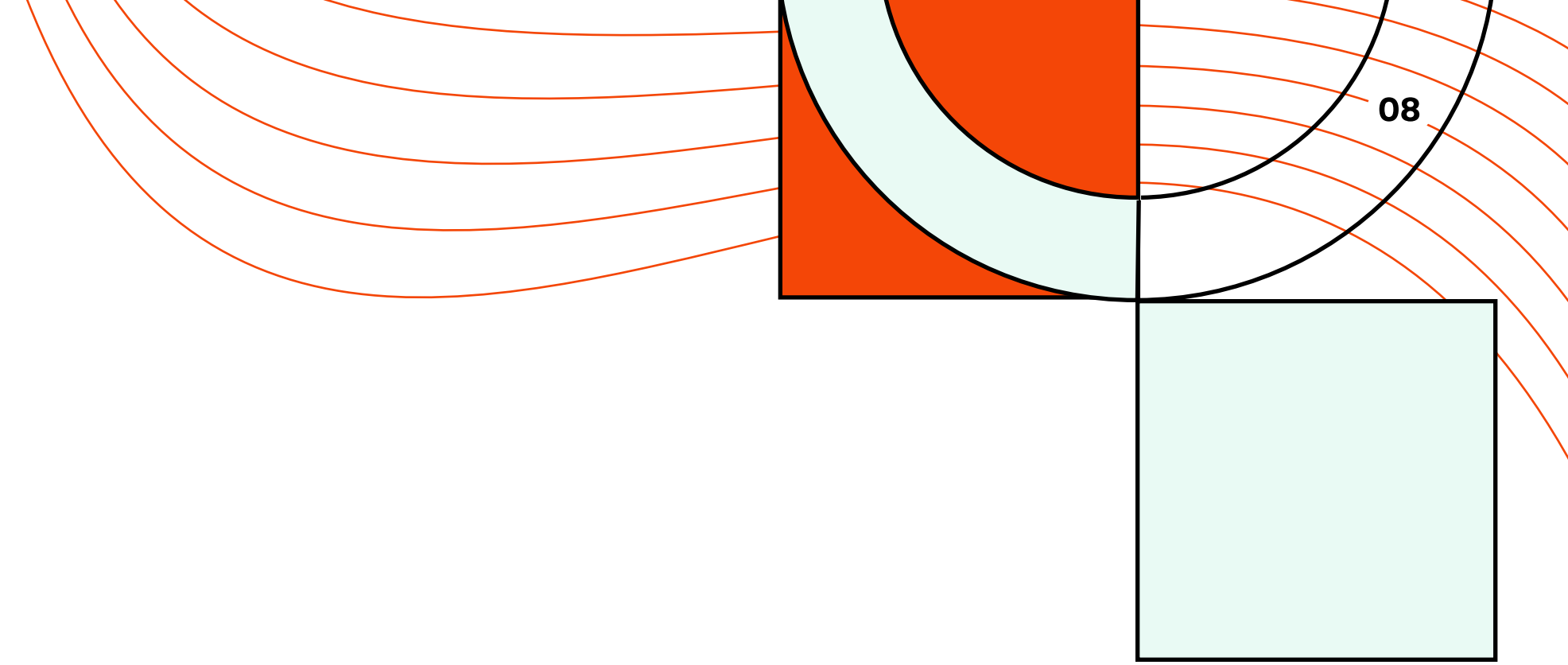
# Title Analysis



**Leadership :** Owner, Principal, Associate, President, Chairman, Vice Chairman, CEO, COO, General Manager, EVP, SVP, VP, AVP, Director.

**Technology and Construction:** Technology, Operations:CIO, TechMgr, AncillaryIncomeMgr, Maintenance Supervisor, Construction Manager, General Contractor, Project Manager, Engineer, Architect, Designer, Leasing Director, Manager, Coordinator, Other

**Sales/Marketing/Finance:** District, Regional Property Manager, Purchasing Director, Buyer, Marketing, Sales: VP, Director, Manager, Representative, CFO, Treasurer, Controller, FinancialManager, Analyst, Advisor.



# 420K+ total engagements



## Magazine



## Website



## Newsletters



## Social

Print Circulation

20,700

Digital Circulation

45,091

Total Circulation

65,791

Average Monthly Unique Visitors

33,500

Average Monthly Page Views

81,200

Google Analytics  
(12 month average)

Recipients per Issue

60,000

MFE Newsletters  
(Weekly)

LinkedIn Members

11,096

Twitter Followers

17,468

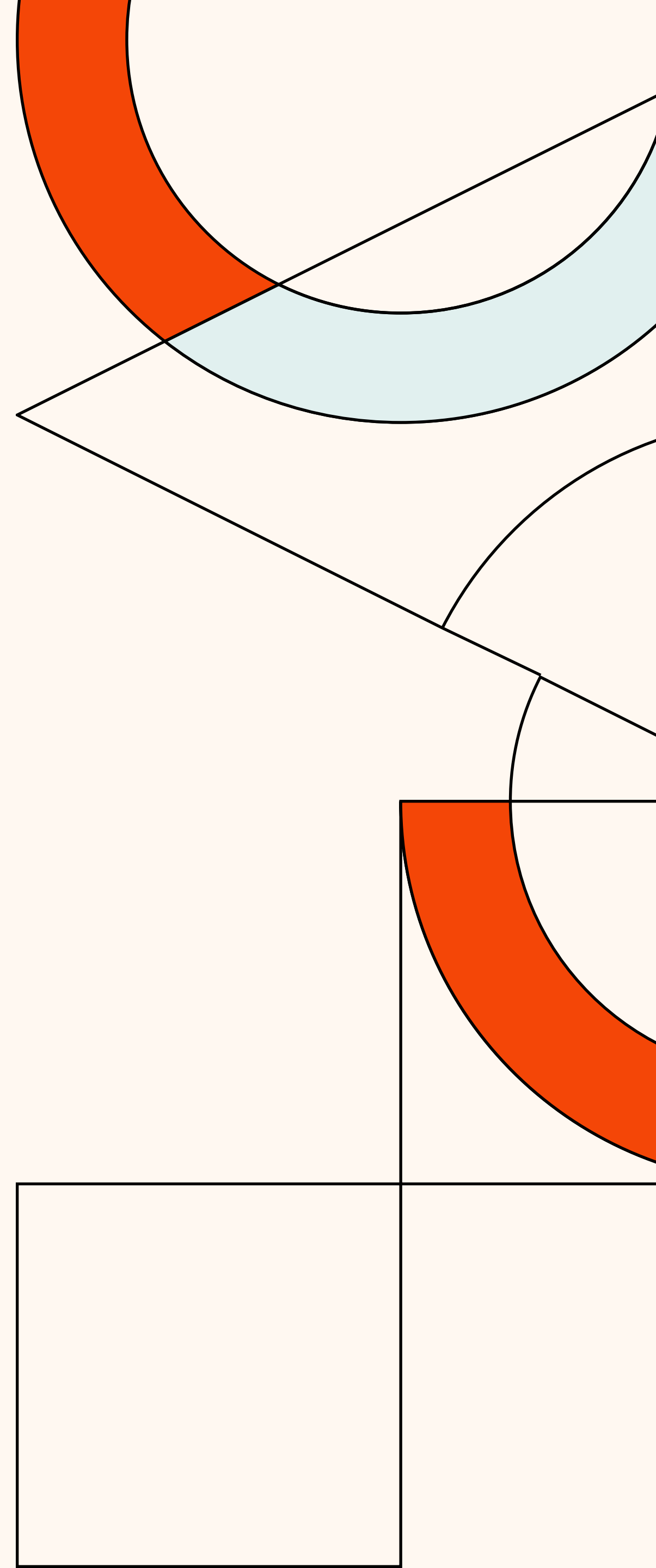
Facebook Followers

3,406





# Content Calendar



# Content Calendar

	Best Practices	Additional Coverage	Virtual/Multimedia	Events	Deadlines
<b>Jan/Feb</b> Industry Outlook	Ancillary Revenue	Top Multifamily Markets	Q1 Forecast Webinar National Housing Market Update Housing Insights: Consumer Trends	<b>Industry:</b> NMHC Annual Meeting Las Vegas, NV	Print close date: 12/05/22 Ad materials due: 12/07/22
<b>March</b> Build To Rent	Safety and Wellness	Women & Diversity	National Housing Market Update	<b>Zonda:</b> MFE Leadership Summit Vail, CO	Print close date: 01/26/23 Ad materials due: 01/30/23
<b>April</b> ESG	Energy-Efficiency Strategies	NMHC 50 Supplement: Rankings and Analysis Provided by NMHC	Q2 Forecast Webinar Building Products Pro	N/A	Print close date: 03/09/23 Ad materials due: 03/13/23
<b>May/June</b> Technology	Online Reputation	NMHC 50 Profiles	Multifamily Update Webinar National Housing Market Update Building Products Local Leaders	N/A	Print close date: 04/07/23 Ad materials due: 04/11/23

\* Calendar continues on the next page. \* MFE reserves the right to modify its 2023 content calendar without notice.

