BUSY, DISCERNING PROFESSIONALS CHOOSE CORENET GLOBAL AS THEIR GO-TO SOURCE FOR NEWS, INFORMATION AND INSIGHTS IN CORPORATE REAL ESTATE (CRE).

WHY CORENET GLOBAL?

• Timely, relevant content specifically targeted to executive Corporate Real Estate (CRE) end-users.
• Peer-authored case studies, white papers and feature articles covering topics that directly impact CRE — HR, IT, Finance, Energy, Sustainability, Geopolitics, Change Management, Economics and more.
• We invite our audience to engage in the global conversation around corporate real estate, which opens up multiple channels for new ideas, insights and practical applications.
• A variety of digital formats are available, from written to audio — giving CRE professionals access in their preferred format for consuming content.

GLOBAL COVERAGE

Across the globe, CRE professionals are exposed to CoreNet Global content.

• 6 continents
• 56 countries
• 200+ cities
• 50,000+ CRE professionals

Nearly anywhere in the world, you’ll very likely find some of the thousands of CRE professionals who consume CoreNet Global content.

Contact: Alex Bourbeau | Sr Director of Sales
+1 404.589.3212 | abourbeau@corenetglobal.org
Our readers are a diverse bunch. And discerning, too. What else would you expect from the folks who manage the real estate and workplace assets for the world's largest corporations — the corporations that represent the biggest names in manufacturing, financial services, technology, and retail?

34% Employed by Fortune 500 and Global 2000 Companies.

16.2 billion Collectively, our readers manage real estate portfolios totaling 16.2 billion square feet.

$1.6 trillion CoreNet Global members are responsible for real estate and workplace assets totaling $1.6 trillion.

105 The average number of full-time CRE employees among our readers’ organizations.

And when our readers want the tools to help them do their jobs better, they turn to CoreNet Global.

**INDUSTRIES REPRESENTED**

<table>
<thead>
<tr>
<th>Industry</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Technology</td>
<td>21%</td>
</tr>
<tr>
<td>Financial Services</td>
<td>19%</td>
</tr>
<tr>
<td>Consumer Products/Retail</td>
<td>6%</td>
</tr>
<tr>
<td>Insurance</td>
<td>6%</td>
</tr>
<tr>
<td>Manufacturing/Industrial</td>
<td>6%</td>
</tr>
<tr>
<td>Pharmaceutical/Life Sciences</td>
<td>6%</td>
</tr>
<tr>
<td>Business Services/Consulting</td>
<td>4%</td>
</tr>
<tr>
<td>Entertainment/Media</td>
<td>4%</td>
</tr>
<tr>
<td>Energy/Utilities</td>
<td>3%</td>
</tr>
<tr>
<td>Government Contractors</td>
<td>3%</td>
</tr>
<tr>
<td>Healthcare</td>
<td>3%</td>
</tr>
<tr>
<td>Automotive</td>
<td>2%</td>
</tr>
<tr>
<td>Construction/Engineering</td>
<td>2%</td>
</tr>
<tr>
<td>Distribution</td>
<td>2%</td>
</tr>
<tr>
<td>Government</td>
<td>2%</td>
</tr>
<tr>
<td>Legal</td>
<td>2%</td>
</tr>
<tr>
<td>Non-Profit</td>
<td>2%</td>
</tr>
<tr>
<td>Real Estate</td>
<td>2%</td>
</tr>
<tr>
<td>Telecommunications</td>
<td>2%</td>
</tr>
<tr>
<td>Advertising/Marketing/Public Relations</td>
<td>1%</td>
</tr>
<tr>
<td>Aircraft/Aerospace</td>
<td>1%</td>
</tr>
<tr>
<td>Transportation</td>
<td>1%</td>
</tr>
</tbody>
</table>

**CORENET GLOBAL MEMBERS HAVE CRE OPERATIONS / STAFF IN THE FOLLOWING MARKETS:**

- Ninety-two percent (92%) of participants' internal CRE organizations currently have operations and/or staff in the United States.
- Sixty-three percent (63%) of participants indicated that their internal CRE organizations currently have operations and/or staff in multiple geographic markets, 29% have operations in ALL the markets surveyed.

* Based on CoreNet Global membership data from 31 December 2019.

Contact: Alex Bourbeau | Sr Director of Sales
+1 404.589.3212
abourbeau@corenetglobal.org
**OUR USERS ARE YOUR BEST CUSTOMERS AND PROSPECTS**

No matter where your company fits in the overall corporate real estate sphere — location strategy, construction, architecture and design, workplace strategy, facilities management or elsewhere — *CoreNet Global* readers are responsible for hiring and managing services that you provide.

