



# BISNOW MEDIA KIT

**BISNOW**



# WE INFORM, CONNECT AND ADVANCE THE COMMERCIAL REAL ESTATE INDUSTRY TO DO MORE BUSINESS.

▸ Bisnow is the world's leading B2B platform serving the commercial real estate industry. From events and news to branded content and recruiting solutions, Bisnow reaches more than **11 million readers** and hosts more than **325 events** each year. Operating in over **40 local markets** across the U.S., Canada, the UK and Ireland, our products inform and connect the commercial real estate business to do more business.

# BISNOW 2022 HIGHLIGHTS

## ● In 2022, we are on pace to hit:

- 20M+ pageviews
- 18M+ unique viewers
- 95,000+ new accounts

## ● Email Publications & Briefs

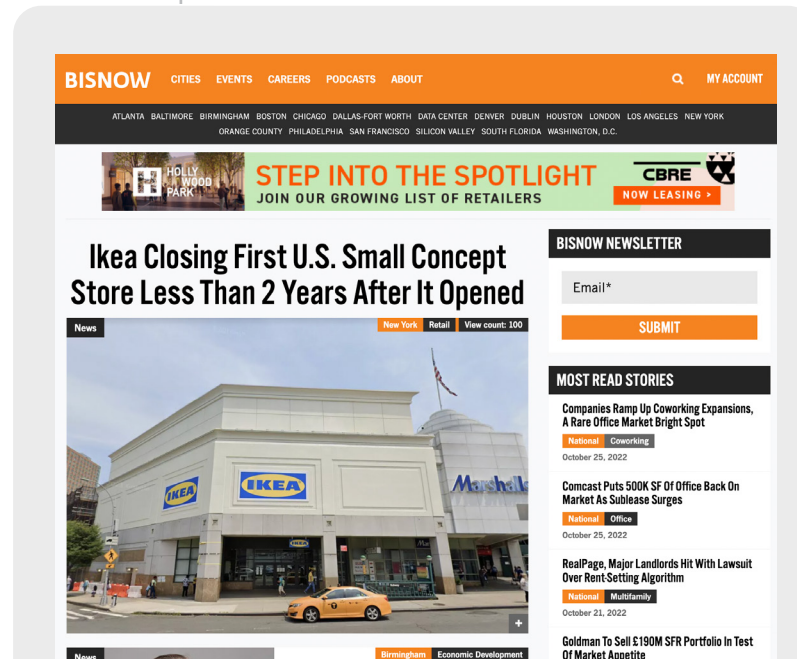
- More than 1.5M subscriptions
- 75 email publications
- Covering 40 markets
- 42% average open rate for our Broker's Brief
- 96% of our publications had an increase in average open rate
- Average increase of 3.68% in open rates across our publications, with the highest increase at 10.6% YoY

## ● Bisnow properties also focused on increasing coverage and deepening engagement.

- With increases of more than 6% YoY, growing markets saw a major boost in open rates including Tampa, Raleigh, Phoenix, Nashville, Charlotte, and Orlando.
- With increases of more than 3% YoY, larger metropolitan areas were far from left behind—major city publications saw jumps in average open rate including New York, Houston, Los Angeles, Chicago, London, Atlanta and Washington, DC.

## ● We've also continued to build our coverage, launching new publications with powerful reach and engagement including:

- Metaverse & Crypto
- Single Family Rental
- Manufactured Housing
- Smart Building
- Property Management
- Sustainability
- Cannabis CRE
- We continued to invest in and grow key publications, with Multifamily, National, Retail, Industrial, and Life Science briefs all seeing increased deliveries and open rates YoY.



## AND JUST A FEW OTHER HIGHLIGHTS...

### Bisnow wins big at NAREE, again

- Our newsroom won an additional 5 NAREE awards this year, including two golds, putting our team at 30 international journalism awards in the last 24 months.
- More than 5,000 original headlines and 1,500 pieces of branded content have been produced this year alone.

### Biscred launched in July

- The idea for Biscred was born out of a clear need for a commercial real estate specific prospecting tool. With a team of more than 120 research professionals, data scientists, and technologists assembled to devote themselves to one clear goal—create the gold-standard platform for navigating the commercial real estate market. Biscred is a sales enablement and prospecting tool that allows you to find prospects throughout the commercial real estate industry more efficiently through an easy-to-use, intelligent database.





