

A low-angle, upward-looking photograph of several skyscrapers against a clear, bright blue sky. The buildings are made of various materials, including brick and glass, and their lines converge towards the top of the frame. The central building is the tallest and most prominent, with a series of vertical lines running up its facade. To its left, a shorter building with a grid-like facade is visible. To its right, another building with a brick facade and a dark metal structure in the foreground is seen. The overall composition is dynamic and emphasizes the height and density of the urban environment.

**URBANLAND<sup>®</sup>**  
**2024 MEDIA KIT**



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# ADVERTISE WITH *URBAN LAND*

The Urban Land Institute is the oldest and largest network of cross-disciplinary real estate and land use experts in the world. ULI and its members are dedicated to shaping the future of the built environment for transformative impact in communities worldwide.

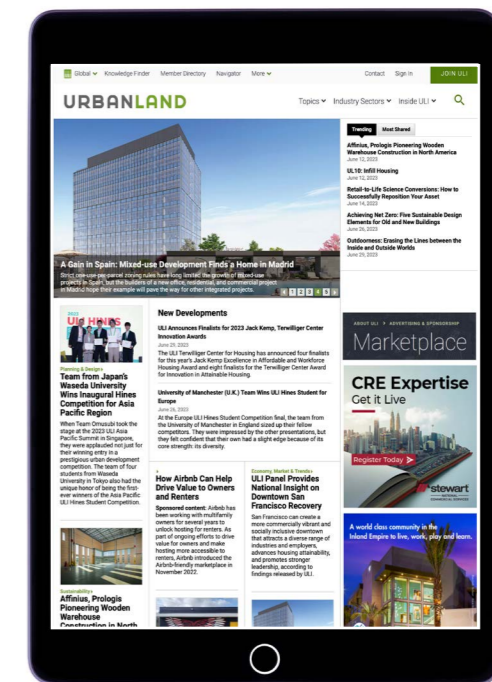
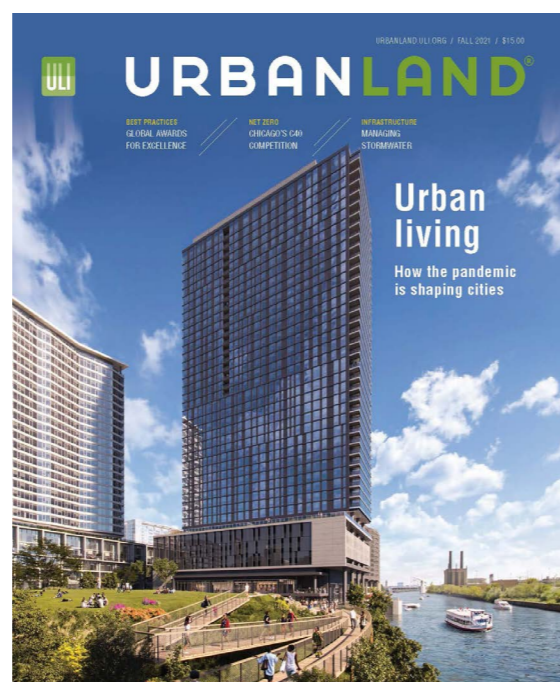
## REACH A GLOBAL AUDIENCE

ULI's flagship print publication, *Urban Land* magazine, and digital companion *Urban Land* online provide insight into leading trends and issues in real estate development, finance, design, and planning.

*Urban Land* magazine reaches more than 45,000 readers in over 80 countries. *Urban Land* online receives 1 million page views annually from more than 50,000 unique visitors.

## DELIVER YOUR MESSAGE TO INDUSTRY DECISION-MAKERS

*Urban Land* magazine's readers and members are leaders in real estate development and land use. They are prominent decision-makers in their profession and industry and include developers, building owners, lenders and capital providers, architects, planners, brokers, attorneys, academics, nonprofit officials, and public officials.