# Content Calendar

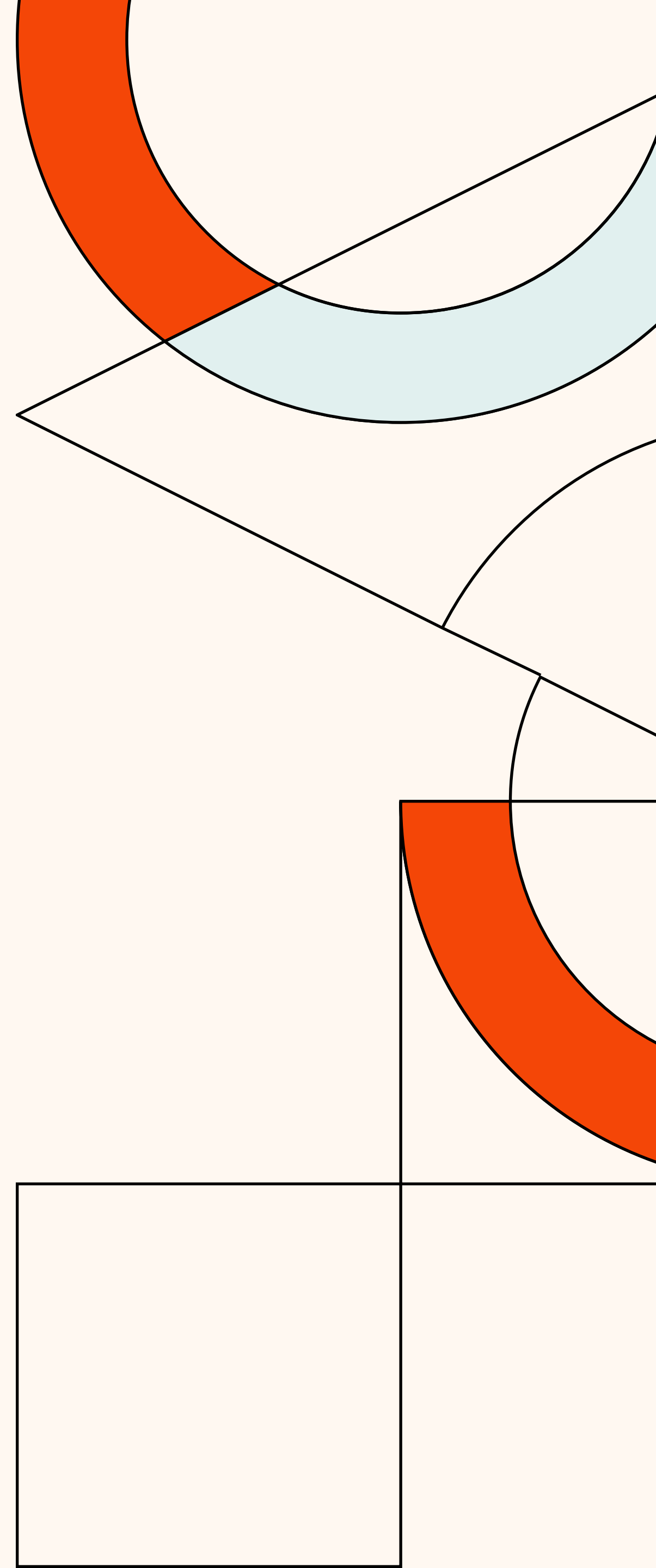
	Best Practices	Additional Coverage	Virtual/Multimedia	Event Distribution	Deadlines
<b>Jul/Aug</b> Development	Resident Retention	Gold Nugget Awards	National Housing Market Update Q3 Forecast Webinar Housing Insights: Technology Webinar Multifamily Update Webinar	N/A	Print close date: 05/30/23 Ad materials due: 06/01/23
<b>September</b> MFE Executive Awards	Operating Costs	Leadership Lessons	National Housing Market Update Housing Insights: Design Webinar	<b>Zonda:</b> MFE Conference Dallas, TX MFE Connections Dallas, TX	Print close date: 07/27/23 Ad materials due: 07/31/23
<b>October</b> MFE Awards	Common Areas	Design Trends	Building Products Planned Communities Q4 Forecast Webinar	<b>Industry:</b> NMHC OPTECH Las Vegas, NV	Print close date: 08/30/23 Ad materials due: 09/05/23
<b>Nov/Dec</b> Investors	Value-Add	2024 Capital Markets Forecast	National Housing Market Update Top Masterplans of 2023 Webinar	<b>Zonda:</b> AHF Live Chicago, IL	Print close date: 10/06/23 Ad materials due: 10/10/23

\* MFE reserves the right to modify its 2023 content calendar without notice.

**MFE**  
MULTIFAMILY EXECUTIVE

# Solutions

 **Zonda**<sup>TM</sup>  
Media



# A platform to achieve your goals across the sales cycle

## Brand Awareness

Amplify your brand and **messaging through a variety of digital and print strategies** including newsletters, native advertising, event sponsorship, sponsored editorial and more.

## Thought Leadership

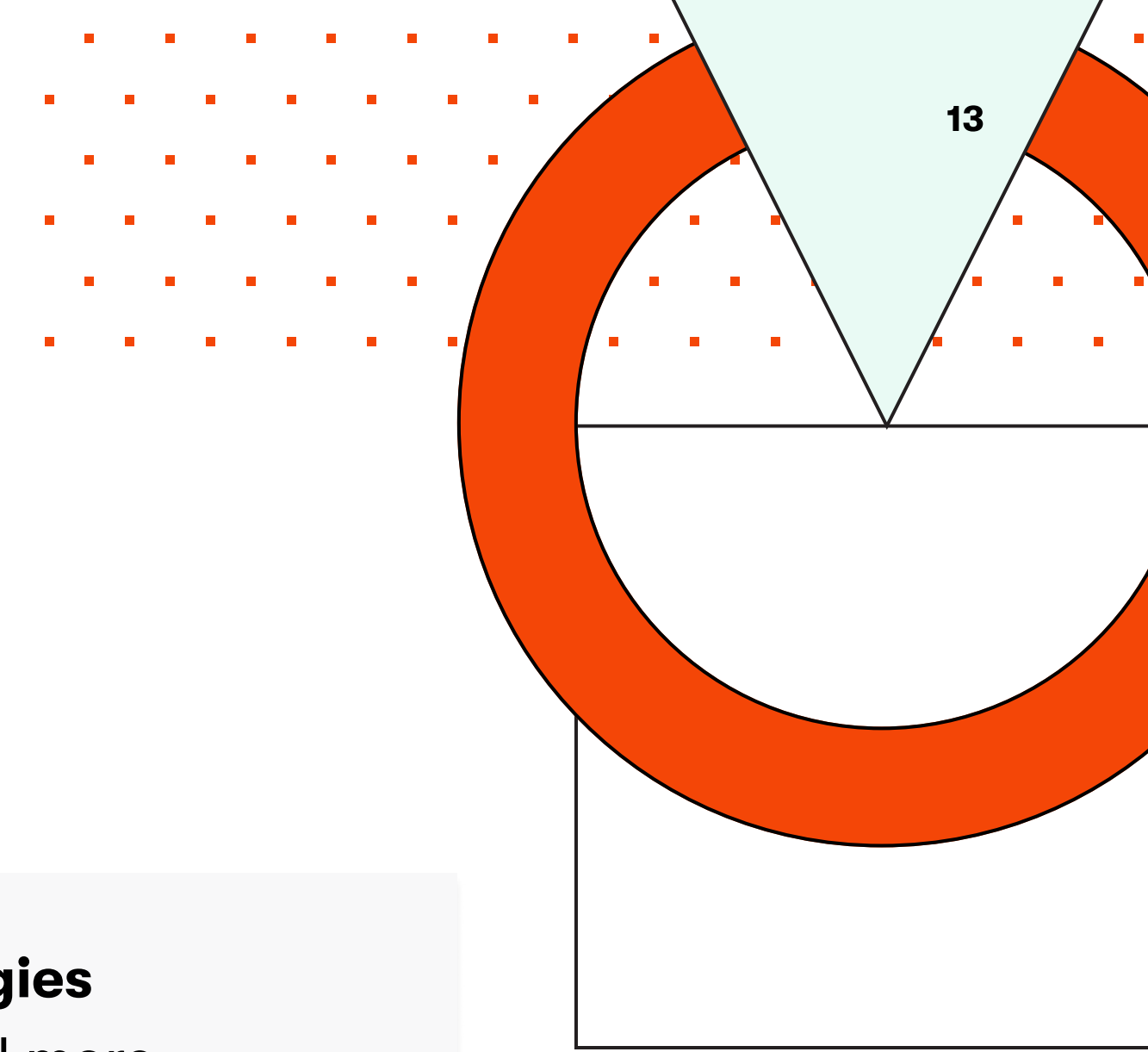
Build trust in your brand by with effective **content marketing, podcasts, and more.**

## Engagement

Engage with our audience at a **variety of live and virtual events** and through interactive solutions driven by our strategic marketing services team.

## Lead Generation

**Gain high quality leads in the Multifamily space** with custom events, gated content, webinar sponsors, and more.



# Reach your audience using a variety of channels

1

**Print**

2

**Digital**

3

**Email**

4

**Events**

5

**Sponsored Media**

6

**Strategic Marketing**

7

**Demand Generation**

8

**Advisory**

# Advertise in MFE Magazine

Multifamily Executive magazine is the most trusted publication by leaders across the multifamily industry. **With over 20,000 print subscribers and 45,000+ digital subscribers**, MFE is the No. 1 source for industry news and multifamily housing analysis, informing and connecting professionals across the marketplace.

