



LENDER TRIBUNE

2026 Strategic Partnership & Media Kit

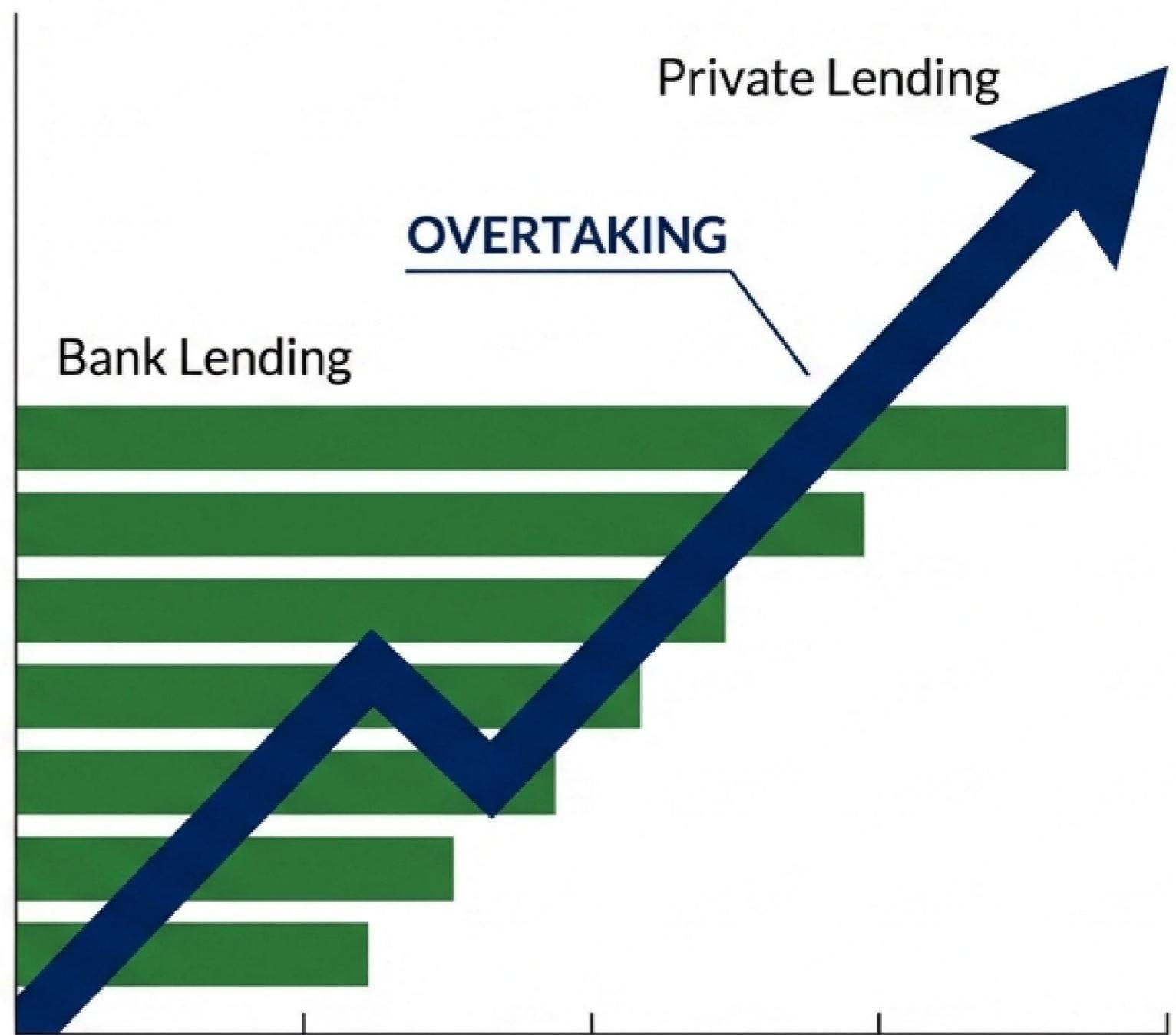
**The Voice of Private Capital. Driving Engagement &
Lead Generation for the 'Alternative Advantage' Era.**