[VIEW URBAN LAND ONLINE](#)

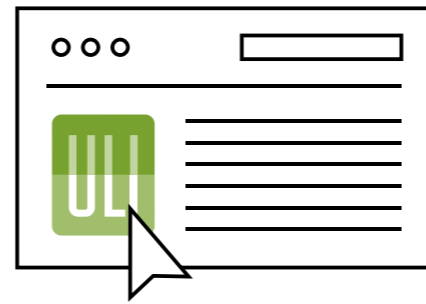


## URBAN LAND AT A GLANCE



**45,000+**

ULI members receive  
*Urban Land* print edition



**348,000+**

unique website visitors



**491,000+**

page views each year



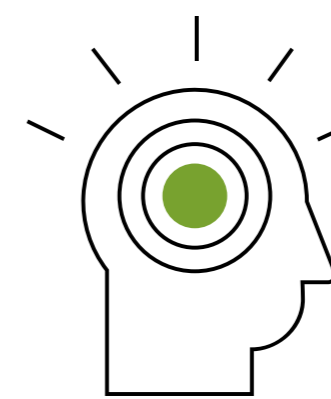
**105,000+**

subscribers receive  
“This Week in *Urban Land*” e-newsletter



**over 85%**

of recipients read  
“This Week in *Urban Land*”  
e-newsletter



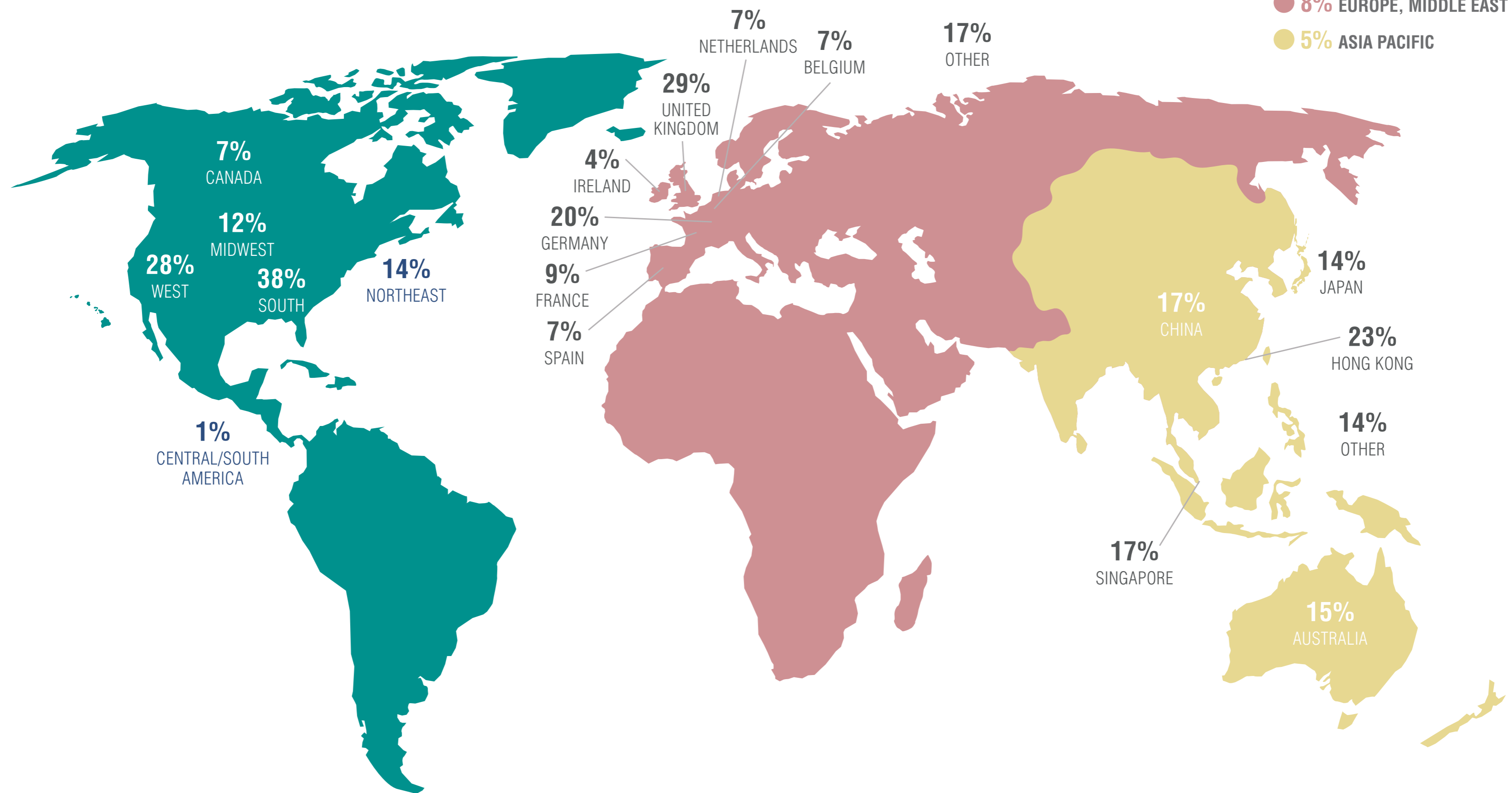
**60%**

of subscribers read *Urban Land*  
to gain awareness of and learn about  
products and services of related  
companies and organizations



