

Media Kit 2023

BLUEVAULT™

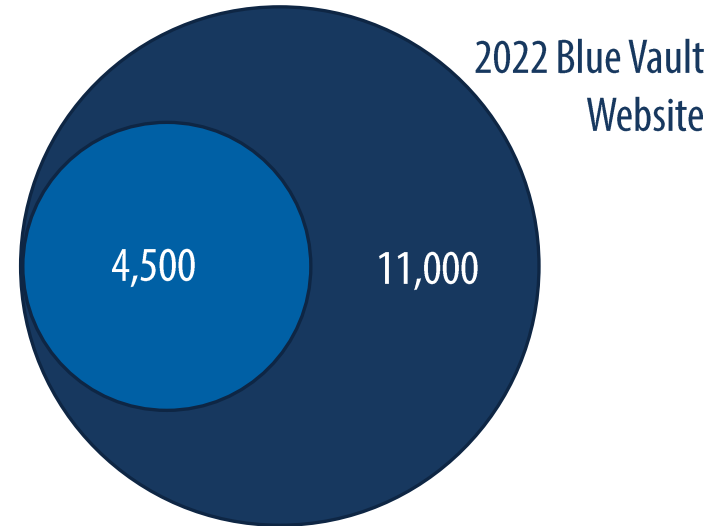
Our Audience

Website:

4,500+ average monthly users

11,000+ average monthly page views

www.BlueVaultPartners.com



Social Media:



12,000+ average monthly impressions

275+ average link clicks

Webinar Program:

2 webinars a month

120+ average monthly registrants

67+ average monthly attendees

Position 1 (970x90)



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BLUEVAULT + BOWMAN SUMMIT

The Advantage of Alternative Investments

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March 6-8, 2023 | The Grand Hyatt Atlanta in Buckhead

EXPLORE

Learn the basics about nontraded REITs and other alternative investments

LEARN MORE

ENGAGE

Stay informed with the latest news, industry intel, and investment management profiles

LEARN MORE

THE VAULT

Get access to Blue Vault's performance-based research and expert insights

GET ACCESS LOGIN



Advisor, Fred Hubler: BV Summit 2023 Highly Recommended



Mike Huisman: Need to Move Quickly



Advisor, Rick Murphy: A Day in the Life of a Broker Dealer

SEE ALL VIDEOS

A Growing Opportunity

\$192.5 Billion

Total nontraded REIT AUM

\$60.7 Billion

Total nontraded BDC AUM

\$76.1 Billion

Total Interval Fund AUM

\$225.2 Billion

Nontraded REIT Capital Raise (since 1990)



Recent Performance of a Nontraded REIT's NAV vs. Listed REITs

FEATURED CONTENT

The Weighted Average Cost of Debt for All Nontraded REITs Jumps in Q2 2022

October 26, 2022

Interesting Trends in Nontraded REIT Debt

October 25, 2022

Blue Vault Fee Study: Executive Summary

October 19, 2022

September 2022 Reported Nontraded REIT Sales

Down 3.0% From August

October 19, 2022

Position 2 (970x90)

LATEST NEWS

VIEW ALL

KBS Growth & Income REIT Plans Liquidation

In the quarterly report filed by KBS Growth & Income REIT on November 10, 2022, the Company discusses the necessity of liquidating due to decreases...

Position 3 (300x250)

Prospect Capital Corporation Announces Launch of Cash Tender Offer For Any and All of its Outstanding 5.875% Senior Notes due 2023

Prospect Capital Corporation (the "Company") today announced that it has commenced a cash tender offer (the "Tender Offer") to

Starwood Property Trust Reports Results for Quarter Ended September 30, 2022

Starwood Property Trust, Inc. (NYSE: STWD) today announced operating results for the fiscal quarter ended September 30, 2022. The Company's...

Website Ad Locations



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UNLOCK THE POWER OF THE VAULT

Home > Investment Mgr Perspective > J.P. Morgan's New Nontraded REIT Has a Differentiated Investment Strategy

Position 1 (970x90)

November 16, 2022

J.P. Morgan's New Nontraded REIT Has a Differentiated Investment Strategy



J.P. Morgan's New Nontraded REIT Has a Differentiated Investment Strategy

November 16, 2022 | James Sprow | Blue Vault

Introduction

J.P. Morgan launched their new nontraded REIT program, J.P. Morgan Real Estate Income Trust (JPMREIT), in July 2022, a \$5 billion offering with four share classes (D, I, S & T), and like their successful predecessors, Blackstone REIT and Starwood REIT, the product will be a perpetual NAV REIT, with monthly NAVs that determine the transaction prices and redemption prices. This program represents J.P. Morgan's first foray into the nontraded REIT space. The REIT's transaction prices will be based upon the previous month's NAV per share (same for every share class), and redemptions will be allowed up to 2% of outstanding shares per month and 5% per quarter. Those features of the offering make JPMREIT resemble the NAV REIT offerings from Blackstone and Starwood. In this article, we want to identify the major differences between JPMREIT and two of its rivals in the nontraded REIT industry.

JPMREIT's Unique Approach

Position 2 (300x250)

Recent News

KBS Growth & Income REIT Plans Liquidation

Prospect Capital Corporation Announces Launch of Cash Tender Offer For Any and All of its Outstanding 5.875% Senior Notes due 2023



BLUEVAULT™ Digest

If you know someone who would be interested in receiving Blue Vault emails, please forward them this email so they can [sign up](#), too.



Priority Income Fund and Prospect Capital Management Announce Strategic Platform Relationship with +Subscribe®

Priority Income Fund, Inc. ("Priority Income Fund" or the "Fund") and Prospect Capital Management, L.P. ("Prospect Capital") today announced a strategic platform relationship with +SUBSCRIBE®, a leading order management and electronic subscription document platform for the alternative investments industry.