The 2026 Thesis: The “Alternative Advantage”

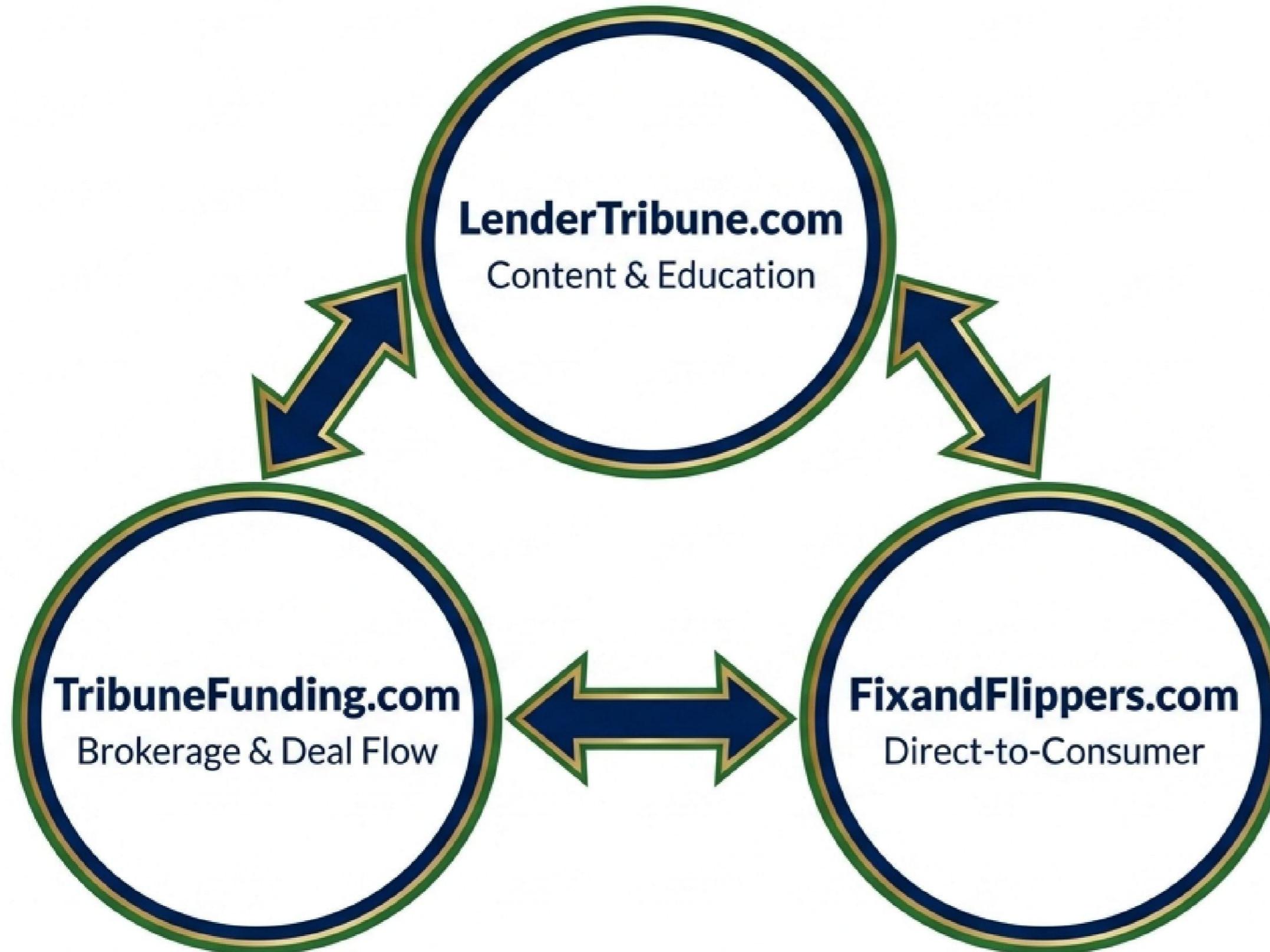
The Context: Traditional banks are tightening credit boxes. Regulatory pressure is forcing a retreat from commercial real estate. Market share is aggressively shifting to private lending.

