

CHINA COMMERCIAL REAL ESTATE JOURNAL

Providing Critical Information on Real Estate Investment & Occupancy



2011-2012
Media Planner & Rate Card

**Showcase and promote your buildings and regions
to over 30,000 international decision makers**

Providing Global Investors and Multi-National Organizations with Exceptional Information Related to Chinese Real Estate Investments and Space Availability



About MediaEdge Communications

MediaEdge is one of North America's premier B2B communication groups with publications dedicated to a number of different markets including commercial real estate and property management. MediaEdge has launched, managed and produced market-leading, well-recognized, publishing products both in print and digital as well as conference and trade show products within a variety of industry-specific sectors. With a current client list of more than 60 associations and having produced a portfolio well in excess of 100 industry-specific products, its experienced team of professionals is well poised to deliver timely, content-rich information to sector constituents while providing front line customers direct access to senior decision makers.



About Building Owners and Managers Association (BOMA) China

BOMA China's Mission is to increase the value of China's office building industry through development and application of best practices in international real estate management. BOMA China's goals include; position BOMA China as the premiere office building industry association in China, partner with building owners, investors, management companies by providing services and training, establish international affiliations, facilitate international exchange by promoting international events, facilitate foreign real estate industry tours and networking, hosting special events and conferences, develop a knowledge centre for office building management best practices, establish an industry-recognized office building award system for best practices and management, establish industry-recognized competency and skill standards for the office building industry in China and to partner with international affiliates in the development of certifiable training for the office building industry.

In association with BOMA China, MediaEdge will publish **China Commercial Real Estate Journal**, *Providing Critical Information on Real Estate Investment & Space Availability*. This publication will be produced in English specifically for foreign investors and corporations looking for office space in China. With a network of top-level global and Chinese real estate developers, brokers, commercial developers and investors, **China Commercial Real Estate Journal** is the only publication dedicated to the information needs of institutional investors as well as corporate real estate executives seeking to locate personnel in China. The print coupled with digital offerings will give the foreign real estate investment community up-to-date and timely analysis of the issues that matter most to them. In-depth analysis and event trade-shows will round out the information and provide complete solutions to both investors and companies seeking office space in China.



Readership

Reach over 30,000 senior decision makers with China Commercial Real Estate Journal

INVESTORS

- Samples Include: Large pension funds, institutional, REIT's, private real estate, sovereign wealth and private equity fund managers, financial service industry (banks, insurance providers), direct lenders, mortgage and investment bankers, real estate property developers, asset managers, and brokers

TENANTS

- Samples include: Larger, multi-national organizations seeking to set up operations in China. Many different industry sectors will receive each issue, including; automotive, pharmaceutical, hi-tech, manufacturing, retail, non-manufacturing, holding companies, legal, accounting, financial, and medical

Editorial

COVER STORY

Each issue will take an in depth look at specific issues affecting and influencing Chinese commercial real estate and how it may affect investor behavior. Analysis of particular market conditions, specific investment opportunities, pros and cons as well as general market analysis will make up the majority of cover story topics.

FEATURES;

- CBD/Economic Development Zone Analysis
- Tenant Profiles
- Market Reports
- RE Partnerships
- Chinese Government Message

REGULAR COLUMNS/DEPARTMENTS;

- Message from BOMA China
- General News & Announcements
- New Tenant Moves & Logistics
- New Technologies, Innovations and Sustainability
- Construction Progress Updates
- Executive Profile
- Chinese Amenities

EVERY ISSUE INVESTMENT/FINANCIAL REPORT (POSITIONED INSIDE THE MAGAZINE);

This section will be a key component for foreign investors. A wide range of Chinese Real Estate statistics will be provided covering topics such as total office space available, current and future market projections, Real Estate comparisons against other countries and cities, investment scales and return, population reports, global manufacturing statistics, and more will all be covered in this detailed report.

ADVERTORIAL OPPORTUNITIES

Every issue will provide an opportunity for leading brokers, developers and CBD's to showcase their specific portfolios within China. Each purchased profile will allow firms to provide a complete overview of their organization, list of their available office buildings and amenities or overview of its region. These unique and effective profiles will provide excellent exposure and great information for foreigners that are seeking investment and leasing information.

Advertising Rates (CNY)

AD SIZE	1X	4X
Double-page spread	61,200	54,180
Full page	46,800	39,780
2/3 page	42,480	36,110
1/2 page island	39,600	33,660
1/2 page vertical/horizontal	38,160	32,435
1/3 page vertical/horizontal	30,960	26,320
1/4 page vertical	24,840	21,130

COVER COSTS

Inside Front	50,760	43,200
Inside Back	49,320	41,940
Outside Back	52,200	44,350

Agency Commission		15%
Guaranteed Position charge		15%
Inserts		Rates on Request

***BOMA China members receive a 15% discount on posted advertising rates**

2011-2012 Publishing Schedule

ISSUE	ADVERTISING CLOSING	MATERIAL DEADLINE	PUBLISH DATE
Fall 2011	September 9	September 16	October 2011
Winter 2012	December 9	December 16	January 2012
Spring 2012	March 9	March 16	April 2012
Summer 2012	June 8	June 15	July 2012
Fall 2012	September 7	September 14	October 2012

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Our mission is to produce market-leading, superior quality magazine, conference and trade show brands that provide distinctive and effective ways to deliver client information to key industry players.

Publications produced by MediaEdge Communications Inc.:

