

National Real Estate Investor 2011 Editorial Calendar

January/February The Money Issue

- **CMBS 2.0:** After a lengthy hiatus, securitization has returned. Will this revamped debt-financing vehicle be able to win back borrowers and investors following an epic meltdown?
- **The State of U.S. Banks:** Has the recapitalization of small and regional banks been sufficient to jump-start lending to commercial real estate owners and developers? If not, what are the ramifications for borrowers?
- **The Rise of Non-Traded REITs:** The Securities and Exchange Commission declared five new non-traded REITs effective in the third quarter of 2010, and several more have been launched. Why are investors today pouring billions of dollars into this burgeoning investment vehicle?
- **7th Annual Borrower Trends Survey:** Exclusive research taps into the sentiment of borrowers and their strategies for the year ahead. Lenders and financial intermediaries also are surveyed.

Stellar Apartment Markets: Based on data from Reis, NREI zeroes in on the top apartment markets nationally to determine the common thread. Some of the worst performers also will be noted.

City Review: San Diego

Show Distribution

- NMHC Annual Meeting
- CRE Financial Council
- MBA's CREF/Multifamily Convention & Expo
- ICSC Mid-Atlantic

Ad Closing: December 20

Materials Due: December 27

March

Ten to Watch: Profiles of standouts from a variety of commercial real estate disciplines who are having a significant impact on the industry.

Assessing FinReg: What does financial regulation reform mean for commercial real estate finance and who will be the potential winners and losers? Will it drive up the cost of borrowing, and will it deliver as much transparency as advertised?

Hotel Receivers Check In: With net operating income still depressed for many hotel owners and financial problems mounting, lenders increasingly are turning to court-appointed hotelreceivers to help stabilize properties. These turnaround specialists will discuss the severity of the problem today and offer solutions.

Institutional Investors: Bears or Bulls? Many pension funds got burned on real estate during the latest downturn and came under fire. Are these giants once bitten and twice shy, or have they gone from being bearish to bullish again?

Lifestyle Center Pioneers: Over the last decade, retail lifestyle centers have taken the industry by storm, but has this once highly popular concept hit a wall? NREI talks with the founding fathers of lifestyle centers about the challenges facing the industry today.

City Review: Charlotte

Show Distribution

- Hunter Hotel Investment Conference
- ICSC Carolina's Exchange Idea
- PREA Spring Conference

Ad Closing: February 7

Materials Due: February 11

April

Broker Scorecard: Annual ranking of U.S. brokerages by the total dollar value of leasing transactions and investment sales globally during 2010.

The Morphing Brokerage: Commercial real estate services firms are increasingly diversifying their business lines, from mortgage banking to asset management to value recovery, all in an effort to generate fees.

Office Blues: The longer the job growth engine continues to sputter, the more pressure it puts on underperforming properties. Who's buying distressed office properties and what are their turnaround strategies?

The Property Valuations Divide: Not only are today's buyers and sellers in a big standoff on the pricing of assets, but researchers can't even seem to agree on whether prices are on the mend. Such divergent views have created confusion in the marketplace.

Self-Storage Stacking Up Well: Through mid-October 2010, total returns were up 27% for self-storage real estate investment trusts. What are the factors making this property sector so attractive and how long can this run last?

NMHC 50: Annual ranking of the top 50 owners and managers in the apartment sector.

City Review: Dallas

Show Distribution

- CCIM Spring
- SIOR Spring Convention
- NMHC Research Forum

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Ad Recall Survey

Ad Closing: March 9

Materials Due: March 14

May Special Retail Report

Charting Retail REITs: With consumer debt still high, housing foreclosures rampant and economic growth somewhat tepid, how are these giants of the shopping center industry faring? REIT owners and analysts weigh in.

Distressed Retail Buying Opportunities: As centers go dark and prices plummet, opportunistic investors are circling like vultures.

Risks and Rewards of Global Expansion:

Some of the largest mall REITs have developed a global footprint over the past several years, including Simon Property Group, Taubman Centers, and General Growth Properties. What are the pitfalls to avoid in expanding overseas and the lessons learned?

Class of 2011: Newly minted graduates from some of the country's finest real estate programs are entering a job market that is slowly recovering. What are their aspirations and their prospects for getting hired?

Top Lenders Survey: Exclusive ranking of the top 25 lenders and financial intermediaries.

Hotel Turnaround Strategies: Case studies in how opportunistic buyers are repositioning and renovating hotels in order to outflank the competition.

City Review: Las Vegas

Show Distribution

- RECon: The Global Retail Real Estate Convention
- NYU Hospitality Investment Conference
- REITWeek: NAREIT's Investor Forum
- CRE Financial Council

Ad Closing: April 12

Materials Due: April 19

June/July

Capital Markets Update: Commercial real estate is a capital intensive business, but has the flow of funds increased to something more than a trickle following the deep recession? And how healthy are the property fundamentals across product types? Economists also weigh in with their year-end predictions on job growth and interest rates.

