

COMMERCIAL PROPERTY

ALL ABOUT COMMERCIAL REAL ESTATE MARKET

PROFESSIONAL MEDIA IN THE REAL ESTATE SPHERE OF UKRAINE

MEDIA KIT
2011

COMMERCIAL PROPERTY
ВСЕ О РЫНКЕ КОММЕРЧЕСКОЙ НЕДВИЖИМОСТИ

ОУ: **МЕЖДУНАРОДНЫЕ РОЗНИЧНЫЕ СЕТИ**
СТРОИТЕЛЬСТВО В ЦЕНТРЕ КИЕВА
МКК КОТТЕДЖИ
МКК ХОУСИНГ ПАРК
МЕЖДУНАРОДНЫЙ ГОСТИНИЧНЫЙ ОПЕРАТОР

ГОСТИНИЧНЫЙ РЫНОК КИЕВА
Участие в Евро-2012

Real Estate of KYIV
GUIDE TO UKRAINIAN REAL ESTATE MARKET
2011

Real Estate of UKRAINE
GUIDE TO THE REGIONAL COMMERCIAL REAL ESTATE MARKETS OF UKRAINE
2009

Real Estate of UKRAINE
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Domestic and foreign clients
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CP AWARDS
НАЦИОНАЛЬНАЯ ПРЕМИЯ 2011
В ОБЛАСТИ НЕДВИЖИМОСТИ

Приветствуем и участие все компании рынка недвижимости Украины!

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CP ROUND TABLE



INTRODUCTORY



For more than seven years the «Commercial Property» magazine has been remaining the leading publication on the Ukrainian commercial real estate market. Due to actual and objective analytical materials on the tendencies of development and problems of the Ukrainian real estate market, the publication has won the competent status as the market expert.

The work of the «Commercial Property» team is based on the European journalism principles, adapted to the Ukrainian day-to-day realities. The publication always takes into consideration wishes of its readers, partners and clients, thus confirming its desire to meet the European standards of doing business.

«Commercial Property» is the partner of specialized international forums (MIPIM, MAPIC, Expo Real, etc.) and acts as the informational basis for investigation of the Ukrainian market by foreign players.

The portfolio of the «Commercial Property» project also includes other professional media projects, which demonstrate high rates. The primary goal of our publishing house today is to fill the informational space of the Ukrainian real estate market with professional and qualitative mass media.

Jürgen Frükschütz
Publisher

A handwritten signature in black ink, consisting of stylized letters that appear to be 'JF'.

“COMMERCIAL PROPERTY” PORTFOLIO

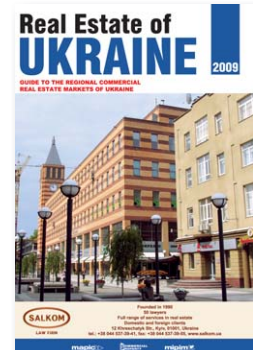
The “Commercial Property” project offers its readers a wide range of specialized media in the Ukrainian real estate sector.



«Commercial Property / All about commercial real estate market»
Unique B2B publication on the Ukrainian real estate market



«Guide to Ukrainian Real Estate Market»
Publication providing comprehensive information about the Ukrainian commercial real estate market on the international arena (Rus-Eng)



«Guide to the Regional Commercial Real Estate Markets of Ukraine»
Annual informational project about the commercial real estate market of the Ukrainian regional centers (Rus-Eng)



«Commercial Property Online»
Multifunctional real estate website



National Real Estate Award «CP AWARDS»
Annual key event on the Ukrainian real estate market



«CP ROUND TABLE»
Debating platform for the most actual subjects concerning the Ukrainian real estate market

MEDIA PROJECT «COMMERCIAL PROPERTY / ALL ABOUT COMMERCIAL REAL ESTATE MARKET» – LEADING B2B PUBLICATION ABOUT THE UKRAINIAN REAL ESTATE MARKET

CONCEPT

Effect. Prestige. References.

Effect. European level journalism, in-depth analytics, objectivity and professional approach to material selection enable the «Commercial Property» team to provide its readers with holistic and accurate information about the Ukrainian commercial real estate market. Offering the market players a wide range of professional media allows «Commercial Property» to be the major Ukrainian real estate market information source.

