

MFE
MULTIFAMILY EXECUTIVE

2024 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.

Awareness

Get results with the right audiences and tactics on our media platforms that give you access to a database with more than 3M contacts.



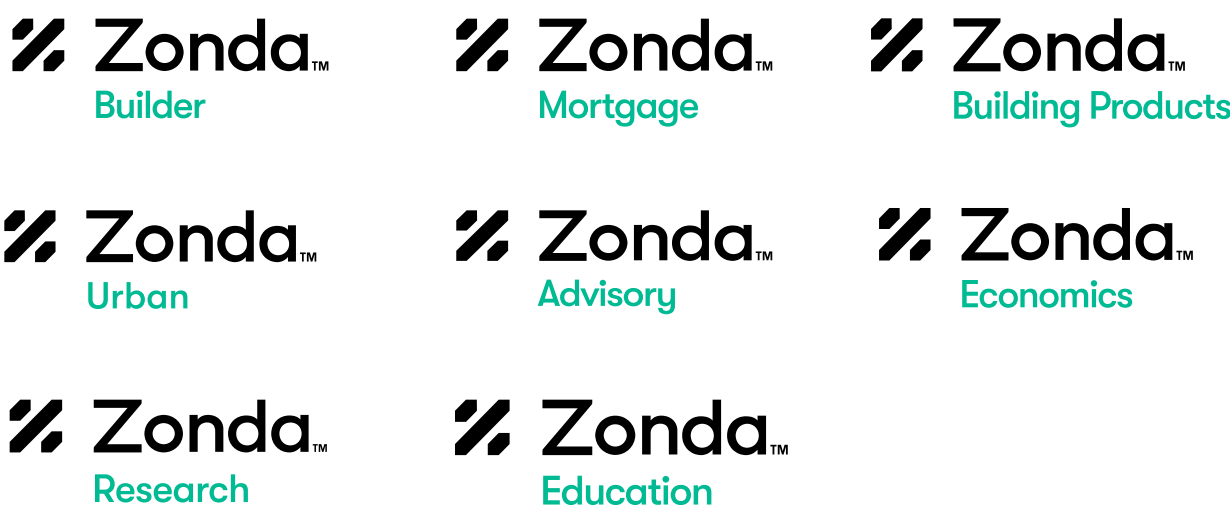
Engagement

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



Data Intelligence

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



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.



Builder

MFE
MULTIFAMILY EXECUTIVE

**AFFORDABLE
HOUSING**
FINANCE

PSN
POOL AND SPA NEWS

ARCHITECT

JLC

ProSales
by JLC

AQUATICS
INTERNATIONAL

remodeling
by JLC



Multifamily Executive has been serving senior-level owners, managers & developers of multifamily housing nationwide for more than 25 years. Our mission is to empower and inform executives in the segment by providing expert perspectives from leading practitioners. Multifamily Executive is dedicated to delivering critical insights that enable our readers to make informed decisions, navigate industry challenges, and seize opportunities. Our focus on connecting professionals within our community via print, digital and in-person events drive us to be the trusted source of information that executives rely on for their success.

Content themes covered throughout the year include resident experience, marketing innovations, development, finance, operations, technology and leadership.

25+

Years serving the multifamily industry

402K

Total engagements

95K

Total reach



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

Advisory and Economics

40+
advisors

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

MFE's editorial earns unwavering trust from industry leaders due to its expertly crafted content, authored by industry specialists.

Our team of advisors brings decades of invaluable industry experience to the table, ensuring that we provide clients with seasoned expertise and deep insights.

With Zonda's robust proprietary market data and extensive advisory team, we are equipped to analyze complex market trends and provide comprehensive insights to our clients, allowing them to make well-informed strategic decisions.



Ali Wolf
Chief Economist
Zonda Economics



Tim Sullivan
Chief Advisory Officer
Zonda Advisory



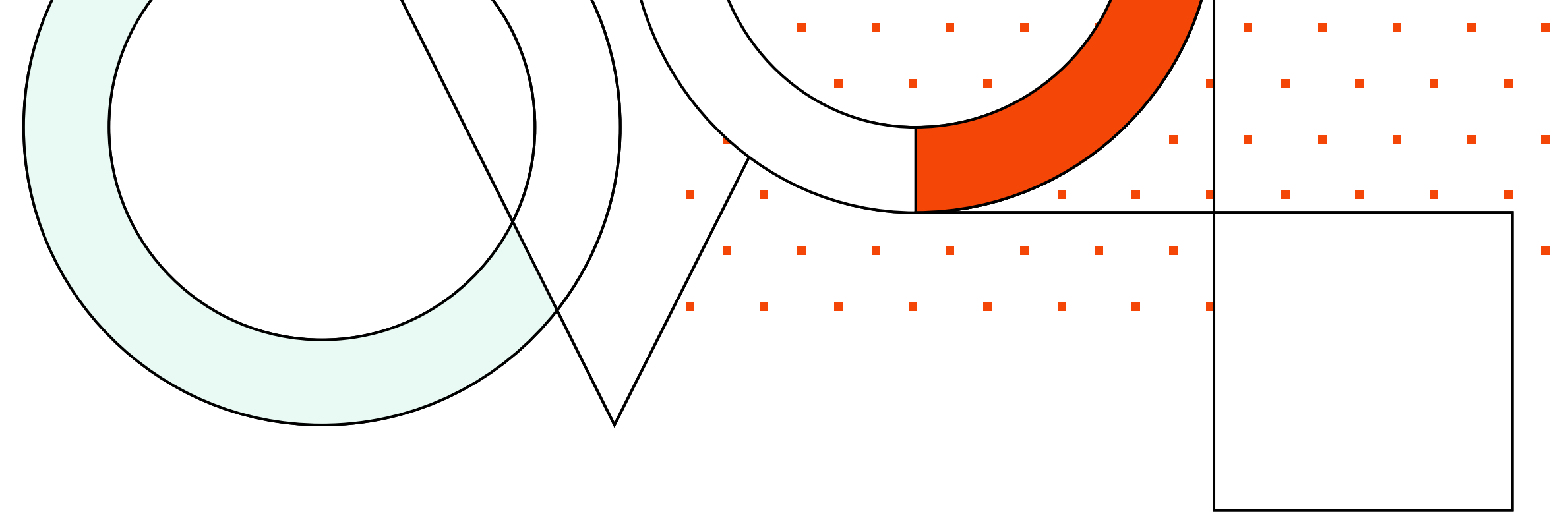
Kimberly Byrum
Multifamily
Principal Zonda Advisory



