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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’s subscribers and other readers total 49,000+ in over 80 countries.

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 influential decision-makers in their profession and industry, including developers, building owners, lenders, capital providers, architects, planners, brokers, attorneys, academics, nonprofit officials, and public officials.

VIEW URBAN LAND ONLINE
URBAN LAND INSTITUTE
MEMBERSHIP

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

**AMERICAS**
- 37% SOUTH
- 29% WEST
- 14% NORTHEAST
- 12% MIDWEST
- 7% CANADA
- 1% CENTRAL/SOUTH AMERICA

**EUROPE, MIDDLE EAST & AFRICA**
- 11% EUROPE, MIDDLE EAST & AFRICA
- 6% ASIA PACIFIC

**ASIA PACIFIC**
- 24% UNITED KINGDOM
- 19% GERMANY
- 20% OTHER
- 14% FRANCE
- 6% NETHERLANDS
- 5% BELGIUM
- 8% SPAIN
- 4% IRELAND

48,612 MEMBERS WORLDWIDE

**AGE**
- 25–45 63%
- 46–60 21%
- Over 60 11%
- Under 25 5%

**CAREER LEVEL**
- Mid-level 35%
- Senior/ C-Suite 52%
- Junior 13%
DIGITAL ADVERTISING

URBAN LAND DIGITAL EDITIONS

DIGITAL EDITION HIGH IMPACT COVER
STARTING AT $8,400 PER ISSUE

DIGITAL EDITION SKYSCRAPER BANNER SET
STARTING AT $5,250 PER ISSUE

DIGITAL EDITION MOBILE BANNER
STARTING AT $4,200 PER ISSUE

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.

MEMBER RATE:
3 MONTH PACKAGE $3,150 PER MONTH $1,050

NON-MEMBER RATE:
3 MONTH PACKAGE $3,650 PER MONTH $1,550
Outlook for Mixed-Use Development: How Can Urban Mixed-Use Developments Succeed in the Post-Pandemic Era?

Experts speak about near-term prospects for development, challenges, and opportunities of obtaining financing in the current economic climate, strategies for balancing the mix of uses, ways mixed-use developments can better support local businesses, and other related trends.

READ MORE

"Missing Middle" Policies Beginning to Bend Cost Curve

Dan Parolek, an architect and urban designer and founder of Opticos Design, wrote a book on addressing the gap between single-family homes and large apartment complexes. Parolek recently spoke on a ULI webinar on housing solutions.

READ MORE


An analysis of hundreds of cities indicates that trips to CBDs in large cities (say, ones above 1.5 million residents) have plateaued around 60 percent of their pre-pandemic levels; smaller towns (for example, ones with fewer than 150,000 residents), in contrast, have fully bounced back.

READ MORE

From the Archives: In Milwaukee, a 25-Story Mass Timber Apartment Building Makes an Ascent

Hilco Redevelopment Partners' Melissa Schrock is spearheading the transformation of industrial-age assets, including former coal-fired power plants in Boston and one that once powered the nation's capital, into sustainable mixed-use hubs.

READ MORE

Can Urban Redevelopment Address Cities' Challenges? How a Former Architect Is Determined to Make That a Reality

Hilco Redevelopment Partners' Melissa Schrock is spearheading the transformation of industrial-age assets, including former coal-fired power plants in Boston and one that once powered the nation's capital, into sustainable mixed-use hubs.

READ MORE

Looking Forward to 2023 ULI Fall Meeting

For those attending the 2023 ULI Fall Meeting in Los Angeles, be sure to pick up a complimentary copy of Urban Land at the Convention Center.

We will have comprehensive coverage of the conference in next Monday's email.

Thanks to all of our attendees and sponsors.
SPRING 2025 EDUCATION PROGRAMS DIRECTORY

Showcase your college or university real estate development, architecture, urban planning, or community planning program!

- Two-page profile spread: program profile plus full-page branding advertisement.
- Directory will be published in Spring 2025 issue and sent to Urban Land subscribers.
- 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!

MEMBER RATE:
- FULL-PACKAGE: $6,300
- NON-MEMBER RATE: $6,800

SALES CLOSE & MATERIALS DUE: MARCH 3, 2025

SUMMER 2025 DIRECTORY OF REAL ESTATE PRODUCTS & SERVICES

This opportunity includes individual listings and full-page profiles of all the organizations involved in real estate, urban development, construction, finance, design, etc. The single listing option includes your organization name, logo, contact information and brief description of services. The full-page company profile option may include a detailed description of your organization's products & services, current & proposed projects, leadership headshots, contact information, etc.

MEMBER RATE:
- FULL-PAGE PROFILE: $5,250
- SINGLE LISTING: $1,050

SALES CLOSE & MATERIALS DUE: APRIL 25, 2025

NON-MEMBER RATE:
- FULL-PAGE PROFILE: $5,750
- SINGLE LISTING: $1,550
2025 EDITORIAL CALENDAR

**SPRING**
**HOUSING**
2025 EDUCATION DIRECTORY

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**ISSUE FEATURES:**
Outlook for Residential Neighborhood Development
Student Housing Trends
Senior Housing State of the Market
Multifamily PropTech
Affordable Housing Finance
Bonus Distribution: ULI Spring Meeting Denver

**SUMMER**
**ALTERNATIVE ASSETS**
2025 REAL ESTATE PRODUCTS & SERVICES DIRECTORY

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**ISSUE FEATURES:**
UL10 Life Sciences
Outlook for Data Center Development
Data Centers
Medical Office
Self-storage
Build to Rent

**FALL**
**FUTURE OF CITIES**

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**ISSUE FEATURES:**
UL10 Adaptive Use Residential
Outlook for Equitable Development
Meeting City Focus: San Francisco
5 Inspiring Urban Renewal Projects
Transportation Infrastructure
Bonus Distribution: ULI Fall Meeting San Francisco
CONTACT MARY SUMNER TO LEARN MORE ABOUT ADVERTISING OPTIONS.

MARY SUMNER
DIRECTOR, BUSINESS DEVELOPMENT
MARY.SUMNER@ULI.ORG
202-753-4777