# ULI'S MEMBERSHIP

- 87% AMERICAS
- 8% EUROPE, MIDDLE EAST & AFRICA
- 5% ASIA PACIFIC

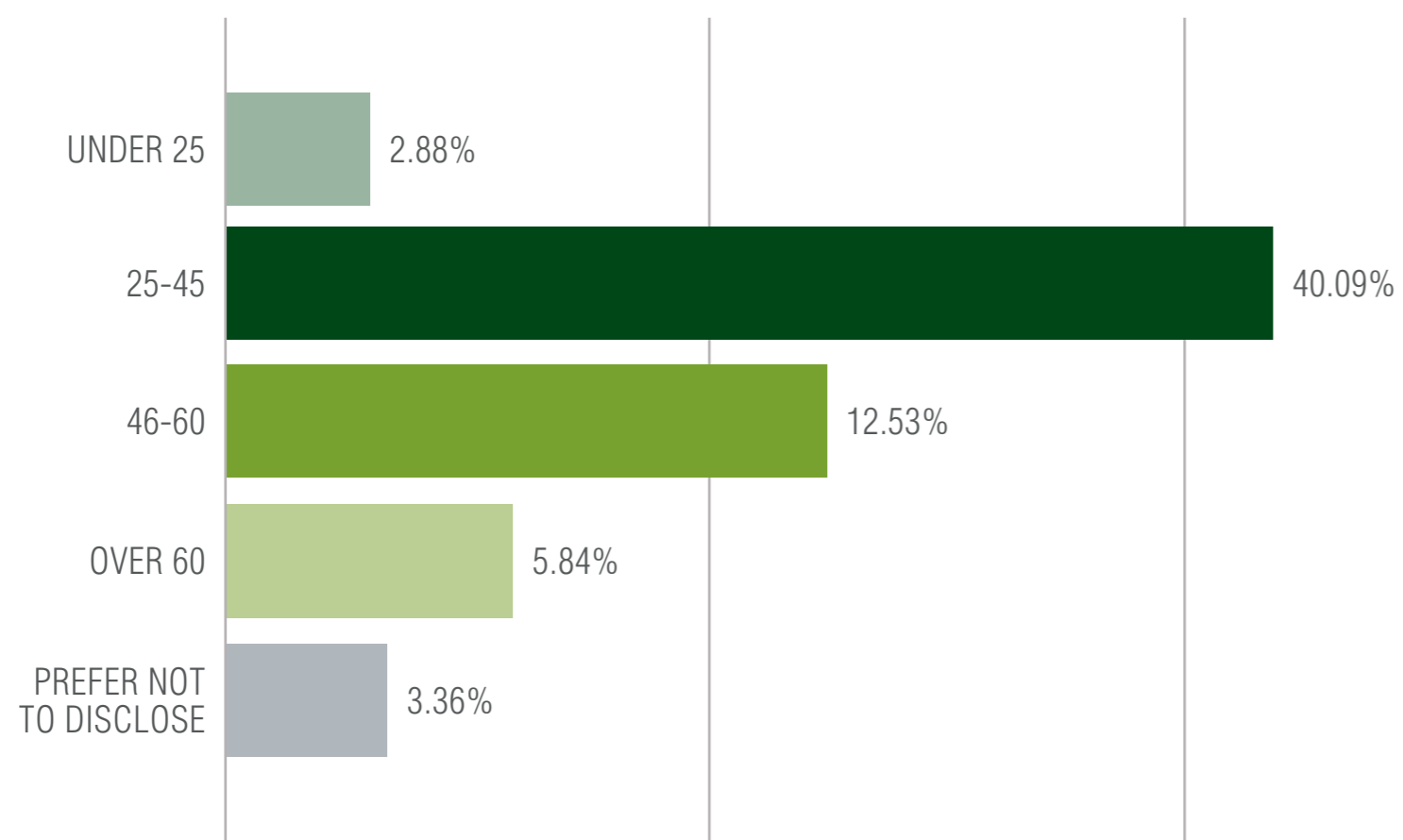


Percentages within each region represent share of region's membership.