The Narrative: 2026 will be defined by speed, flexibility, and creative structuring. The market is hungry for information on *where* the capital is flowing, not just what the rates are.

Our Role: Lender Tribune is the guide for this shift, pivoting specifically for the private, commercial, and business lending sectors to capture this new demand.



An Ecosystem, Not Just a Magazine



Total Audience Reach:

50,000+

(LinkedIn, Medium, Reddit)

Newsletter Subscribers:

1,100+

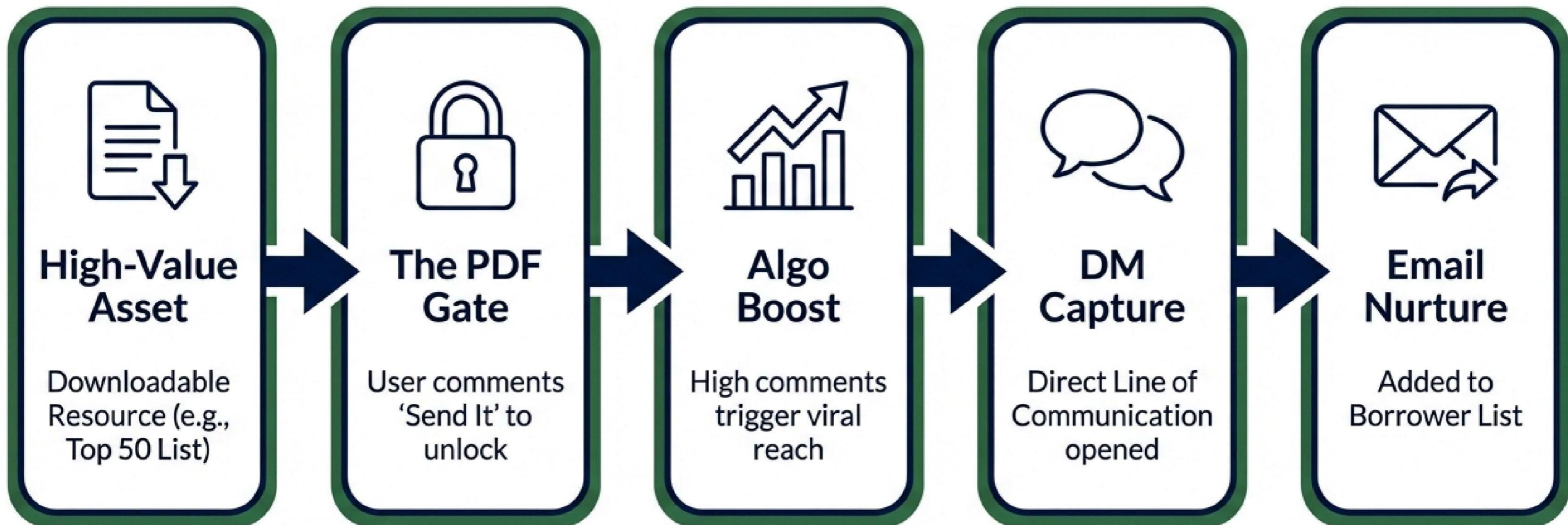
(40% Open Rate)

Target Audience:

Fix & Flippers, Landlords,
Developers, Commercial
Brokers

The Engine: Engineered Viral Loops & ‘PDF Gates’

We utilize a ‘Comment-to-Get’ distribution strategy to hack the LinkedIn algorithm.



Distribution: The ‘Sniper’ Approach

We infiltrate high-intent communities rather than relying on passive reach.

Reddit Communities



- Active moderation in **r/Commercial_Lending**.
- Value-first participation in **r/realestateinvesting**.

