



Reader Profile Highlights
CORPORATE SUBSCRIBERS

Involvement in Property Selection for Organization

Industrial/warehouse properties	41%
Retail stores/shopping centers	50%
Regional offices	31%
Mixed use complexes	22%
Multifamily properties	22%
Hotels	3%
International offices	3%
Apartments	16%
Corporate headquarter offices	25%

Products/Services Recommended/Referred to Clients

Appraisals	58%
Architecture and design	48%
Financing	29%
Brokerage services	65%
Insurance Provider	26%
Property management services	26%
Building construction	32%
Commercial property acquisition/disposition	74%
Computer hardware/software	26%
Database services	23%
Energy management/HVAC	10%
Environmental services/due diligence	26%
Legal services	52%
Maintenance services	32%
Office equipment	16%
Security/fire systems	13%
Commercial property sites	52%
Telecom equipment/services	16%

Square Footage

Owned by organization	2.6 million
Leased by organization	3.4 million

Facilities

Own	15%
Lease	24%
Own and lease	61%

Participation in Facility Selection

Office space	45%
Retail store/shopping centers	87%
Industrial/warehouse properties	69%
Mixed use	60%
Multifamily properties	39%
Hotels	24%

Participation in Corporate Activities

Property development for corporate use	50%
Site selection	66%
Leasing	50%
Corporate property management	16%
Property purchase/development for corporate investment portfolio	38%
Facilities management	47%
Surplus property disposition/subleasing	38%
Selection of outsource providers	34%
Energy management	16%

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%

Real Estate Services Outsourced

	Past 12 Mos	Next 12 Mos
Property disposition	27%	2%
Property management	19%	7%
Tenant representation	11%	8%
Financial services	9%	12%
Energy management	7%	12%
Site selection	7%	10%
Asset management	7%	7%
Appraisals and valuations	38%	5%

Annual value of purchases influenced \$12.1 million
 Mean annual revenue \$2.6 billion

Types Of Development Authorities They Work With

Local economic development authorities	65%
Regional economic development authorities	26%
Multinational economic development authorities	10%

Attributes Considered In The Site Selection Process

Availability of mass transit	29%
Climate	23%
Cost of living	55%
Education of work force	29%
Entitlement process	13%
Infrastructure	52%
Quality of life	36%
Strength of local economy	71%
Tax incentives	39%
Unemployment rate	29%

Source: National Real Estate Investor 2008 Reader Profile Survey

Factors in Site Selection Process

Infrastructure	53%
Tax incentives	37%
Cost of living	53%
Quality of life	33%
Education of work force	30%
Availability of mass transit	30%
Climate	23%
Unemployment rate	27%
Entitlement process	13%
Strength of local economy	70%