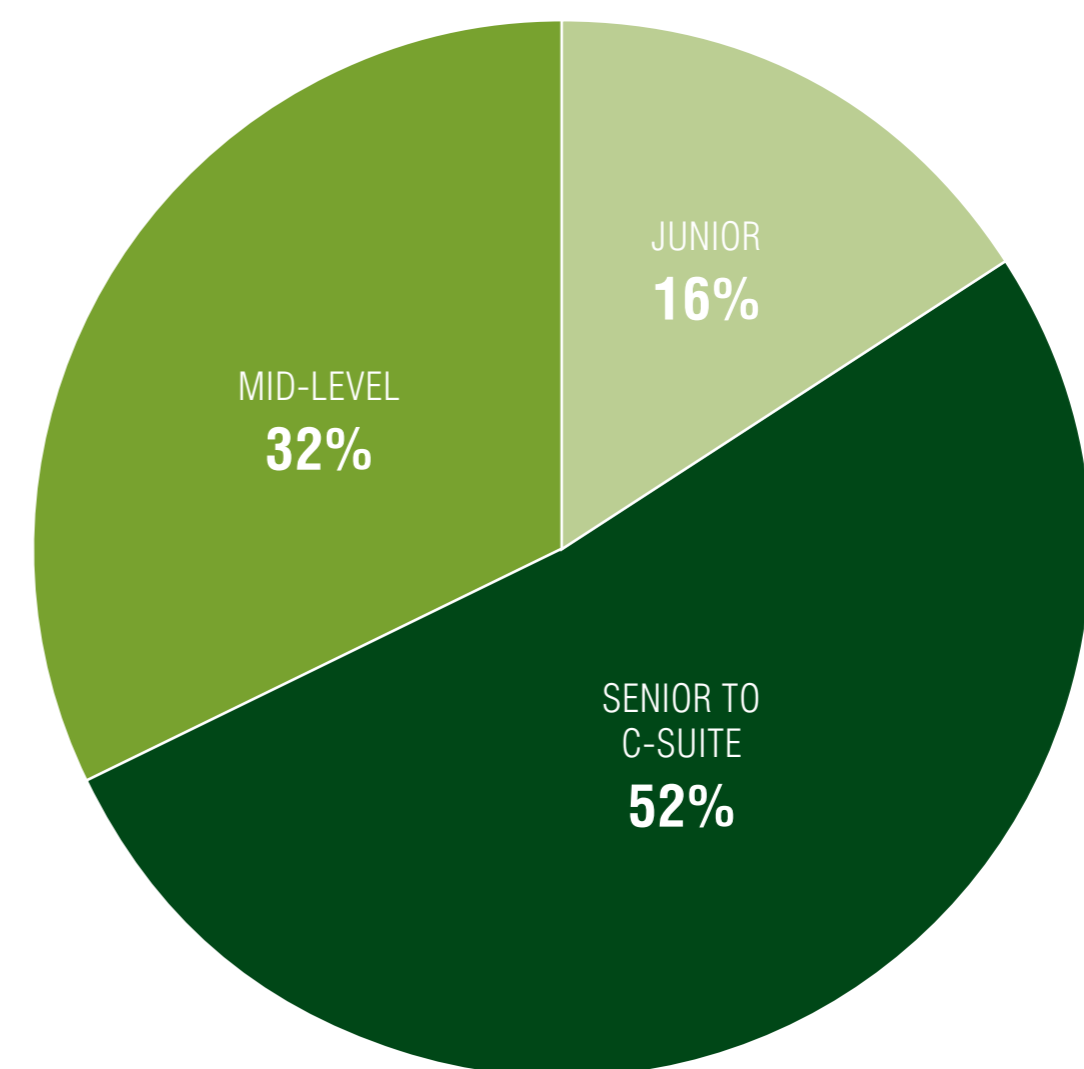


49,138 MEMBERS

## AGE



## CAREER LEVEL





# PRINT ADVERTISING

## FREQUENCY RATE PRICING

SIZE	1X	2X	3X	4X	5X
2-page spread	\$12,285	\$10,815	\$10,500	\$10,080	\$9,135
Full page	\$6,615	\$6,195	\$5,775	\$5,565	\$4,725
2/3 page	\$5,670	\$5,355	\$5,040	\$4,725	\$3,990
1/2 page	\$4,830	\$4,620	\$4,410	\$4,200	\$3,675
1/4 page	\$2,625	\$2,415	\$2,205	\$1,995	\$1,680
Inside front cover	\$8,715	\$8,400	\$8,085	\$7,770	\$7,455
Inside back cover	\$7,455	\$7,035	\$6,615	\$6,300	\$5,985
