



PUBLISHER'S AUDIENCE STATEMENT | June 2021

MISSION STATEMENT

MULTIFAMILY EXECUTIVE provides senior-level owners, operators, and developers coverage of all segments of multifamily housing, from construction to management to finance.

AUDIENCE FOCUS REQUIREMENT

MULTIFAMILY EXECUTIVE is a Residential Construction focused media brand with a target audience of Multifamily Property Owners/Management/Builders/Developers and Rehab/Renovator and Remodelers. Our audience specifically include Owners/Partners/Principals/Associates, Presidents/Chairmen/Vice-Chairmen/CEO's/COO's, Directors, EVP's/VP's/AVP's, CFO's/Treasurers/Controllers, Financial Managers/Analysts/Advisors, CIO's, MIS & Technology Managers or Staff, General Managers, District/Regional Managers/Property Managers, Marketing/Sales: VP's/Directors/Managers/Representatives, Building/Maintenance Supervisors, Leasing Directors/Managers/Coordinators, General Contractors, Engineers/Architects/Designers, Construction Managers, Purchasing Directors/Buyers, Project Managers and other titles in the targeted industries.

Established: 1996

Issues per year: 8



262,338 TOTAL ENGAGEMENTS



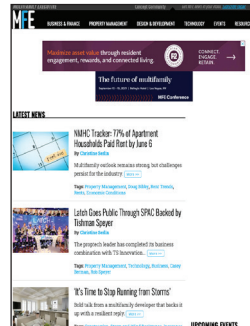
MAGAZINE

20,700

Print Subscribers*

55,748

Targeted Digital Recipients*



WEBSITE

47,045

Monthly Unique Users

97,041

Monthly Page Views

Google Analytics
(12 month average)



NEWSLETTERS

59,000

MFE Business Update
Newsletter Recipients
Per Issue (53 Issues per year)



SOCIAL

10,227

LinkedIn Members

16,600

Twitter Followers

3,022

Facebook Likes

(June 2021)

*Media Owner's Own Data June 2021

Gross data is contained in the total audience number. No attempt has been made to eliminate any duplication. Gross total includes: print subscribers, newsletter recipients, monthly page views, social media likes/members/followers.

PRINT

PRIMARY BUSINESS*

Multifamily Property Owner/Mgmt./Builder/Developer, Rehab/Restorator/Remodeler **TOTAL: 20,700**

ACTIVITIES OF MULTIFAMILY PROPERTY OWNERS/MGMT BUILDERS/DEVELOPERS*

Property Management	7,345
Owner	9,100
Builder/Construction	7,122
Developer	6,425

** Note: 3,007 (14.5%) of subscribers indicated that they have all four activities, ownership, management, development, and build/construction.

TITLE ANALYSIS*

MULTIFAMILY PROPERTY OWNER/MGMT/ BUILDER/DEVELOPER, REHAB/ RENOVATOR/REMODELER

Owner/Principal/Associate/President/Chairman/Vice Chairman/CEO/COO	13,745
General Manager/EVP/SVP/VP/AVP/Director	3,870
District/Regional Property Manager	470
Purchasing Director/Buyer	106
Marketing/Sales: VP/Director/Manager/Representative	55
Technology/Operations: CIO, Tech Mgr, Ancillary Income Mgr	61
Maintenance Supervisor/Construction Manager/General Contractor/Project Manager	960
CFO/Treasurer/Controller/Financial Manager/Analyst/Advisor	469
Engineer/Architect/Designer	216
Leasing Director/Manager/Coordinator	296
Other	54
	20,700

*Media Owner's Own Data June 2021



FIRMS TOTAL ANNUAL ACTIVITY IN EACH OF THE FOLLOWING AREAS OF INCOME PROPERTY:

MANAGE*	
MANAGE	MULTIFAMILY PROPERTY OWNER/MGMT/ BUILDER/DEVELOPER, REHAB/RENOVATOR/ REMODELER
Over 5,000 Units	1,795
2,500 - 4,999 Units	764
1,000 - 2,499 Units	1,147
500 - 999 Units	1,130
100 - 499 Units	2,909
99 or less Units	7,120
TOTAL	14,865

OWN*	
OWN	MULTIFAMILY PROPERTY OWNER/MGMT/ BUILDER/DEVELOPER, REHAB/RENOVATOR/ REMODELER
Over 5,000 Units	1,579
2,500 - 4,999 Units	718
1,000 - 2,499 Units	1,225
500 - 999 Units	1,088
100 - 499 Units	2,515
99 or less Units	6,975
TOTAL	14,100

DEVELOP/BUILD*	
DEVELOP/BUILD	MULTIFAMILY PROPERTY OWNER/MGMT/ BUILDER/DEVELOPER, REHAB/RENOVATOR/ REMODELER
Over 1,000 Units	1,981
500 - 999 Units	1,101
250 - 499 Units	1,241
100 - 249 Units	1,892
50 - 99 Units	1,479
49 or less Units	5,426
TOTAL	13,120

*Media Owner's Own Data June 2021

GEOGRAPHICAL ANALYSIS OF MAGAZINE CIRCULATION*

STATE	TOTAL SUBSCRIBERS	PERCENT	STATE	TOTAL SUBSCRIBERS	PERCENT
Maine	106		Kentucky	243	
New Hampshire	111		Tennessee	302	
Vermont	43		Alabama	271	
Massachusetts	492		Mississippi	68	
Rhode Island	82		East So. Central	884	4.3%
Connecticut	362		Arkansas	140	
New England	1,196	5.8%	Louisiana	158	
New York	1,313		Oklahoma	136	
New Jersey	669		Texas	1,218	
Pennsylvania	945		West So. Central	1,652	8.0%
Middle Atlantic	2,927	14.1%	Montana	66	
Ohio	841		Idaho	103	
Indiana	377		Wyoming	23	
Illinois	946		Colorado	401	
Michigan	679		New Mexico	81	
Wisconsin	487		Arizona	416	
East No. Central	3,330	16.1%	Utah	189	
Minnesota	444		Nevada	147	
Iowa	263		Mountain	1,426	6.9%
Missouri	363		Alaska	68	
North Dakota	69		Washington	455	
South Dakota	68		Oregon	262	
Nebraska	145		California	2,587	
Kansas	225		Hawaii	131	
West No. Central	1,577	7.6%	Pacific	3,503	16.9%
Delaware	76		United States	20,673	99.9%
Maryland	570		US Territories	27	0.1%
Washington, DC	87		Canada	-	
Virginia	637		Mexico	-	
West Virginia	79		Other International	-	
North Carolina	642		APO/FPO	-	
South Carolina	252				
Georgia	644				
Florida	1,191				
South Atlantic	4,178	20.2%	TOTAL SUBSCRIBERS	20,700	100%

*Media Owner's Own Data June 2021



Refreshingly simple property management software



MULTIFAMILY EXECUTIVE

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For the first time in seven quarters, MFE's Multifamily Production Index tops 50.

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New Entrata Study Examines American Renter Behavior During the Pandemic

The renters on the Move study reveal nearly 22% of renters moved to a larger unit in the past year.

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Top 10 of the 2021 NMHC Top 50 Managers by Online Reputation

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