

IN EVERY ISSUE

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. This is where readers get the big picture.

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: Each issue will keep you abreast of the latest deals. Who's buying and selling? How are the sources of capital changing? What do you need to know to get your next transaction done?

JANUARY/FEBRUARY

The Money Issue: Navigating the Capital Stack

It would be nice if every deal was all-cash. But the majority of commercial real estate transactions require debt. That's made for an interesting few years as the credit crisis is still affecting lender behavior and the industry continues to work through **distressed assets**.

In this issue, we'll look at what's happening throughout the capital stake and examine the trends among **senior lenders** such as **commercial banks**, **life insurance companies** and **conduits**. Our package of stories will also break down the latest developments in **mezzanine** and **bridge** financing, and show how underwriting standards by all lenders are changing and when borrowers are in the best position to access the capital that is available.

8th Annual Borrower Trends Survey: How have the debt markets evolved over the past year and what's in store for 2012? Both borrowers and lenders weigh in on the cost of capital, underwriting standards, as well as the appetite for new development and acquisitions in primary and tertiary markets.

Property Focus: Multifamily

City Review: Washington, D.C.

Ad Closing: December 20th
Materials Due: December 28th

Show Distribution:

- [CRE Financial Council](#)
- [NMHC Annual Meeting](#)
- [MBA's CREF/Multifamily Convention & Expo](#)
- [ICSC Mid-Atlantic](#)

MARCH

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 50 Private Equity Funds

Green Trends

Property Focus: Adaptive Reuse

City Review: New York City

Ad Closing: February 7

Materials Due: February 15

Show Distribution:

- [PREA Spring Conference](#)
- [Hunter Hotel Investment Conference](#)
- [ICSC Carolina's Idea Exchange](#)
- [NMHC Research Forum](#)

APRIL

Friends in High Places: Trends in Economic Development

Getting deals done today often requires help from **public sources**, whether that's **tax incentives**, **financing** or dealing with **gaining approvals** from agencies. In this special section, we will examine what the savviest economic development agencies are offering and how investors and developers can best tap into existing resources. The feature will also include profiles of the most forward-looking **mayors** and **governors** out looking to work with the commercial real estate sector.

Broker Scorecard: This annual survey ranks brokerages by the combined total dollar amount of their leasing transactions and investment sales globally in 2011. The rankings are preceded by a story highlighting trends in deal volume.

Exclusive Seniors Housing Research: In this semiannual survey, respondents

weigh in a host of issues, including occupancy trends, cap rates, financing availability as well as development and acquisition activity. Charts and interviews with industry experts accompany the results.

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

Property Focus: Medical Office

City Review: State Capitals

Ad Closing: March 9

Materials Due: March 16

Show Distribution:

- [CCIM Spring](#)
- [SIOR Spring Convention Convention](#)

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Ad Recall Survey

MAY SPECIAL RETAIL REPORT

In advance of the most important annual gathering of the retail real estate industry, the May issue of NREI will include the first of three special **Retail Traffic** supplements. In this issue, we will provide a comprehensive look at the state of the industry. Our coverage will assess the latest trends—including checking in on the state of investment, development/redevelopment and leasing—and have a special section exploring hot markets for retail real estate as well as examining the latest trends among top retail real estate brokers. In addition, we will include our annual ranking of the top owners and managers of retail real estate.

Distressed Retail Buying Opportunities: NREI profiles investors who have a track record of buying retail centers with large vacancies at a substantial discount and repositioning them for success.

Top Lenders Survey: NREI's 21st annual ranking of the top 25 direct lenders and financial intermediaries in commercial real estate is accompanied by an update on the state of the lending market.

Property Focus: Retail

City Review: Los Angeles

Area Review: New Jersey

Ad Closing: April 9

Materials Due: April 16

Show Distribution:

- [NYU Hospitality Investment Conference](#)
- [CRE Financial Council](#)
- [REITWeek: NAREIT's Investor Forum](#)
- [BOMA Annual Conference](#)
- [RECon: The Global Retail Real Estate](#)

JUNE/JULY**The Leadership Issue**

It's one thing to be successful when the entire industry is on the upswing. It's quite another to lead a firm through choppy waters and still come out on top. This package will provide a review of the **strategies** of the industry's savviest managers and **profile its leading lights** as well as look at **companies that thrived** in spite of the rancor in financial markets and the broader economy. It will include the annual look at the **ten most influential** figures in the industry. The package will also examine how running a commercial real estate firm has changed in the era of **social media** and how **brand management** is a key piece of that struggle.

