

TheRegistry

MEDIA GUIDE

COMMERCIAL REAL ESTATE NEWS

SOUTHERN CALIFORNIA

NORTHERN CALIFORNIA

PACIFIC NORTHWEST

TEXAS

01 – COVERAGE

MARKETS WE COVER

The Registry covers four commercial real estate markets – Southern California, Northern California, Texas, and the Pacific Northwest.

In each region, we follow the industries that drive the local economy and shape demand for space: technology and life science in the Bay Area and Seattle, logistics and trade across Southern California and the Inland Empire, and energy, corporate relocations and population growth across Texas. Our reporting connects these forces to the deals, developments and people behind them.

SOCAL

Los Angeles
Orange County
San Diego
Inland Empire

[THEREGISTRYSOCAL.COM](https://www.theregistrysocial.com) ↗

NORCAL

San Francisco
Silicon Valley
Oakland
Sacramento

[THEREGISTRYSF.COM](https://www.theregistrysf.com) ↗

TEXAS

Dallas / Fort Worth
Austin
Houston
San Antonio

[THEREGISTRYTEXAS.COM](https://www.theregistrytexas.com) ↗

PNW

Seattle
Portland
Olympia
Spokane

[THEREGISTRYPS.COM](https://www.theregistryps.com) ↗

02 — COVERAGE

INDUSTRIES WE COVER

The Registry provides comprehensive and thorough coverage of the Commercial Real Estate Market through a wide range of topics that cover office, industrial, retail, life science, workplace design, multifamily, hospitality, land use, development, sustainability and more.



OFFICE



INDUSTRIAL



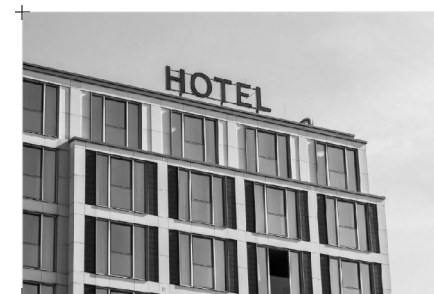
RETAIL



LIFE SCIENCE



MULTIFAMILY



HOSPITALITY



WORKPLACE DESIGN



LAND USE & DEVELOPMENT



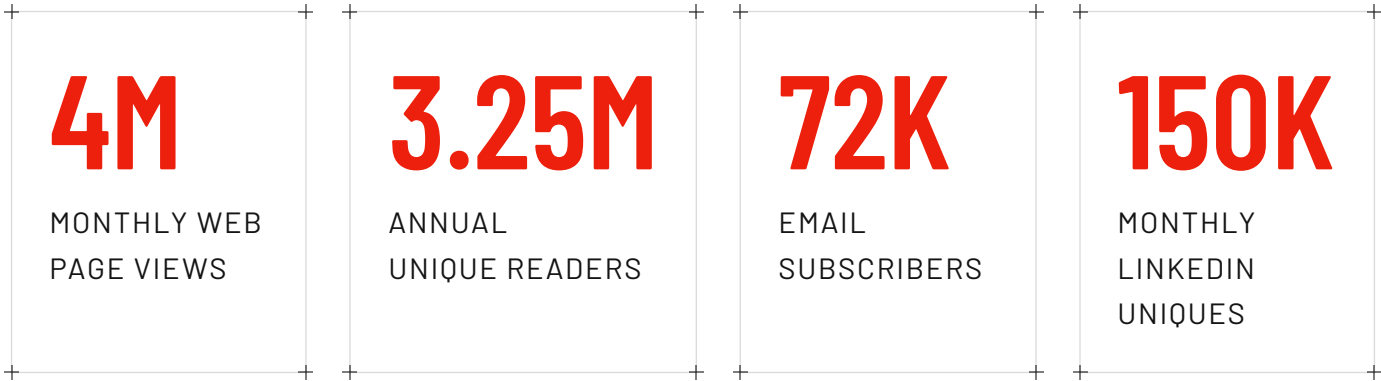
SUSTAINABILITY

03 – READERSHIP

OUR BROAD AUDIENCE

We inform a broad group of commercial real estate professionals across a number of industry sectors. If they touch real estate, they read us!