Outside back cover	\$10,815	\$10,290	\$9,765	\$9,240	\$8,400

**Circulation: 45,000**

Back Cover sold out, except for Winter 2024 issue

Inside Front Cover sold out

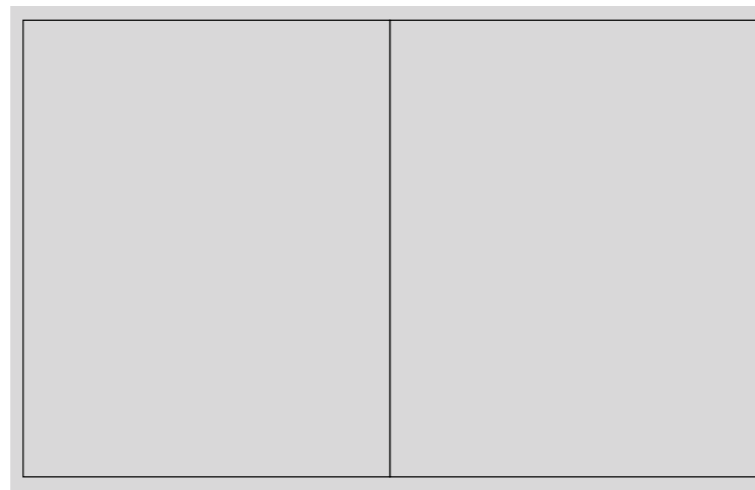
Special Placement Fee: \$500 Per Insertion



# PRINT ADVERTISING

AD SPECS + ARTWORK  
SUBMISSION GUIDELINES

[CLICK HERE TO VIEW SAMPLE](#)

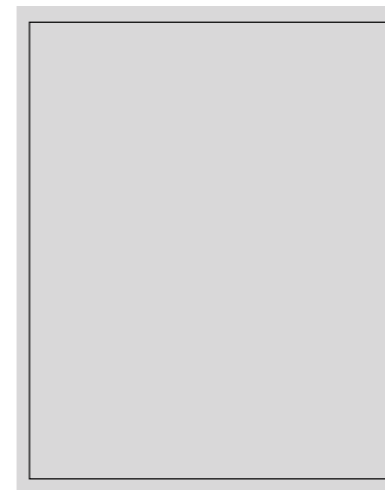


**2-PAGE SPREAD  
PLUS BLEED**

17 3/4" x 10 7/8"

Bleed: 1/8" Safety: 1/4"

[CLICK HERE TO VIEW SAMPLE](#)

