OUR INSIGHT. YOUR WORLD.

Estates Gazette

1858 • 150 YEARS • 2008

Media Information 2008

Estates Gazette and you – the perfect match

When you place your advertising budget, you want to get the best value for money, to be seen by the right people and get focused on the audience you are targeting. Value for money has never been more important, but you need to make sure you get value, not just a cheap rate.

Estates Gazette will get your message and brand in front of the largest captive audience of decision-makers in the commercial property market. This is an audience you cannot get to via any other commercial property publication.

OUR INSIGHT. YOUR WORLD.

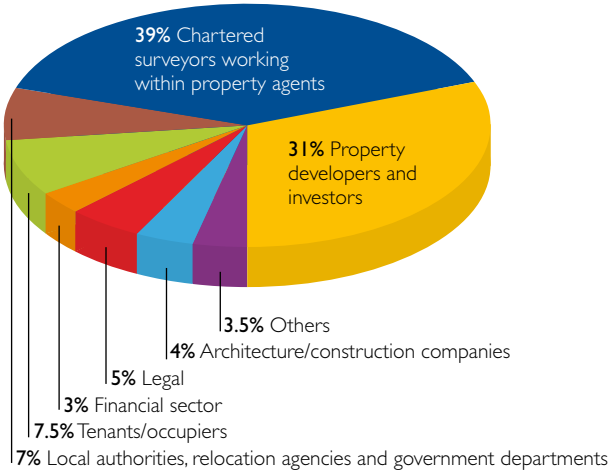
Estates Gazette

The right people...

With a circulation of over 29,000*, and over 120,000 readers in total**, you can trust Estates Gazette to ensure your advertising reaches the right people.

If you want the best response to your advertising you need to be reaching the right parts of the market. Estates Gazette is read by agents, surveyors, developers, investors and beyond, from local government to legal, finance and construction businesses.

Occupiers read Estates Gazette too. Plus, it's the only publication of its kind available at the news-stand, further extending your reach.



Publisher's statement

The right environment...

Estates Gazette is known for its weekly coverage of the industry's news and deals, together with valuable information on legal and professional issues and analysis of what's driving the market and the big issues of the day.

A publication only has value to its readers if it's trusted and valued. Estates Gazette outperforms its nearest rival in independent surveys and that's part of the reason why over 29,000 copies are sold each week, rather than given away. Over a third of the market can only be reached through the pages of Estates Gazette – so why would you waste marketing budgets elsewhere?

The right publication...

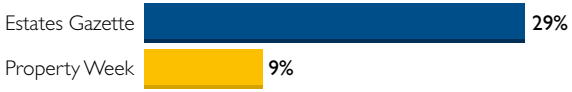
Still not convinced? If you want hard facts to back up your marketing decisions, look no further.

In 2007, Estates Gazette commissioned an independent survey of the commercial property market. GfK NOP, one of Europe's leading market research companies, sought out answers to our questions from over 1,000 industry professionals. This is what they said:

* ABC
** GfK NOP Commercial Property Media Survey 2007

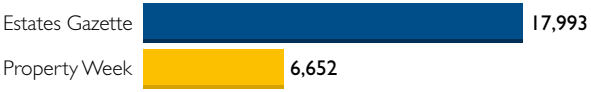
The facts...

Nearly 30% of the market can only be reached through Estates Gazette*



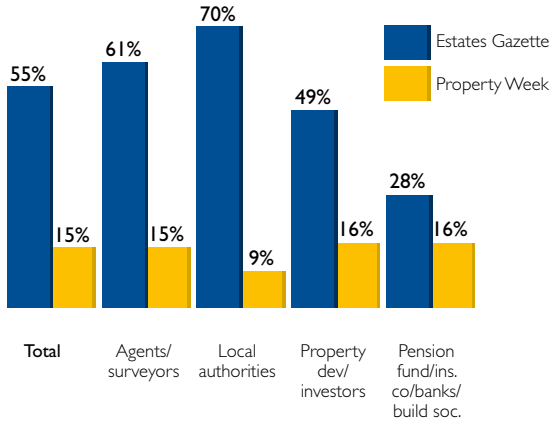
We reach more people than anyone else…

and they value our content enough to pay the full subscription price.**



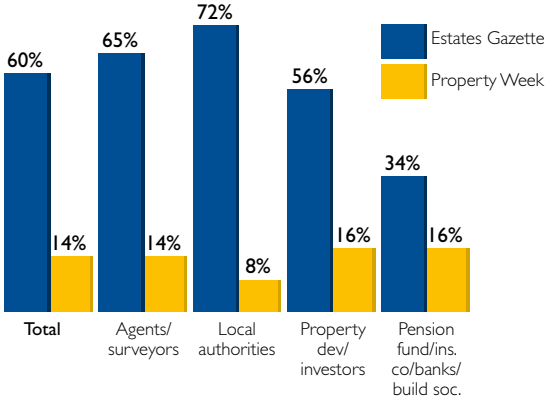
Estates Gazette provides the best response to property advertising