Architects, Engineers, Construction
Brokers, Lenders, Lawyers
Owners, Developers, Landlords
Institutional Ownership, REITS
Property Management
End Users, Occupiers, Tenants
Service Providers



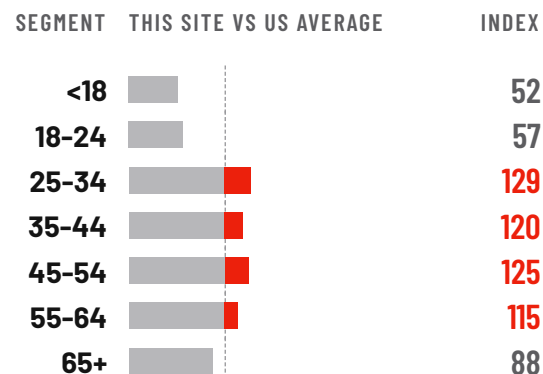
	SOCAL	NORCAL	TEXAS	PNW
Monthly page views	1.2M	1M	1M	800K
Annual unique readers	1.2M	750K	800K	500K
Email subscribers	20,000	20,000	20,000	12,000

We publish approximately 200 articles per week on all 4 websites. Our top competitors will publish less than 150 articles per month; a clear distinction for The Registry.

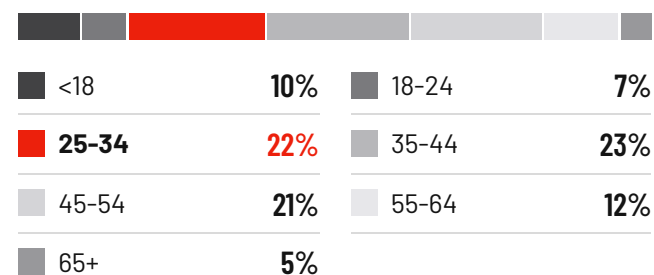
DEMOGRAPHICS

04 — READERSHIP

AGE

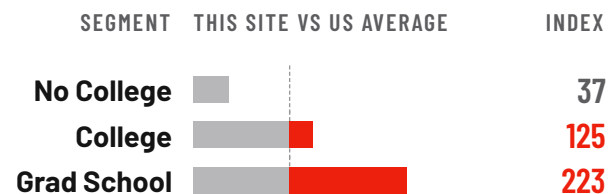


COMPOSITION

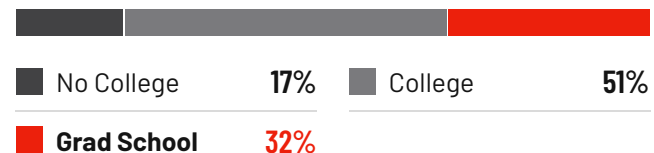


HIGHEST INDEX **25-34**

EDUCATION LEVEL



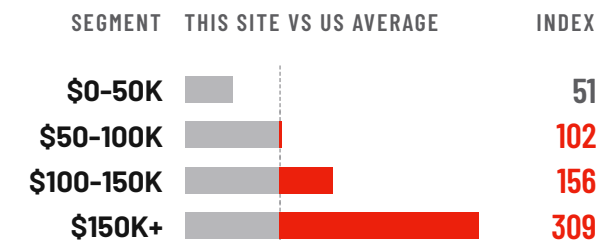
