

Knowledge Leader

COLLIERS INTERNATIONAL PROPERTY MAGAZINE

2011 MEDIA KIT

As one of the leading commercial real estate firms, Colliers International is uniquely positioned to be your *Knowledge Leader* in markets across the globe.



COLLIERS INTERNATIONAL'S COMMERCIAL REAL ESTATE MAGAZINE

Colliers International launched this client-centric publication in 2007, designed to provide top-level executives and business professionals with in-depth coverage of important developments and news in the industry, and updates on the trends that are changing the way we live and do business.

Colliers International is one of the most powerful commercial real estate brands in North America. We are the number one service provider for commercial real estate in Canada and rank in the top two firms in the U.S.

Our competitive advantage is our enterprising approach to business and commercial real estate. We have one of the strongest distribution channels in the world for commercial real estate information, services and news. Because Colliers is known for our enterprising spirit and local knowledge, our publication, *Knowledge Leader*, has become one of the top sources for commercial real estate business news, insight, trends and information.

"We received a copy of *Knowledge Leader* at our office. This is one of the **best Commercial Real Estate publications** that I've seen. You should be very proud of the product that you are putting out."

—D. Shull

THE PUBLICATION

Knowledge Leader is a 44-page glossy, full-color magazine that is innovative, informative and a must-read for commercial real estate professionals.

The publication delivers an engaging collection of columns, features and profiles that spotlight trends, innovators and executives who are making an impact in the real estate industry, and business in general. In each issue, readers receive insider tips, tools and inspiration to grow and prosper and a sneak peek into the future of commercial real estate.

In addition to the print version, we offer an online version of the magazine on our website: www.Knowledge-Leader.com.

We invite you to join us on the cutting edge of the commercial real estate industry by advertising in *Knowledge Leader*.

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2011 RATES Net Advertising Rates (4-Color)

RATES	1X*
Full Page	\$4,500
2/3 Vertical	\$3,500
1/2 Horizontal	\$3,000
1/3 Square	\$2,500
1/3 Vertical	\$2,500

*Willing to negotiate for 2X, 3X, etc.

	FEB	JUN	SEP
Ad Close	1/12	4/26	8/4
Materials Due	1/19	5/3	8/11

ADVERTISING SPECS + MECHANICAL REQUIREMENTS

AD SIZES	WIDTH	DEPTH
Full-page non-bleed	8.375" x	10.25"
Full-page bleed*	9.5" x	11.375"
2/3 page vertical	4.625" x	10"
1/2 page horizontal	8.375" x	4.875"
1/3 page square	4.625" x	4.875"
1/3 page vertical	2.25" x	10"

TRIM SIZE 9" x 10.875"

*BLEED SPECIFICATIONS 3/16" bleed allowance. Live matter should be kept 5/16" from trim.

LIVE AREA 8.375" x 10.25". All type or graphics not intended to trim should be positioned within this area.

GUTTER SAFETY Headlines .625" each side of the gutter; Body Text .625" each side of the gutter.

DPI SPECIFICATIONS Knowledge Leader is printed with a 133-line screen. Provide all photos at 300 dpi. Line art should be provided at 600-1200 dpi.



MECHANICAL SPECIFICATIONS

The following specifications should be used in the preparation of digital files and color proofs.

DIGITAL FILES Ads should be supplied on a CD, via email or FTP. Files can be created in any Adobe Creative Suite product, or you can supply a high-resolution PDF (CMYK, 300 dpi, fonts embedded). All images should be converted to CMYK at 300 dpi. All fonts should be converted to outlines; if possible supply the exact font name, manufacturer/foundry, and version.

The publication is not responsible for color or content of proofs or files that do not conform to the specifications listed and are not accompanied by a matchprint. We do not accept film.

SHIPPING Send all materials to:
 Knowledge Leader Advertising
 601 Union Street
 Suite 4800
 Seattle, WA 98101

Ads under 5MB can be shipped electronically via email to Jenna.BaduAntwi@colliers.com. Ads up to 150 MB can be shipped via FTP. Files need to be compiled into one folder and stuffed or compressed. In any Web browser, go to: <http://ads.tigeroak.com>

Username: advertiser
 Password: top207

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Bonus Circulation!