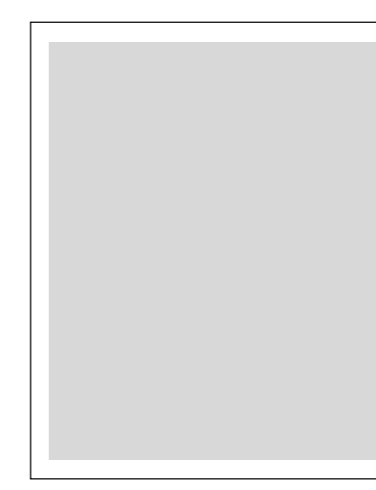


**FULL PAGE PLUS  
BLEED**

8 7/8" x 10 7/8"

Bleed: 1/8" Safety: 1/4"

[CLICK HERE TO VIEW SAMPLE](#)

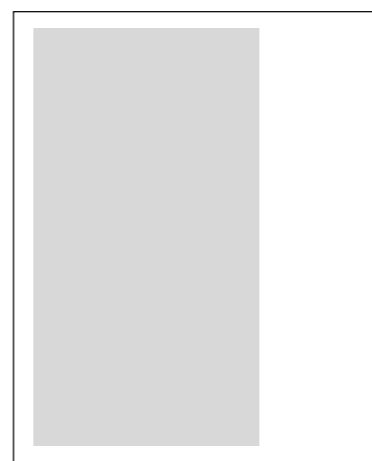


**FULL PAGE  
(NO BLEED)**

8" x 10"

Includes 2/5" white border around  
the ad image when printed

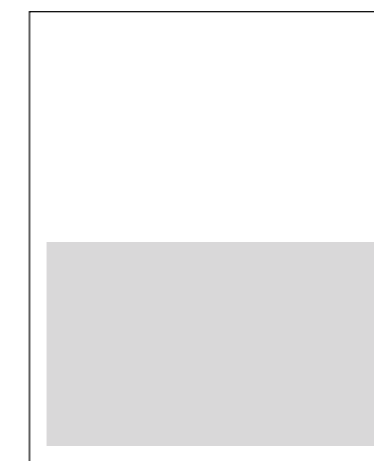
[CLICK HERE TO VIEW SAMPLE](#)



**2/3 PAGE  
VERTICAL**

5" x 9 7/8"

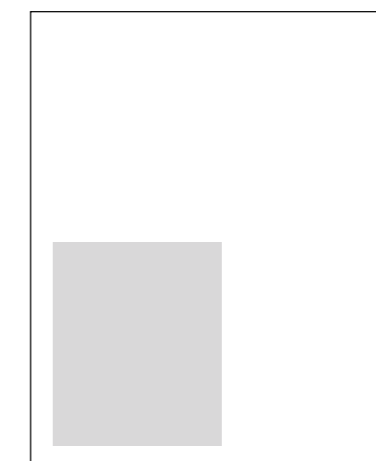
[CLICK HERE TO VIEW SAMPLE](#)



**1/2 PAGE  
HORIZONTAL**

7 5/8" x 4 7/8"

[CLICK HERE TO VIEW SAMPLE](#)



**1/4 PAGE**

3 5/8" x 4 7/8"





# DIGITAL ADVERTISING

## Sponsored Content

Posts are listed alongside website editorial and labeled “sponsored content.”

**RATE: \$4,500 PER MONTH**

### **PUSHDOWN**

960x100 Closed Banner; 960x300 Open Banner  
(includes “x” [close button] in right-hand corner)

**RATE: \$4,000 PER MONTH**

[CLICK HERE TO VIEW SAMPLE 960X100 CLOSED BANNER](#)

[CLICK HERE TO VIEW SAMPLE 960X300 OPEN BANNER](#)

### **LEADERBOARD**

728x90, 72dpi, 40kb max file size

**RATE: \$2,000 PER MONTH**

[CLICK HERE TO VIEW SAMPLE](#)

### **STANDARD**

300x300, 72dpi, 40kb max file size

**RATE: \$3,500 PER MONTH**

[CLICK HERE TO VIEW SAMPLE](#)

## E-Newsletter Banner Placement

*Urban Land* magazine’s weekly e-newsletter, “This Week in *Urban Land*,” reaches over 105,000 subscribers.