**Frequency:** 8 issues per year

## Print Ad Placements:

- 2 page spread
- Full page
- Premium positions

**65K+**  
Subscribers



# 81K+

monthly  
page views



## Advertise on multifamilyexecutive.com

Multifamilyexecutive.com is the leader in apartment industry news, multifamily design ideas, apartment technology information, and property management strategies, helping apartment executives manage their multifamily operations efficiently and properly. Get your brand in front of leaders in multifamily who trust quality editorial powered by Zonda's data. Select from a variety of ad placements to get your brand in front of over **33,500 unique visitors** per month.



# Multifamily Executive Newsletter

Get directly in the inbox of multifamily executives who trust our weekly newsletter for the top headlines from multifamilyexecutive.com. Quickly tap into an active audience of **60,000+ subscribers**.

**Frequency:** 1 issue per week (Thursday)

**Ad Placements:**

- Masthead
- Box 1-3

**Additional Email Opportunities:**

- Cobranded Emails

**60K+**  
subscribers





# Engage with leaders in multifamily at our events

Zonda hosts some of the largest and most engaging events in the residential construction industry. Events such as MFE Leadership Summit and MFE Conference give your brand the opportunity to engage with multifamily leaders.



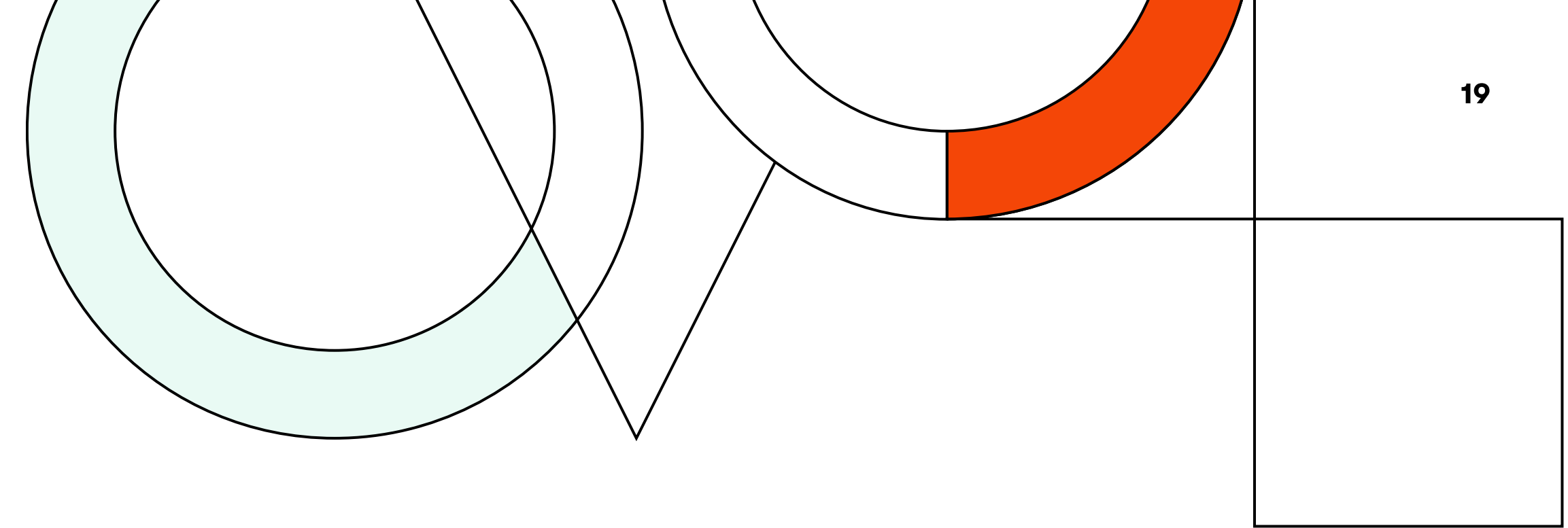
75+ live events



annual attendees

10k+

# Multifamily Events



<p><b>Multifamily Executive Conference</b></p> <p>September 26-28, 2023</p>	<p><b>Description:</b> The premier multifamily national event for owners, operators, developers and architects.</p> <p><b>Audience:</b> Titles such as VP Marketing, SVP of Real Estate, Managing Director, and CFO</p>	<p><b>On-site</b></p> <p><b>700-800 attendees</b></p> <p><b>Dallas, TX</b></p>	<p><b>AHF Live</b></p> <p>November 13-15, 2023</p>	<p><b>Description:</b> The premier conference and exposition showcases the latest strategies and tools to develop and preserve affordable housing and connects the industry’s top experts.</p> <p><b>Audience:</b> Affordable housing developers, owners, management firms, and state housing agencies</p>	<p><b>On-site</b></p> <p><b>1500+ attendees</b></p> <p><b>Chicago, IL</b></p>
<p><b>Multifamily Leadership Summit</b></p> <p>March 5-7, 2023</p>	<p><b>Description:</b> The leading exclusive event for owners, operators, developers and architects. Meet with senior-level executives in a new, engaging way.</p> <p><b>Audience:</b> Top-level executives: CEO, COO, Partner, Principal, President, Executive Director</p>	<p><b>On-site</b></p> <p><b>150-175 attendees</b></p> <p><b>Vail, CO</b></p>	<p><b>Dealmakers</b></p> <p>Year round, 2023</p>	<p><b>Description:</b> Statewide regional events covering the latest economic and housing forecast from leading experts tracking the data.</p> <p><b>Audience:</b> Leaders in single-family, multifamily, and build-to-rent communities</p>	<p><b>On-site</b></p> <p><b>300-600 attendees</b></p> <p><b>Various Locations</b></p>
<p><b>Multifamily Connections</b></p> <p>September 25-26, 2023</p>	<p><b>Description:</b> Engineered for deals to be made in an extremely efficient manner. Direct buyer-seller interaction is the mission.</p> <p><b>Leading Firms:</b> American Land Ventures, Axiom Properties, Blue Ridge Cos., and more</p>	<p><b>On-site</b></p> <p><b>100-125 attendees</b></p> <p><b>Dallas, TX</b></p>	<p><b>Frame</b></p> <p>Year round, 2023</p>	<p><b>Description:</b> An insider event where local market experts gather real-time data and present the latest localized real estate intelligence.</p> <p><b>Audience:</b> Senior leadership at Builders (Exclusively Zonda data subscribers)</p>	<p><b>Virtual &amp; On-site</b></p> <p><b>50-200 attendees</b></p> <p><b>Various Locations</b></p>

# Sponsored media

Zonda hosts a variety of data driven webinars and podcasts followed by the leading builders in the industry. Get your brand in front of an engaged audience tuned in to get the latest insights on the housing market through these evergreen platforms.

## Housing Market Webinars (Outlook)

**Topics:** Housing Market Update, Quarterly Forecasts, Building Products, Multi-family, Mortgage, Housing and Product Trends

**Sponsors receive:** Branding on email communication, custom messaging at start of webinar, Logo on every slide, Leads from all registrations, evergreen presence on zondahome.com.

## MFE Concept Community

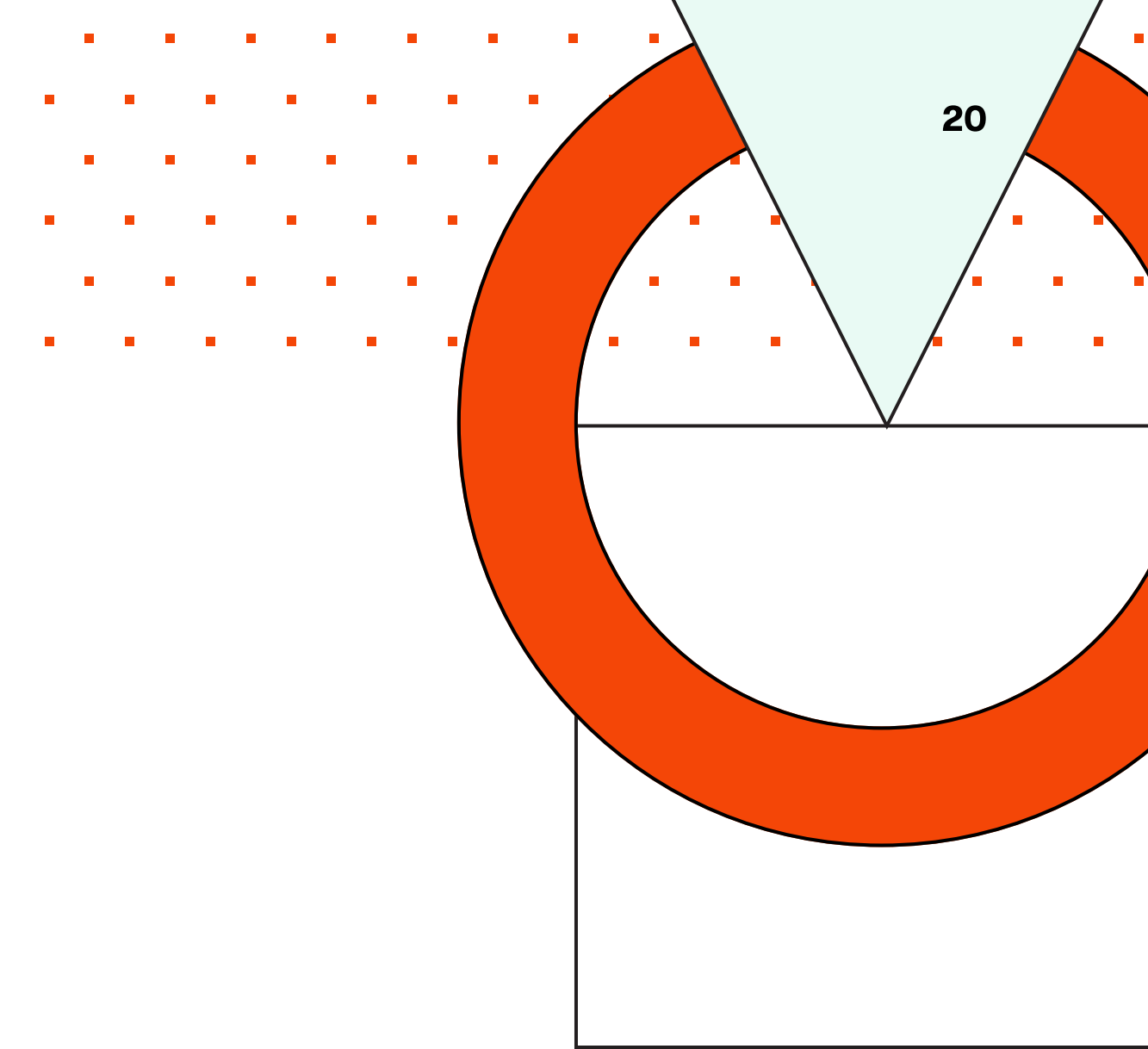
An annual “Deep Dive” into an urgent theme in multifamily housing. This year the theme is centered around renters in the Boomer Demographic and Senior Living Trends in a post-covid world.

