



NAIOP
COMMERCIAL REAL ESTATE
DEVELOPMENT ASSOCIATION

Maximize Your Marketing Budget...

Place your company in front of 47,500* top commercial real estate developers, owners and investors.

www.naiop.org/mediakit

About *Development* Magazine

Development magazine is the premier commercial real estate resource for the latest data and information on emerging trends, market reports, sustainability, proven strategies and much more.

Who You Reach with an Ad in *Development* Magazine:

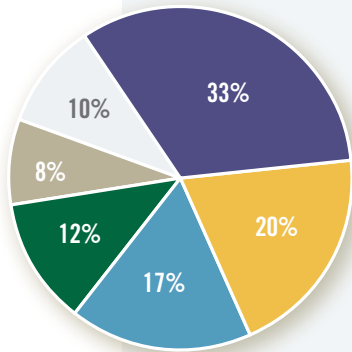
Circulation: 19,000
Readership: 47,500*

*Based on an average of 2.5 readers per copy.

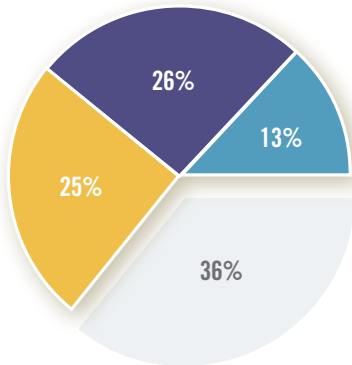


About NAIOP

***Development* magazine readers represent all facets of the commercial real estate industry:**



- 33%** Developers, Owners, Investors and Asset Managers
- 20%** Architects, Engineers, Consultants and related services
- 17%** Brokers
- 12%** Accountants and Attorneys
- 8%** Financiers
- 10%** Other



64% are senior decision makers in their companies:

- 25%** C-Suite/President/Partner
- 26%** Vice President/Senior Vice President/Executive Vice President
- 13%** Director
- 36%** Other

They are involved in the development of all commercial property types:

- Office — **91%**
- Industrial — **78%**
- Retail — **69%**
- Mixed-use — **65%**
- Multi-family — **32%**

* Some members are involved in the development of more than one commercial property type.

They are experienced commercial real estate professionals:

- 74%** have 11 or more years experience in commercial real estate
- 19%** have 31 or more years experience in commercial real estate

Development magazine readers represent the top commercial real estate companies:

(based on the 2010 survey of office and industrial developers and owners conducted by NREI)

- **21 of the top 25 office owners** in the United States are active NAIOP members.
- **24 of the top 25 industrial owners** in the United States are active NAIOP members.
- **23 of the top 25 office developers** (completed development and new construction in 2009) in the United States are active NAIOP members.
- **23 of the top 25 industrial developers** (completed development and new construction in 2009) in the United States are active NAIOP members.

In addition, there are NAIOP members in the largest REITs in North America, including:

- Prologis
- Boston Properties
- Brookfield Properties
- SL Green Realty
- Alexandria Real Estate Equities
- Liberty Property Trust
- Mack-Cali Realty
- Highwoods Properties
- Corporate Office Properties Trust
- Kilroy Realty
- Brandywine Realty Trust

NAIOP members are a unique audience who are not members of other leading commercial real estate organizations:

- 80%** of NAIOP members are not Urban Land Institute (ULI) members
- 90%** of NAIOP members are not Building Owners and Managers Association International (BOMA) members
- 84%** of NAIOP members are not International Council of Shopping Centers (ICSC) members

Who Advertises in *Development Magazine*?

Recent advertisers in *Development* magazine include:



Chicago Title



Real value in a changing world



Photo Credit: Bentall LP

2012 Development Magazine Ad Rates

Ready to Advertise?

Four Color, Gross Rate

	1X	2X	3X	4X
Full	\$4205	\$3975	\$3810	\$3610
Page 1/2	\$3245	\$3070	\$2950	\$2810
Page 1/3	\$2500	\$2370	\$2250	\$2150
Page 1/4	\$2200	\$2100	\$2030	\$1950

For premium position and black and white rates, contact Christopher Ware at ware@naiop.org or (800) 666-6780, ext. 127, or visit www.naiop.org/mediakit.

Contact Christopher Ware at ware@naiop.org or (800) 666-6780, ext. 127, to place your advertisement.

Visit www.naiop.org/mediakit for:

- Advertising Deadlines
- Additional Advertising Rates
- Ad Specifications
- Editorial Information
- Online Advertising Opportunities
- And more!



Photo Credit: Warren Patterson



REACH NAIOP MEMBERS EACH WEEK!

NAIOP Source E-Newsletter Advertising

Your marketing message delivered to the inbox of NAIOP members every week. Visit www.naiop.org/mediakit for rates and specifications. Contact Christopher Ware at ware@naiop.org for availability.

Development Magazine Contact Information

Advertising Reservations, Buyers Guide and Listings, Online Ads, Premium Advertising, Conference Exhibits and Sponsorships, Industry Partners

Christopher Ware | ware@naiop.org
(800) 666-6780, ext. 127 | (703) 904-7100, ext. 127 | (703) 674-1469 fax

Circulation and Subscriptions

Sandy Hudson | hudson@naiop.org
(800) 666-6780, ext. 106 | (703) 904-7100, ext. 106 | (703) 674-1453 fax

Editorial Information

developmentmagazine@naiop.org
(800) 666-6780 | (703) 904-7100 | (703) 904-7942 fax

Dealmaker Submissions

Please submit your information for Dealmakers online: www.naiop.org
Only online submissions will be accepted.



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2012 Media Kit!

NAIOP

COMMERCIAL REAL ESTATE
DEVELOPMENT ASSOCIATION

2201 Cooperative Way | Suite 300
Herndon, VA 20171

(703) 904-7100
www.naiop.org

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