



PUBLISHER'S AUDIENCE STATEMENT | June 2017

Mission Statement

MULTIFAMILY EXECUTIVE provides senior-level owners, operators, and developers coverage of all segments of multifamily housing, from construction to management to finance.

FIELD SERVED

Qualified recipients are Multifamily Property Owners/Management/Builders/Developers and Rehab/Renovator and Remodelers

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients include Owners/Partners/Principals/Associates, Presidents/Chairmen/Vice-Chairmen/CEO's/COO's, Directors, EVP's/VP's/AVP's, CFO's/Treasurers/Controllers, Financial Mangers/Analysts/Advisors, CIO's, MIS & Technology Managers or Staff, General Managers, District/Regional Managers/Property Managers, Marketing/Sales: VP's/Directors/Managers/Representatives, Building/Maintenance Supervisors, Leasing Directors/Managers/Coordinators, General Contractors, Engineers/Architects/Designers, Construction Managers, Purchasing Directors/Buyers, Project Managers and others allied to the field.

Established: 1996

Issues per year: 9



EXECUTIVE SUMMARY

Below are the Average contacts per occurrence, including frequency per period reported.

MULTIFAMILY EXECUTIVE MAGAZINE (5 issues this period)

	NON-PAID	PAID	AVERAGE
	20,700	0	20,700

DIGITAL

52,239

Website Traffic:
Average Monthly
Users

126,906

Website Traffic:
Average Monthly
Page Views

59,978

Multifamily Executive
Newsletter Recipients
Per Issue
(52 issues per year)

37,344

Apartment Finance
Today Newsletter
Recipients Per Issue
(25 issues per year)

SOCIAL MEDIA



12,900

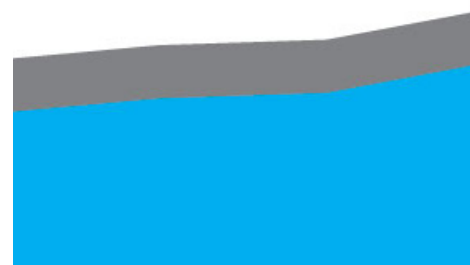


2,005



4,244

TOTAL AUDIENCE IS GROWING



Digital Print

Print includes qualified print subscribers. Digital includes web users, digital edition recipients and newsletter recipients.

PRIMARY BUSINESS	
Multifamily Property Owner/Mgmt./Builder/Developer, Rehab/Renovator/Remodeler	TOTAL: 20,700

ACTIVITIES OF MULTIFAMILY PROPERTY OWNERS/MGMT BUILDERS/DEVELOPERS	
Property Management	8,354
Owner	10,130
Builder/Construction	7,645
Developer	6,775

** Note: 2,935 (14%) of subscribers indicated that they have all three activities, ownership vs. management vs. development

PRIMARY BUSINESS BY TITLE	
	MULTIFAMILY PROPERTY OWNER/MGMT/ BUILDER/DEVELOPER, REHAB/ RENOVATOR/REMODELER
Owner/Principal/Associate	11,245
President/Chrm/VChrm/CEO/COO	3,056
Director	1,105
EVP/VP/AVP	1,545
CFO/Treasurer/Controller	468
Financial Manager/Analyst/Advisor	441
CIO, MIS & Technology Manager or Staff	141
General Manager	1,214
District/Regional Manager/Property Manager	645
Marketing/Sales: VP/Dir/Mgr/Rep	328
Building/Maintenance Supervisor	30
Leasing Director/Manager/Coordinator	45
General Contractor	80
Engineer/Architect/Designer	45
Construction Manager	86
Purchasing Director/Buyer	29
Project Manager	197
TOTAL	20,700



FIRMS TOTAL ANNUAL ACTIVITY IN EACH OF THE FOLLOWING AREAS OF INCOME PROPERTY:

