



URBAN LAND[®]
2025 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.



49,000+

Read *Urban Land's* quarterly print editions



932,000+

page views each year
323,000+ active users each year



89,000+

subscribers receive
This Week in Urban Land e-newsletter
over 32% open rate



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.

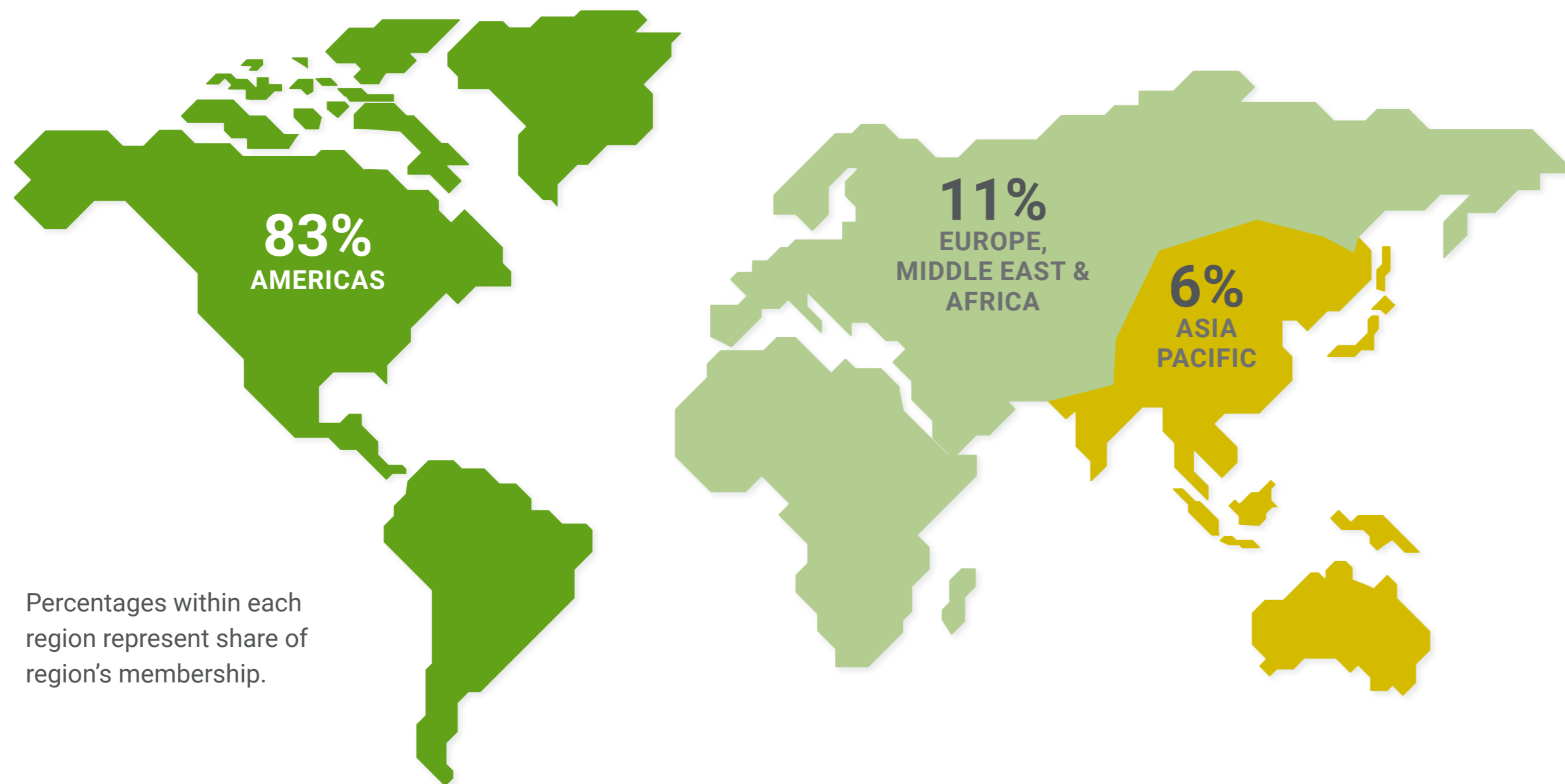


DELIVER YOUR MESSAGE TO INDUSTRY DECISION-MAKERS