In addition to our standard circulation, *Knowledge Leader* is polybagged with *National Real Estate Investor*, which provides approximately 33,500 top-level executives with in-depth analysis of important developments in the industry. NREI's circulation is as follows:

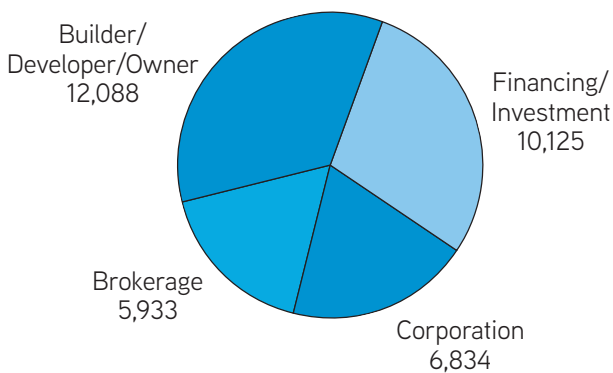
Knowledge Leader reaches thousands of C-level executives, investors, developers, landlords, tenants and professionals in the commercial real estate industry.

Of the approximately 10,000 direct circulation subscribers, 25 percent are commercial real estate professionals, 75 percent are clients from more than 30 metropolitan cities across North America, and one percent are International clients located in markets across Europe, Asia, and Latin America.

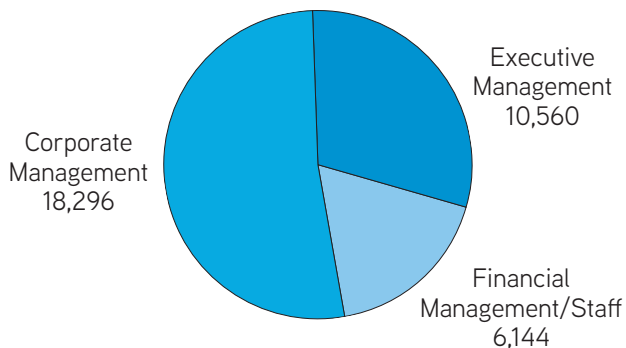
Clients who receive and read *Knowledge Leader* represent a wide range of industries. Our readership includes executives from banks and credit unions, lending offices, financial services, real estate development firms and realty groups, government agencies, hotels, restaurants, law firms, media, auto sales, manufacturing, engineering, construction, property management, public relations, major retail, insurance and more.

Knowledge Leader is an advertising opportunity you won't want to miss. Your business will receive top-of-mind awareness among key decision-makers within the commercial real estate industry. By advertising in *Knowledge Leader*, you reach each one of these industry experts—your best customers and prospects—who have **buying power**.

BUSINESS AND INDUSTRY



JOB TITLE



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www.Knowledge-Leader.com



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COLLIERS INTERNATIONAL PROPERTY MAGAZINE

FEATURE ARTICLE OVERVIEW

Past Issues below include interviews with industry pioneers and practical articles on relevant issues.



- Cover article: The Shard and London Bridge Quarter
- DEXUS Property Group
- Stress-testing the banks
- Retrofitting buildings for energy efficiency

REGULAR DEPARTMENTS

Outlook 20/20: Hot topics making headlines

Spotlight: Industry-shaping people, places and events

Follow the Leader: Profile in leadership

B2B: Business-to-business tips

Working Space: Smart design for the workplace

Bank Notes: Commercial financing news & analysis

Personal Biz: Enhancing the executive lifestyle

CSR: Giving back to our communities

In Focus: Message from the President & CEO



- Profile of Chuck Keel (Wolters Kluwer)
- Hotels: The Cost of Free
- Colliers Valuation and the FDIC



- An exclusive interview with Tony Blair
- Corporate social responsibility themes



- Author Malcolm Gladwell reveals characteristics of success
- Creating successful property assets



- Global Investor Sentiment Survey
- Accounting Firms—Space Wars
- Launch of refreshed look



- Sustainable solutions in commercial real estate
- World Wildlife Fund uses sustainable design



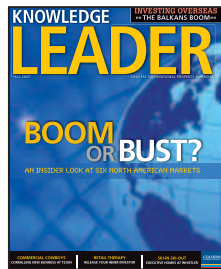
- The payoff behind choosing green buildings
- Trends in mixed use around the country



- Rise of specialty groups in commercial real estate
- How local economies are affecting landlords



- Insider info on the state of commercial real estate in the 2009 economy



- Investment forecast for six North American markets
- The changing face of retail