Todd Tomalak
Building Products
Principal Zonda Advisory



Mollie Carmichael
Community and Product Insights
Principal Zonda Advisory



Editorial Leadership



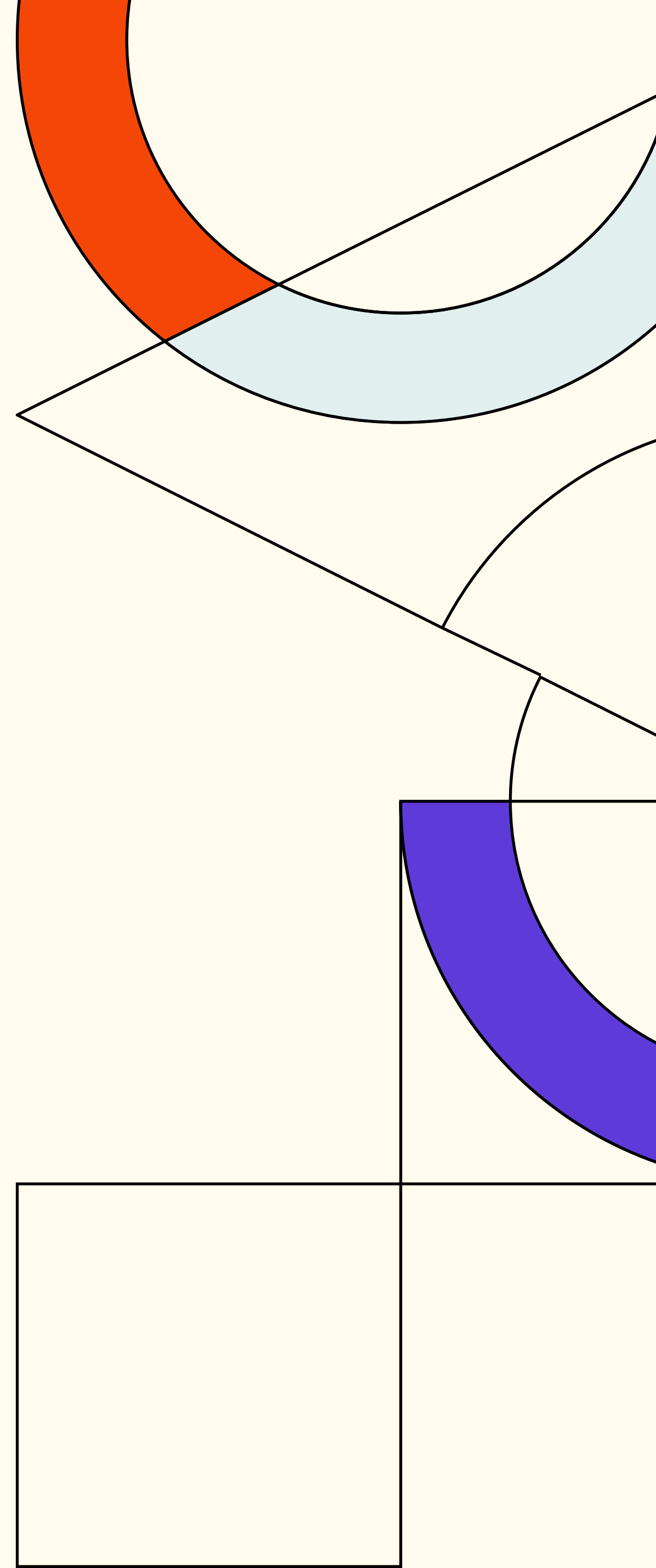
Christine Serlin

Editor | Multifamily Executive

Christine Serlin is editor of Multifamily Executive and one of the editors at Affordable Housing Finance and Builder. She has covered the affordable housing industry since 2001. Prior to that, she worked at several daily newspapers, including the Contra Costa Times and the Pittsburgh Tribune-Review.