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

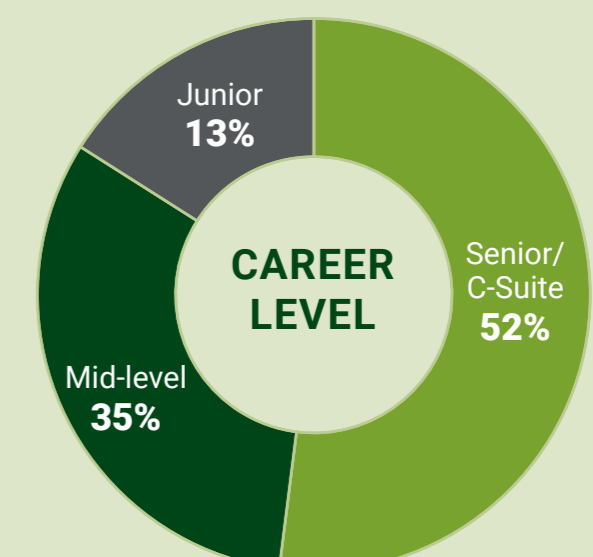
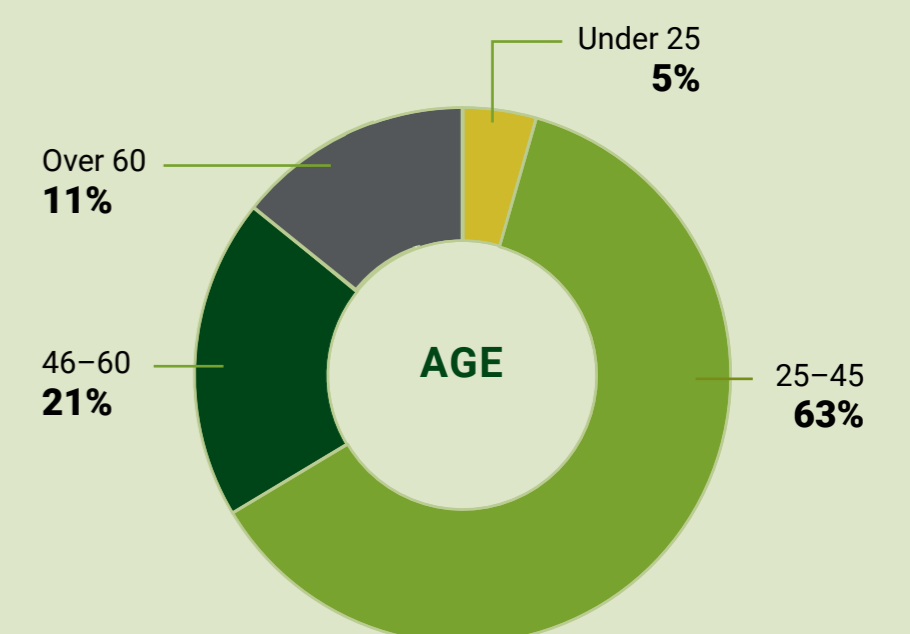
- 24% UNITED KINGDOM
- 19% GERMANY
- 20% OTHER
- 14% FRANCE
- 6% NETHERLANDS
- 5% BELGIUM
- 8% SPAIN
- 4% IRELAND

ASIA PACIFIC

- 23% HONG KONG
- 22% SINGAPORE
- 13% JAPAN
- 13% CHINA
- 12% OTHER
- 10% AUSTRALIA
- 7% SOUTH KOREA

48,612

MEMBERS WORLDWIDE



*Member data is based on insights from March 2024.

