

# Why advertisers get results in REW

## AS EASY AS: 1 — 2 — 3!

### 1. On what publications do our readers rely for timely coverage of commercial real estate?

|                                 |            |                                    |     |
|---------------------------------|------------|------------------------------------|-----|
| <b>Real Estate Weekly</b> ..... | <b>88%</b> | Real Estate New York .....         | 22% |
| The New York Times .....        | 85%        | Real Estate Forum .....            | 20% |
| The Wall Street Journal .....   | 40%        | New York Real Estate Journal ..... | 16% |

### 2. Our readers are dedicated and respect the information in Real Estates Weekly

Q: *How much time do you spend reading REW?*

A: The average reader spends 31 minutes with each issue.

Q: *What do you usually do with your copies after you read it?*

|    |   |     |
|----|---|-----|
| A: | Clip or copy articles: .....            | 37% |
|    | Pass along to somebody else: .....      | 33% |
|    | Save issues for future reference: ..... | 23% |
|    | Place in public area of offices: .....  | 7%  |

Q: *How many people read each copy of REW?*

A: **Total readers per copy: .....** 3.6

### 3. When Real Estate Weekly gets read, your advertising gets read

Q: *What actions have you taken in the last 12 months as a result of seeing an advertisement in REW?*

|    |   |     |
|----|---|-----|
| A: | Saved ad for reference: .....                       | 37% |
|    | Showed or discussed ad with others: .....           | 33% |
|    | Visited an advertiser's web site: .....             | 19% |
|    | Contacted an advertiser for more information: ..... | 17% |
|    | Purchased an advertised product/service: .....      | 5%  |
|    | Recommended the purchase of product/service: .....  | 5%  |
|    | Took one or more direct actions (above): .....      | 59% |

# **REW readers make decisions and influence purchasing**

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## **Categories in which REW readers have purchasing influence**

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|                                      |     |
|--------------------------------------|-----|
| Legal Services .....                 | 44% |
| Land or buildings.....               | 39  |
| Computer software .....              | 38  |
| Accounting services .....            | 37  |
| Building materials .....             | 37  |
| Property insurance .....             | 37  |
| Appraisal.....                       | 36  |
| Marketing and leasing.....           | 34  |
| Computer hardware .....              | 33  |
| Permanent mortgage financing .....   | 33  |
| Market studies .....                 | 30  |
| Construction financing .....         | 28  |
| Equity investment capital.....       | 28  |
| Telecommunications quipment .....    | 26  |
| Title insurance .....                | 23  |
| Recruitment, training services ..... | 22  |

# Who are REW readers and firms?

## Job Title or Position

|                                |     |
|--------------------------------|-----|
| Principal, partner, owner: ... | 49% |
| President, chairman, CEO: ...  | 9   |
| Executive VP, senior VP: ..... | 7   |
| Director: .....                | 9   |
| Manager: .....                 | 8   |
| Vice president: .....          | 6   |
| Sales: .....                   | 7   |
| Attorney: .....                | 3   |
| Analyst: .....                 | 1   |
| Other: .....                   | 1   |

## Years in the industry

|                         |     |
|-------------------------|-----|
| 25 years or more: ..... | 29% |
| 20 - 24 years: .....    | 13  |
| 15 - 19 years: .....    | 21  |
| 10 - 14 years: .....    | 16  |
| 5 - 9 years: .....      | 10  |
| Less than 5: .....      | 9   |

## Company profile

|                                  |     |
|----------------------------------|-----|
| Property owner, operator: ..     | 24% |
| Real estate brokerage: .....     | 19  |
| Diversified real estate firm: .. | 19  |
| Consulting Services .....        | 7   |
| Legal or accounting: .....       | 6   |
| Investment: .....                | 4   |
| Builder/construction: .....      | 3   |
| Property management: .....       | 3   |
| Developer: .....                 | 2   |
| Government agency .....          | 2   |
| Marketing .....                  | 2   |
| Architecture: .....              | 1   |
| Other: .....                     | 8   |

## People in company

|                |     |
|----------------|-----|
| Average: ..... | 241 |
| Median: .....  | 22  |

# Demographics REW's readership

## Yearly Income

|                           |           |
|---------------------------|-----------|
| Average: .....            | \$399,500 |
| Median: .....             | 239,800   |
| \$1 million or more: .... | 9%        |
| 500,000-1 million: ..     | 10        |
| 300,000-500,000: ...      | 14        |
| 250,000-300,000: .....    | 7         |
| 200,000-250,000 ....      | 12        |
| 150,000-200,000: ...      | 15        |
| 100,000-150,000: ...      | 14        |
| 50,000-100,000: ...       | 12        |
| 100,000-200,000: .....    | 3         |
| 25,000-100,000: .....     | 5         |

## EDUCATION:

The best and the brightest

### Educational attainment of REW readers

|                                |     |
|--------------------------------|-----|
| Doctorate: .....               | 10% |
| Master's degree or JD: .....   | 27  |
| Post graduate study: .....     | 31  |
| Graduated 4-year college: .... | 11  |

## Net Worth

|                          |             |
|--------------------------|-------------|
| Average: .....           | \$2,500,000 |
| Median: .....            | 1,500,000   |
| \$10 million or more: .. | 7%          |
| 5-10 million: .....      | 8           |
| 2.5-5 million: .....     | 13          |
| 1-2.5 million: .....     | 8           |
| 750,000-1 million: ....  | 7           |
| 500,000-750,000: .....   | 8           |
| 350,000-500,000: .....   | 8           |
| 200,000-350,000: .....   | 6           |
| 100,000-200,000: .....   | 3           |
| 25,000-100,000: .....    | 5           |