<table>
<thead>
<tr>
<th>Service</th>
<th>In-House</th>
<th>Fully Outsourced</th>
<th>Partially Outsourced</th>
</tr>
</thead>
<tbody>
<tr>
<td>Corporate Real Estate</td>
<td>71%</td>
<td>1%</td>
<td>28%</td>
</tr>
<tr>
<td>Asset Management/Real Estate</td>
<td>84%</td>
<td>2%</td>
<td>14%</td>
</tr>
<tr>
<td>Construction</td>
<td>12%</td>
<td>39%</td>
<td>49%</td>
</tr>
<tr>
<td>Corporate Services</td>
<td>52%</td>
<td>8%</td>
<td>40%</td>
</tr>
<tr>
<td>Development</td>
<td>38%</td>
<td>17%</td>
<td>45%</td>
</tr>
<tr>
<td>Environment (Corporate and Social</td>
<td>67%</td>
<td>2%</td>
<td>31%</td>
</tr>
<tr>
<td>Responsibility)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Facilities Management</td>
<td>31%</td>
<td>19%</td>
<td>50%</td>
</tr>
<tr>
<td>Human Capital</td>
<td>80%</td>
<td>1%</td>
<td>19%</td>
</tr>
<tr>
<td>Leasing and Administration</td>
<td>44%</td>
<td>14%</td>
<td>42%</td>
</tr>
<tr>
<td>Marketing/Communications</td>
<td>78%</td>
<td>4%</td>
<td>18%</td>
</tr>
<tr>
<td>Procurement</td>
<td>80%</td>
<td>1%</td>
<td>19%</td>
</tr>
<tr>
<td>Project Management</td>
<td>26%</td>
<td>12%</td>
<td>62%</td>
</tr>
<tr>
<td>Relationship Management</td>
<td>91%</td>
<td>-</td>
<td>9%</td>
</tr>
<tr>
<td>Sustainability</td>
<td>69%</td>
<td>1%</td>
<td>30%</td>
</tr>
<tr>
<td>Transactions</td>
<td>23%</td>
<td>16%</td>
<td>61%</td>
</tr>
<tr>
<td>Workplace Services/Space Planning</td>
<td>44%</td>
<td>12%</td>
<td>44%</td>
</tr>
</tbody>
</table>

Contact: Alex Bourbeau | Sr Director of Sales | +1 404.589.3212 | abourbeau@corenetglobal.org
## 2022/2023 EDITORIAL CALENDAR

<table>
<thead>
<tr>
<th>Month</th>
<th>Editorial due:</th>
<th>Topics</th>
</tr>
</thead>
</table>
| April   | Feb 15         | » Sustainability  
» Dizzying Demand for Industrial and Distribution Space  
» Corporate Real Estate Week |
| May     | Mar 15         | » Emerging Markets  
» Work/Life balance |
| June    | Apr 15         | » Facilities Management  
» Profiles of LGBTQ+ CRE Professionals  
» A Fresh Look at the Post-COVID Workplace |
| July    | May 15         | » Talent  
» University Relations  
» A Fresh Look at the Post-COVID Real Estate Portfolio |
| August  | Jun 15         | » Workplace Health and Wellness/Safety  
» Workplace Civility |
| September | Jul 15       | » Emergency Preparedness  
» Leadership  
» The Revolution in Retail Real Estate |
| October | Aug 15         | » Diversity and Inclusion  
» Diversity Awareness |
| November | Sep 15        | » Geopolitics, Business Continuity, Risk  
» CoreNet Global Summit |
| December | Oct 15        | » Technology  
» Human Rights in the Workplace |
| January | Nov 15         | » Work Enablement + HR&IT  
» Mentorship |
| February | Dec 15        | » Strategy & Portfolio Planning  
» Profiles of Black CRE Professionals  
» Geopolitics |
| March   | Jan 15         | » Employee Experience & Wellbeing  
» Profiles of Women in CRE |

Contact: Alex Bourbeau | Sr Director of Sales  
+1 404.589.3212 | abourbeau@corenetglobal.org
THE SOURCE APP SPONSORSHIP

The Source App
Get in front of the growing numbers of Source App users. Introduced in mid-2020, more than 20% of the CoreNet Global membership have downloaded the app. Content updated daily. Multiple options for advertising on the app, from individual topic areas or sponsored content to overall app sponsorship.