Best of the Best: This annual compendium of surveys highlights the top 25 companies from across a variety of commercial property types and disciplines.

Healthy Appetite for Medical Office: Health care REITs, private equity investors and foreign capital are all bullish on medical office buildings. How are these investors partnering with developers and how handsome are the returns?

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Lease Accounting Overhaul: Proposed new accounting standards have been drafted in order to push lease liabilities back onto corporate balance sheets. If the standards are adopted, will corporations be more inclined to own or lease real estate?

Seniors Housing Development Trends:

Financing is hard to come by, but well-conceived projects in the right location are getting financed. Who's building and who's financing the newest generation of seniors housing.

City Review: Washington, D.C.

Show Distribution

- BOMA Annual Conference
- 2011 Midwest Lodging Investors Summit

Ad Closing: May 27

Materials Due: June 3

August/September

Corporate Real Estate Study: How is Corporate America minimizing its occupancy costs? An exclusive NREI research study provides some insightful answers.

Outstanding Women in Real Estate: This feature includes profiles of high achievers who are having a big impact on the industry and paving the way for the next generation of women.

ASHA 50: Annual ranking of the top 50 owners and managers in seniors housing compiled by the American Seniors Housing Association.

Industrial Market on the Mend: For the first time in 11 quarters, the U.S. industrial vacancy rate fell in the second quarter of 2010. Los Angeles and the nearby Inland Empire recorded the biggest year-over-year gains in leasing activity. What's behind the turnaround?

Multifamily Makeovers: Savvy owners are employing the value-add approach of buying properties at a discount and upgrading and repositioning the assets to charge higher rents.

City Review: Miami

Show Distribution

- CREW Network Convention
- ICSC Florida Conference
- 18th Annual ASHA
- 21st Annual NIC
- Lodging Conference
- ICSC Western Division Conference
- iGlobal Forum

Ad Closing: August 19

Materials Due: August 25

October Special REIT Report

• **Office REIT Challenge:** Although trophy assets in major metros enjoy healthy occupancy rates, office buildings elsewhere often struggle with high vacancies. What steps are owners and managers taking to fill their buildings while shaving operating expenses? Also, are the REITs net buyers or sellers?

• **Demystifying Mortgage REITs:** How do today's mortgage REITs differ from the ones of the 1970s that made bad construction loans, ultimately forcing many mortgage REITs to collapse? And how do their total returns compare with equity REITs.

• **Industrial REIT Power Player:** NREI profiles one of the industry's most successful CEOs.

• **Fifth Annual Green Building Survey:** Exclusive research gauges the importance of sustainability and green building principles to the commercial real estate industry. The survey results, which also will appear in Retail Traffic, are based on input from developers, corporate space users and municipal officials.

Test of Patience for Private Equity: Private equity funds have raised billions of dollars in recent years to acquire commercial real estate assets on the cheap. But how much of that capital has yet to be deployed?

Trends in Sale-Leaseback Financing: A growing number of companies are looking for ways to monetize their real estate, but what effect are the skittish capital markets having on the ability to complete transactions?

City Review: Chicago

Show Distribution

- CCIM Fall
- 2011 Greenbuild International Conference & Expo
- PREA Plan Sponsor Real Estate Conference
- Real Estate Investment Securities Association (REISA) Forum
- ICSC Chicago Dealmaking
- Information Management Network/IMN
- SIOR Fall Conference

Ad Closing: September 9

Materials Due: September 15

November/December The Forecast Issue

Forecast 2012: Economists and industry experts assess the state of the real estate capital markets, the volume of transaction activity, and what it all portends for the year ahead. The cover package also will include an analysis of each of the five property sectors.

Trends in Apartment Finance: Aside from Fannie Mae and Freddie Mac, who else is lending on apartments? Is it healthy to have so much dependence on agency financing? NREI looks at deal volume in 2011 and how it compares with 2010?

Case Studies in Corporate Real Estate

Outsourcing: Real estate services companies continue to land some big assignments from Fortune 1,000 companies as corporate real estate executives aggressively move to cut costs and improve efficiencies. Real-life examples highlight the problems, solutions and outcomes.

Is the CMBS Crisis Over? Special servicers have been bombarded with problem loans for the past two years, but as the capital markets recover and delinquencies show signs of ebbing, it may be time to breathe a sigh of relief. What lessons have we learned from this crisis?

Revitalizing the Rust Belt: A look at efforts to revive the economies of Cleveland, Detroit and Toledo, some of the hardest hit cities during the Great Recession. The voices of owners, lenders and economic development officials will be included in this piece.

Exclusive Seniors Housing Research: How active do investors plan to be in the coming year, and what product niche in seniors housing are they most bullish on and why?

City Review: New York

The National Real Estate Investor and Retail Traffic Commercial Real Estate Resource Center:

Interactive resource guide for retail real estate professionals published from the publication Web sites.

Show Distribution

- ICSC New York Idea Exchange
- Trigild Lender Conference
- REITWorld: NAREIT's Annual Convention For All Things REIT

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