

## 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

**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/COOs, Directors, EVPs/VPs/AVPs, CFOs/Treasurers/Controllers, Financial Managers/Analysts/Advisors, CIOs, MIS & Technology Managers or Staff, General Managers, District/Regional Managers/ Property Managers, Marketing/Sales: VPs/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 Executive Update Newsletter Recipients Per Issue  
(52 Issues per year)

### Social

**10,869**  
Linkedin Followers

**17,071**  
Twitter Followers

**4,096**  
Facebook Followers



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.



Multifamily Executive covers all aspects of running a multifamily housing portfolio including finance, operations/technology and renovations/development/design from the perspective of a senior-level executive. Subscribers of MFE build, invest and actively manage the preferred asset class in all of commercial real estate. MFE is the media partner for the National Multifamily Housing Council for their annual NMHC50 rankings published in April.

## Primary Business

MultifamilyPropertyOwner/Mgmt./Builder/Developer, Rehab/Restorator/Remodeler

Total **20,700**

## Activities of MFE 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/MGMT/Builder/Developer/Rehab/Restorators/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 Manager/Ancillary Income Manager               | 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     |

Total **20,700**





## Activities of MFE Property Owners/MGMT/Builders/Developers

| <b>Manage</b>       | <b>Multifamily Property/MGMT/Builder/Developer/Rehab/Renovators/Remodeler</b> |
|---------------------|---|
| 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   |
|                     | <b>Total 14,865</b>   |

| <b>Own</b>          | <b>Multifamily Property/MGMT/Builder/Developer/Rehab/Renovators/Remodeler</b> |
|---------------------|---|
| 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   |
|                     | <b>Total 14,100</b>   |

| <b>Develop/Build</b> | <b>Multifamily Property/MGMT/Builder/Developer/Rehab/Renovators/Remodeler</b> |
|----------------------|---|
| 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   |
|                      | <b>Total 13,120</b>   |





## Geographical Analysis of Magazine Circulation

| State                   | Total Subscribers  |
|-------------------------|--------------------|
| <b>New England</b>      | <b>1,196/5.8%</b>  |
| Maine                   | 106                |
| New Hampshire           | 111                |
| Vermont                 | 43                 |
| Massachusetts           | 492                |
| Rhode Island            | 82                 |
| Connecticut             | 362                |
| <b>Middle Atlantic</b>  | <b>2,927/14.1%</b> |
| New York                | 1,313              |
| New Jersey              | 669                |
| Pennsylvania            | 945                |
| <b>East No. Central</b> | <b>3,330/16.1%</b> |
| Ohio                    | 841                |
| Indiana                 | 377                |
| Illinois                | 946                |
| Michigan                | 679                |
| Wisconsin               | 487                |
| <b>West No. Central</b> | <b>1,577/7.6%</b>  |
| Minnesota               | 444                |
| Iowa                    | 263                |
| Missouri                | 363                |
| North Dakota            | 69                 |
| South Dakota            | 68                 |
| Nebraska                | 145                |
| Kansas                  | 225                |
| <b>South Atlantic</b>   | <b>4,178/20.2%</b> |
| Delaware                | 76                 |
| Maryland                | 570                |
| Washington, DC          | 87                 |
| Virginia                | 637                |
| West Virginia           | 79                 |
| North Carolina          | 642                |
| South Carolina          | 252                |
| Georgia                 | 644                |
| Florida                 | 1,191              |

| State                   | Digital            |
|-------------------------|--------------------|
| <b>East So. Central</b> | <b>884/4.3%</b>    |
| Kentucky                | 243                |
| Tennessee               | 302                |
| Alabama                 | 271                |
| Mississippi             | 68                 |
| <b>West So. Central</b> | <b>1,652/8.0%</b>  |
| Arkansas                | 140                |
| Louisiana               | 158                |
| Oklahoma                | 136                |
| Texas                   | 1,218              |
| <b>Mountain</b>         | <b>1,426/6.9%</b>  |
| Montana                 | 66                 |
| Idaho                   | 103                |
| Wyoming                 | 23                 |
| Colorado                | 401                |
| New Mexico              | 81                 |
| Arizona                 | 416                |
| Utah                    | 189                |
| Nevada                  | 147                |
| <b>Pacific</b>          | <b>3,503/16.9%</b> |
| Alaska                  | 68                 |
| Washington              | 455                |
| Oregon                  | 262                |
| California              | 2,587              |
| Hawaii                  | 131                |

United States 20,673/99.9% US Territories 27/0.1%

**Total 20,700/100%**