COMPOSITION



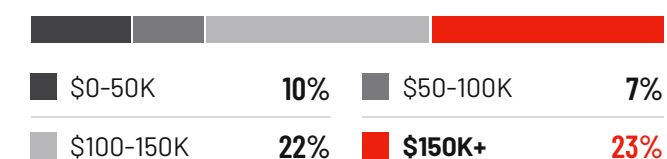
LARGEST GROUP **COLLEGE**

HIGHEST INDEX **GRAD SCHOOL**

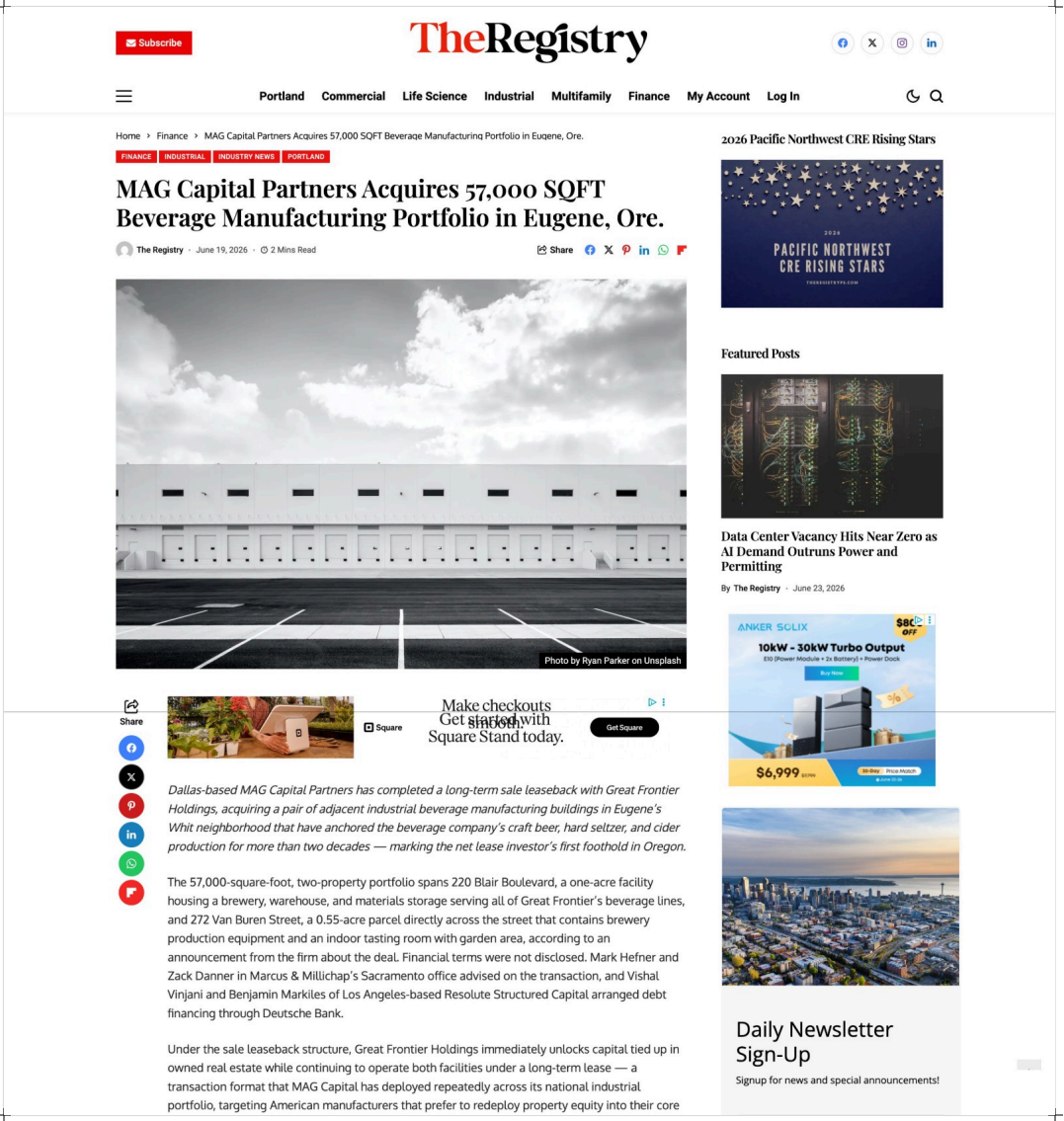
HOUSEHOLD INCOME



COMPOSITION



LARGEST GROUP **\$50-100K** HIGHEST INDEX **\$150K+**



05 – WEB

DIGITAL BANNER ADS

Our 4 websites offer a deep analysis of the real estate market across Southern California, Northern California, Texas and the Pacific Northwest.

3.25M

READERS / YEAR

48M

PAGEVIEWS / YEAR

LEADERBOARD

1,456 × 180 px

Visible sitewide, prominent top position.

BANNER

1,456 × 180 px

Dedicated position without competition.

ADVERTORIAL

Up to 1,200 words

Your company can be part of the news through an advertorial

SIDEBAR

600 × 1,000 px

Prominent position and visual repeats on every page.