Specialized Groups

Fix and Flippers >

🔒 Private group · 19.7K members



- Targeted groups for **Fix and Flippers** leveraging **20k+ member history**.

Strategy: ‘Comment Pods’ for algo boosts and direct email to 2,000+ active borrowers.

Q1 2026 Roadmap: Capital, Outlook & Kickoff

Focus: Fundraising & Forecasting

- The **2026 Private Lending Outlook**: Why **'Speed to Close'** Will Win Over Rate.
- The **'Soft Landing'** Reality: What Fed Cuts Mean for Hard Money Rates.
- **Capital Markets Update**: Who is Buying Loans?



The Top 50
Private Lenders
of 2026

The **Viral Hook**: A curated directory of active lenders categorized by asset class.

Advertiser Opportunity: Brand awareness during high-traffic 'New Year' planning.

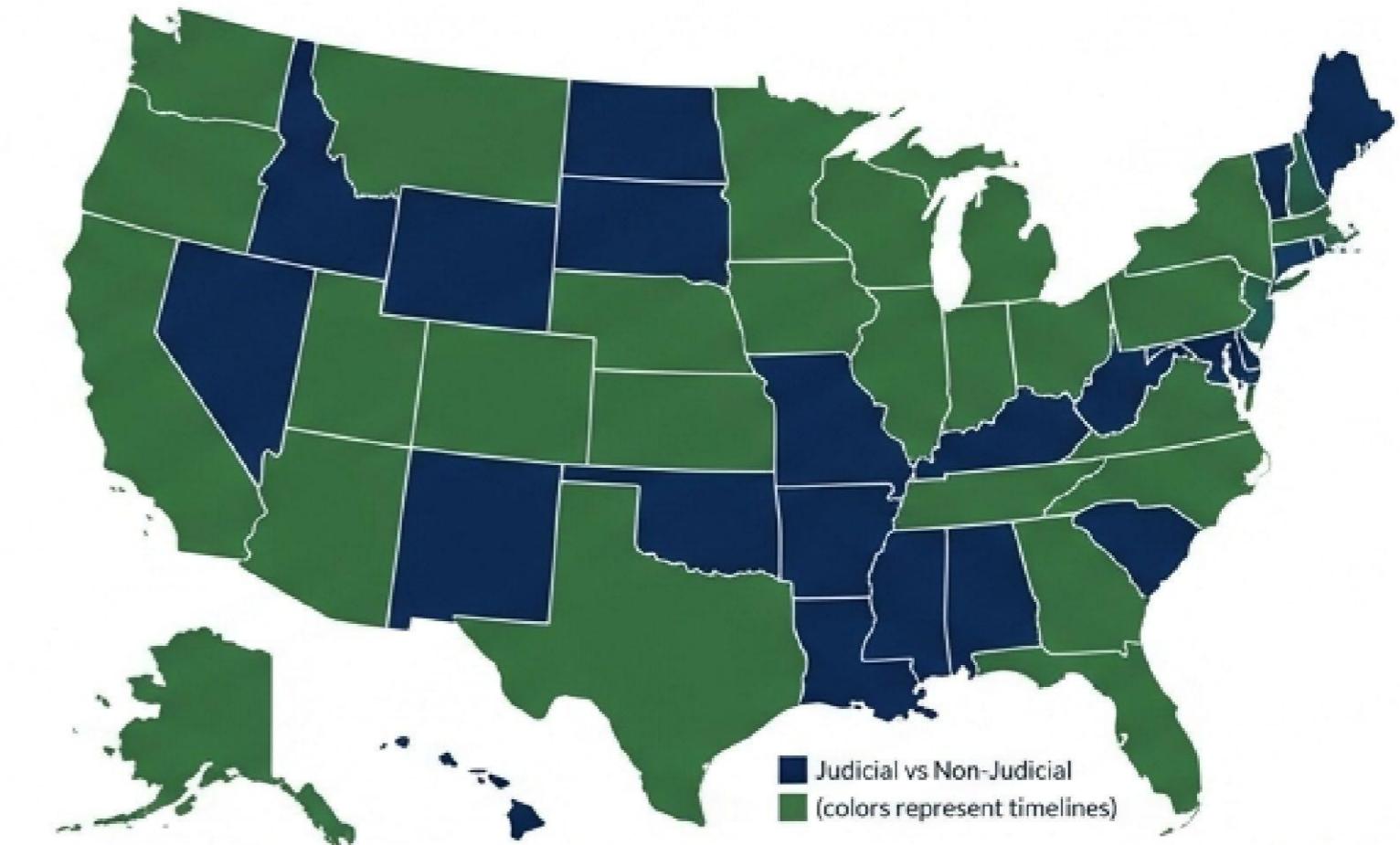
Q2 2026 Roadmap: Speed, Construction & SMB