Best of the Best: This compendium of 12 surveys ranks the top 20 to 25 companies in commercial real estate across several property types and disciplines.

Green Trends

Property Focus: Office

City Review: Chicago

Ad Closing: May 25

Materials Due: June 7

Show Distribution

- [2012 Midwest Lodging Investors Summit](#)
- [ICSC Florida Conference](#)

AUGUST/SEPTEMBER ISSUE
The Diversity Issue

Let's face it. Commercial real estate not the most diverse industry. But there are firms, associations and individuals striving to change that. This issue will examine strategies companies are employing in **recruiting** and **developing talent** to bring a greater **racial and gender balance** to the industry. As part of the package, we will profile **the most influential women and people of color in commercial real estate**.

Corporate Real Estate Strategies:

Through case studies, NREI shows how Corporate America is aggressively controlling its occupancy costs to boost the bottom line. Service providers and corporate real estate executives share their success stories.

The August/September issue will also feature our second **Retail Traffic** supplement. In this edition, we will examine **retailer trends**. Success in the retail real estate sector hinges upon finding and retaining the best retail concepts. The package will look at

the latest trends in areas including **big boxes, new concepts, international retailers, grocers** and fast-growing **specialty tenants**. In addition, the feature will look at the latest trends in **temporary leasing** and **pop-up stores**, as well as provide best practices for landlords looking to **incubate tenants**.

ASHA 50: This annual supplement ranks the top 50 owners and managers in seniors housing compiled by the American Seniors Housing Association.

NMHC Student Housing Supplement

Property Focus: Hospitality

City Review: Philadelphia

Ad Closing: August 17

Materials Due: August 29

Show Distribution:

- [Lodging Conference](#)
- [ICSC Chicago Dealmaking](#)
- [19th Annual ASHA](#)
- [22nd Annual NIC](#)

OCTOBER**The REIT issue**

Public REITs and **non-traded REITs** continue to be dominant forces within commercial real estate, commanding vast portfolios of some of the nation's best buildings and sitting on war chests of cash ready to be deployed. This package will look at the latest trends among the major publicly-traded players as well as examine what's going on in the non-traded REIT space. How are they using their cash? Are they buying or selling? How much resources are they devoting to repositioning assets?

REIT Scorecard

Sixth Annual Green Building Survey: NREI surveys developers, corporate space users and municipal officials about trends in sustainability and green building design.

Property Focus: Seniors Housing

Area Review: Texas

Ad Closing: September 10

Materials Due: September 19

Show Distribution:

- [Trigild Lender Conference](#)
- [CCIM Fall](#)
- [PREA Plan Sponsor Real Estate Conference](#)
- [CREW Network Convention](#)
- [SIOR Fall Conference](#)
- [Information Management Network/IMN](#)
- [Real Estate Investment Securities Association \(REISA\) Forum](#)

NOVEMBER/DECEMBER**The Urban Issue**

The U.S. population is increasingly being concentrated in urban markets. What does this future mean for commercial real estate? This package will examine how **urban living** is affecting key behaviors and how it is altering how investors and lenders are approaching the industry. We'll also examine what this **means for suburbia**.

In our third **Retail Traffic** supplement, we will look at **development, design and construction trends**. It's been a tough few years for architects and contractors with the retail pipeline at an all-time low. But some firms have been able to adapt to the new climate by expanding their areas of expertise. Most importantly, having a robust practice that can handle redevelopment and renovation is one way to succeed in today's climate. And, slowly, developers are returning projects to the pipeline. We'll look at some of the biggest developments in the works. The section will also include our **23rd Annual SADI Awards & Architectural Showcase**.

Exclusive Seniors Housing Research:

NREI surveys seniors housing professionals about the outlook for the sector in 2013. Respondents weigh in on a host of issues, ranging from the future direction of cap rates to their plans for acquisitions and new development to their primary capital sources for debt financing.

Property Focus: Industrial

Ad Closing: October 22

Materials Due: October 27

Show Distribution:

- [REITWorld: NAREIT's Annual Convention For All Things REIT](#)
- [2012 Greenbuild International Conference & Expo](#)
- [ICSC New York Idea Exchange](#)

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