**Sponsors receive:** A turn-key marketing program targeting multifamily housing owners, developers and management firms which also includes sales lead generation.

## On-Demand Editorial Webinars

Editorially-driven multimedia opportunities for sponsorship or subject matter expert participation.

**Sponsors receive:** Brand recognition, editorial promotion, and generated leads (if applicable)



# Strategic Marketing Solutions

Further promote your messaging and thought leadership with Zonda's content marketing solutions tailored to your unique goals, gaps, and budget.

## *What sets us apart?*

- Hyper focused on construction industry
- Proven track record activating media, data, and advisory services into a successful marketing practice

### **Dedicated focus:**

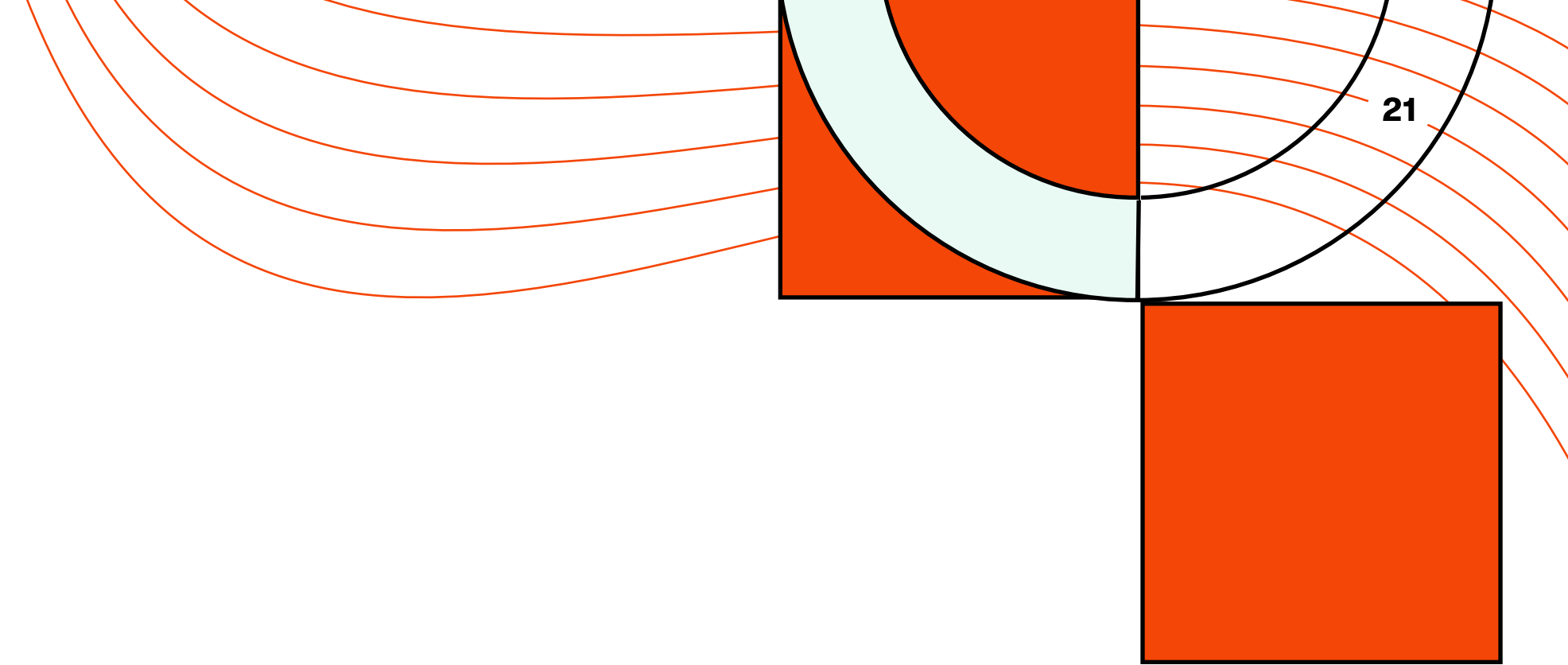
Each year, we help hundreds of client brands that operate within the building industries

### **Trusted partner:**

We have directly served the housing and R&R communities, as well as **helped industry leading brands - for over 40 years.**

### **Unique talents:**

In addition to writers, designers, and project managers, we have a team of strategists, researchers, and data specialists working together to redefine the role of your marketing partner.



# Strategic Marketing Solutions

Zonda offers a range of marketing solutions, from turnkey content marketing campaigns to full-service custom programs. Options to pair with Zonda's activation options to further engage your target audiences. Popular solutions include:

Native advertising that **connects to the right audience**

Education and training that **adds value**

Video and visual storytelling that **elevates your brand**

Messaging & Brand Strategy that **positions and differentiates**

Campaign creative that **delivers results**

# Demand Generation Solutions

Leverage Zonda's trusted, first-class, editorial database to target buyers and generate qualified leads that have shown interest in your content and products

**Flexible:** All programs based upon budget and filters

**Scalable:** Lead campaigns can vary in length and size as goals dictate

**High Quality:** The quality of your leads are just as important as the quantity you receive

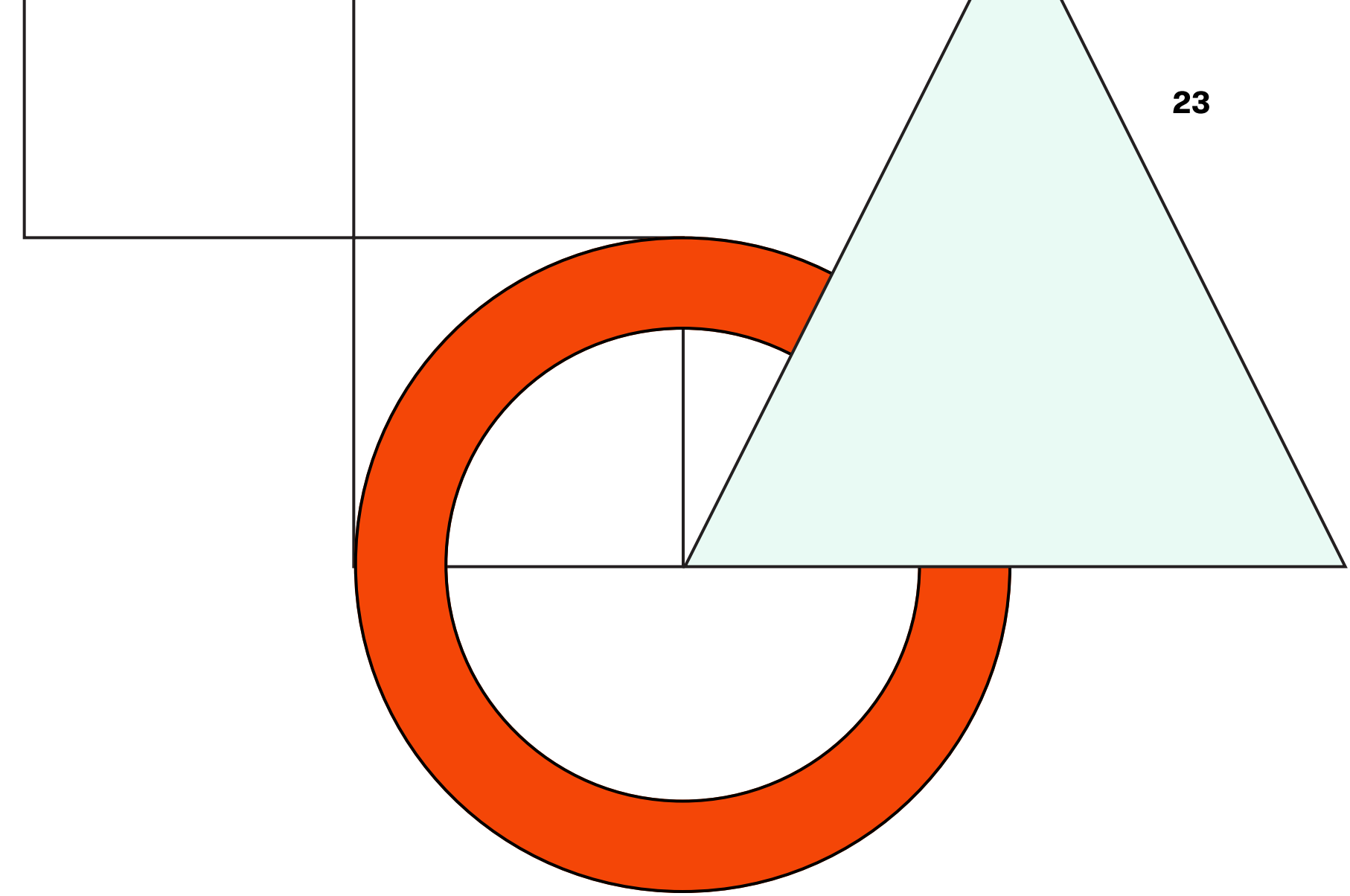
**Customizable:** Lead gen content can be distributed through newsletters, email blasts, resource centers, and more.