MANAGE	
MANAGE	MULTIFAMILY PROPERTY OWNER/MGMT/ BUILDER/DEVELOPER, REHAB/RENOVATOR/ REMODELER
Over 5,000 Units	2,075
2,500 - 4,999 Units	902
1,000 - 2,499 Units	1,270
500 - 999 Units	1,299
100 - 499 Units	2,980
99 or less Units	7,039
TOTAL	15,565

OWN	
OWN	MULTIFAMILY PROPERTY OWNER/MGMT/ BUILDER/DEVELOPER, REHAB/RENOVATOR/ REMODELER
Over 5,000 Units	1,822
2,500 - 4,999 Units	934
1,000 - 2,499 Units	1,261
500 - 999 Units	1,227
100 - 499 Units	2,603
99 or less Units	7,233
TOTAL	15,080


DEVELOP/BUILD	
DEVELOP/BUILD	MULTIFAMILY PROPERTY OWNER/MGMT/ BUILDER/DEVELOPER, REHAB/RENOVATOR/ REMODELER
Over 1,000 Units	2,249
500 – 999 Units	1,374
250 – 499 Units	1,461
100 - 249 Units	2,135
50 – 99 Units	2,946
49 or less Units	7,101
TOTAL	17,266

ASK ABOUT OUR MULTIFAMILY PROGRAMS


Washington Gas

metrostudy


LATEST NEWS




GI Partners to Sell Waypoint Rentals to Colony Starwood Homes
More than 3,100 single-family properties will fetch \$815 million. [View >>](#)
Tag: Mergers and Acquisitions, Single Family




New Miami Condos Cater to City-Loving Buyers
The pair of towers in Brickell City Centre comprise 390 luxury residences each. [View >>](#)
Tag: Condominiums, Condo Trends, Condo Sales, Design Trends, High-Rise




Mixed-Use: Multiple Opportunities for Access Control
Multifamily properties are including mixed-use aspects such as retail and office. [View >>](#)
Tag: Technology, Commercial Projects, Multifamily Building, Property Management
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How to Manage Pests During Renovations and Construction
By Hope Bowman
Without the proper precautions, you could unwittingly build rodents and other. [View >>](#)
Tag: Sanitation, Maintenance, Pests, Building Maintenance, Western Pest Services




5 Things Residents Need to Know About Pests
By Hope Bowman
In an ideal world, all residents would do their part to keep their units—and, in. [View >>](#)
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A Strategist's Guide to Artificial Intelligence
As the technology becomes relevant to business, firms must decide what role to play. [View >>](#)
Tag: Technology, Business, artificial intelligence



Yardi: Rents Rise by 1.5% Nationwide in May
By Mary Salomon
Prices increase for third straight month, but rate of growth drops to 2011 lows. [View >>](#)
Tag: Rent Trends, Economic Conditions, Research, Supply and Demand, Rents




Common Rooms Go Flexible, Functional, and Furry
Properties work to woo new residents with multi-use common areas and helpful. [View >>](#)
Tag: Amenities, Appliances, Laundry Facilities
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REALPAGE



Zappos

M/E PRESENTS:

ORA POWER RANKINGS

POWERED BY J. TURNER RESEARCH

Top 10 NMHC 50 Managers

1. Bousso

2. AvalonBay Communities, Inc.


3. Gables Residential

3. MAA

4. AIMCO

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MULTIFAMILY

Building Consensus for Affordable Housing



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GEOGRAPHICAL ANALYSIS OF MAGAZINE CIRCULATION

STATE	TOTAL QUALIFIED	PERCENT
Maine	79	
New Hampshire	89	
Vermont	40	
Massachusetts	565	
Rhode Island	77	
Connecticut	312	
New England	1,162	5.6%
New York	1,254	
New Jersey	683	
Pennsylvania	905	
Middle Atlantic	2,842	13.7%
Ohio	761	
Indiana	374	
Illinois	928	
Michigan	610	
Wisconsin	487	
East No. Central	3,160	15.3%
Minnesota	362	
Iowa	189	
Missouri	392	
North Dakota	61	
South Dakota	54	
Nebraska	120	
Kansas	191	
West No. Central	1,369	6.6%
Delaware	60	
Maryland	500	
Washington, DC	91	
Virginia	630	
West Virginia	76	
North Carolina	629	
South Carolina	231	
Georgia	656	
Florida	1,428	
South Atlantic	4,301	20.7%