### Executive Recruiting takes off

- SelectLeaders launched the Executive Recruiting Retained Search service to help fill key positions within companies. Our commercial real estate job recruiters leverage our 20+ years of experience, vast network, and proprietary search tools to source top talent for any specific need

### InGo

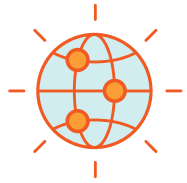
- With the idea of FOMO on our minds, we found a great referral program in order to engage our attendees, speakers and sponsors. We partnered with InGo earlier this year to grow our network and reach through digital word-of-mouth marketing.

### Social Engagement

-  248.8% increase in pageviews on LinkedIn
-  243.2% increase in unique visitors on LinkedIn
-  21.3% increase in followers on LinkedIn
-  27.5% increase in followers on Instagram



# BISNOW BY THE NUMBERS



**40** NEWS BUREAUS  
AROUND THE WORLD

**96** UNIQUE NEWSLETTERS & MORNING BRIEFS

**21** INTERNATIONAL JOURNALISM AWARDS



**5,000** STORIES A YEAR

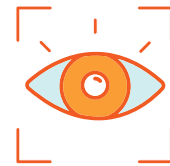
**1.5 MILLION** EMAIL SUBSCRIBERS

**6,000** GALLONS OF COFFEE EACH YEAR (SERIOUSLY)

**4,000** SPEAKERS

**150** EMPLOYEES MAKING IT ALL HAPPEN

**45,000** ATTENDEES ANNUALLY



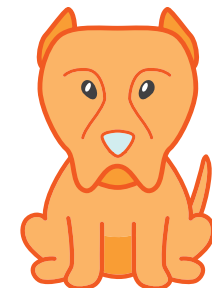
**11 MILLION** READERS

**1,000** PIECES OF BRANDED CONTENT

**325**   
**EVENTS** EACH YEAR

**5,000** EMPLOYERS USE SELECTLEADERS TO CHOOSE FROM 300,000 JOB CANDIDATES

**1** OFFICE DOG HIS NAME IS VINNY



# PRODUCTS

Bisnow's platform is specifically designed for the commercial real estate industry, driving more deals, connecting more leads, and accelerating your business.

	ON-SITE	EMAIL PUBLICATIONS			MARKETING SERVICES		DIGITAL EVENTS		ACCOUNT BASED MARKETING	
	Website Banners	Morning Brief/ Newsletter Ads	Morning Brief Links	Custom Brief Takeover	Sponsored Content	Sponsored Content with Lead Poll	Speaking Sponsorships	Presenting Sponsorship	Social Targeted Ads	CORE Targeting
Brand Awareness	●	●	●	●	●	●	●	●	●	●
Traffic Generation	●	●	●	●	●					●
Thought Leadership				●	●	●	●	●	●	●
Lead Generation				●	●	●	●	●		●
Lead Qualification							●		●	●



# IN-PERSON & DIGITAL EVENTS

By the end of 2022

65,000+ attendees at 338 events  
in 41 markets and counting.

“Bisnow is great for networking  
and for understanding current  
market trends through the  
great speakers at the events.”

**KARTHIKEYAN SHANMUGAM**  
ASSOCIATE, NELSON + POPE



## SPEAKER SPOTLIGHT

### Top Speakers in 2022

**Larry Silverstein**  
Chairman  
Silverstein Properties

**Cathy Marcus**  
Global COO  
PGIM Real Estate

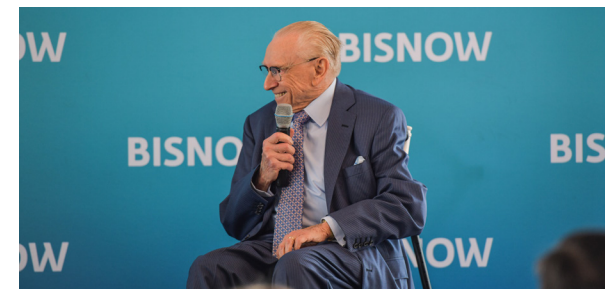
**Nathalie Palladitcheff**  
President & CEO  
Ivanhoé Cambridge

