

## MARCH 2012 PREVIEW BIG MONEY: WHAT INSTITUTIONAL INVESTORS WANT

For years the industry has buzzed about cash on the sidelines amassed by the industry's biggest players and wondered how it would be deployed. Increasing, institutional investors have jumped into action.

In this comprehensive package, we will examine the kinds of deals getting done by private equity investors, pension funds, life companies, endowments, sovereign wealth funds and other large institutions. Are they just looking for the best assets in top markets, or are they willing to take on more risk? Where are they placing their bets and what returns are they seeking?



- TOP 25 PRIVATE EQUITY FUNDS
- SUSTAINABILITY TRENDS
- PROPERTY FOCUS: ADAPTIVE REUSE
- AREA REVIEW: NEW YORK CITY

## EVERY-ISSUE FEATURES

**Data Points:** Readers find exclusive data they won't get anywhere else on issues facing the industry.

**Developments:** The section examines key trends, deals, case studies and research affecting the industry and features Q&As with leading lights in the industry.

**In-Depth Features:** We go behind the headlines to explore the trends in commercial real estate.

**Executive Spotlights:** We sit down with the leading lights of the industry to talk about their background, management philosophy and how they've led their companies to success

**Finance & Investment Trends:** A look at the latest deals. Who's buying and selling? And how are the sources of capital changing?

## BONUS DISTRIBUTION

- PREA Spring Conference
- Hunter Hotel Investment Conference
- NMHC Research Forum

**MARCH 2012 ISSUE**  
**Ad Closing:** February 7th  
**Materials Due:** February 15th

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## ALSO COMING IN MARCH...

### Special Forum: State of the New York Market

New York City has been ahead of the country in coming out of the doldrums—and action really heated up within New York's commercial real estate market in 2011. Retail and office users signed some mammoth leases, including several notable transactions at the World Trade Center site. Landmark properties changed hands at awe-inspiring prices. And developers broke grounds on projects that will remake the city's landscape for decades to come.

In the March issue, our state of the market report will assess the current conditions across the major property types within the city—and will explore where the best opportunities for investment and development lie. We'll look at the latest research to explore market-wide trends and speak to experts that are in the trenches and getting deals done to get their take on what's ahead for one of the greatest cities in the world. As part of our coverage, we will also examine some of the big deals in the works across all five boroughs, not just in Manhattan.

### Includes New York Profiles: Inside The Big Deals

In addition, a series of profiles will look at some of the biggest deals that have taken place within New York City in the past year—and break down how those deals got done. The profiles will feature leases and investment sales across every property type, getting input from the movers and shakers that made those transactions happen.



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