Prestige. The main goal of «Commercial Property» is to keep up high-quality standards of the editorial and image parts of the publication. High status of our magazine leaves the advertiser no doubt regarding the information medium to be chosen for their brand advertising campaign.

References. Each issue of the magazine offers its readers the opportunity not only to track the real estate market, but also to adopt the experience of leading international companies and to get acquainted with the latest market tendencies, advanced technologies, and outstanding projects.



Data

Periodicity: monthly
Format: magazine, 228x290
Pages: 64
Circulation: 8000 samples

«COMMERCIAL PROPERTY» ADVERTISING BENEFITS

- «Commercial Property» Magazine is the only publication in Ukraine that brings together developers, consultants, architects, town planners and ultimate consumers of commercial property on its pages.
- Advertising in «Commercial Property» attracts attention of many Kyiv and regional companies as well as international market players.
- The readership of «Commercial Property» includes all decision makers of the real estate market of Ukraine.
- The publication targets the audience with high status and income.
- It is a European level publication projecting its positive image on the advertisers.
- It offers a wide range of advertising services:
 - 1) image and information advertising inside the magazine;
 - 2) advertising articles;
 - 3) priority placement facility;
 - 4) French cover, banner on the cover, «tie-wrap» special offers, etc.;
 - 5) heading partnership facility;
 - 6) advertising in the section «Listings» – rent/sale of real estate objects, spreads in the center of the magazine.

Among our advertisers:

DEPOT Development Group
Jones Lang LaSalle
DTZ
Invest House
Reynaers
St. Sophia Homes
Denza Workspace
Salkom
Colliers International (Ukraine)
UTG
Granit
Danfoss
Ukrbudcontract
Multi Development
Knight Frank
Concord Aris Rec
Profitex
Schuco
Data Link
The Ukrainian investment and building company NOVograd
Antika
Lindal Cedar Homes
Ukrainian Development Partners
De Vision
AVEC Group of companies
BETEN International
Immochan

and many others.

«COMMERCIAL PROPERTY» SUBSCRIPTION BENEFITS

- The most relevant information on real estate market events is monthly on your desk.
- Exclusive interviews with key international real estate market players.
- Wide range of facilities for market tendencies analysis.
- Opportunity to learn more about competitors and partners, their projects and objects.
- Subscribers get special additional benefits:
 - 1) free one-year subscription for the «Commercial Property Online Archive», containing all articles in electronic format;
 - 2) possibility to receive «Guide to Ukrainian Real Estate Market»;
 - 3) possibility to receive «Guide to the Regional Commercial Real Estate Markets of Ukraine».

Among our subscribers:

Economic mission of the French Embassy to Ukraine
IRVA
GfK Ukraine
Condor Aris-Rec
CARLO PAZZOLINI UKRAINE
Gerberit International Sales AG
Kanzas
Chisty Svet-K
Magnat Design Center
INVESTHOUSE
MEP Engineering
Globus Estate Management
First Realty Brokerage
ASNOVA Holding
NAI Pickard
Rustler Property Services
Okhrannye Sistemy
Chapman Taylor
KOMOD on Livoberezhna
Osnova-Solifis
Delin Development
Representative office of EBRD
GLEEDS UKRAINE
Proconsul
Technopark LZTA
Unicredit Bank
Ektornet Management Ukraine
HSG Zander Ukraine
Svitland Ukraine
SOLID Construction Company
MLP Chaika
Natalka City
Europe Concern
Western Investments
Gallery Center
INEKO
DEPOT Development Group
Incor Group
Euroglas Ukraine
BUD HOUSE GROUP
MERX Group
Entrepreneurship assistance center
Amstor

and many others.

«GUIDE TO UKRAINIAN REAL ESTATE MARKET»

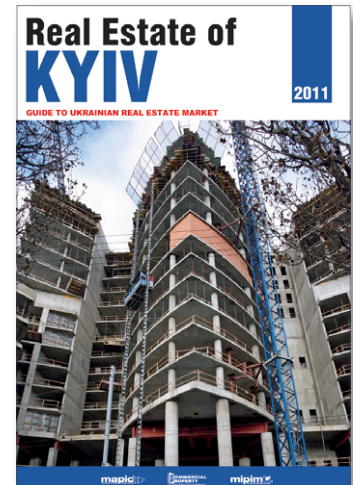
CONCEPT

Idea. Opportunities. Integrity.