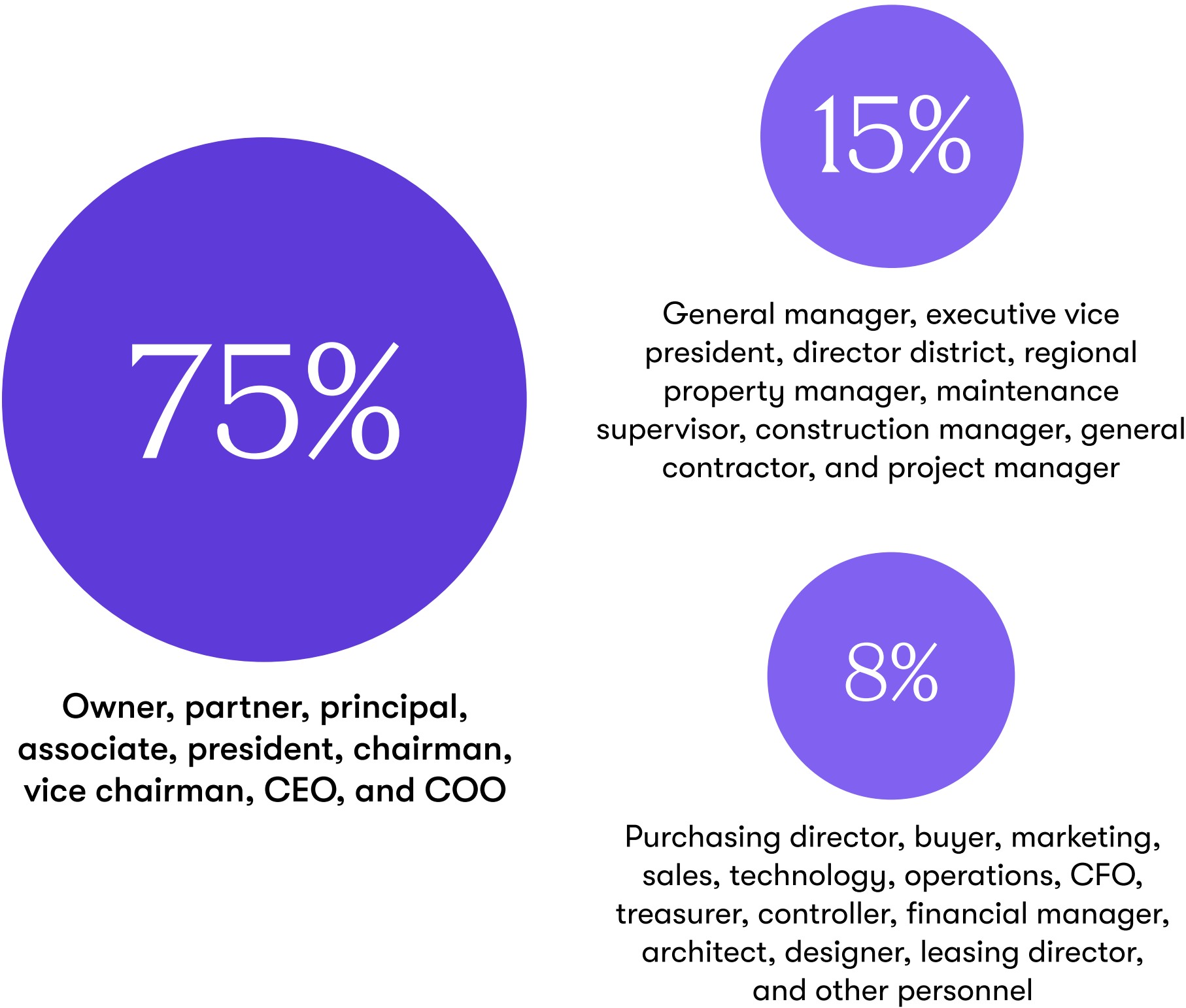
Audience



Our audience

Total Audience
95,000
Print, Digital, Site Registrations, Newsletter

20K+ leaders drive our readership



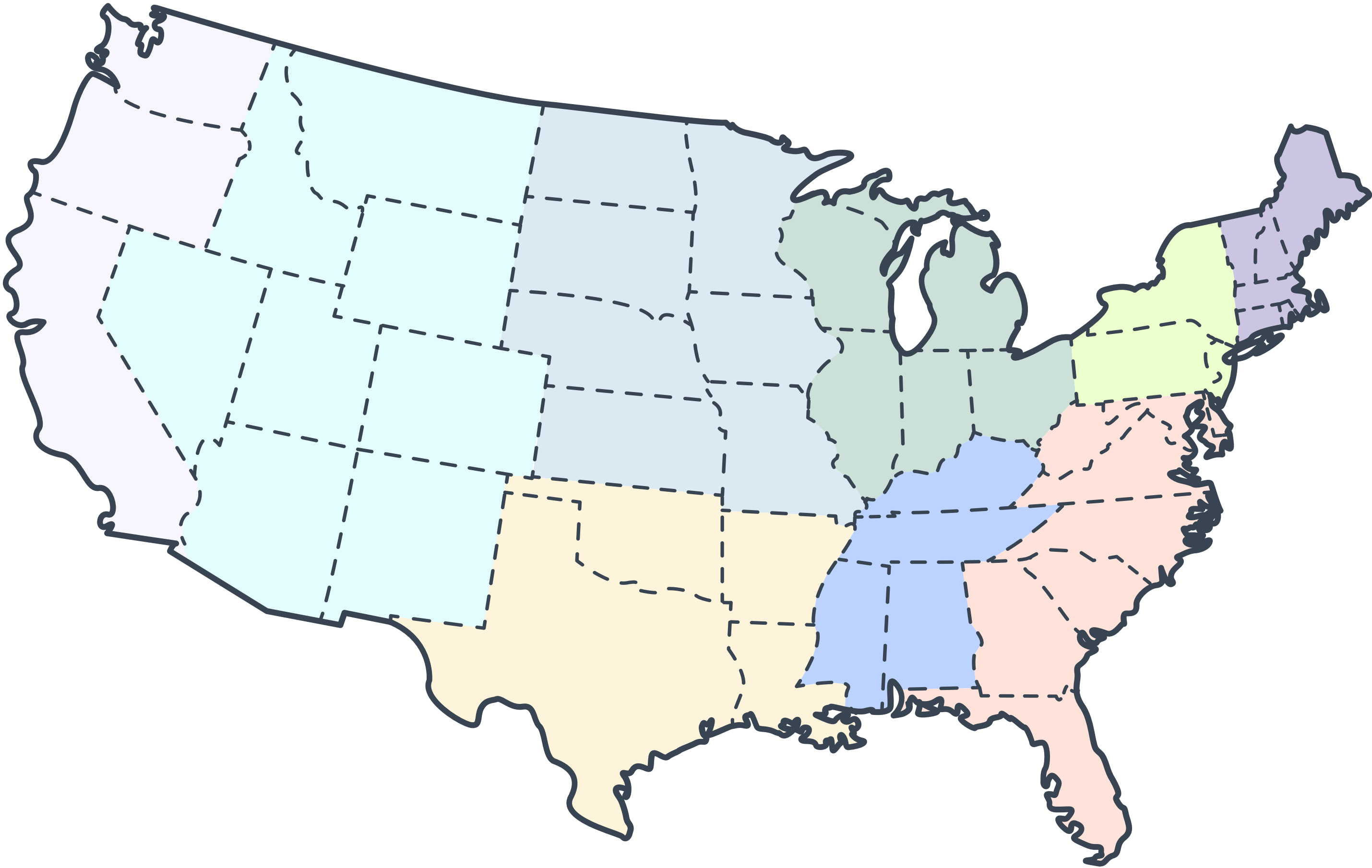
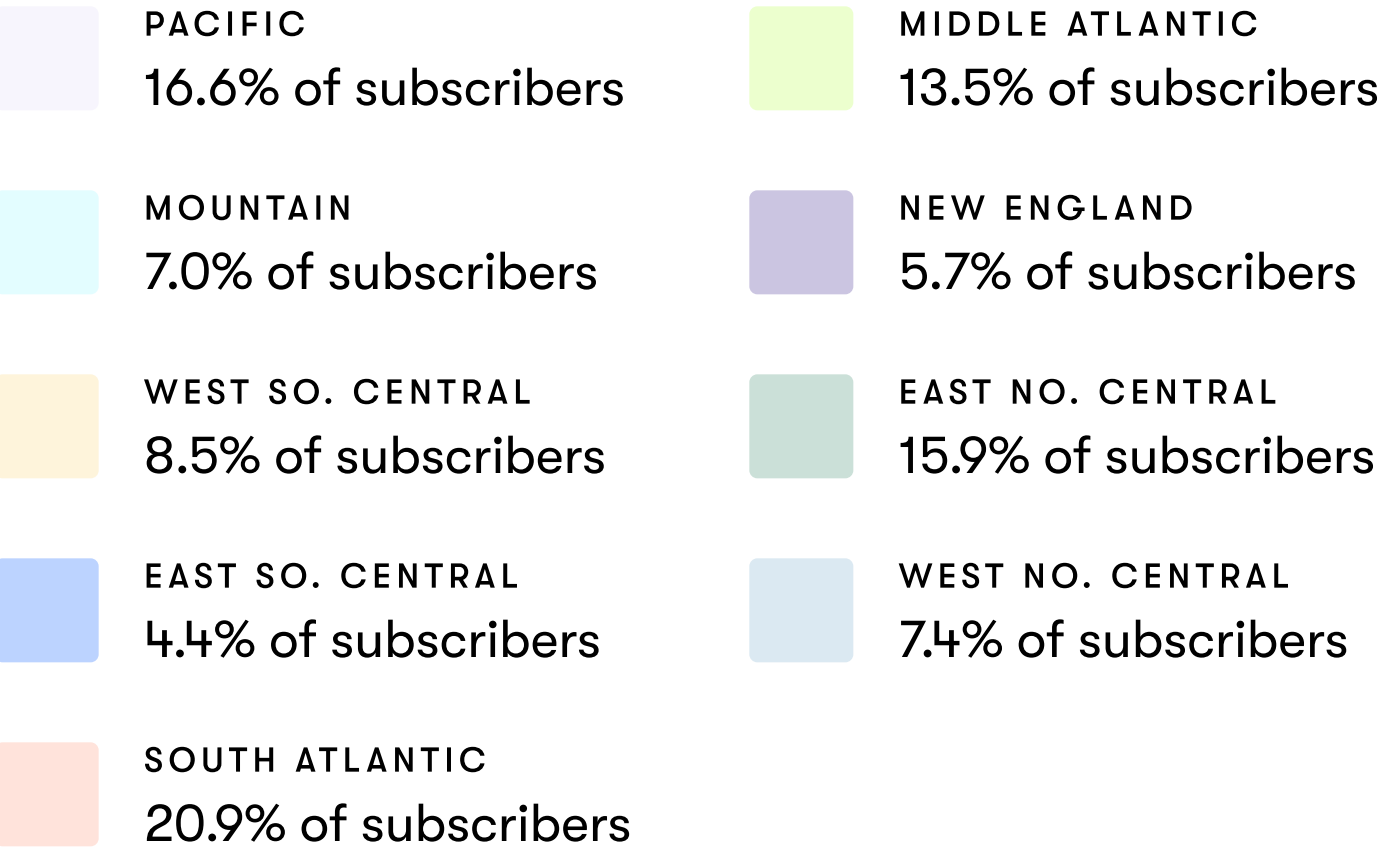
Activities