**Debbie Harmon**  
Co-Founder & Co-CEO  
Artemis Real Estate Partners

**Bill Witte**  
Chairman & CEO  
Related California

**Bob Hart**  
CEO & President  
TruAmerica

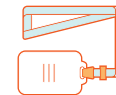
**Frederik Eklund**  
Douglas Elliman



### Sponsorship Opportunities



Raw Spaces



Lanyards



Cocktails



Construction hats



Coffee Cups



Agenda



Name Badges

# DIGITAL PRODUCTS

## EMAIL PUBLICATION ADVERTISING

75 newsletter and morning brief publications

31 asset classes, including:

- Life Sciences
- SFR
- Multifamily
- Metaverse
- Office
- Capital Markets

4 MILLION IMPRESSIONS



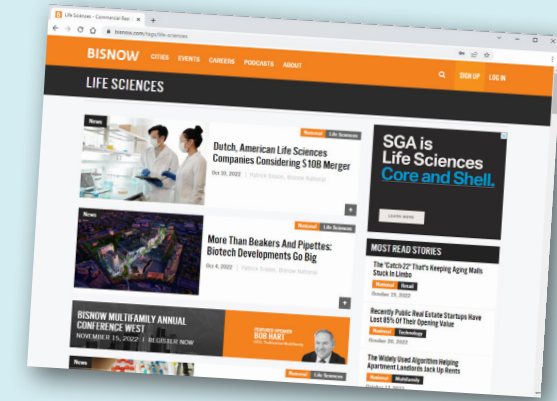
90,000 UNIQUE LEADS

## WEBSITE ADS

18.8% increase in website traffic from Q2 to Q3

We target by:

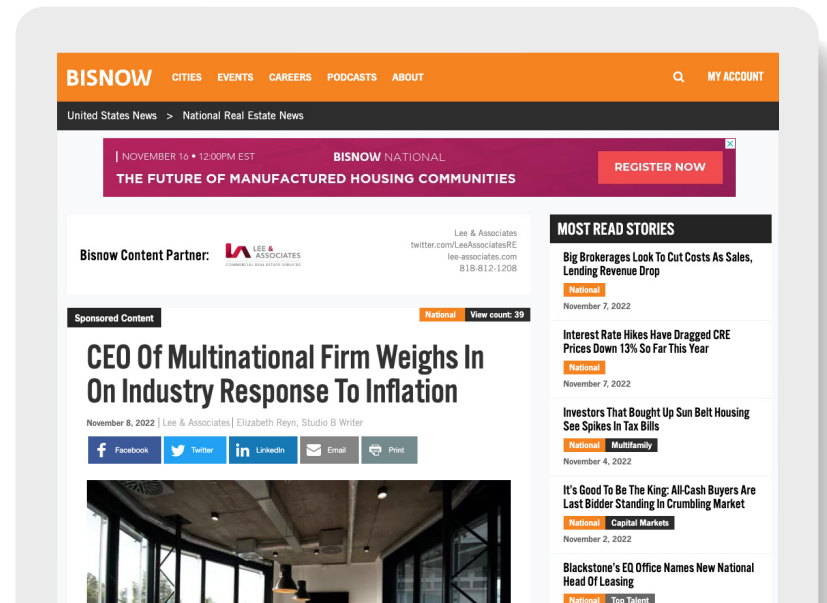
- Asset class
- Market geo



## CUSTOM CONTENT

Sponsored content curated by Bisnow's in-house team with custom articles of client's chosen topic

2,000+ CAPTURED LEADS



# DIGITAL MARKETING CLIENTS



The Davis Companies

Brookfield



WALKER &  
DUNLOP



Marcus & Millichap



buxton



# NEWS

Our award-winning journalists cover the most pressing commercial real estate news and trends across 50 metro markets in North America and Europe.