With 55% of people getting the best response to their advertising in Estates Gazette, it's clear where to place your advertising.*



Estates Gazette is the most useful publication for "properties for sale/to let"

On average 60% of people find Estates Gazette the most useful publication for "properties for sale or to let". *



* GfK NOP Commercial Property Media Survey 2007
** ABC 01 July – 30 June 2007

Features

JANUARY

12 Oxfordshire
London & south-west boroughs

19 Hertfordshire
Buckinghamshire

26 Bedfordshire
East Midlands offices & retail
EG Offices

FEBRUARY

2 London & west boroughs
East Midlands industrial & distribution
EG Industrial

9 Kent
Ireland
EG Residential

16 Berkshire
Liverpool
EG Careers

23 Yorkshire
EG Auctions

MARCH

1 MIPIM & International
Manchester city centre
West Midlands S
London S
EG Retail S

8 Greater Manchester
Cambridgeshire, Norfolk & Suffolk
EG Finance

15 North West industrial & distribution
South Wales
EG Leisure

22 Sussex

29 Surrey

APRIL

5 London & Midtown
Edinburgh

12 Essex
EG Retail S

19 North East
EG Residential

26 Bristol, Bath & Swindon
Lancashire & Cumbria

MAY

3 London & City
East Midlands

10 Hampshire & Dorset

17 Somerset, Devon & Cornwall
EG Offices
EG Marketing

24 North & West Yorkshire
Northern Ireland

31 South Yorkshire
Republic of Ireland

JUNE

7 London & south-east boroughs
Yorkshire industrial & distribution
EG Leisure
EG Industrial S

14 North Wales & Cheshire

21 Merseyside
EG Residential S

28 West Scotland
Birmingham
EG Careers

JULY

5 London & north boroughs
Berkshire, Buckinghamshire & Oxfordshire

12 Surrey, Sussex & Kent
EG Healthcare

19 Staffordshire & Shropshire
EG Retail S

26 Bedfordshire, Hertfordshire & Essex
EG Automotive

AUGUST

2 South Wales

9 Isle of Man & Channel Islands

16 Gloucestershire, Herefordshire & Worcestershire

23 International

30 Central Scotland & Highlands

SEPTEMBER

6 Cambridgeshire, Norfolk & Suffolk
Bristol
EG Offices
EG Retail S

13 Manchester
M40
EG Residential

20 London & West End
Scotland
UK Distribution Parks Directory S

27 Ireland
M25 south-east
EG Finance

OCTOBER

4 M25 south-west
ExpoReal & International
EG Retail S

11 M25 north-west
Yorkshire
EG Careers
EG Awards

18 M25 north-east
West Midlands
London & City
EG Auctions
EG Rich List S

25 Thames Valley
EG Leisure

NOVEMBER

1 East Midlands
East Scotland
Hampshire & Dorset
EG Industrial

8 South Wales
South West
Centre Retailing S

15 London, east boroughs & Thames Gateway
MIPIM Asia & International
North West S
EG Retail S

22 Glasgow
EG Offices

29 North East
EG Residential

DECEMBER

6 West Midlands
EG Finance S

13 Regional Features Directory S
EG Industrial

20 2009 Preview
EG Healthcare

S Supplements

Advertising rates

Display	Full Colour	Spot Colour	Mono
Double Page Spread	£6,160	£4,590	£3,770
Full Page	£3,080	£2,290	£1,880
Half Page	£2,320	£1,580	£1,140
Quarter Page	£1,800	£1,050	£650
Eighth Page			£410

Classified	Full Colour	Spot Colour	Mono
Single Column Centimetre	£56	£52	£48

Eg Directory	First 80 characters	+ 20 characters	Full Page
Single Column Centimetre	£95	£20	£2,350

Inserts	
Single Sheet A4 115 gsm	£3,100

Special Positions	
Front Cover	£7,170
Inside Front Cover, Inside Back Cover, Back Cover, 1st Right Hand Page, Facing Leader, Facing News, Facing Finance, Facing Diary, Facing EG Moves, Facing Events, Facing Deals	£3,440
Guaranteed postions	+10%

Rates valid from Jan 08

Technical data

	Trim(mm)	Bleed(mm)	Type (mm)
Double Page Spread	274 x 402mm (bleed into spine only)		
	305 x 428mm (bleed all edges)		
Full Page	297x210	305x216	274x185
Half Page Horizontal	-	-	135x185
Half Page Vertical	-	-	274x90
Quarter Page Horizontal	-	-	65x185
Quarter Page Vertical	-	-	135x90
Eighth Page	-	-	65x90
Semi Display	43mm x min 3 cm deep (single column)		

Copy supply
High-res pdf files required by the Wednesday preceding publication date (10 days prior).
Screen 133 lines per inch/54 lines per cm, 300 dpi.

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or call 0845 077 8811

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