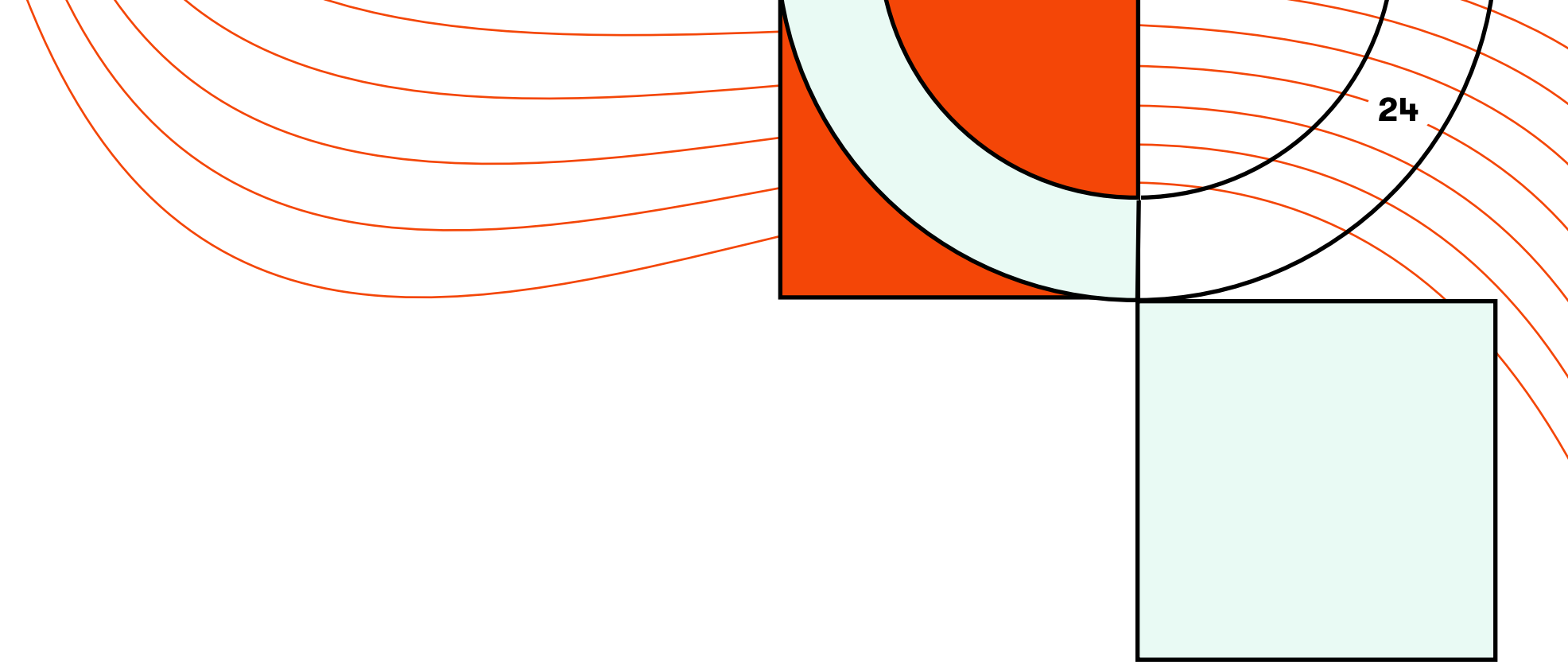
## *Best examples of engaging content:*

- Product videos
- How to videos
- Industry Bulletins

- Continuing education
- ROI papers
- Tips/tricks videos/content

- Comparison Videos/Articles/Papers
- Editorial driven 3rd party content





# Advisory and Economics

**75**  
advisors

**Insights and advice, all under one roof.**

Our team of advisors, economist, researchers, and analysts covers the entire spectrum of real estate helping companies grow their business and realize their goals. Their analysis is based off industry and Zonda proprietary data and can help you best plan for the future.