Idea. The main idea of the publication is to cover all real estate sectors and to present the projects of leading Ukrainian companies on the international arena.

Opportunities. The Guide is the only Ukrainian publication distributed at major international exhibitions as MIPIM, MAPIC, etc. This allows Ukrainian companies to get additional opportunities of entering the international market; demonstrates the transparency and investment attractiveness of the Ukrainian market, readiness of its players to cooperate with international colleagues, to share their experience and to offer competitive European product.

Integrity. Every year the project offers its readers information on the Kyiv and Ukrainian real estate markets: volume of investments, development rates, trends, key players, construction volumes by segment, investment deals, major land and legal issues. Such format of the Guide enables international colleagues to get familiar with the current market situation in Ukraine and with the offers of key real estate market players.



Data
Periodicity: annually (February)
Format: magazine, 163x235
Pages: 160
Circulation: 12 000 samples
Language: Russian, English

DISTRIBUTION

Due to the professionally developed distribution system the Guide ensures a wide coverage of both the Ukrainian and international readerships. In particular, the Guide is distributed:

- At the major international real estate exhibitions:
 - MIPIM (Cannes, France)
 - MAPIC (Cannes, France)
 - HI-TECH BUILDING & House (Moscow, Russia) and others.

The «Commercial Property» publication is the official partner of the abovementioned exhibitions in Ukraine on the grounds of contractual agreements with the organizers and is distributed on its own press stand or exhibit and on the stands of Ukrainian companies, and is also handed to all interested by a special English peaking representative of «Commercial Property».

- By direct mailing to the headquarters of international real estate companies and organisations (ENKA, ING Real Estate, Multi Corporation, ICSC and others.)
- At the major international conferences and exhibitions organized in Ukraine:
 - Adam Smith Conferences;
 - KyivBuild;
 - InterBuildExpo;
 - Mall Expo;
 - EuroBuildExpo;
 - LOGISTICS FORUM and others.

«GUIDE TO THE REGIONAL COMMERCIAL REAL ESTATE MARKETS OF UKRAINE»

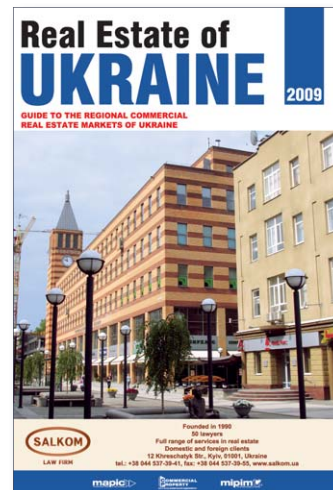
CONCEPT

Uniqueness. Relevance. Information value.

Uniqueness. Since 2009 the special supplement «Guide to the Regional Commercial Real Estate Markets of Ukraine» has been issued in English. The given project is the first and only English-Russian publication about the regional commercial real estate markets of Ukraine. The Guide contains a wide range of information about all commercial real estate segments of the major regional centers – Kharkiv, Donetsk, Dnipropetrovsk, Zaporizhzhia, Lviv, Odessa, and the Autonomous Republic of Crimea.

Relevance. The Guide contains overviews of the biggest regional real estate markets, descriptions of the largest retail, office, hotel and warehouse schemes, as well as projects under construction and those announced for delivery.

Information value. The idea of the project is to inform the local and international societies about the Ukrainian real estate market. The publication is a professional informational and analytical manual containing profiles of the leading companies operating in the regions. The Guide is being distributed at the major international real estate forums.



Data
Periodicity: annually (September)
Format: magazine, 163x235
Pages: 160
Circulation: 9000 samples
Language: Russian, English

COOPERATION WITH MAPIC

«Guide to the Regional Commercial Real Estate Markets of Ukraine» offers its advertisers a unique opportunity to make themselves known at the most significant specialised European exhibition of retail real estate and retail chains – MAPIC.

Taking into account the fact that retail real estate projects are most actively developing in the regions of Ukraine, MAPIC is the major event of the fast developing retail real estate sector. The event allows attracting key sector players – from investors and retail operators to the representatives of shopping centers and cities, ensuring in such a way the unique meeting point of professionals at the same time and place. To the Ukrainian companies developing shopping centers, MAPIC offers multiple and all-round opportunities:

- Search of investors for the development of retail real estate projects in Ukraine; familiarization with new European tendencies in the retail real estate sector.
- Search of international partners, maintenance of business contacts for further professional partnership in the most favourable environment.
- Demonstration of their concepts and projects.