- 5,000 stories annually
- 21 total awards from NAREE and SABEW
- 40 bureaus around the world

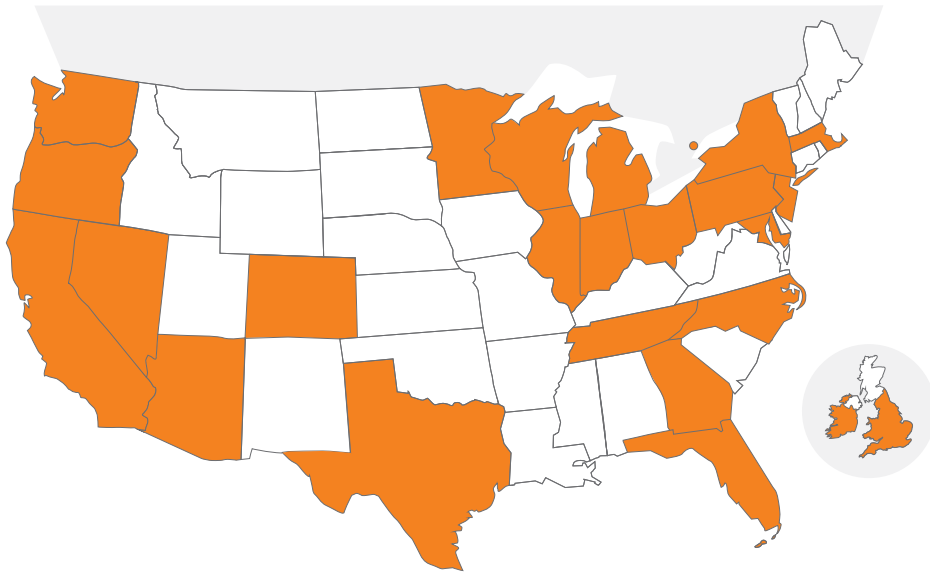
We take the news seriously, blending hard news scoops with analytical enterprise stories and award-winning accountability journalism. Our newsroom strives to find creative ways to cover the commercial real estate industry.

We hold a hard line between our news team and Bisnow's sales and event arms, freeing our reporters to write heavy-hitting stories without sponsor influence. Our reporters dive deep on a local beat but also have the opportunity to write stories for a national audience and work on long-term special projects of national or international significance.



# WHO CAN YOU REACH?

41 MARKETS



- |                    |                   |                        |
|--------------------|-------------------|------------------------|
| Atlanta            | Indianapolis      | Philadelphia           |
| Austin/San Antonio | Jacksonville      | Phoenix                |
| Baltimore          | Las Vegas         | Pittsburgh             |
| Birmingham, UK     | London, UK        | Raleigh                |
| Boston             | Manchester, UK    | Sacramento             |
| Charlotte          | Miami             | San Diego              |
| Chicago            | Milwaukee         | San Francisco/Bay Area |
| Cincinnati         | Minneapolis       | Southern California    |
| Dallas/Fort Worth  | Nashville         | Tampa                  |
| Denver             | New Jersey        | Toronto                |
| Detroit            | New York          | Washington D.C.        |
| Dublin, Ireland    | Orlando           |                        |
| Houston            | Pacific Northwest |                        |

# 16 ASSET CLASSES

- |   |                            |   |                 |
|---|----------------------------|---|-----------------|
|    | Life Sciences              |    | Office          |
|    | Healthcare                 |    | Capital Markets |
|    | Industrial                 |    | Data Centers    |
|    | Property Management        |    | Mixed-Use       |
|    | Affordable Housing         |    | Senior Housing  |
|   | Multifamily Housing        |   | Student Housing |
|  | Hospitality                |  | Technology      |
|  | Construction & Development |  | Placemaking     |

# 29 INDUSTRIES

- A** Accounting/Tax Advisory  
Architect  
Asset Manager
- B** BID/Chamber of Commerce/Government
- C** Construction  
Consulting  
Corporate Real Estate/Tenant  
CRE Broker – Debt/Equity, Investment Sales, Leasing
- E** Education  
Energy/Environmental Consulting  
Engineering
- F** Furniture/Interior Design
- G** General Contractor
- H** Healthcare/Medical  
Hospitality/Restaurants
- I** Insurance/Underwriter/Title Insurance
- L** Landscaping  
Law Firm/Legal Services  
Lender – Agency, Bank, Bridge Financing, Debt Fund
- M** Marketing/PR  
Misc Professional Services
- O** Owner/Investor (LP)/  
Operator/Developer (GP)
- P** Parking  
Private Equity  
Property Management  
Publishing/Media
- R** Residential Real Estate Broker
- S** Security Company
- T** Technology/IT



# SELECT LEADERS NETWORK

As the leading real estate jobsite network, SelectLeaders is where real estate professionals and executives manage their careers, network and come for valuable information about their industry.