STATE	TOTAL QUALIFIED	PERCENT
Kentucky	243	
Tennessee	380	
Alabama	243	
Mississippi	93	
East So. Central	959	4.6%
Arkansas	96	
Louisiana	211	
Oklahoma	127	
Texas	1,463	
West So. Central	1,897	9.2%
Montana	81	
Idaho	101	
Wyoming	31	
Colorado	499	
New Mexico	83	
Arizona	384	
Utah	208	
Nevada	162	
Mountain	1,549	7.5%
Alaska	58	
Washington	455	
Oregon	239	
California	2,521	
Hawaii	123	
Pacific	3,396	16.4%
United States	20,635	99.7%
US Territories	65	0.3%
Canada	-	
Mexico	-	
Other International	-	
APO/FPO	-	
	-	
	-	
	-	
TOTAL QUALIFIED CIRCULATION	20,700	100%

Revenue grows on Yardi
Yardi Realtime

Learn More

MULTIFAMILY EXECUTIVE BUSINESS UPDATE

MFE

2017 MFE CONCEPT COMMUNITY
Survey: Next-Gen Products Make More Money for Developers and Builders
Two-thirds of respondents say the products yield 15% higher sales prices. [Read More](#)

BUSINESS AND FINANCE
2017 MFE CONCEPT COMMUNITY
7 Reasons the Benefit of BIM is Now
Building information modeling offers design, construction efficiencies. [Read More](#)

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THE NEW YORK TIMES MAGAZINE
Inside the Kushner Cos. Real Estate Firm Taking Maryland Residents to Court
Baltimore-area writers complain about a neglectful owner few of whom know is President Trump's son-in-law. [Read More](#)

RECENT INVESTMENT
MULTIFAMILY EXECUTIVE
Top 10 Properties by Online Reputation in the 50 States and D.C.
Is your community featured in this month's GRA Power Rankings? [Read More](#)

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REAL ESTATE AUCTION
ONLINE: JUNE 10 • LENDER DIRECTED SALE
6.875± BEACHFRONT AC
Biloxi, MS
SUGG. OPENING BID: \$750,000
RECENT APPRAISAL: \$3,345,400
Approved for 124 multi-family units and Beachfront Hotel
Hilco Real Estate 855.755.2300
HilcoRealEstate.com

TOP 100 DEVELOPERS
2017 MFE CONCEPT COMMUNITY
Consumers Want Green Design to Yield Greenbacks
Next Gen Development shows what consumers want from sustainability—cost savings. [Read More](#)

MULTIFAMILY EXECUTIVE
Living on the Edge
Cantilevered sky pool gives Houston tower's residents a unique view. [Read More](#)

THE NEW YORK TIMES
Developers Target Transit-Oriented Communities As Residents Ditch Driving
Young workers who prefer walking, train are reshaping developers' plans. [Read More](#)

MULTIFAMILY EXECUTIVE
Shea Homes Unveils Bay-Area Luxury Development
Vagabond will encompass 60 flats and townhomes with garages, lifts, home offices. [Read More](#)

MULTIFAMILY EXECUTIVE
6 Tips for Creating a Workspace Amenity
Commercial architect Bob Fox of Fox Architects details the most prominent trends in hot office spaces that developers can use in their own amenities. [Read More](#)

PRODUCTS
MULTIFAMILY EXECUTIVE/INTEL, BROUGHT TO YOU BY VAPORPOOL CORPORATION
Ventless Dryers Provide Practical, Energy-Efficient Solution for Builders and Designers
Laundry facilities have always proved to be a challenge in multifamily dwellings. [Read More](#)

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