**Ali Wolf**  
**Chief Economist**  
Zonda Economics



**Tim Sullivan**  
**Senior Managing**  
Principal Zonda Advisory



**Kimberly Byrum**  
**Multifamily**  
Principal Zonda Advisory



**Todd Tomalak**  
**Building Products**  
Principal Zonda Advisory

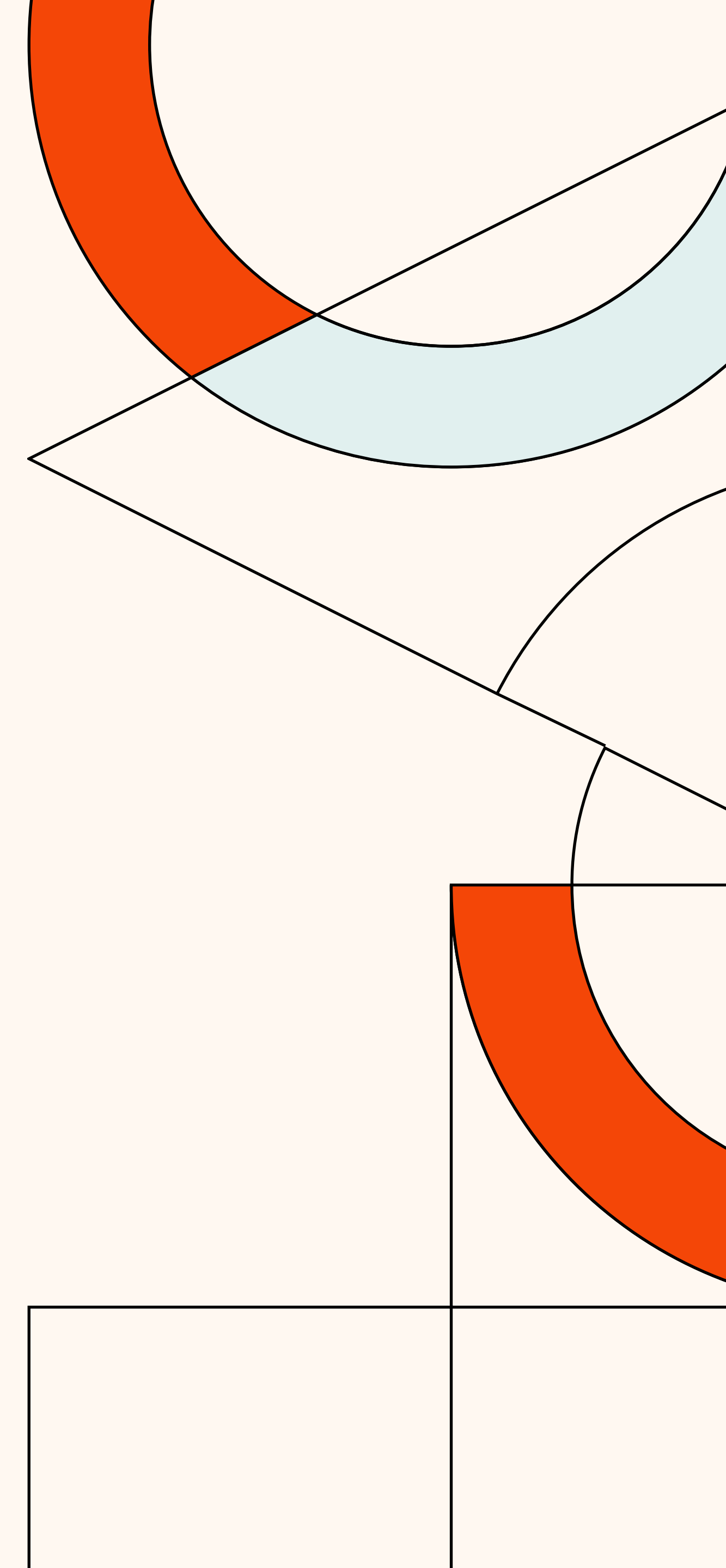


**Mollie Carmichael**  
**Community and Product Insights**  
Principal Zonda Advisory

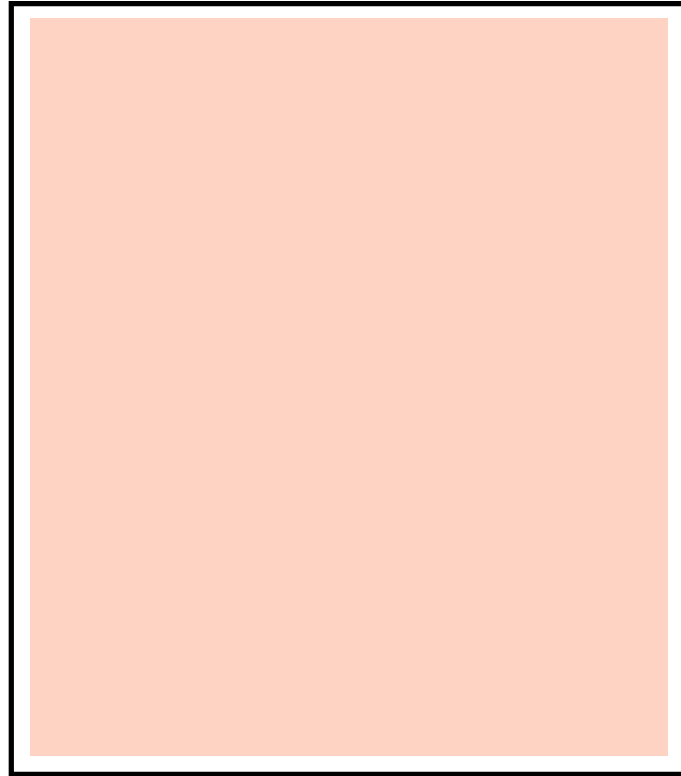




# Appendix

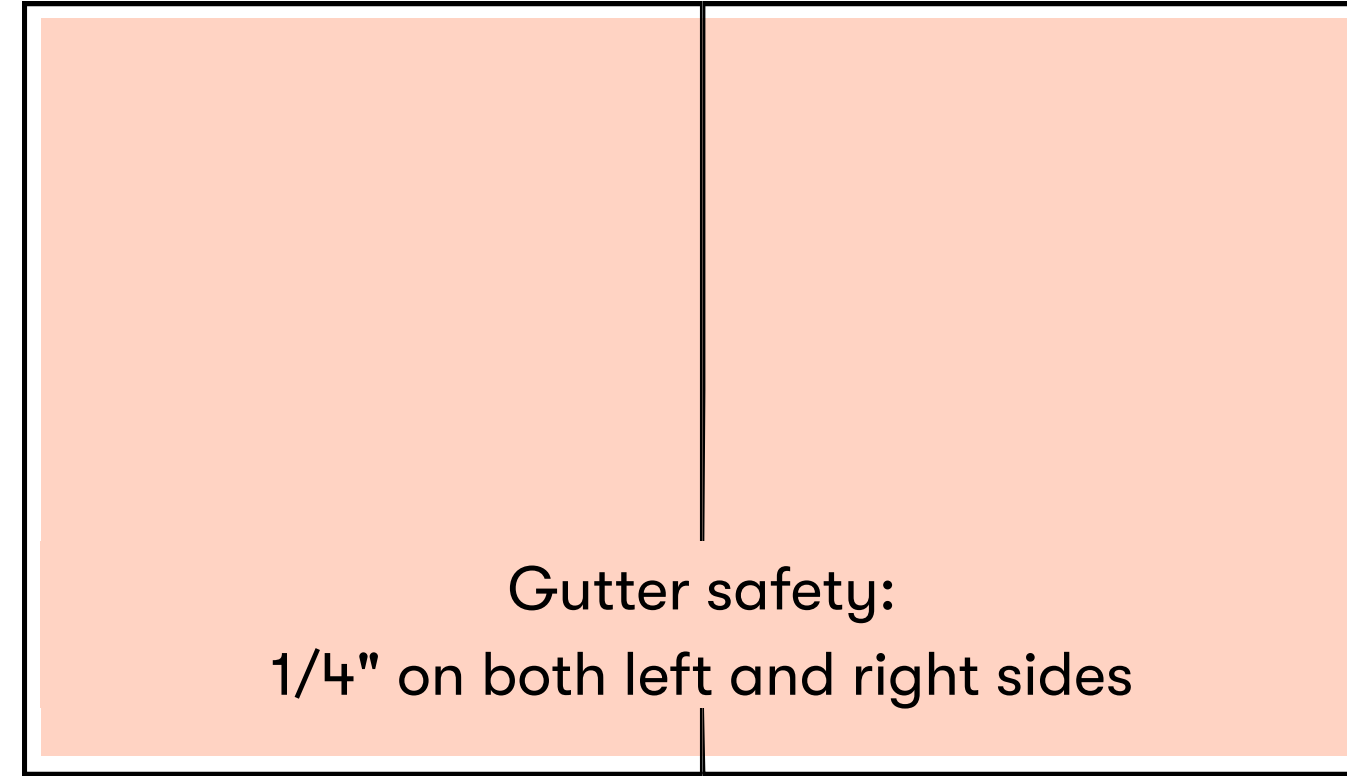


# Print Specs & Rates



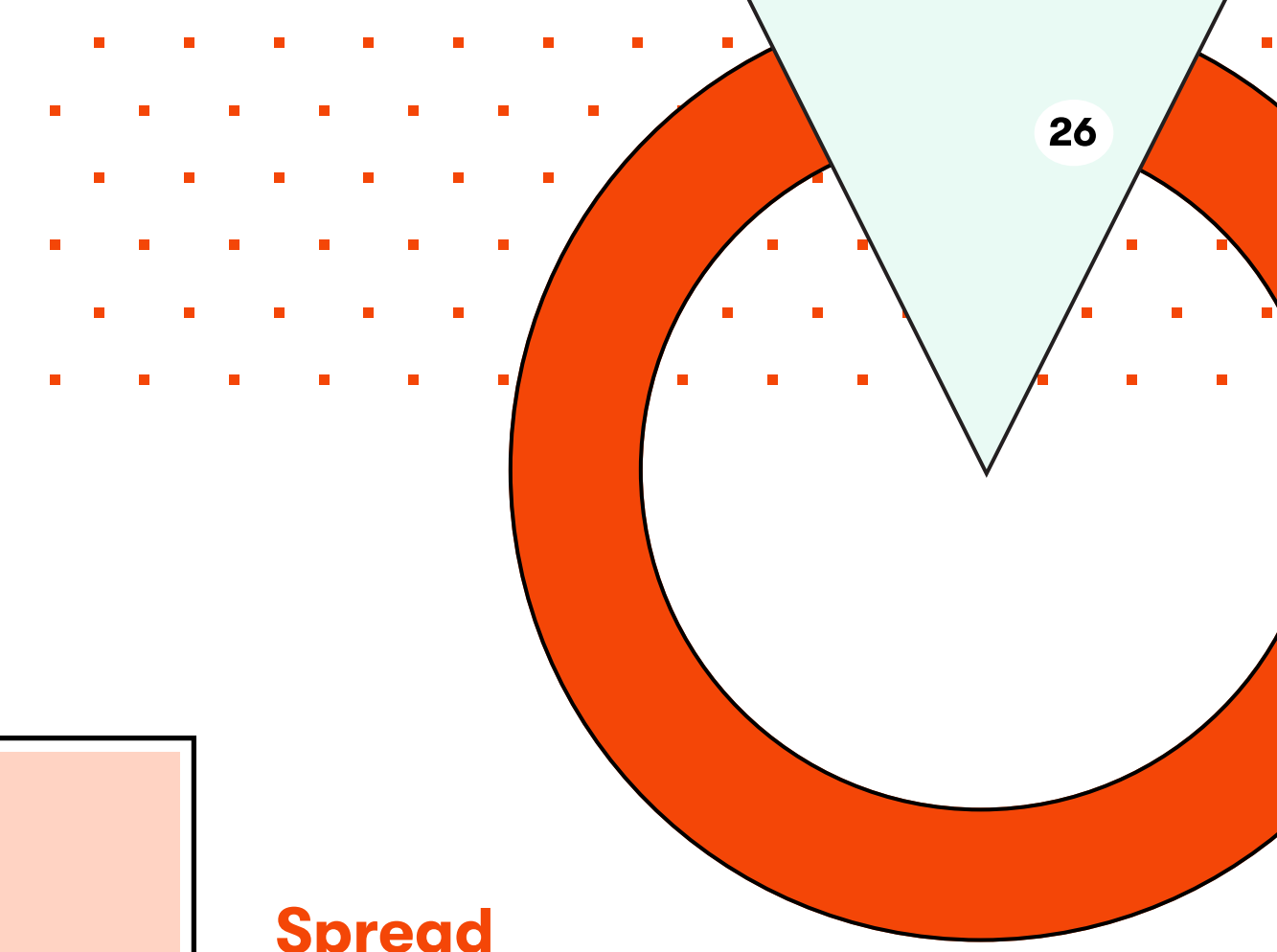
### Full Page

- Trim—8" x 10.5"
- Bleed—8.25" x 10.75"
- Live—7.625" x 10.125"
- Non-Bleed—7.5" x 10"