[Read More](#)

Elite (640x100)

Industry News:

Capital Square Completes Acquisition of 324-Unit Farm-Haus Apartment

JPMorgan Looks to Unload Amazon-Leased Office in Santa Monica

Gladstone Commercial Provides a Business Update

Market Intel:

What makes nontraded REITs so different?

Research Brief: Housing

CRE Debt Markets Hit Stormy Waters Amid Rising Interest Rates



Advisor, Rick Murphy: A Day in the Life of a Broker Dealer

[In this clip](#) from the panel webinar, *A Broker Dealer's Perspective on the Alts Market*, Rick Murphy (Executive VP for Berthel Fisher) explains what a day in the life of a broker dealer looks like.

[Click here](#) to view more videos.

VIP (640x100)

Altigo Adds 46 New Sponsors to the Platform in 2022

Altigo continues to add well-known asset managers to its industry-leading electronic subscription platform for alternative investments. In fact, 2022 has seen the most sponsors sign with Altigo in a single year-46 to date-with more waiting in the wings in the remainder of Q4.

[Read More](#)

Signature (300x250)

Inside the Vault...

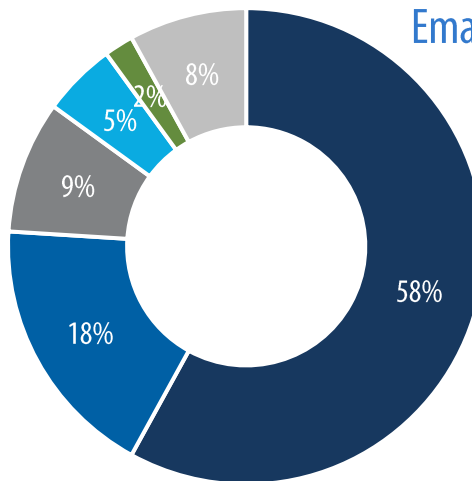
What was the weighted average interest rate on the \$128.3 billion total debt owed by all nontraded REITs as of June 30, 2022?

[Open the Vault](#)

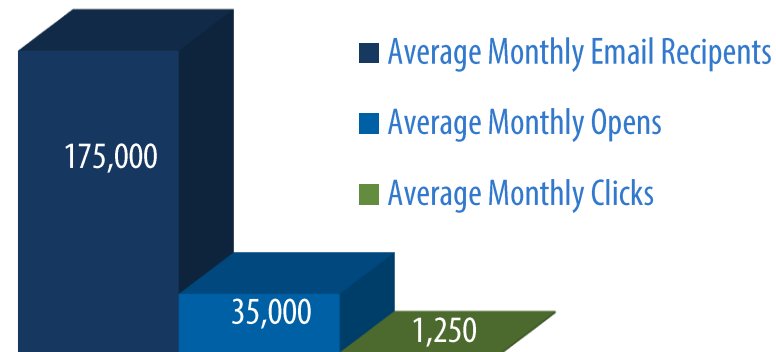
Email Ad Locations

5,500+ email subscribers

Email List Makeup



- Advisors
- Asset Managers/Sponsors/Distribution Firm
- Industry Associates
- Broker Dealers
- Real Estate
- Misc.



Elite

1 year \$25,000 | 6 months \$15,000 | 3 months \$10,000 | 1 month \$5,000

Website:

- Primary ad rotation placement in **Position 1** (970x90) in the following locations
 - › **Blue Vault Homepage**
 - › News posts
 - › Inside the Vault posts
 - › Blue Vault Announcements
 - › Blue Vault Insight Articles

Email: Ad rotation* placement in top location

VIP

1 year \$15,000 | 6 months \$10,000 | 3 months \$7,000 | 1 month \$4,000

Website:

- Primary ad rotation placement in **Position 2** on:
 - › Blue Vault Homepage (970x90)
 - › News posts (300 x 250)
 - › Inside the Vault posts (300 x 250)
 - › Blue Vault Announcements (300 x 250)
 - › Blue Vault Insight Articles (300 x 250)

Email: Ad rotation* placement in the secondary location

* Ads are not included in all email types. Vault Value emails exclusive to Elite.

Signature

1 year \$12,000 | 6 months \$7,000 | 3 months \$5,000 | 1 month \$3,000

Website: Primary Ad rotation placement in Position 3 (300 x 250) on the Blue Vault Homepage

Email: Ad rotation* placement in the tertiary location

* Ads are not included in all email types. Vault Value emails exclusive to Elite.

Webinar* Sponsorship

6 webinars \$20,000 | 1 webinar \$5,000

Live Event:

- Pre-webinar advertising slide deck / video
- One minute introduction with brief informational slide during the broadcast
- One minute during the close of the webinar
- Opportunity to offer a handout to attendees

Email: logo recognition in webinar promo emails

Other: logo recognition in all webinar ads and promotions

* Only Blue Vault webinars can be sponsored

Additional Options

Single Article Ads

\$1,000

One article, for the life of the article
Ad in position 2 on a specific article
– typically one referencing your
organization.

Profile Package

\$5,000

1 year Advertisement | 1 year Video

(This ad for your Investment Manager Profile page)

Ad placement (970x90) at the top of
the investment manager's
Investment Manager Profile page.

Ad Specs

Banner 970 x 90

Email Banner 640 x 100

Content Body
300 x 250

File Types

Submit High Resolution files in one of the following formats: .ai, .eps, .pdf, .gif, .png

File Size

Files larger than 5 MB can be sent via file shares such as DropBox, Box, One Drive, etc. Files less than 5 MB can be emailed directly.

Landing Page

All ad submissions must include the web address for the desired link for the ad.

Footnote:

** Email ad rotation will depend on the number of advertisers.*