Sponsorship Opportunities:

Publishing Partner
Official App sponsor
• Sponsor recognition on the app landing page
• Recognition in emails, social posts/ads, and other communications about the app
• Recognition on website ads
• One free banner ad on Top News detail items on app
  (480 pixels X 50 pixels - smart phone; 800 pixels X 66 pixels - tablet)
  $2000/month; $4500 for 3 months*

News Listing Ads:
Integrated into the content listing (under “Top News”, “My News” or “Saved News”). News listing ads look like content items with image, title, description, and link to third party site. All News Listing Ads will have ‘Sponsored’ above the image.
• Top Ad – displayed at top of news feed
  1000 pixels X 600 pixels (same for phone and tablet devices)
  $1150/month – three spots available (one per news section: (Top News, My News or Saved News)

• 3rd placement – displayed in 3rd place in news feed - three spots available (one per news section: (Top News, My News or Saved News)
  $550/month*

General ads
• Ad placed on app based on date and will move down the list as data is synced
  1000 pixels X 600 pixels (same for phone and tablet devices)
  $300/month*

Sponsored App Content:
• Sponsored Content is informational, not promotional in nature.
• Sponsored Content can include images on the listing page.
• Content will look like CoreNet Global content items with image (optional), title, description, and link to full article.
• All Sponsored Content will have ‘Sponsored’ above the image.
  $750/item*

Banner Ad:
• Banner ads on text detail pages (not available for video or podcast).
• Ads link to your site
• Rotation every 5 secs if more than one ad exists
• Total of 9 spots available
  $500/month*
  (480 pixels X 50 pixels - smart phone; 800 pixels X 66 pixels - tablet)

Content and ads are subject to approval by CoreNet Global.

*Introductory pricing

Contact: Alex Bourbeau | Sr Director of Sales | +1 404.589.3212 | abourbeau@corenetglobal.org
CONTENT PLATFORMS SPONSORSHIPS

**What’s Next Podcast**
The CoreNet Global “What’s Next” Podcast puts CoreNet Global members on the front line of building community. Features thought-leaders from all aspects within the corporate real estate profession, and is available to CoreNet Global members as well as the general public worldwide through trusted podcast outlets. With podcasts released about twice monthly, and more than 80,000 listens from more than 50 countries, this 3-month sponsorship program is a great way to connect with a captive audience of real estate professionals.

*Exclusive Quarterly CoreNet Global “What’s Next” Podcast Sponsorship: $5,000*

3-month Sponsorship Includes:
- Logo featured on What’s Next Podcast page on the CoreNet Global website, hyperlinked to the URL of sponsor’s choice.
- Logo recognition on all communications related to the CoreNet Global What’s Next Podcast program during the sponsorship term.
- Three (3) sponsored What’s Next Podcasts (e.g. short sponsor’s message in MP3 format, 20 to 30 seconds maximum which will play prior to a podcast to be selected by CoreNet Global. Sponsor’s name to also be mentioned during the podcast as a sponsor’s spotlight break.
- First right of refusal for co-sponsorship of CoreNet Global Podcast Parlor at Summits in North America, EMEA, and APAC (total of 4 sponsors per Podcast Parlor, additional costs will apply).

**CNGtv**
CoreNet Global’s CNGtv is the channel for the latest news and happenings within corporate real estate starring CoreNet Global members and subject matter experts. Corporate real estate experts share insights, perspectives, and experiences with other members through CNGtv.

*Exclusive Quarterly CoreNet Global CNGtv Sponsorship: $2,500*

12-month Sponsorship Includes:
- Logo featured on CNGtv page on the CoreNet Global website, hyperlinked to the URL of sponsor’s choice.
- Logo recognition on all communications related to the CoreNet Global CNGtv program during the sponsorship term.
- Three (3) sponsored CNGtv video (e.g. short sponsor’s message in MP4 format, 20 to 30 seconds maximum which will play prior to a CNGtv video to be selected by CoreNet Global. Sponsor’s message to also be played during or at the end of the video based on its length as a sponsor’s spotlight break.
- First right of refusal for co-sponsorship of CoreNet Global CNGtv Studio at the North America, EMEA, and APAC Summits (total of 4 sponsors per CNGtv Studio, additional costs will apply).

**The Pulse Blog**
CoreNet Global’s The Pulse is where thought leaders share their relevant content and where corporate real estate professionals get the knowledge they need in order to perform better in their day-to-day functions. Associate your brand with this very powerful content vehicle.

*Exclusive Quarterly CoreNet Global “The Pulse” Blog Sponsorship: $2,500*

Sponsorship Includes:
1. Logo featured the Pulse Blog page on the CoreNet Global website during the sponsorship term.
2. Logo recognition on all communications related to the CoreNet Global The Pulse Blog program during the sponsorship term.

Contact: Alex Bourbeau | Sr Director of Sales
+1 404.589.3212 | abourbeau@corenetglobal.org
www.CoreNetGlobal.org

Showcase your ad directly on the CoreNet Global website. Visited by corporate real estate executives from around the world. We offer a variety of banner ad opportunities including leaderboards and box ads on pages throughout the site.

Leaderboard

Available on the CoreNet Global homepage at www.corenetglobal.org. This premier position provides your company with top exposure and quality traffic.
One position available. Space is limited to 20 companies.

