

Mission Statement

Affordable Housing Finance's mission for the last 28 years is to provide authoritative, in-depth information on the latest advances in financing, building, and operating affordable housing.

Audience Focus

Affordable Housing Finance is a residential construction focused media brand with a target audience in the affordable housing development and real estate finance industries, including owners, developers, builders, property managers, government agencies, community development, financial institutions, legal and accounting services, and other targeted industries.

Issues Per Year: 6



164,331 Total Engagements

Magazine

11,000
Print Subscribers

29,104
Targeted Digital Recipients

Website

29,346
Monthly Unique Users

61,227
Monthly Page Views

Google Analytics
(12 month average)

Newsletters

32,000
Affordable Housing Finance Newsletter Recipients Per Issue

(2 Issues per month)

Social

14,336
LinkedIn Members

14,200
Twitter Followers

2,464
Facebook Followers

(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, targeted digital recipients, newsletter recipients, monthly page views, social media likes/ members/followers.



Affordable Housing Finance is the national voice of affordable housing, particularly as it relates to activity surrounding the Low Income Housing Tax Credit (LIHTC). Subscribers are the largest and most active developers and owners in the segment. AHF Content is highly focused on development strategy, legislative implications, funding sources and advocacy case studies.

Business Breakout

Owner/Developer/Builder	Government/Non-Profit/CDE/CDFI	Financial/Legal/Accounting Service
10,517	333	109
Total Subscribers	Total Subscribers	Total Subscribers
95.6%	3.0%	1.0%

No Answer: 0.4%

Total Subscribers **11,000/100%**

Job Title/Occupational Breakout

Job Title	Total	Percent
Principal/Partner/Owner, President/Chair/CEO, Treasurer/Controller/CFO/COO, Director/Executive Director, Executive VP/Sr VP/Asst VP/VP	9,429	85.7%
Manager	1,495	13.6%
Other/No Answer	76	0.7%

Total Subscribers **11,000/100%**

Owner/Developer/Builder/Property Management

Activity Description	Total
Developer/Builder/Construction	7,686
Owner (Corporate, Individual, GP, LP, or REIT)	5,617
Property Management	4,021





Geographical Analysis of Magazine Circulation

State	Total Subscribers	State	Digital
New England	756 / 6.9%	East So. Central	485 / 4.4%
Maine	50	Kentucky	111
New Hampshire	46	Tennessee	186
Vermont	26	Alabama	120
Massachusetts	395	Mississippi	68
Rhode Island	52	West So. Central	966 / 8.8%
Connecticut	187	Arkansas	69
Middle Atlantic	1,513 / 13.7%	Louisiana	119
New York	711	Oklahoma	64
New Jersey	358	Texas	714
Pennsylvania	444	Mountain	743 / 6.7%
East No. Central	1,706 / 15.5%	Montana	35
Ohio	451	Idaho	56
Indiana	204	Wyoming	13
Illinois	459	Colorado	253
Michigan	364	New Mexico	35
Wisconsin	228	Arizona	173
West No. Central	717 / 6.5%	Utah	99
Minnesota	206	Nevada	79
Iowa	102	Pacific	1,905 / 17.3%
Missouri	180	Alaska	16
North Dakota	32	Washington	231
South Dakota	38	Oregon	134
Nebraska	77	California	1,472
Kansas	82	Hawaii	52
South Atlantic	2,179 / 19.8%		
Delaware	33		
Maryland	277		
Washington, DC	83		
Virginia	316		
West Virginia	29		
North Carolina	298		
South Carolina	145		
Georgia	329		
Florida	669		

United States 10,970/99.7% US Territories 30/0.3%

Total 11,000/100%