In 2022, SelectLeaders launched a service to help fill key positions within companies, Retained Search. With over 20 years of real estate staffing, C-suite placement and CRE headhunting, our team will help you choose qualified candidates to fill your specialized open roles, ultimately helping you save time.

- Get your open role in front of **the Bisnow network and 10 other CRE professional organizations**
- Gain access to **315K candidate résumés**
- More than **5.2K CRE companies** trust us for their talent needs
- Personalized approach to recruiting through **Retained Search Services**



"We used SelectLeaders to help build out a key management role for our organization. The recruiting team found several great candidates and helped us hire the most ideal one pretty quickly. We were pleased at how seamless the search went and it certainly saved us time using them. The experience also taught us some great best practices and important insights for our future hiring needs."

- Affordable Upstate Co-Founder & Principal, Mario E. Brown



Biscred is a **sales enablement and prospecting tool** that allows you to find prospects throughout the commercial real estate industry more efficiently through an easy-to-use, intelligent database.

Filter your search by organization, industry, asset class, seniority and geography. Learn more at [www.biscred.com](http://www.biscred.com).

## 7 data points needed to sell

Our interface keeps it simple — we focus on the data points that a salesperson needs to do their job, nothing more. Looking to find email addresses of multifamily owners in Miami — Biscred can do that. And when you expand to Orlando we can do that too.



Name



Asset Class



Contact Info



Geography



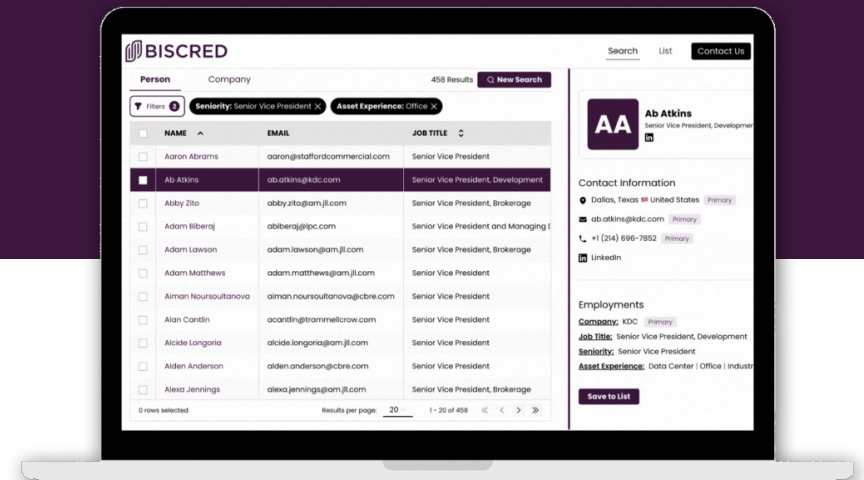
Title



Size



Industry



# 1,000,000

Over 1 million data points. Every single data point in our system is independently verified.

# 20,000

Our team of 120 analysts have put in over 20,000 research hours to date.

# 10,000

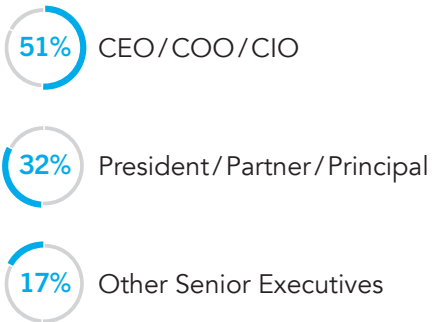
Each week 10,000 contacts are added to the Biscred universe and validated for accuracy.