«COMMERCIAL PROPERTY ONLINE» – MULTIFUNCTIONAL WEBSITE ABOUT THE UKRAINIAN REAL ESTATE MARKET

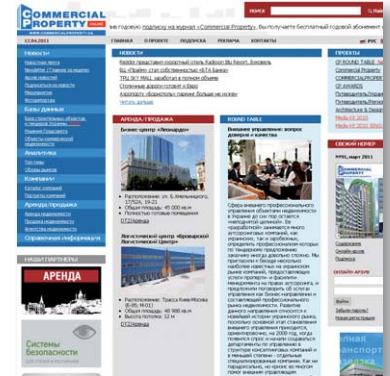
CONCEPT

Efficiency. Coverage. Focus.

Efficiency. One of the «Commercial Property Online» advantages is timely, qualitative selected news and analytical information taken from primary sources.

Coverage. «Commercial Property Online» is a unique informative platform bringing together real estate market professionals and ultimate consumers. Due to the wide territorial coverage of the Internet, the «Commercial Property Online» audience covers a big number of potential clients and offers its advertisers a wide range of additional advertising facilities.

Focus. Due to the search engine of the «Commercial Property Online» its readers spend minimum time and effort to get the necessary information about the Ukrainian real estate market.



www.commercialproperty.ua

BENEFITS FOR ADVERTISERS

- Coverage of the target audience with the help of the Internet, whose audience in Ukraine rises annually, i.e. comprehensive approach to the marketing campaign using cross-media decisions.
- High effectiveness of the announcements in the «Lease/Sale» section as it contains only actual offers on the lease/sale of large-scale projects.
- Possibility to publish advertisements with the direct link to your website.
- Quality cooperation with leading search engines guarantees the most effective search of the «Commercial Property Online» in the Internet, and thus ensures the best search results for the information about products, services or company placed on the website.
- Target audience increase due to the wide territorial coverage of the Internet.

UKRAINIAN REAL ESTATE AWARD «CP AWARDS»

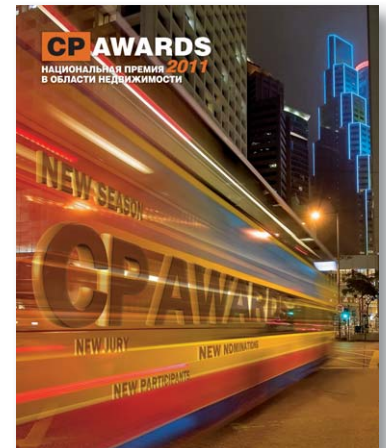
CONCEPT

Ideology. Unity. Gala Party.

Ideology. The Ukrainian Award «CP AWARDS» is a unique professional award granted for the achievements in the sphere of the Ukrainian commercial real estate. Objectivity and impartiality are the acknowledged qualities of the «Commercial Property» publication. The same qualities are inherent to the CP AWARDS and guaranteed by the competent and highly professional Jury of the Contest and also by the Independent Auditor.

Unity. Main goals of CP AWARDS are to create the Ukrainian real estate market community, to give the opportunity of informal and open communication to all market players during CP AWARDS events, to improve the investment attractiveness and transparency of the Ukrainian commercial real estate market.

Gala Party. The «CP AWARDS» Ceremony and Gala Party is the major social event of the Ukrainian real estate market. The uniqueness of this event consists in its unprecedentedness for the Ukrainian market, participants and guests, and its high level of organization.



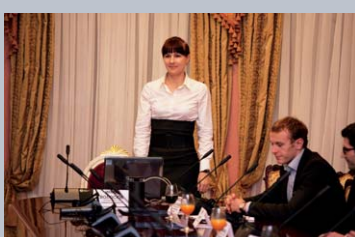
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MARKETING

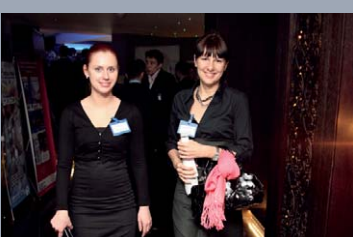
They see us

At exhibitions,
conferences,
forums



They hear us

As organizers,
moderators,
speakers



They notice us

At major international
real estate events



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