PRINT ADVERTISING URBAN LAND MAGAZINE

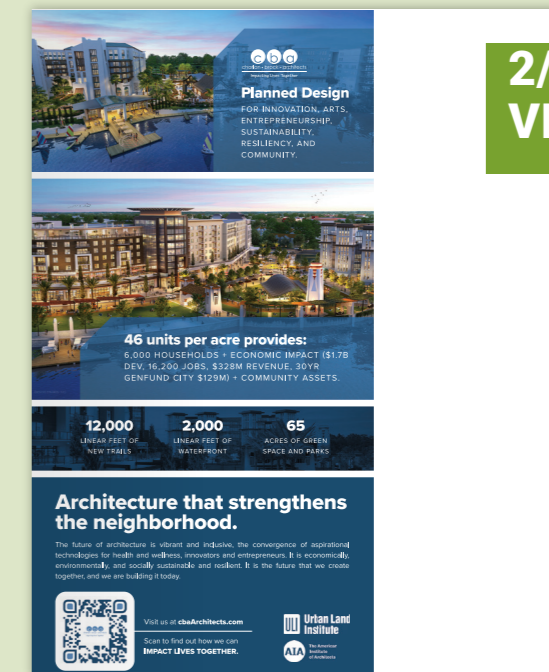
EDITORIAL CALENDAR ▶



COVER OPTIONS



FULL SPREAD



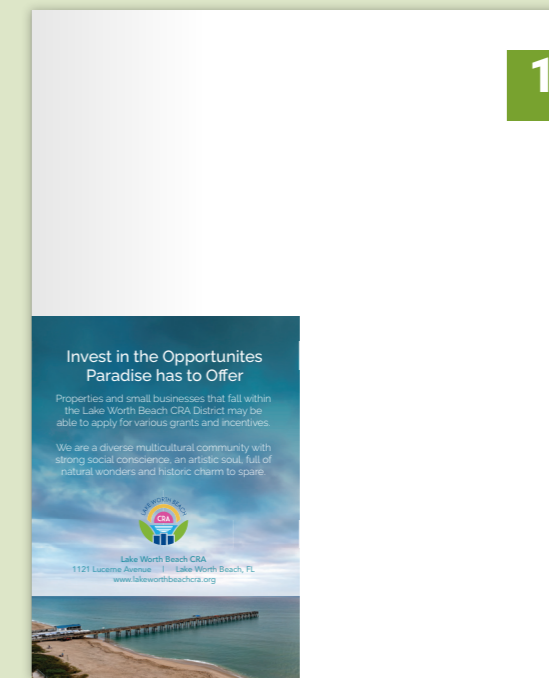
2/3 PAGE VERTICAL



2-PAGE SPREAD



1/2 PAGE HORIZONTAL



1/4 PAGE

Discounts available when purchasing in multiples.

URBANLAND Topics Property Types Markets Magazine Sign In

1 Rental Housing Outlook
Expert analysis of build-to-rent
Zonda. View sample report

2 **Converting Chicago Office to Mixed Use on LaSalle Street**
Developers and buyers create new models for housing that hold the promise of a more environmentally friendly, connected, and multigenerational way of living.

3 **SHAPING THE FUTURE OF CITIES**
Genster

4 **Stay Ahead of the Commercial Real Estate Landscape with a Master's in Global Real Assets**
Georgetown University's one-year master's program in Global Real Assets offers a finance-oriented degree that...
Sponsored By Georgetown University

5 **Five Things to Consider When Evaluating Office-to-Residential Potential**

6 **Five Things to Consider When Evaluating Office-to-Residential Potential**

7 **Recovering Value in Our Cities through Community-Driven Adaptive Use**

8 **Converting Chicago Office to Mixed Use on LaSalle Street**

9 **The Eternal City**

10 **Building Community with Cohousing**

11 **Best Practices**
Global development projects and strategies that achieve excellence.

12 **Hoar**
Thoughtful Planning.