Focus: Execution & Efficiency

- **The 5-Day Close:** Tech Stacks That Make 'Lightning Speed' Possible.
- **Rehab Rescue:** How to Save a Project When Material Costs Spike.
- **Equipment Financing:** A Hidden Revenue Stream.

The Viral Asset

The State-by-State Foreclosure Guide



The Viral Hook: A map showing judicial vs. non-judicial states and timelines.

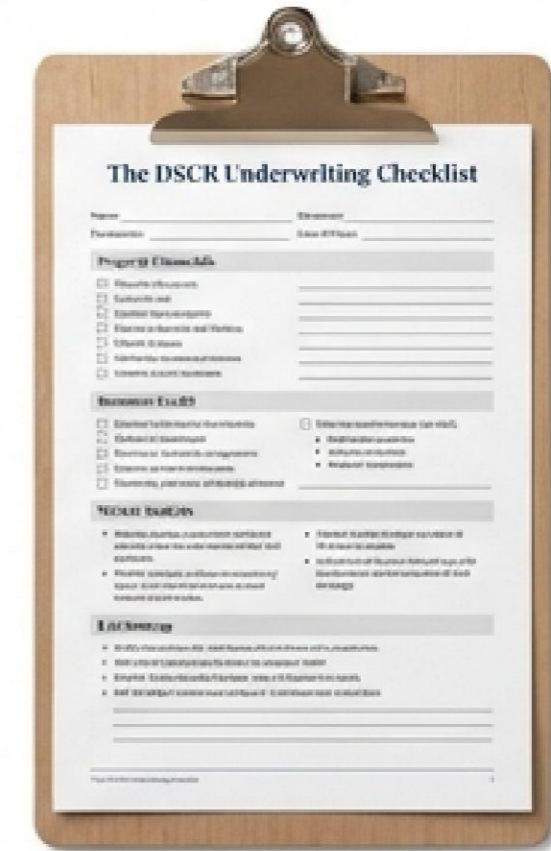
Q3 2026 Roadmap: Portfolio Growth & Asset Classes

Focus: Long-Term Wealth

Editorial Headlines

- **DSCR 2.0:** No-Ratio Loans for 5-8 Unit Properties.
- **Multifamily Value-Add:** Is the ‘Syndication’ Model Broken?
- **Private Credit Funds:** Retail Investors Accessing Yield.

The Viral Asset



The Viral Hook: A PDF guide for LOs & The 'Top 30 Women in Private Lending'.

Advertiser Opportunity: Deeply targeted access to buy-and-hold investors and syndicators.