SMALL SIDEBAR

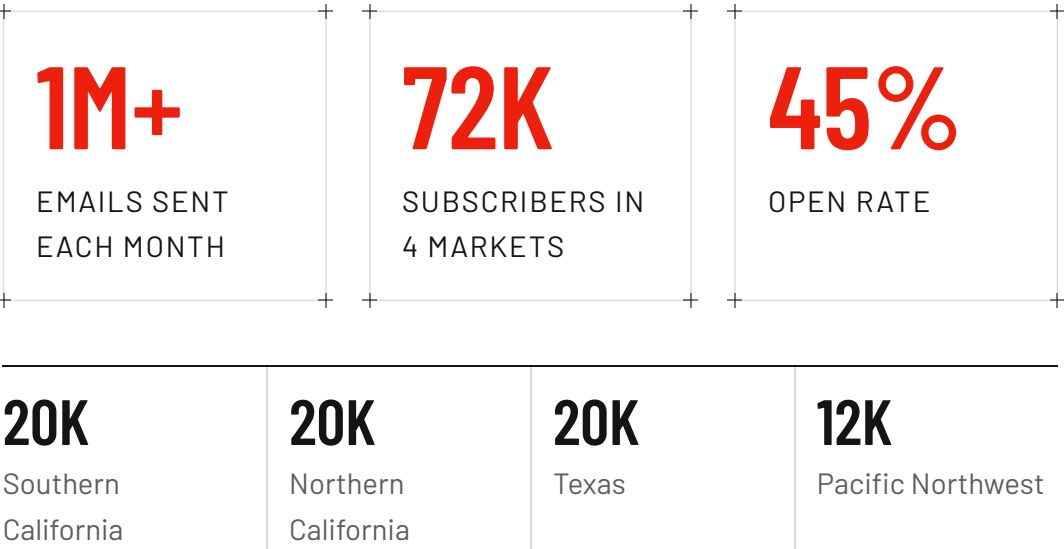
600 × 500 px

PNG, JPG & GIF accepted (max. 2MBs)

06 – EMAIL

EMAIL

Our targeted emails deliver timely, high-value industry insights directly to engaged professionals' inboxes every day, ensuring your message reaches decision-makers where they're already paying attention.



DAILY EMAIL (MONDAY-THURSDAY)

EXAMPLE ↗

Top daily real estate news delivered to your inbox.

WEEKLY NEWSLETTER (FRIDAY)

EXAMPLE ↗

An end-of-the-week summary of the top industry stories and news releases.

BREAKING NEWS

EXAMPLE ↗

Prompt News in real time, delivered as the news breaks.

THE MONITOR (MONTHLY)

EXAMPLE ↗

Monthly thematic emails that focus on multifamily, industrial, biotech and investment sales.

THE CURVE AHEAD (MONTHLY)

EXAMPLE ↗

Monthly macroeconomic email that focuses on stories that impact CRE.

EMAIL BANNER 1200 × 400 PX

PNG, JPG & GIF accepted (max. 2MBs)

[Subscribe](#)

Commercial

Life Science

Industrial

Multifamily

Finance

Contact Us

Account

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Home > AEC > SFO Taps W.E. O'Neil-Nibbi Joint Venture for \$132MM Overhaul of 421,000 SQFT Superbay Hangar

AEC COMMERCIAL INDUSTRY NEWS

SFO Taps W.E. O'Neil-Nibbi Joint Venture for \$132MM Overhaul of 421,000 SQFT Superbay Hangar

The Registry · September 4, 2026 · 3 Mins Read

Share

Photo by Nate Hovee on iStock

Share

Nibbi's partnership was vital to this project moving forward. Their deep expertise and unwavering commitment are what drives it from concept to completion.

Patrick McHorney
Founder & CEO, Martin Building Co.

Taking on the Complex

Nibbi is proud to be the builder of one of the only high-rise market-rate housing developments of this scale under construction in San Francisco.

nibbi

» LEARN MORE

San Francisco International Airport has awarded the W.E. O'Neil-Nibbi Joint Venture a roughly \$132 million progressive design-build contract to modernize its Superbay Hangar, a 1969-era maintenance facility that must keep servicing United and American wide-bodies while crews

Partner Content

Hacienda Maintains Momentum with Steady September Leasing Activity

By Publisherx · September 22, 2026

2026 Northern California CRE Rising Stars

KKreadates

Partner Content

Hacienda Preserves Robust Performance through August 2026

08 — EVENTS

EVENTS

Commercial real estate is a relationship business, and our in-person events put your team in the room with the owners, developers, brokers and tenants who make decisions in each market. Sponsors gain visibility in front of a focused audience, meet prospects face to face, and leave with conversations that continue long after the event ends.