13 **For You**
Selected articles based on your reading history.

14 **Build It and They Will Come**
ENDLESS SURF

15 **Multimedia**
Top videos, podcasts, webinars, and more.

16 **You Belong Here: Toronto YLG Founder Traces Her Fast-Track Career Trajectory**

1 LEADERBOARD

2 SPONSORED CONTENT

3 STANDARD BANNER

4 SKYSCRAPER

5 MIDDLE BANNER

Discounts available when purchasing in multiples.

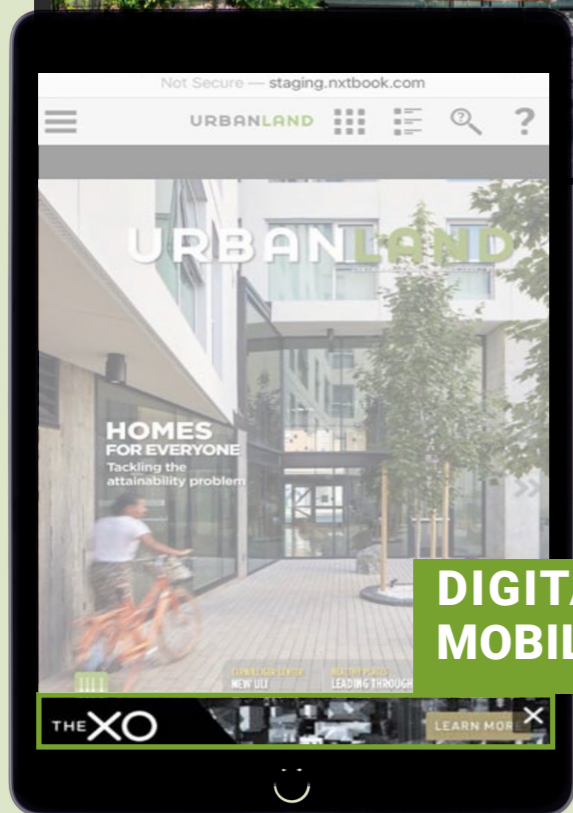
DIGITAL ADVERTISING URBAN LAND DIGITAL EDITIONS



DIGITAL EDITION
HIGH IMPACT COVER



DIGITAL EDITION
SKYSCRAPER BANNER SET



DIGITAL EDITION
MOBILE BANNER



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.

URBANLAND
THE MAGAZINE OF THE URBAN LAND INSTITUTE

Share   

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](#)

TOP BANNER

AD Architecture. Design. Relationships.

"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 recent spoke on a ULI webinar on housing solutions.

[READ MORE](#)

Why Smaller CBDs Are Bouncing Back First: New Research Takes a Look at the Diverging Paths of Recovery

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](#)

MIDDLE BANNER

Align your brand with ULI!



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

New Land Enterprises is leasing up Ascent MKE, the tallest mass timber building in the world at 25 stories, in downtown Milwaukee, Wisconsin.

[READ MORE](#)

SPONSORED CONTENT

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

 **Hilco**
Redevelopment Partners

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 capitol, into sustainable mixed-use hubs.

[READ MORE](#)

BOTTOM BANNER

MOVING A COMMUNITY AND ITS LEGACY FORWARD TAKES SOME HEAVY LIFTING



 **Hilco**
Redevelopment Partners

[LEARN 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.

[LEARN MORE](#)