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

Manage (# of units)	13,455
2,500 and over	2,238
2,499 to 100	4,768
99 or less	6,449
Own (# of units)	13,150
2,500 and over	2,055
2,499 to 100	4,562
99 or less	6,533
Develop/Build (# of units)	12,607
500 and over	3,362
499 to 50	4,233
49 or less	5,012

Engaged subscriber base nationwide

Geographic Analysis of Magazine Print Circulation



402K+ total engagements

Website



GOOGLE ANALYTICS, 12-MONTH AVERAGE

75,012
AVERAGE MONTHLY PAGE VIEWS

Magazine



67,090
TOTAL CIRCULATION

Events



23,832
TOTAL ATTENDANCE

Newsletters

59,500
RECIPIENTS PER ISSUE
MULTIFAMILY EXECUTIVE NEWSLETTER, WEEKLY

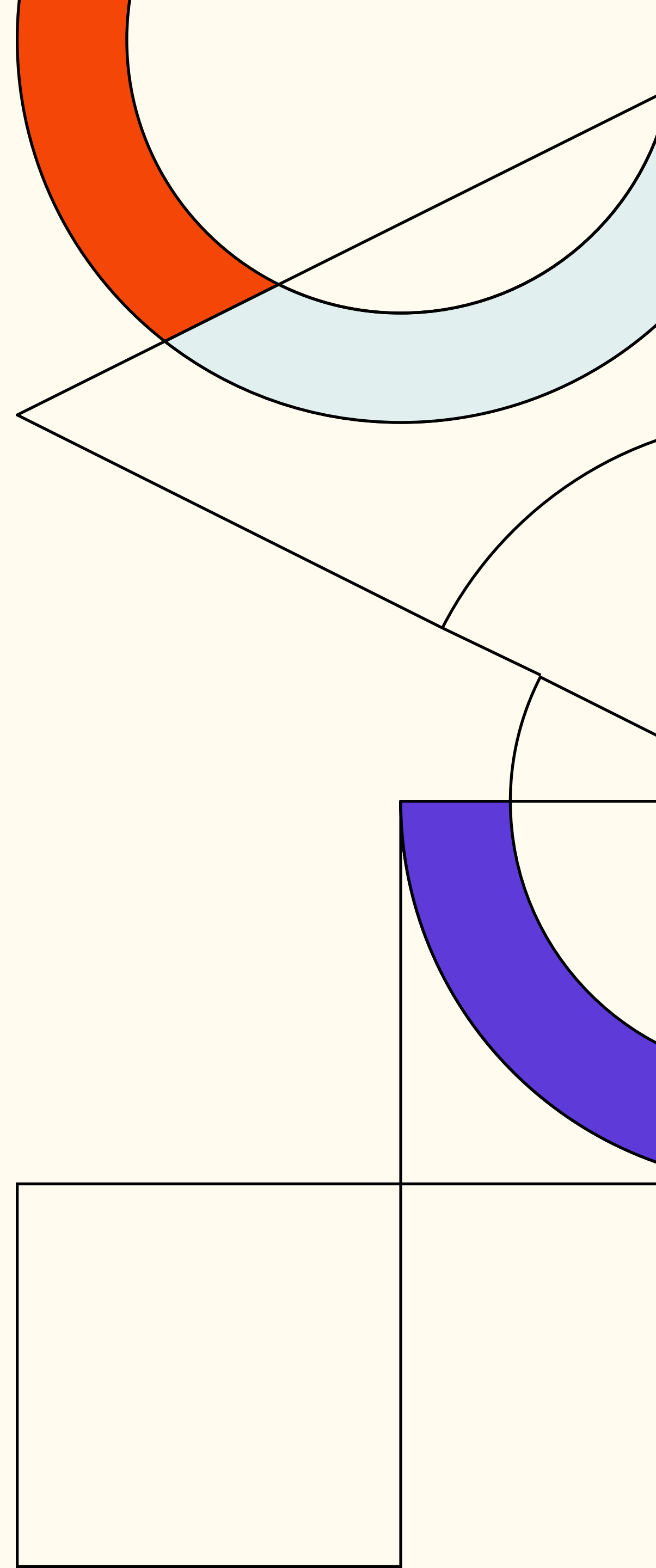
Social

AUGUST 2023

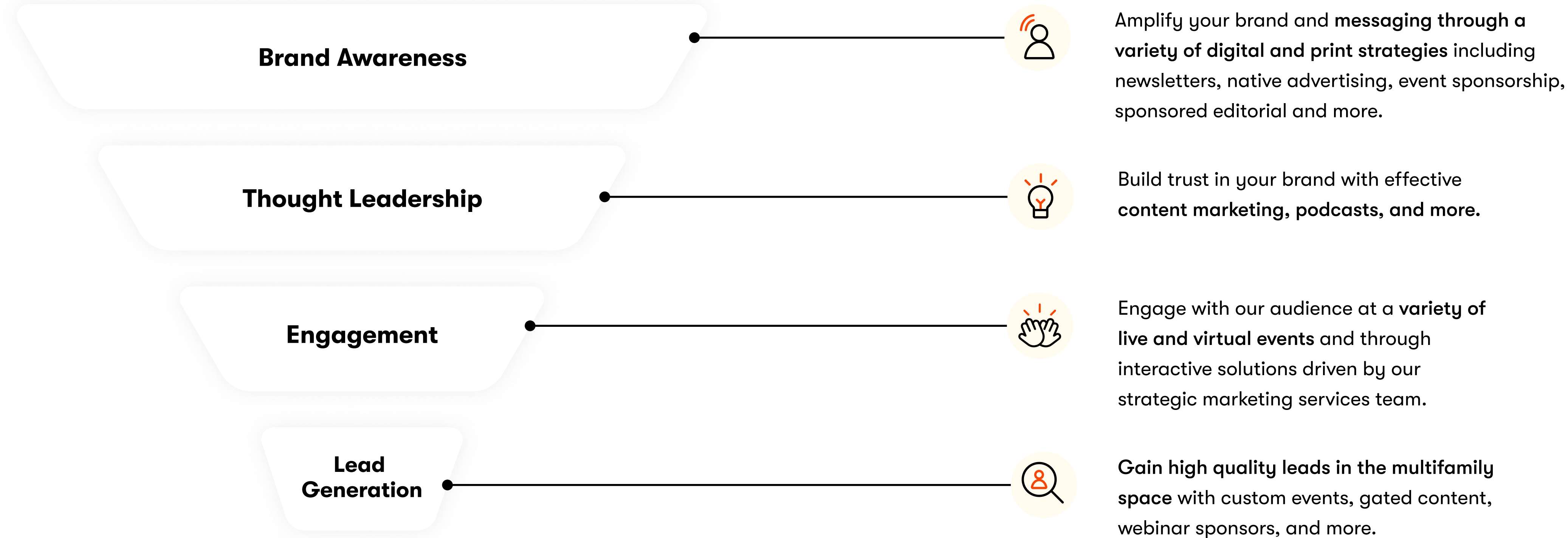
X 17,600+
f 4,500+



Solutions



A platform to achieve your goals across the sales cycle



Reach your audience using a variety of channels

1

Magazine

2

Website

3

Email

4

Events

5

Sponsored Media

6

Strategic Marketing

7

Advisory Services



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 47,000+ digital subscribers**, MFE is the No. 1 source for industry news and multifamily housing analysis, informing and connecting professionals across the marketplace.

