



**Reader Profile Highlights**  
**FINANCE SUBSCRIBERS**

**Types of Financing Arranged/Funded**

Fixed rate	63%
Permanent loans	59%
Construction	56%
Adjustable rate	51%
Equity financing	58%
Bridge financing	55%
Joint ventures	43%
Mezzanine	49%
Net lease	24%
Workouts	24%

**Products/Services Recommended/Referred to Clients**

Appraisal/Valuation Services	56%
Real Estate Investment Opportunities	55%
General Contractor	33%
Architect/Designer	27%
Lender/Finance Company	46%
Broker/Tenant Rep.	26%
Developer	32%
Insurance Provider	28%
Investment Banker	27%
Property/Facility Manager	12%

**Types of Projects Financed**

Multifamily properties	71%
Office buildings	76%
Industrial/warehouse properties	66%
Retail/shopping centers	69%
Mixed use complexes	60%
Affordable housing	38%
Land development	46%
Business parks	46%
Self storage	44%
Hotels	54%
Seniors housing	40%
Healthcare facilities	41%

**What They're Planning**

61% plan to purchase or invest in additional commercial real estate
49% plan to take equity position in projects financed
26% plan to invest/recommend REITs
37% plan to hire property management firms

Source: National Real Estate Investor 2008 Reader Profile Survey

**Organization Type**

Commercial Bank	15%
Private investor	24%
Mortgage bank	12%
Financial consultancy	16%
Pension fund or advisor	4%
REIT (private)	3%
Investment bank	12%
Asset manager	14%
Credit corporation	3%
Mortgage brokerage	24%
Insurance company	5%
Pension endowment advisor	4%
REIT (public)	4%

**GENERAL INFORMATION ON ALL SUBSCRIBERS**

<b>Average age:</b>	48
<b>Average # years involved in commercial real estate:</b>	12.9
<b>Gender:</b>	87% male, 13% female
<b>Average income:</b>	\$237,600
<b>Average net worth:</b>	\$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%

<b>Average # years subscribing to NREI:</b>	6
<b>Regularly read NREI (3 out of 4 issues):</b>	81%
<b>Average time spent reading each issue:</b>	1.15 hours
<b>Average readers per copy (including pass-along):</b>	2.6
<b>Total readership (including pass-along):</b>	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%