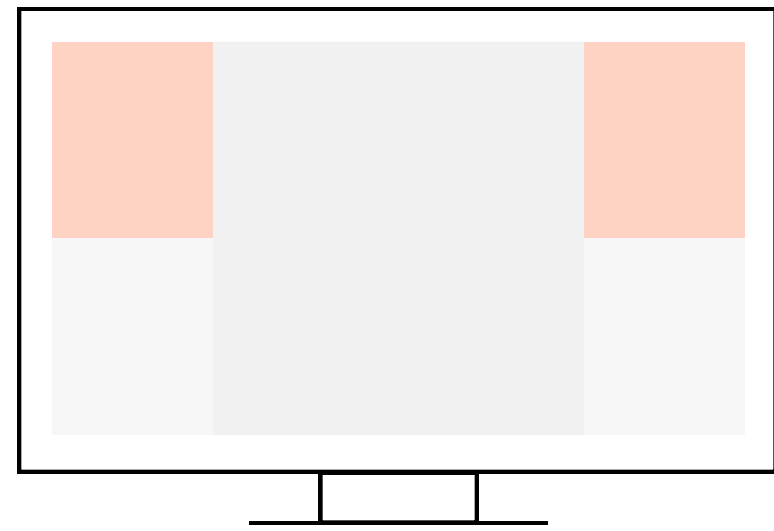
### Spread

- Trim—16" x 10.5"
- Bleed—16.25" x 10.75"
- Live—15.625" x 10.125"
- Non-Bleed—15" x 10"



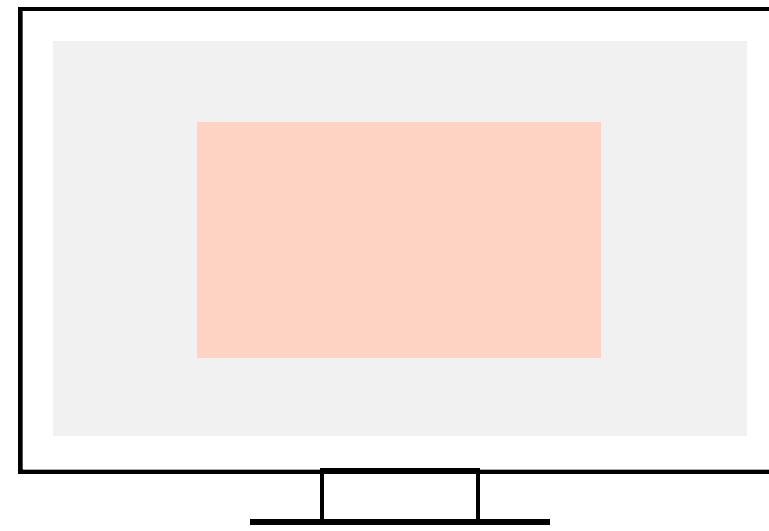
Print Rates	1x	3x	6x
MFE Full Page	\$8,125	\$7,715	\$7,300
MFE C2 - Inside Front Cover	\$10,156	\$9,644	\$9,125
MFE C3 - Inside Back Cover	\$10,156	\$9,644	\$9,125
MFE C4 - Back Cover	\$10,156	\$9,644	\$9,125

# Digital Specs & Rates



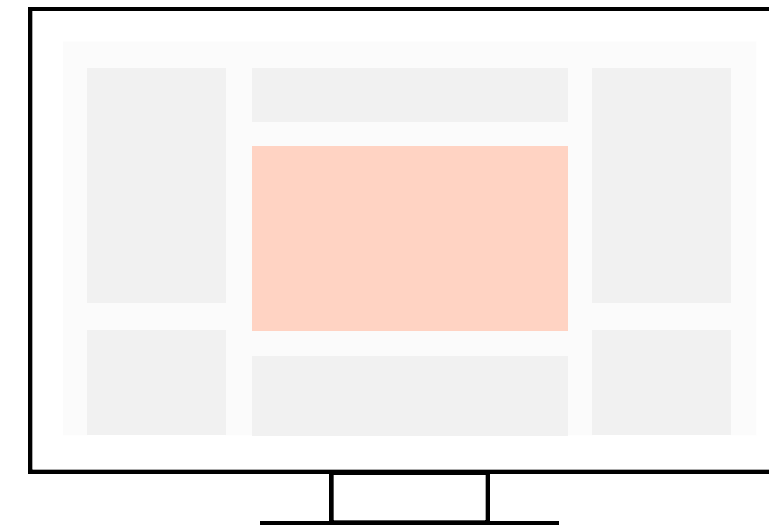
## ROS ads

Background ads on the web page being viewed



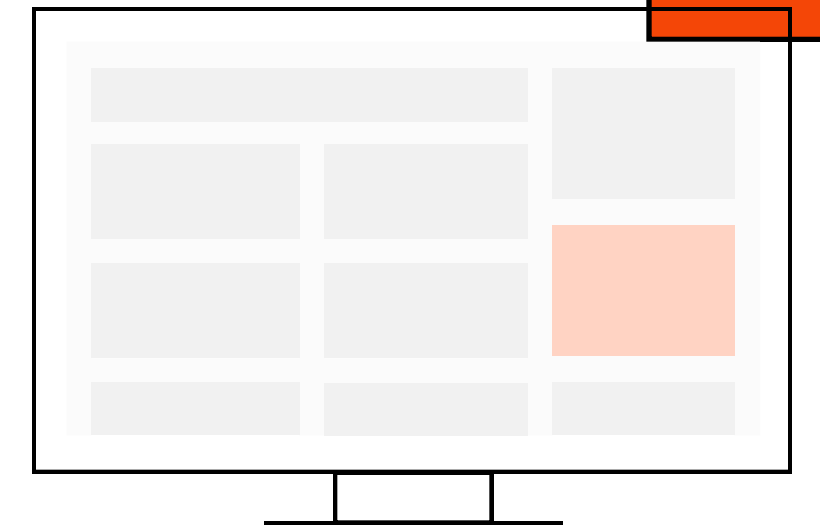
## Interstitial ads

Full-screen ads that cover the interface of the page



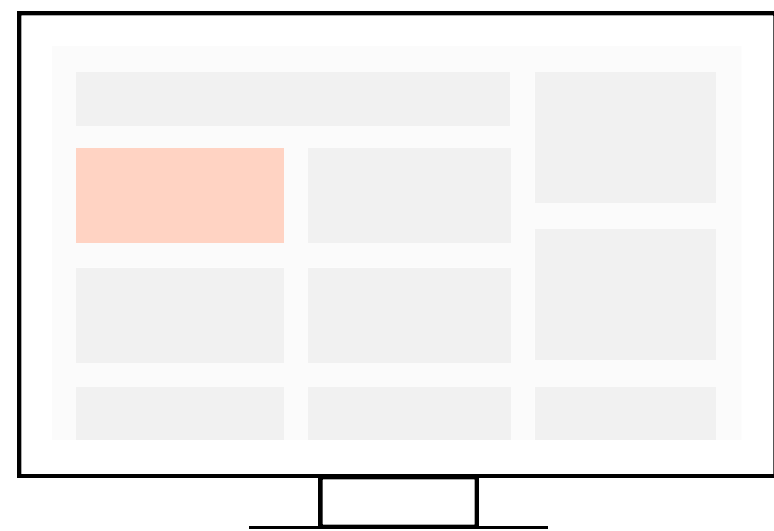
## Social Campaigns

Coordinated marketing on social media



## Programmatic ads

Purchased ad impressions on Zonda Media site



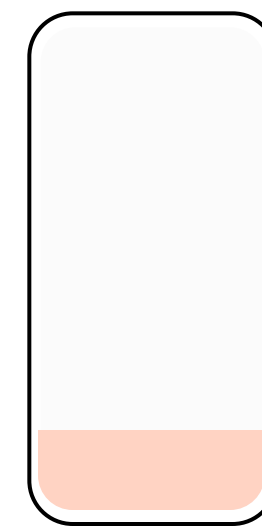
## Native ads

Are often found in feeds, or as recommended content on a web page



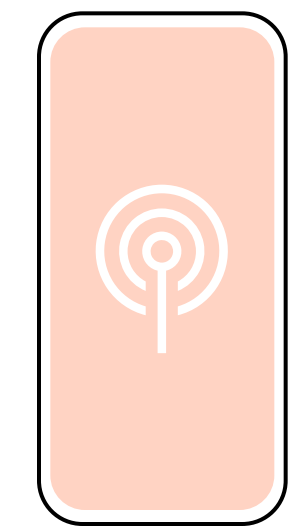
## Email Marketing

Consistent communication to our subscribers, advertise in newsletters or rent a list



