

NEWSLETTER FREQUENCY & REACH BY BRAND

BRAND	NEWSLETTER	FREQUENCY (PER MONTH)	REACH
Builder	BUILDER Pulse	20	130,684
Custom Home	Custom Home Business Update	2	67,784
MFE <small>MULTIFAMILY EXECUTIVE</small>	Multifamily Executive Update	4	61,941
AFFORDABLE HOUSING <small>FINANCE</small>	Affordable Housing Finance Update	2	31,700
APARTMENTFINANCE <small>TODAY</small>	Apartment Finance Today Update	1	28,965