With a legacy of 25 years in the industry, our publication consistently delivers high-quality content, reaching a trusted and respected audience of industry professionals. Seize the opportunity to showcase your brand to this influential readership.

Why MFE?

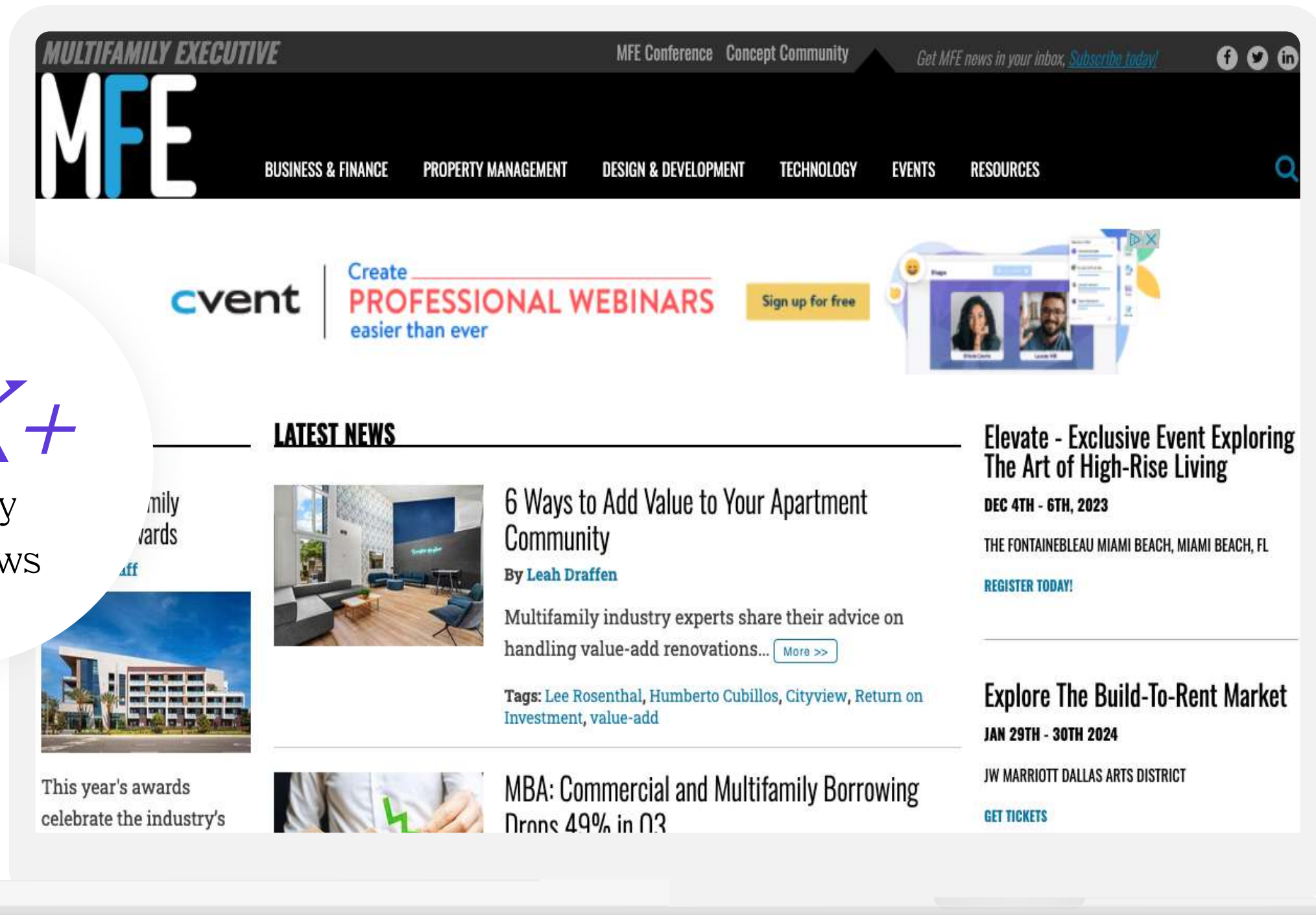
- **Access** to the industry's most notable and influential figures.
- **Insight** columns by industry experts.
- **Influential** content read by multifamily executive professionals.

Frequency: 6 issues per year



67K+
Subscribers

75K+
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 **39,000 unique visitors** per month.

Key Reports/Digital Announcements

- NMHC 50 Supplement: Rankings and Analysis Provided by NMHC
- NMHC 50 Profiles
- Development Case Studies
- Leadership Lessons
- Capital Markets Outlook



Multifamily Executive Newsletter

Get your brand in front of a highly engaged audience of **59,500 subscribers** who rely on the MFE newsletter to keep them informed on all the latest trends and insights in new residential construction.