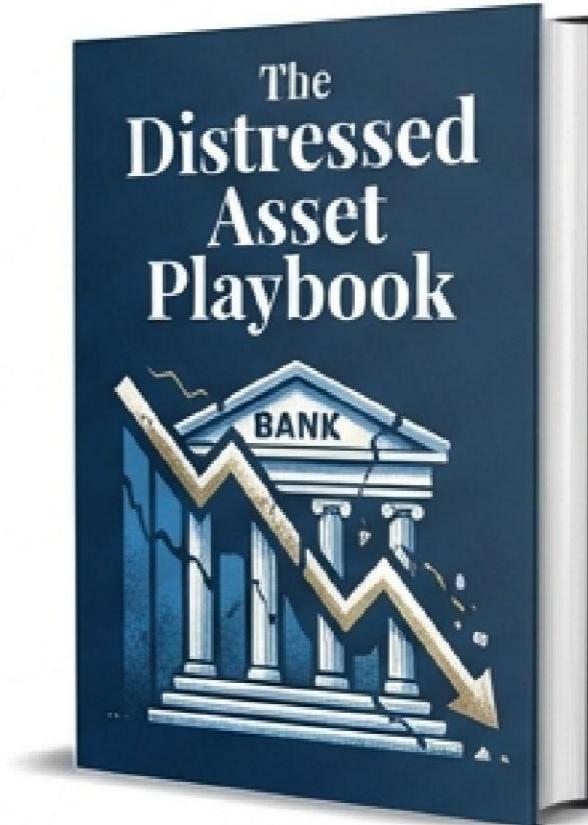
Q4 2026 Roadmap: Distress, Taxes & Strategic Vision

Focus: Opportunity in Chaos

Editorial Headlines

- **Vulture Capital:** Finding Opportunity in Commercial Defaults.
- **Bankruptcy Workouts:** Negotiating Under Chapter 11.
- The “Trillion Dollar” Refi Wave.

The Viral Asset



The Viral Hook: Analyzing non-performing notes & “Top 40 Under 40”.

Advertiser Opportunity: Capturing the year-end rush and tax-driven decision makers.

Proof of Audience & Engagement

The Personal Brand



Greg Wilson
Greg's Network
10,889 followers

Followers Community

10,889+
Followers
on LinkedIn.

The Newsletter



NEWSLETTER
Commercial Lending News
The latest commercial loan and financing news without the fluff!
By Greg Wilson, Commercial Lending...
Published weekly, 1,075 Subscribers

9 new subscribers 50% past 7 days

1,100+
Subscribers with
40% Open Rate.

The Intent



Daily high-intent traffic from fix-and-flippers and commercial investors seeking non-bank capital.

Advertiser Opportunity: Leveraging a highly engaged, specialized audience for direct access to deal flow and decision makers.

Sponsorship Tier 1: ‘The Quarterly Sprint’

Best For: Testing the Waters / Proof of Concept

\$600

(One-time Payment)

-  Premium Directory Listing (Logo & Criteria)
-  1x Ghostwritten Article (We write the content featuring you)
-  3x Social Blasts (LinkedIn, Reddit, FB, IG, Medium)

Note: No Newsletter inclusion in this tier.

Sponsorship Tier 2: ‘The Authority Partner’

Best For: SEO Authority & Steady Deal Flow

\$1,500

(One-time Payment)

-  Everything in Quarterly Sprint
-  2x Editorial Features (Deep dives into your loan products)
-  Newsletter Spotlight (Featured placement to 1,100+ subs)
-  Video Embed (Your YouTube explainer directly in directory)

Sponsorship Tier 3: 'The Market Leader' (VIP)

Best For: Complete Platform Domination

\$3,000

(One-time Payment)

- ✓ Everything in Authority Partner
- ✓ Header Branding ("Presented By" logo on website)
- ✓ Exclusive Zoom/YouTube Interview
- ✓ Dedicated Email Blast (Solo email to 2,000+ list)
- ✓ Unlimited Directory Updates

Comparative Value Matrix

	Sprint	Authority	Market Leader
Articles	1	2	4
Newsletter Feature	 Included	 Included	 Included
Dedicated Email Blast			 Included
Banner Ads			 Top Banner
Price	\$600	\$1,500	\$3,000



BEST VALUE

Secure 'Founding Partner' Rates for 2026

Pricing moves to industry standard (\$2,500+) after Q1. Lock in the 2026 rate today.



Tribune Funding
COMMERCIAL LENDING

**NEED CAPITAL
TO GROW?
WE CAN HELP**

EXPLORE LOAN OPTIONS



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