Ad dimensions: 728px x 90px
File format: GIF or JPG
File size: 40k
Cost: $4950/annually

Leaderboard
728px x 90px

eLEADER®
The CoreNet Global eLEADER® is distributed weekly to 50,000+ corporate real estate executives, suppliers and key contacts with CoreNet Global. Issues feature hand-curated articles related to corporate real estate. With industry-leading open rates and full-service creative and account management teams, your company connects with your niche audience in a direct way they’re sure to see.

Horizontal Product Showcase
Showcase your latest product with this placement and include a photo, 5-word headline, 50-word description and link to your site.
Creative dimensions: 275x175
File format: GIF,JPG
File size: 40k
Cost: $3750/annually

For additional web advertising, including box and skyscraper ads, and eLEADER opportunities, visit:
http://mk.multibriefs.com/MediaKit/Audience/corenet

Contact: Alex Bourbeau | Sr Director of Sales | +1 404.589.3212 | abourbeau@corenetglobal.org
Professional Development Newsletter

The CoreNet Global Professional Development Newsletter is distributed monthly to 50,000+ corporate real estate executives, including members and other CoreNet Global key contacts. Issues feature hand-curated articles related to professional and career development within corporate real estate as well as information on seminars and offerings of our renowned MCR and QPCR programs.

Lower Leaderboard
- Per Mailing @ 1 per month: $500
- Per Quarter @ 3 per quarter: $1,300
- Per Year: $5,000

Middle Banner 1
- Per Mailing @ 1 per month: $350
- Per Quarter @ 3 per quarter: $1,000
- Per Year: $3,750

Middle Banner 2
- Per Mailing @ 1 per month: $300
- Per Quarter @ 3 per quarter: $800
- Per Year: $3,000

Box 1 and Box 2
300x250px
- Per Mailing @ 1 per month: $400
- Per Quarter @ 3 per quarter: $1,100
- Per Year: $4,000

Leaderboard and banners
728px x 90px

"The access [CoreNet Global provides] to cutting-edge research and relationship building with other members, ensures that, together, we can continue to explore the future of workplace and the importance of Corporate Real Estate."

Tarkett - CoreNet Global Strategic Partner and Global Summit Sponsor

Contact: Alex Bourbeau | Sr Director of Sales | +1 404.589.3212 | abourbeau@corenetglobal.org
OUR USERS WORK FOR TOP COMPANIES AROUND THE GLOBE, INCLUDING:

- ABB
- Cisco
- Microsoft
- NORTHERN TRUST
- Synopsys
- National Grid
- BMC
- Genentech
- Juniper
- IBM
- US Bank
- Open Society Foundations
- Corteva Agriscience
- Cognizant
- RBC
- Elastic
- FedEx Freight Systems
- LabCorp
- GSA
- The Boeing Company
- UnitedHealth Group
- Pfizer
- Chevron
- Unitex
- Jackson
- American Red Cross
- Fidelity
- LinkedIn
- Bank of America
- Vanguard
- Herman Miller
- United Therapeutics
- International Monetary Fund
- Covance
- Visa
- BP
- BASF
- The Chemical Company
- P&G
- TRAVELERS
- TU Delft
- Nike
- CHUBB
- Merck
- USAA
- Public Services and Procurement Canada
- The MITRE Corporation
- Firmenich
- P&G
- Travellers Insurance Group
- Informatica
- Oracle
- Humana
- Steelcase
- AIG
- Citizens Bank
- Lenovo
- Shell
- eBay Inc
- Kimberly-Clark
- Match Group
- HSBC
- Whirlpool Corporation
- Nestle
- Allstate
- SAP
- RBS
- eBay Inc
- BNY Mellon
- The Coca-Cola Company
- Ameriprise Financial
- Cambia Health Solutions

Contact: Alex Bourbeau | Sr Director of Sales | +1 404.589.3212 | abourbeau@corenetglobal.org
CoreNet Global’s first Resource Center page, devoted to helping corporate professionals navigate business continuity during the global pandemic, was the top visited page (after the home page) on www.corenetglobal.org during the height of the pandemic amid uncertainty about business continuity.

Building on that success and user needs, CoreNet Global is developing other, similar, topical Resource Centers devoted to Diversity, Equity, and Inclusion; Career Continuity and more to provide our members and website visitors with thought leadership resources.

Become a Resource Center sponsor and affiliate your brand with top topical resources.

Website - Resource Center Sponsor
- Leaderboard ad on resource center page of choice
- Ad dimensions: 728px x 90px
- File format: GIF or JPG
- File size: 40k
- Exposure on highly trafficked page, updated regularly (at least weekly)
- Links to page are featured on www.corenetglobal.org home page, in weekly eLEADER newsletter, on social media, and in periodic emails

$1000/month*

Contact: Alex Bourbeau | Sr Director of Sales | +1 404.589.3212 | abourbeau@corenetglobal.org