DIGITAL ADVERTISING 2025 DIRECTORY ADVERTISING

EDUCATION DIRECTORY

REAL ESTATE DIRECTORY

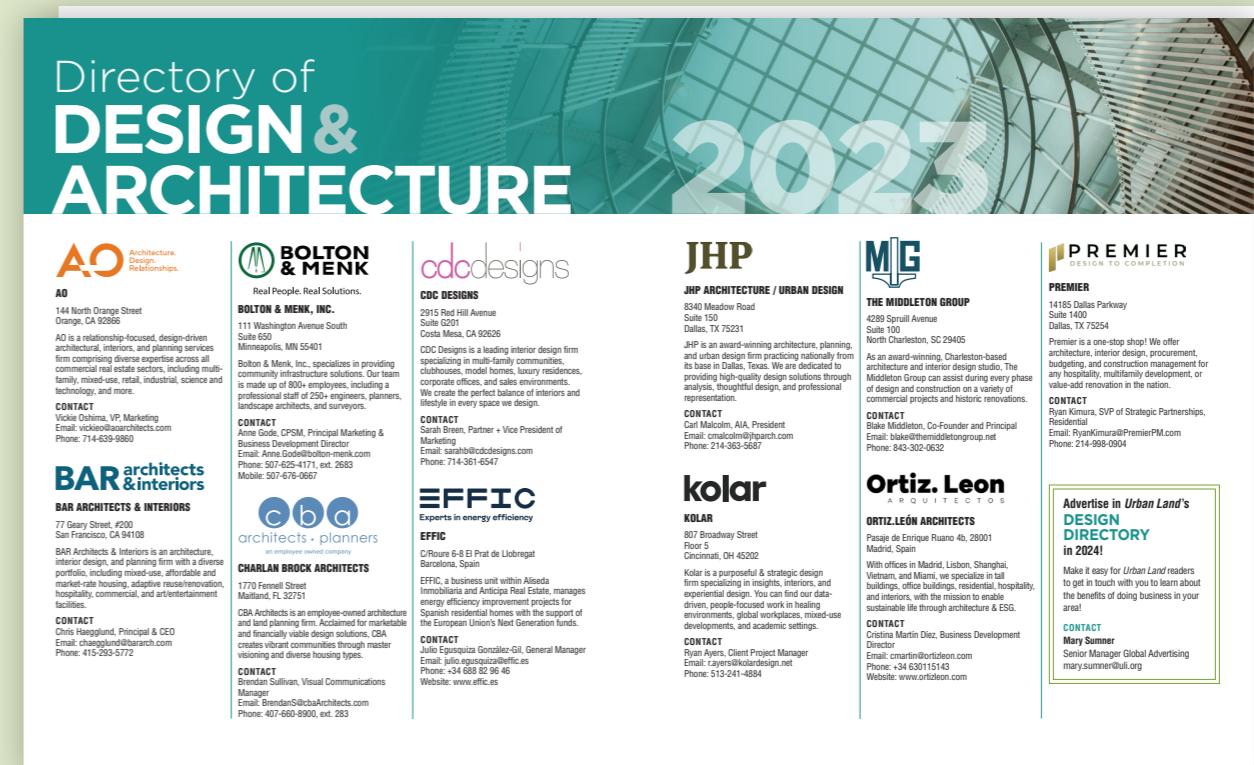


SPRING 2025 EDUCATION PROGRAMS DIRECTORY

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!

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.

SALES CLOSE &
MATERIALS DUE:
APRIL 25, 2025



2025 EDITORIAL CALENDAR

SPRING

HOUSING

2025 EDUCATION DIRECTORY

| | |
|-------------|---------------|
| SALES CLOSE | APRIL 7, 2025 |
| ADS DUE | APRIL 7, 2025 |
| PUBLISHED | MAY 7, 2025 |

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

| | |
|-------------|---------------|
| SALES CLOSE | JUNE 23, 2025 |
| ADS DUE | JUNE 23, 2025 |
| PUBLISHED | JULY 23, 2025 |

ISSUE FEATURES:

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

FALL

FUTURE OF CITIES

| | |
|-------------|--------------|
| SALES CLOSE | SEPT 8, 2025 |
| ADS DUE | SEPT 8, 2025 |
| PUBLISHED | OCT 8, 2025 |

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

URBAN LAND[®]

CONTACT MARY SUMNER TO LEARN MORE ABOUT ADVERTISING OPTIONS.

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DIRECTOR, BUSINESS
DEVELOPMENT

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