



Reader Profile Highlights
BROKER SUBSCRIBERS

Products/Services Recommended/Referred to Clients

Appraisal/Valuation Services	71%
Real Estate Investment Opportunities	68%
General Contractor	52%
Architect/Designer	45%
Lender/Finance Company	50%
Broker/Tenant Rep.	46%
Developer	41%
Insurance Provider	30%
Investment Banker	16%
Property/Facility Manager	29%

**Types of Space Own/Manage/Lease/
Purchase In Next 12 Months**

Retail stores/shopping centers	72%
Office	68%
Industrial facilities	52%
Mixed use facilities	50%
Apartments	51%
Hotels	35%
Affordable housing	17%
Seniors housing	16%
Healthcare facilities	20%

Information Most Valuable in Property Advertisements

Amount of available space	78%
Photograph of a property	82%
Map of building locations	75%
List of major tenants	73%
Tenant amenities	59%
Building completion dates	51%

Types Of Development Authorities They Work With

Local economic development authorities	81%
Regional economic development authorities	46%
Multinational economic development authorities	7%

Annual value of purchases influenced **\$6.0 million**

Source: National Real Estate Investor 2008 Reader Profile Survey

Geographic Scope of Business

Local	35%
Regional	41%
Multinational	5%
National	19%

Services Offered by Firms

Acquisition strategies	76%
Disposition strategies	64%
Tenant representation	65%
Property management	47%
Asset management	34%
Financial consulting	34%
Space needs forecasting	22%
Outsourcing	8%
Appraisals	15%
Environmental due diligence	4%

GENERAL INFORMATION ON ALL SUBSCRIBERS

Average age:	48
Average # years involved in commercial real estate:	12.9
Gender:	87% male, 13% female
Average income:	\$237,600
Average net worth:	\$1,598,900

Products/services they recommend:

Appraisals/valuation services	51%
Architects/designers	4%
Broker/tenant reps	43%
Developers	40%
General contractors	50%
Insurance providers	35%
Investment bankers	25%
Lender/finance companies	53%
Real estate investment opportunities	68%
Property/facility managers	26%

Average # years subscribing to NREI: 6
Regularly read NREI (3 out of 4 issues): 81%

Average time spent reading each issue: 1.15 hours

Average readers per copy (including pass-along): 2.6

Total readership (including pass-along): 96,200

Actions taken as a result of reading NREI:

Saved an issue, article or ad for future reference	70%
Routed/discussed articles with others	60%
Routed magazine to others	53%
Visited the magazine's Web site	52%
Visited an advertiser's Web site	43%
Contacted an advertiser directly	32%
Recommended an advertised product or service to others	19%
Responded to an advertisement	19%
Purchased an advertised product or service	18%