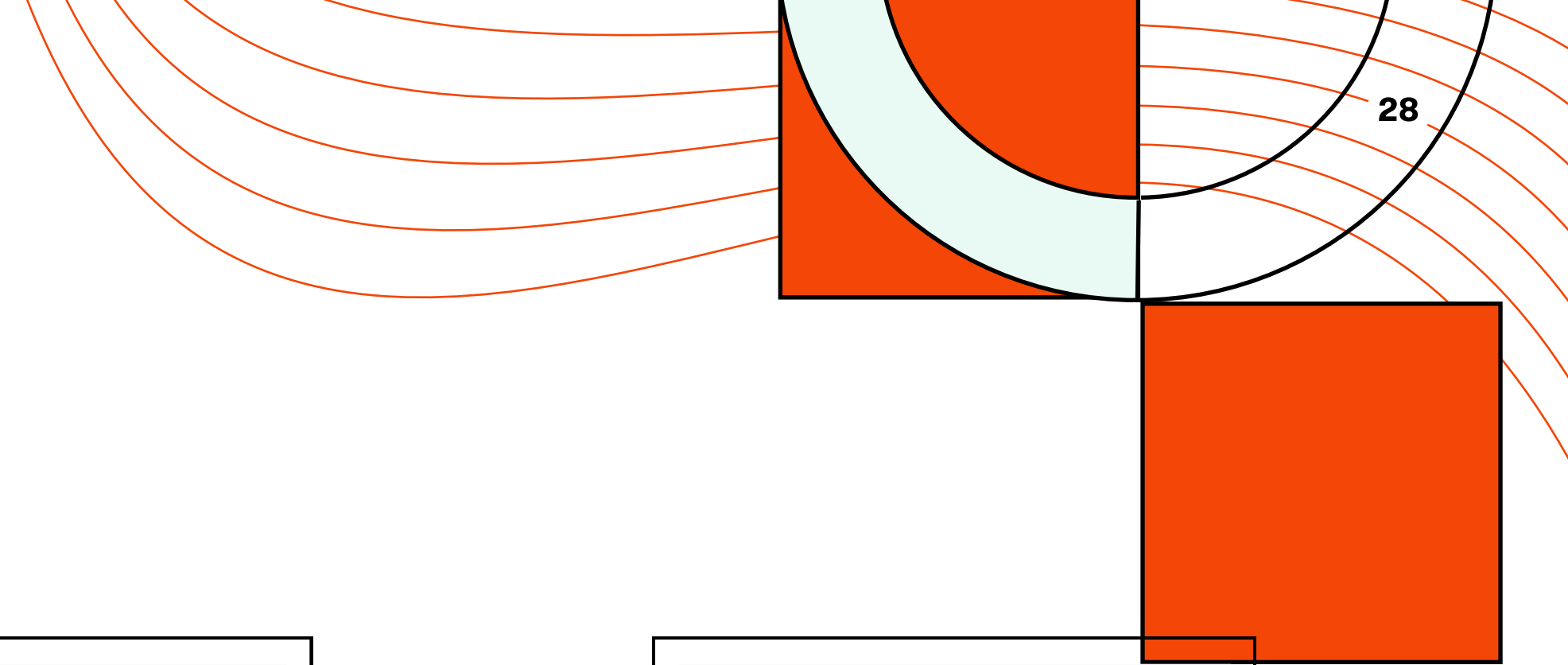
## Mobile banners

Ads displayed primarily at the bottom of the screen



## Podcasts

Advertise your brand or company



# Digital Specs & Rates

				ROS (No Targets or Exclusions)	Targets/Exclusions/Geo Selects
Digital Ads	Dimensions	Formats	Max File Size	Net Rate	Net Rate
Leaderboard	728x90	.jpg, .png, .gif, 3rd party tags	50K	\$67	\$83
Medium Rectangle	300x250	.jpg, .png, .gif, 3rd party tags	50K	\$67	\$83
Multicreative	300x250, 728x90	.jpg, .png, .gif, 3rd party tags	50K	\$59	\$74
Half Page	300x600	.jpg, .png, .gif, 3rd party tags	100K	\$98	\$130
Roadblock 1	728x90, 300x600	.jpg, .png, .gif, 3rd party tags, double-click redirect, HTML5 as per spec	LB-50K, HP-100K	\$197	\$245
Roadblock 2	728x90, 300x250	.jpg, .png, .gif, 3rd party tags, double-click redirect, HTML5 as per spec	50K	\$161	\$200
Wallpaper	400x2200, safe area 140x550 on each side	Image only files .jpg, .png, .Animation & rich media not accepted	100K	\$135	\$169

# Digital Specs & Rates

				ROS (No Targets or Exclusions)	Targets/Exclusions/Geo Selects
Digital Ads	Dimensions	Formats	Max File Size	Net Rate	Net Rate
Billboard	970x250	.jpg, .png, .gif, 3rd party tags, doubleclick redirect, HTML5 as per spec	100K	\$135	\$169
Interstitial	600x480, 600x600	Static .jpg, or .png. Animated .gif	50K	\$135	\$169
Mobile Banner (smartphones only)	320x50	.jpg, .png, .gif, 3rd party tags, doubleclick redirect. Video not permitted on these units. HTML5 as per spec.	50K	\$50	-
Mobile slider/mobile push	Standard 320x50, fullscreen 320x416	.jpg, .png, .gif, 3rd party tags, doubleclick redirect, HTML5 as per spec	100K	\$65	-
Retargeting	Dimensions	Formats	Max File Size	Rate	
Audience Extension/Retargeting	320x50, 300x250, 728x90 (must supply all 3 sizes)	.jpg, .gif, .png, 3rd party tags, Video or expansion not permitted on these units.	50K	Impressions start @ \$30 CPM** Minimum investment is \$10K, at least half of which must be on Zonda media sites	

# Additional Specs & Rates

## MFE Newsletter

Sponsor Options	Dimensions	Formats	Max File Size	Frequency	Net Rate
Masthead	600x90	.jpg, .png	50K	Weekly - Thursdays	\$2,580
Box 1-3	300x250	.jpg, .png	50K	Weekly - Thursdays	\$2,580

## Native Advertising

Frequency	Open (Rate per post)	Open (Total price)	Open w/ content (Rate per post)	Open w/ content (Total price)
1	\$7,875	\$7,875	\$9,625	\$9,625
2	\$7,350	\$14,700	\$9,100	\$18,200
3	\$6,250	\$18,750	\$8,000	\$24,000
6	\$5,750	\$34,500	\$7,500	\$45,000
9	\$5,500	\$49,500	\$7,250	\$65,250

## CoBrand / Email List Blast

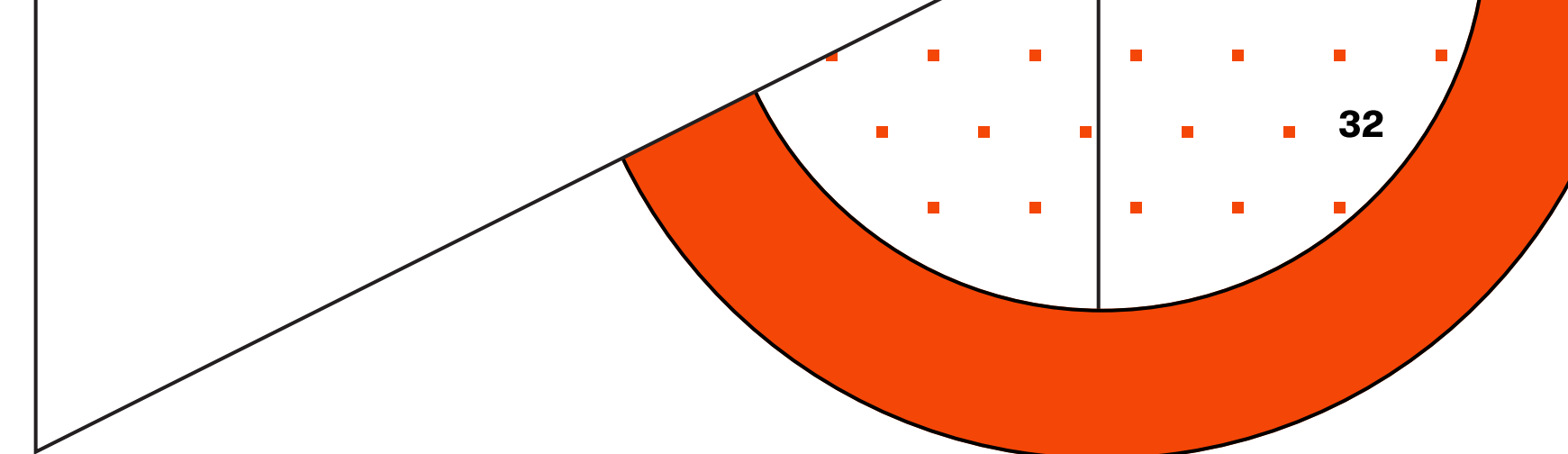
**\$400/\$1000\***

Rates are based on filters requested, please contact sales management for exact quote. Please note that A/B split deployments incur a premium charge. Requires minimum list size of 3,000 - anything below the minimum will be charged at the 3,000 rate. Rate is applied in tiers of 1,000.

\*Subject to management approval.

# Print file submission

All print creative must be uploaded to [zondamedia.sendmyad.com](https://zondamedia.sendmyad.com)

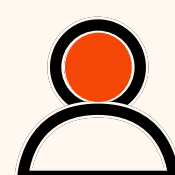


## NEW USERS

Create an account at:  
[zondamedia.sendmyad.com](https://zondamedia.sendmyad.com) and  
click on first time user

## RETURNING ADVERTISERS

Log in at:  
[zondamedia.sendmyad.com](https://zondamedia.sendmyad.com)



## PRODUCTION

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## SALES

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### PDF/X-1A 2001 files required. Zip files are not allowed.

This publication is printed Web-offset and saddle-stitched. Rotation of colors: black, cyan, magenta, yellow. Total 4/C ink density must not exceed 300%. Set up files for 4/C process printing with all fonts and images embedded. All images must be high resolution (300 dpi for CMYK and grayscale images and 600 dpi for line art). Place images at 100% to ensure better reproduction.

Offset crop and trim marks by 1/8" so that they do not extend into bleed or live area. Line screen: 133. Please follow SWOP standards. Roboto, Segoe, Rokkitt, Lato, Kalinga, or Kartika fonts must be converted to outlines if used. As part of the website upload, you'll be able to preview the ad and get instant feedback. Once you approve the ad for publication, the Zonda Media team is automatically notified.

Zonda Media assumes no liability for content errors or color variations between the digital file and the printed image if: (1) a high-end SWOP proof is not provided; (2) the file must be converted to CMYK; or (3) any of the published digital specifications are not met. The advertiser or authorized agency is responsible for providing materials meeting Zonda Media specs. Zonda Media is not responsible for making corrections to supplied materials.



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