### **TOP**

600x99, 72dpi, 40kb max file size,  
static JPEG+URL

**RATE: \$3,500 PER ISSUE**

[CLICK HERE TO VIEW SAMPLE](#)

### **MIDDLE**

600x242, 72dpi, 40kb max file size,  
static JPEG+URL

**RATE: \$3,000 PER ISSUE**

[CLICK HERE TO VIEW SAMPLE](#)

### **BOTTOM**

600x99, 72dpi, 40kb max file size,  
static JPEG+URL

**RATE: \$2,500 PER ISSUE**

[CLICK HERE TO VIEW SAMPLE](#)



## Digital Edition Placement

The *Urban Land* digital edition mirrors the print issue and is available one week after the print issue is published.

### COVER

550x480, 72dpi, 50kb max file size,  
animated/static JPEG + URL

**RATE: \$8,000 PER ISSUE**

[CLICK HERE TO VIEW SAMPLE](#)

### SKYSCRAPER SET

120x600, 72dpi, 40kb max file size,  
animated/static JPEG + URL

**RATE: \$5,000 PER ISSUE**

[CLICK HERE TO VIEW SAMPLE](#)

### MOBILE BANNER

640X100, 1136X64, 72dpi, 25kb max file size,  
static JPEG + URL

**RATE: \$4,000 PER MONTH**

## Urban Land Marketplace

Looking to sell properties, post RFPs, RFQs, and more? Discover *Urban Land's* Marketplace – the perfect platform for organizations and brands like yours!

Join us today on *Urban Land's* Marketplace and take advantage of the ideal space to showcase your offerings and connect with potential buyers and partners.

**RATES: \$3,000 FOR 3-MONTH PACKAGE/\$1,000 PER MONTH**



**[EXPLORE URBAN LAND MAGAZINE DIGITAL EDITION](#)**



# 2024 DIRECTORY ADVERTISING

## 2024 *Education Programs* Directory

*Urban Land's* annual *Education Programs* directory provides a targeted marketing opportunity to showcase your college or university real estate development, architecture, urban planning, or community planning program, and other programs to our unique readership. The guide is published with the Winter issue and mailed to *Urban Land's* 45,000 subscribers. In addition, the digital version is posted on our website throughout the year, providing your school's programs with an additional 12 months of online exposure!

- Two-page profile spread: program profile plus full-page branding ad
- Directory mailed to *Urban Land's* 45,000+ readers with Winter issue, January 4, 2024
- Directory posted on *Urban Land's* [website](#) for one year
- Directory posted on ULI's Knowledge Finder – a key benefit allowing members to access the collective, global knowledge of ULI anytime, anywhere!

**PACKAGE RATE: \$6,000**

Sales Close: August 11, 2023

Materials Due: August 23, 2023

[CLICK HERE TO VIEW THE 2023 EDUCATION PROGRAMS DIRECTORY](#)

## Directory of Economic Development – Winter 2024

Make it easy for *Urban Land* readers to get in touch with you to learn about the benefits of doing business in your area by advertising in *Urban Land's* sixth annual “Directory of Economic Development”! The 2024 directory will be published with the Winter issue, January 4, 2024. Listings include logo, development office address, brief description of services, and contact information.

**LISTING RATE: \$1,500**

Sales Close: October 30, 2023

Listing Materials Due: November 9, 2023

[CLICK HERE TO VIEW THE 2023 DIRECTORY](#)

## Directory of Design & Architecture – Summer 2024

Make it easy for *Urban Land* readers to learn about your organization's unique architecture and design services by showcasing them in the 2024 “Directory of Design & Architecture.” The 2024 directory will be published in the Summer issue, June 28, 2024. Listings will include your firm's logo, company address, brief description of services, and contact information.