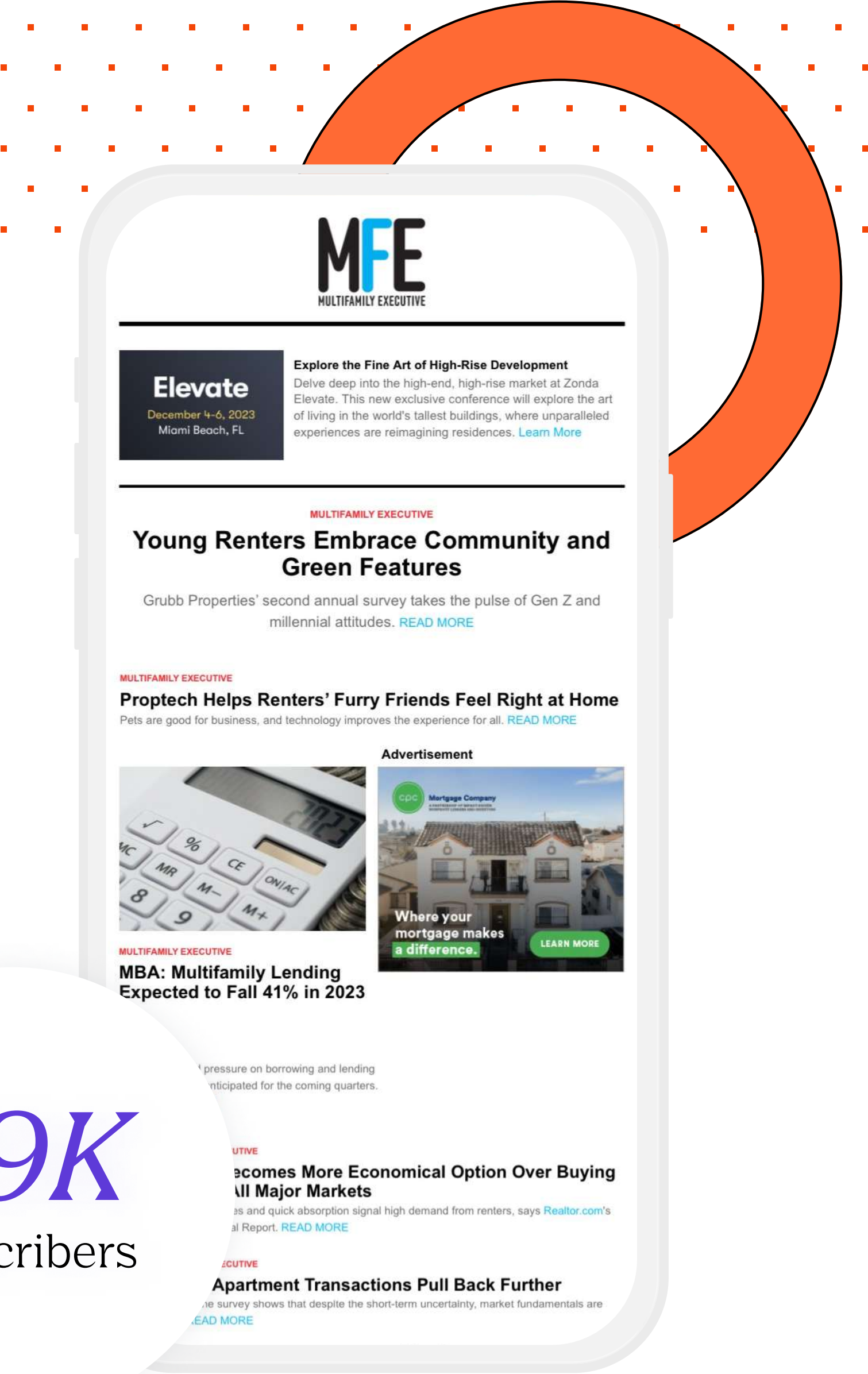
Why MFE Newsletter?

Get directly in the inbox of senior-level executives in the multifamily housing industry who trust the weekly MFE newsletter for the top headlines from multifamilyexecutive.com.

Frequency: 1 issue per week (Thursday)

Additional Email Opportunities:

Maximize your brand's exposure by leveraging our exclusive co-branded emails targeted to reach your valued audience segments.