# ESCAPE & ASCENT EXECUTIVE RETREATS

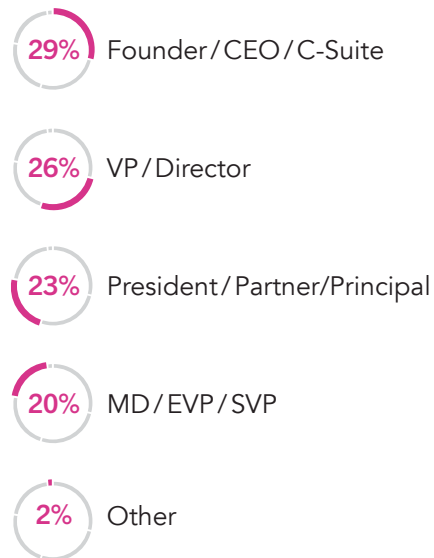
Our invitation-only executive retreats include the most exclusive community in commercial real estate, focused on direct deal generation, new ideas, and shared best practices.



## ESCAPE



## ASCENT



“It was amazing! The attendees, programming, and even venues were all impeccably curated. Not a day has gone by where I don’t reference an experience, thought, or idea I heard at Ascent.”

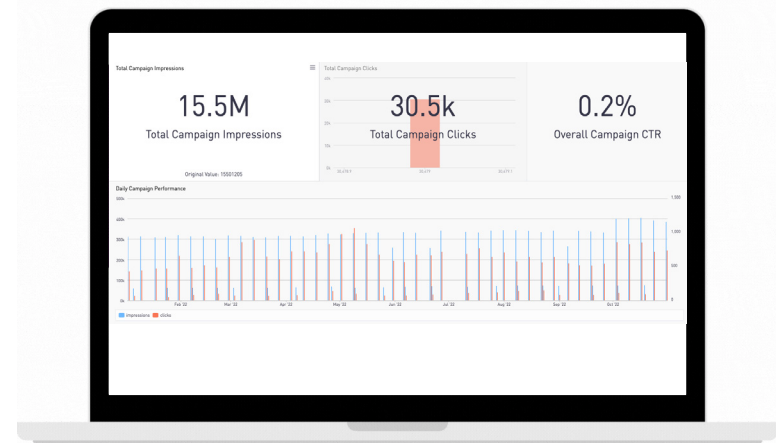
AMY MCCOOK  
SVP, EQUINOX DEVELOPMENT



# TESTIMONIALS

“We have developed a great partnership with Bisnow over the last year. The team has taken the time to understand our business needs which have supported us when planning activities for the coming year.”

**PRODUCT MANAGER**  
NEOPOST UK



“We are particularly impressed by the visibility and quality of the campaign performance data. With access to data dashboards and summary reports, we always have an understanding of our ROI and are able to make strategic decisions about future campaigns.” **SENIOR MARKETING LEAD**  
YARDI



“Working with Bisnow locally and regionally has been crucial in helping our small business expand our reach and attract new clients in the CRE industry. The events are well planned, well executed, and are always a truly enjoyable experience. The Bisnow team is organized and always works with us to choose the best sponsorship opportunities for our team. This gives us the ability to maximize our dollars and attend more events. In turn, we have more opportunities to connect with both new and existing clients, while bringing in new business for our company.” **DIRECTOR OF SALES**  
SOUTHPARK INTERIORS

▸ In this competitive environment, it's crucial to have a cohesive marketing strategy. Bisnow has products across every vertical, so whether your team needs a hand producing content marketing, opportunities to cement yourselves as thought leaders or a consistent lead pipeline for your sales team, we have the audience and the tools to help you do more business.

We cover all the areas, industries, asset classes and have all the products you need to reach your target audience.

▸ **CONTACT US**

info@bisnow.com  
202-293-0370  
bisnow.com

[Set up a meeting now!](#)

**PRESS RELEASES  
& INQUIRIES**

202-293-0370  
press@bisnow.com

**EVENT REGISTRATION**

202-293-0370  
eventregistration@bisnow.com

**SPONSORSHIP, ADVERTISING  
& PARTNERSHIPS**

202-293-0370  
advertising@bisnow.com

**ACCOUNTS RECEIVABLE  
& PAYABLE**

202-293-0370  
accounting@bisnow.com

**OTHER INQUIRIES**

202-293-0370  
info@bisnow.com

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