SPEAKER SPONSORSHIP

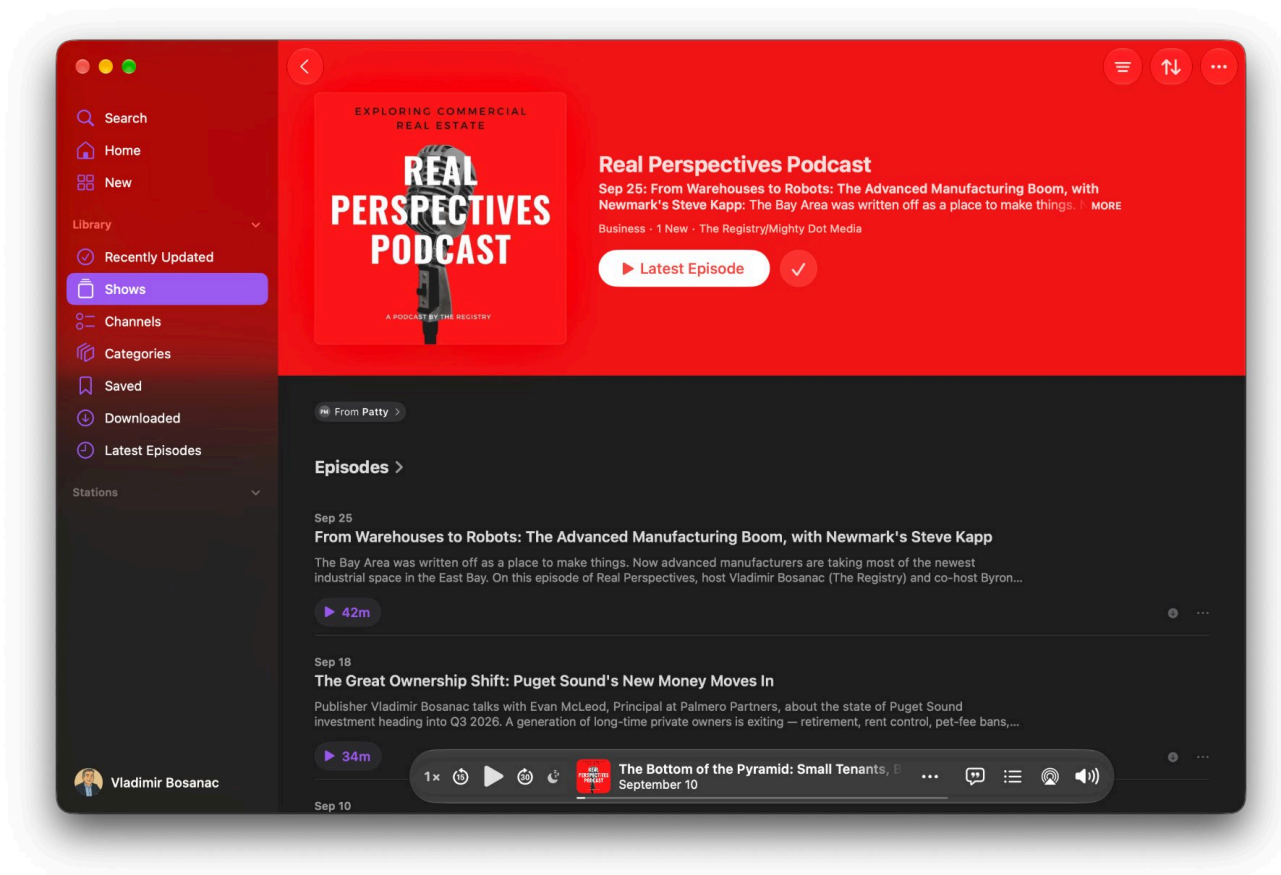
Be a visible thought leader and speaker

MODERATOR SPONSORSHIP

Shape the direction and discussion

PRESENTING SPONSORSHIP

Showcase your company's leadership and branding through sponsorship



09 — AUDIO

PODCAST

Our podcast delivers in-depth conversations and expert perspectives directly to listeners on-the-go, building trusted connections with an engaged audience tuning in across all major streaming platforms.

LEAD THE CONVERSATION WITH

WEBINARS

Extend your brand: A sponsored webinar puts your experts in front of an engaged audience of commercial real estate professionals. The value continues after the live session ends: the recording and highlight clips are shared across our social media channels, and The Registry's editorial team turns the transcript into articles that run on our websites and in our emails.

One event becomes weeks of content, keeping your company and its message in front of the market long after the webinar is over.



LEAD FROM THE TOP

INDUSTRY SURVEY

Be a thought-leader and help collect the industry's sentiment.