59K
subscribers



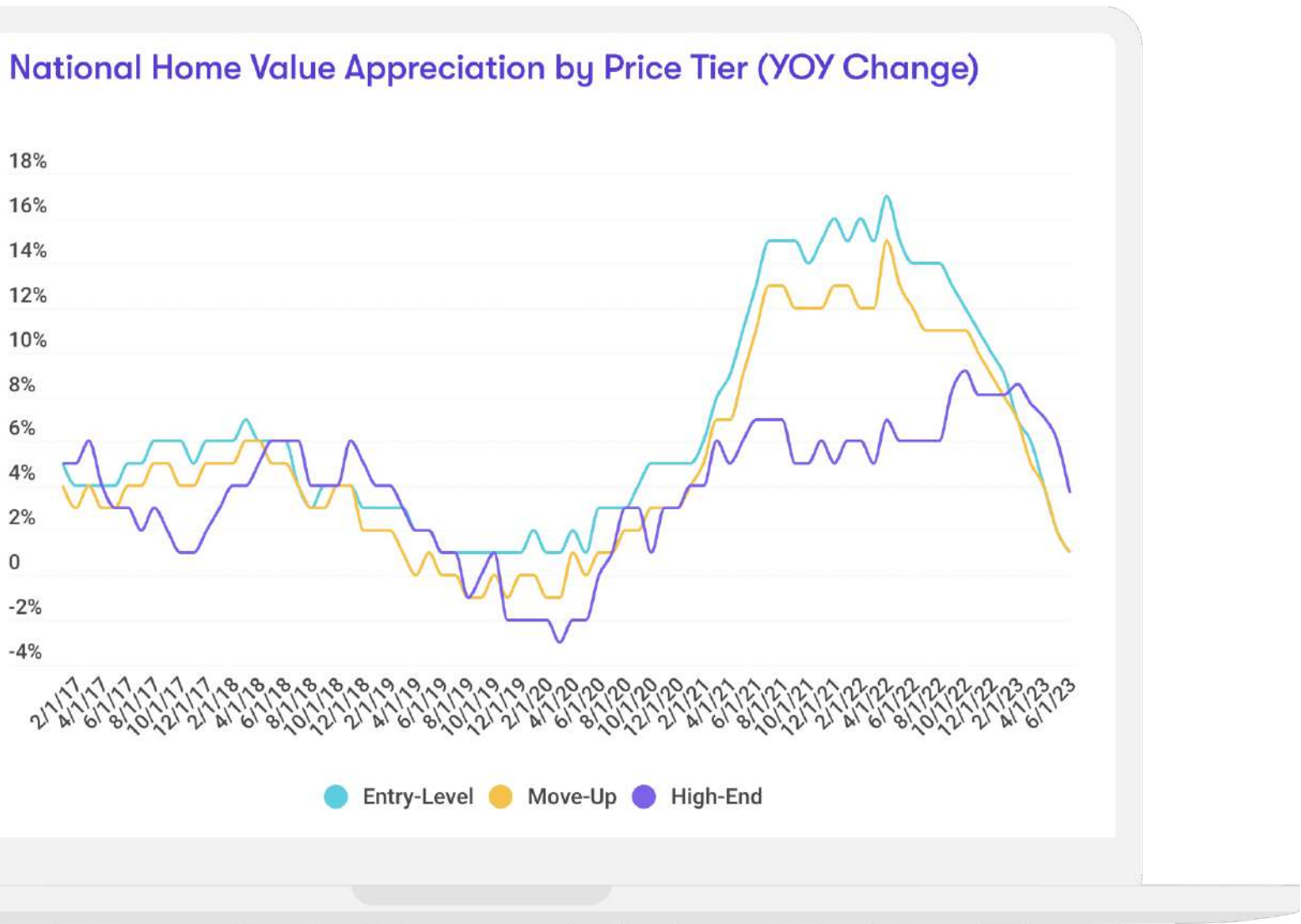
Multifamily Events

<div>Multifamily Executive Conference Fall 2024</div>	<p>Description: The premier multifamily national event for owners, operators, developers and architects.</p> <p>Audience: Titles such as VP Marketing, SVP of Real Estate, Managing Director, and CFO</p>	<p>On-site</p> <p>700-800 attendees</p> <p>Dallas, TX</p>	<div>AHF Live November 18-20, 2024</div>	<p>Description: 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>Audience: Affordable housing developers, owners, management firms, and state housing agencies</p>	<p>On-site</p> <p>1,800 attendees</p> <p>Chicago, IL</p>
<div>Multifamily Leadership Summit March 3 - 6, 2024</div>	<p>Description: The leading exclusive event for owners, operators, developers and architects. Meet with senior-level executives in a new, engaging way.</p> <p>Audience: Top-level executives: CEO, COO, Partner, Principal, President, Executive Director</p>	<p>On-site</p> <p>150-175 attendees</p> <p>Vail, CO</p>	<div>Future Place October 9-11, 2024</div>	<p>Description: Exploring the future of master plan communities & provides expert insight on how leading-edge innovations will reshape the future.</p> <p>Audience: Land developers, builders, architects, and engineers</p>	<p>On-site</p> <p>250-300 attendees</p> <p>Dallas, Texas</p>
<div>Multifamily Connections Fall 2024</div>	<p>Description: Engineered for deals to be made in an extremely efficient manner. Direct buyer-seller interaction is the mission.</p> <p>Leading Firms: American Land Ventures, Axiom Properties, Blue Ridge Cos., and more</p>	<p>On-site</p> <p>100-125 attendees</p> <p>Dallas, TX</p>	<div>Build-to-Rent January 29-30, 2024</div>	<p>Description: Explores Build-to-Rent market including today's state of the single family for rent industry and investment opportunities</p> <p>Audience: Senior builder leadership. Product, design, finance, and land directors</p>	<p>On-site</p> <p>350-400 attendees</p> <p>Dallas, TX</p>



Sponsored Media

Zonda hosts a variety of data driven webinars and podcasts followed by the leading builders in the industry. Position your brand as an integral part of the homebuilding conversation.



Housing Market Webinars (Outlook)

led by Zonda Advisory

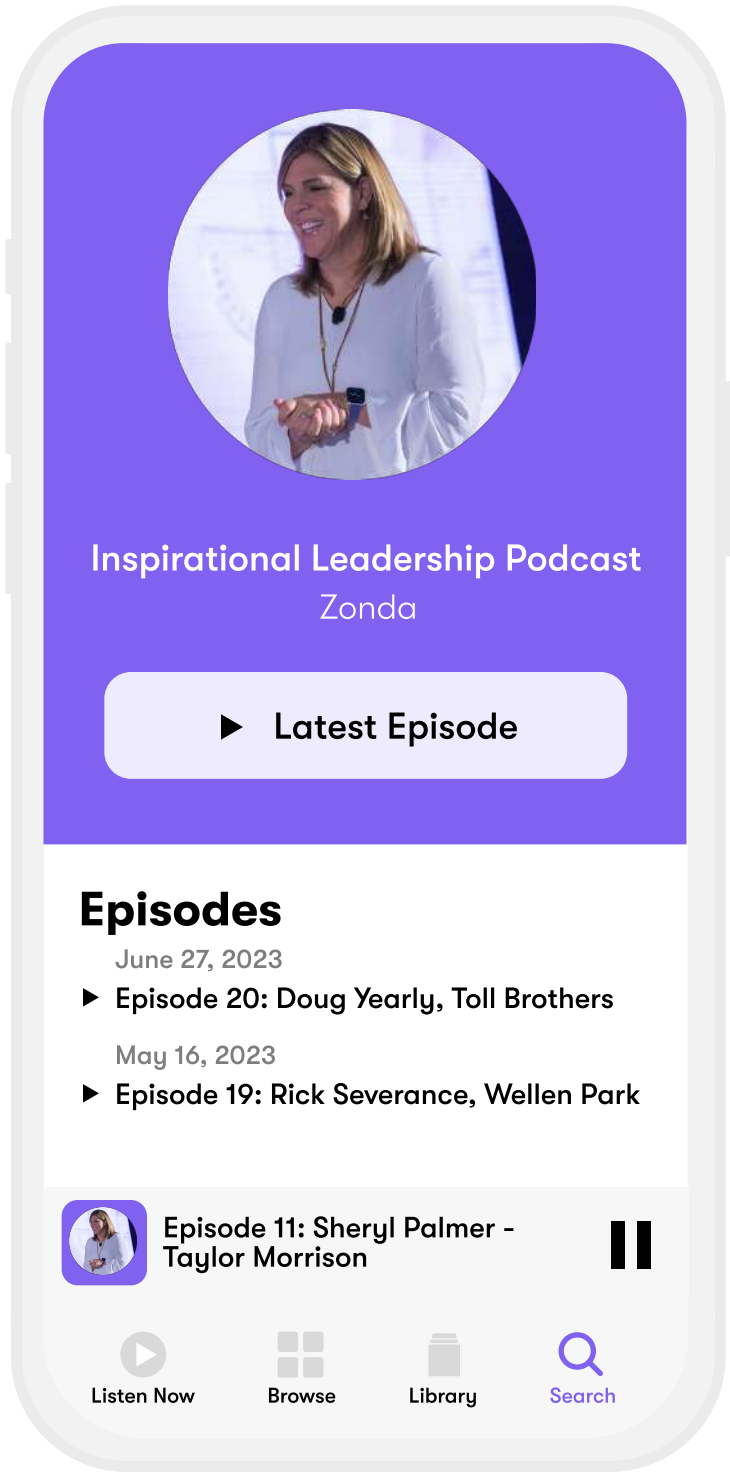
Connect with your targeted audience through exclusive webinars featuring our leading advisors.



