

Why advertisers get results in REW

AS EASY AS: 1 — 2 — 3!

1. On what publications do our readers rely for timely coverage of commercial real estate?

Real Estate Weekly 88%	Real Estate New York22%
The New York Times.....85%	Real Estate Forum20%
The Wall Street Journal.....40%	New York Real Estate Journal.....16%

2. Our readers are dedicated and respect the information in Real Estate Weekly

Question: How much time do you spend reading REW?

Answer: The average reader spends 31 minutes with each issue.

Q: What do you usually do with your copies after you read it?

A: Clip or copy articles: 37%
 Pass along to somebody else:..... 33%
 Save issues for future reference: 23%
 Place in public area of offices:..... 7%

Q: How many people read each copy of REW?

A: **Total readers per copy: 3.6**

3. When Real Estate Weekly gets read, your advertising gets read

Q: What actions have you taken in the last 12 months as a result of seeing an advertisement in REW?

A: Saved ad for reference:37%
 Showed or discussed ad with others:.....33%
 Visited an advertiser's web site:19%
 Contacted an advertiser for more information:.....17%
 Purchased an advertised product/service:5%
 Recommended the purchase of product/service:5%
 Took one or more direct actions (above):.....59%

REW readers make decisions and influence purchasing

Categories in which REW readers have purchasing power

Legal Services	44%
Land or buildings.....	39%
Computer software	38%
Accounting services	37%
Building materials	37%
Property insurance	37%
Appraisal.....	36%
Marketing and leasing	34%
Computer hardware	33%
Permanent mortgage financing	33%
Market studies.....	30%
Construction financing	28%
Equity investment capital	28%
Telecommunications equipment	26%
Title insurance.....	23%
Recruitment, training services.....	22%

Who are REW readers and firms?

Job Title or Position

Principal, partner, owner:...	49
President, chairman, CEO:...	9
Executive VP, senior VP:.....	7
Director:.....	9
Manager:	8
Vice president:.....	6
Sales:	7
Attorney:.....	3
Analyst:.....	1
Other:.....	1

(Percentage)

Years in the industry

25 years or more:	31
20 - 24 years:.....	13
15 - 19 years:.....	21
10 - 14 years:.....	16
5 - 9 years:.....	10
Less than 5:	9

(Percentage)

Company profile

Property owner/property management, operator:.....	28
Real estate brokerage:.....	19
Diversified real estate firm:	19
Consulting Services, marketing.....	8
Legal, accounting, government agency:	8
Builder, construction, architecture, developer:.....	6
Investment:.....	4
Other:.....	8

(Percentage)

People in company

Average:	241
Median:.....	22

REW's Readership Demographics

EDUCATION:

The best and the brightest

Yearly Income

Average:\$399,500
Median:.....\$239,800

Educational attainment of REW readers

Doctorate: 10%
Master's degree or JD:..... 27%
Post graduate study:..... 31%
Graduated 4-year college: 11%

Net Worth

Average:\$2,500,000
Median:.....\$1,500,000

REW's Reader Survey

Why?

Founded in 1955 by Alfred Hagedorn Jr., Real Estate Weekly has established itself in this niche market, with over 55 years in the business. We are a trade publication that targets the real estate industry for the entire New York Metropolitan area. Our timely publication is the most efficient and cost effective print, as well as online, news source out there.

What?

Main News is comprised of articles and editorials focusing on particular issues, trends, projects, and deals in different real estate sectors.

Deals & Dealmakers is comprised of different sections. On the scene is a listing of *SALES UNDER \$10m* and *EXCLUSIVE ASSIGNMENTS*. Who's News is a listing of real estate professionals, the company they work for, their new title, previous employment history, and education. Leases under 10,000 s/f run in the lease listings column, which does not necessarily run every week, but when we accrue several from the states of NY, NJ and CT. Transactions is a listing of recent transactions made within the industry.

Construction & Design - This is a special weekly insert that focuses entirely on the construction and design industry. It contains all of the same features as REW but from a C&D perspective.

Special Edition Topics - REW features weekly special supplements which focus on one particular aspect in the industry, for example, Property Management, Banking and Finance or Security and Technology.

Brokers Weekly - This is the residential section launched by REW in 2009. It focuses entirely on the residential markets within the tri-state area and on national housing issues.

Where?

Not only does Real Estate Weekly touch upon the entire Tri-State New York Metropolitan Area, but it spreads its wings on the internet. Check us out on www.rew-online.com. You can also find REW representatives in attendance at GreenBuildingsNY events, PWC conferences, Greenpearl events, private equity summits, the NYC Real Estate Expo, and many more.

REW's Reader Survey

When?

Written, edited, and dummied in NYC, produced and published in New Rochelle, you can receive the latest, up-to-date information every Wednesday.

How?

With an emerging and growing base of 8,500 subscribers, and a pass along circulation of over 30,000 readers, don't miss out on allowing your business to grow. Not only does advertising demonstrate a strong and stable outlook on yourself and your company, but it shows competitors that business is booming.

Who? Here's just a sample . . .

ACC Construction	Margolin, Winer, & Evens LLP
Anchin	Meridian Capital Group
ARROW Bird Control	Metro Energy
Brick Realty Capital	Milstein Properties
Brookfield	MOINIAN
Cannon Design	ncb
Capin	Newmark Knight Frank Capital Group
Castle	North East Community Bank
CitiHabitats	NYARM
City Connections Realty Inc.	NYC Real Estate Expo
Cohen & Perfetto LLP	NY Building Congress
ConEd	Ornamental Metal Institute of New York
Country Bank	Plymouth Rock Energy
Cushman & Wakefield	Professional Women in Construction
Deerwood Real Estate Capital	REBNY
Eastern Commercial Real Estate	RSM McGradley
ENTECH Digital Controls	Reliable Window & Door Corp
Estreich & Company, Inc.	S&W Painting
Ettinger Engineering Associates	Sitecompli
FALCON PROPERTIES, INC	Steel Institute of New York
Friedman LLP	Steven L. Newman
Friedman Roth Realty	Research InstituteSilverstein
Glenwood	Tishman
Hess	Torresco Realty
Investors Bank	Town
Itzhaki Properties	US Energy Group
Jack Jaffa & Associates	VERUS Construction Services
JSM Designs	World Wide Construction
Lutron	Zetlin&DeChiara
M&T Bank	AND MANY, MANY MORE!