[View example ↗](#)

01

Logo recognition at the top of the questionnaire

02

Survey will be sent out as a stand-alone email + included in daily emails

03

A participant from your company will be interviewed in the follow-up article

04

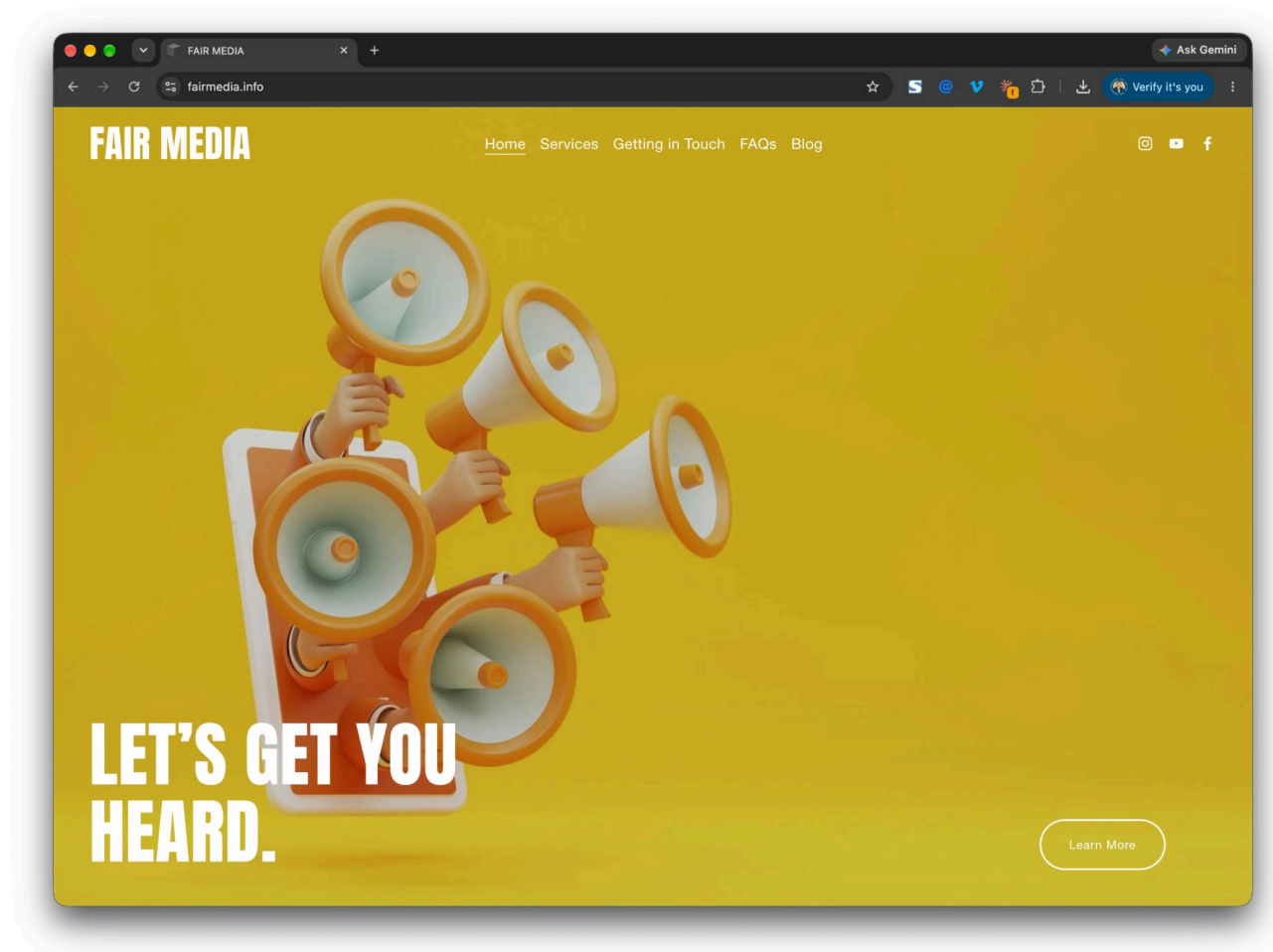
Use the study for your own marketing purposes

BE THE FIRST TO TEST THE INDUSTRY'S SENTIMENT.

FAIR MEDIA

EDITORIAL SERVICES

Fair Media is a new company under The Registry's umbrella that can help your company brand itself with media and marketing services. Whether it be a press release, a featured article written about your company, or even a brand new website, Fair Media can help.



TheRegistry

SHOULD WE PUT SOMETHING IN THE BOOKS?

PRESIDENT & BUSINESS DEVELOPMENT LEAD

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