**LISTING RATE: \$1,000**

Sales Close: April 26, 2024

Listing Materials Due: May 10, 2024

[CLICK HERE TO VIEW THE 2023 DIRECTORY](#)



# PRINT AND DIGITAL ADVERTISING SUBMISSION INSTRUCTIONS

VISIT [ADSHUTTLE.COM](https://adshuttle.com) AND LOG IN. IF YOU ARE NOT ALREADY REGISTERED, CLICK THE “SIGN UP” BUTTON TO CREATE A NEW USER ACCOUNT. FOR THE DIGITAL ADVERTISING SUBMISSION PROCESS, EMAIL MARY SUMNER, [MARY.SUMNER@ULI.ORG](mailto:MARY.SUMNER@ULI.ORG).

## 1. Click “Start” on the homepage

### 2. Enter Submission Details

- From the Publication dropdown, choose “Urban Land”
- From the Issue dropdown, choose which issue your ad will run in
- In the Advertiser space, type your company name as you want it to appear in print
- Click Continue

### 3. Enter your Material Details

- Unit Headline – Company Name
- Product – Ad Campaign/Ad Issue
- Choose your ad size from the dropdown menu
- Choose your proof option
- Enter Notes (optional)
- Leave the Ad ID blank
- Click Save/Upload

### 4. Upload your file

- Click Browse to find ad
- Choose colors (should be CMYK)
- Click Continue

*\*Note: If your ad fails preflight, you will not be able to continue.*

## 5. If the ad passes all preflight requirements, you will be able to click “Next” to position the ad

- You can choose the positioning or click the “Center Image” button on the right
- Click save

## 6. Once the ad is uploaded, you can approve or reject the ad

### 7. Once approved, you can view preflight results

- If there are preflight warnings, you can accept and AdShuttle will still approve the ad.
- If you would like to make necessary adjustments, you may resubmit.

## 8. Choose to deliver now or later

### 9. Look for confirmation

Once you deliver your ad, you should receive a confirmation ticket from [AdShuttle@quadsystems.com](mailto:AdShuttle@quadsystems.com) with your ticket number and submission information.

All other guides, instructions, and user information needed for ad creation or to address preflight problems can be found on the top of the page once logged in to AdShuttle. For additional questions regarding ad submissions, contact:

AdShuttle Customer Service

Email: [support@workflow.qg.com](mailto:support@workflow.qg.com)

Phone: **866-774-5784**



# EDITORIAL CALENDAR

## Winter 2024

**ISSUE FOCUS: FINANCE & 2024 REAL ESTATE OUTLOOK**

EMERGING TRENDS IN REAL ESTATE

ANNUAL EDUCATION SPECIAL SUPPLEMENT

ANNUAL ECONOMIC DEVELOPMENT DIRECTORY

Sales Close: November 8, 2023

Ads Due: November 16, 2023

Published: January 4, 2024

Digital Edition Posted: January 11, 2024

## Spring 2024

**ISSUE FOCUS: HOUSING**

ULI SPRING MEETING, NEW YORK, NY

MEETING DATES: APRIL 8–11, 2024

CITY COVERAGE: NEW YORK

Sales Close: March 8, 2024

Ads Due: March 25, 2024

Published: April 24, 2024

Digital Edition Posted: May 8, 2024

## Summer 2024

**ISSUE FOCUS: ARCHITECTURE & DESIGN**

2024 DESIGN & ARCHITECTURE DIRECTORY

Sales Close: May 10, 2024

Ads Due: May 24, 2024

Published: June 28, 2024

Digital Edition Posted: July 11, 2024

## Fall 2024

**ISSUE FOCUS: URBAN LIVING**

ULI FALL MEETING, LAS VEGAS, NV

MEETING DATES: OCTOBER 28–31, 2024

CITY COVERAGE: LAS VEGAS

Sales Close: August 19, 2024

Ads Due: September 4, 2024

Published: October 4, 2024

Digital Edition Posted: October 15, 2024

A nighttime photograph of a city skyline, likely New York City, with numerous skyscrapers illuminated by lights. The sky is dark, and the lights from the buildings create a vibrant, blue-toned scene. The text is overlaid on the top half of the image.

# URBANLAND<sup>®</sup>

CONTACT **MARY SUMNER** TO LEARN MORE  
ABOUT ADVERTISING OPTIONS.

Mary Sumner, Director, Business Development / [mary.sumner@uli.org](mailto:mary.sumner@uli.org) / 202-753-4777