Topics covered by our leading advisors include: Housing Market Updates, Quarterly Forecasts, Building Products, Multifamily, Mortgage, Housing and Product Trends



Audience varies based on your preferred targeted reach such as business developers, mortgage, building product manufacturers, banking, and finance.



Inspirational Leadership Podcast

hosted by Mollie Carmichael

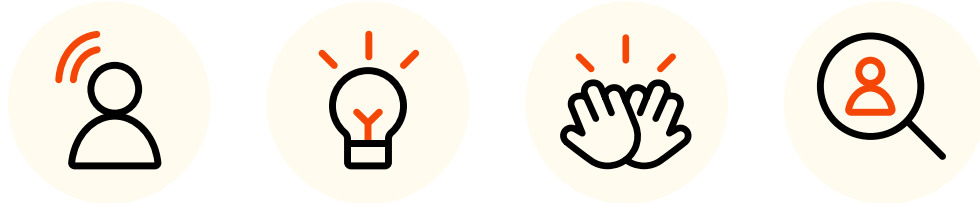
Engage professional audiences through a multimedia content-marketing solution embedded in a trusted editorial environment.



Monthly podcast led by housing expert Mollie Carmichael, featuring insightful personal conversations with key thought leaders in the housing industry.



Exclusively c-suite homebuilders and developers, top senior level executives in the homebuilding space



Tailored Marketing Solutions

Amplify your messaging and thought leadership with Zonda’s customized content marketing solutions designed to suit your unique goals, gaps, and budget. We have a proven track record leveraging media, data, and advisory services to create successful marketing practices.

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.

From content creation to leveraging insights to drive future efforts, our custom marketing solutions are designed to support you at every stage of the process.

Strategy

- Audience research
- Competitive analysis
- Content audits and strategy

Planning

- Digital and social media planning
- Communication plans
- Messaging platforms and brand launches

Execution

- Custom ad creative
- Multi-channel marketing solutions
- Lead gen and nurturing strategies

Assessment

- Evaluate performance against KPIs using a test-learn-evolve model
- Apply insights to drive future efforts

Tailored Marketing Solutions

Build a targeted package that aligns with every stage of the buyer’s journey.



Brand Awareness



Thought Leadership



Engagement



Lead Generation

Magazine

Subscribers: 20K+ Print, 46K+ Digital



Website

39K+ Unique visitors



Newsletters

59K+ Subscribers



Inspirational Leadership Podcast

205K+ Potential reach



Native Intel

300-500 Word article - cross platforms



Housing Market Webinars

16K+ Annual registrants



Cobrands

Targeted emails - 100% share of voice



Demand Gen

Qualified leads



Events

MFE Conference, AHF, Build-to-Rent



Product Bundles

Position your brand at the forefront of the most highly requested reports in the industry.

Lead Accelerator	Premier
	TOTAL VALUE: \$129,160
MFE Concept Community Founding Sponsor	1
Native Intel w/ Zonda provided Content	2
Full Page Print Ad (with Premium Position)	6
MFE Business Update Newsletter 300x250	12
MFE Conference Corporate Sponsor	1
MFE Connections Sponsor	1
	\$103,740 Package Price 20% Savings

Key Events	Premier
	TOTAL VALUE: \$117,960
Full Page Print Ad	4
Digital Edition Sponsor	4
MFE Business Update Newsletter 300x250	12
MFE Conference Corporate Sponsor	1
Cobranded email to MFE subscribers	40,000 recipients
	\$89,240 Package Price 24% Savings

Custom Advisory Solutions

Stay ahead with Zonda Advisory's team of experts.

We're the **#1** provider of data-driven insights powering the future of housing. Zonda Advisory combines experienced real estate and technology advisors with leading data to provide our clients with a clear perspective and a strategic path forward.

Our team of experts works closely with our clients to customize strategies and solutions that align with their specific needs. Advisors leverage Zonda's proprietary tools and real-time data to give our clients a distinct advantage.

Our expertise

Our multi-disciplinary team covers the entire spectrum of real estate product type:

- Master planned communities
- Multifamily
- Residential for sale
- Resort & international
- Commercial
- Community & product insights
- Build to rent
- Building products

30+

average years of housing industry experience

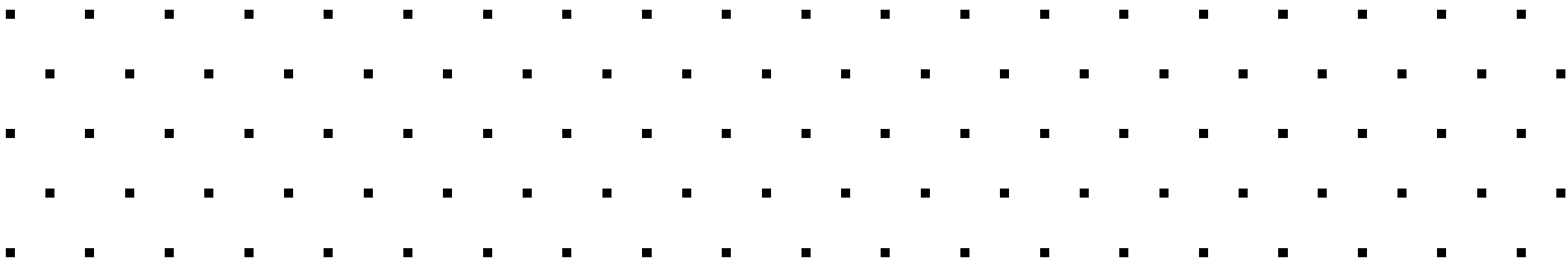
2000+

total annual engagements

40+

expert advisors

Content Calendar



	Additional Content	Shows and Distribution	Deadlines
January/February Industry Outlook	Operating Expenses 2024 Trends	NMHC Annual MFE Leadership Summit IBS Build-to-Rent	Print close date: 12/15/23 Ad materials due: 12/19/23
March/April Resident Experience	Leasing NMHC 50 Supplement: Rankings and Analysis Provided by NMHC	AIM	Print close date: 03/01/24 Ad materials due: 03/06/24
May/June Technology	Marketing NMHC 50 Profiles	Apartmentalize NCSHA Housing Credit Connect	Print close date: 04/16/24 Ad materials due: 04/19/24
July/August Construction	Financing Development Case Studies	N/A	Print close date: 05/23/24 Ad materials due: 05/30/24
September/October MFE Awards	Design Leadership Lessons	MFE Conference OPTECH	Print close date: 07/31/24 Ad materials due: 08/05/24
November/December Workforce Housing	Mixed-Income Capital Markets Outlook	AHF Live Elevate	Print close date: 10/03/24 Ad materials due: 10/08/24



Building the future
of housing™