

COMMERCIAL PROPERTY

ALL ABOUT COMMERCIAL REAL ESTATE MARKET

PROFESSIONAL
MEDIA IN THE
REAL ESTATE SPHERE
OF UKRAINE

MEDIA KIT
2012



«COMMERCIAL PROPERTY» PORTFOLIO

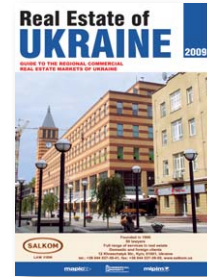
The «Commercial Property» project offers its readers a wide range of specialized media in the Ukrainian real estate sector.



«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»
Informational project about the commercial real estate market of the Ukrainian regional centers (Rus-Eng)



«Commercial Property Online»
Multifunctional real estate website



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



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

MEDIA PROJECT «COMMERCIAL PROPERTY / ALL ABOUT COMMERCIAL REAL ESTATE MARKET» – UNIQUE 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 placements;
 - 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
Arricano Real Estate
Denza Workspace
Salkom
Colliers International (Ukraine)
UTG
K.A.N. Development
Altis Holding
Danfoss
Ukrbudcontract
Mulfi Development (Ukraine)
Knight Frank
Concord Aris-Rec
Profitex
Schüco
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
Axioma
Gleeds (Ukraine)
Investment Group of Companies
SvitLand Ukraine LLC
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 in Ukraine
IRVA
GfK Ukraine
Concord Aris-Rec
CARLO PAZZOLINI UKRAINE
Geberit International Sales AG
Kanzas
Chisty Svet-K
Magnat Design Center
Invest House
MEP Engineering
Globus Estate Management
First Realty Brokerage
ASNOVA Holding
NAI Pickard
Donetsk City Center
ShopSeller
Chapman Taylor
KOMOD on Livoberezhna
Osnova-Solifs
Delin Development
Representative office of EBRD
Gleeds Ukraine
Proconsul
Tekhnopark LZTA
Unicredit Bank
Ektornet Management Ukraine
HSG Zander Ukraine
SvitLand Ukraine LLC
SOLID Construction Company
MLP Chaika
Europe Concern
Western Investments
Gallery Center
INEKO
DEPOT Development Group
Incor Group
Euroglas Ukraine
BUDHOUSE GROUP
MERX Group
Entrepreneurship assistance center
Amstor
Ukrainian Club of Real Estate
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: 10 000 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)
 - Expo Real (Munich, Germany) and others.

The «Commercial Property» publication is the official partner of the abovementioned exhibitions in Ukraine on the basis 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 speaking representative of «Commercial Property».

- 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.

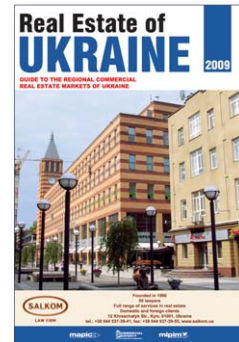
Information value. The idea of the project is to inform the local and international societies about the Ukrainian real estate market. The publication is a professional informational and analytical manual containing profiles of the leading companies operating in the regions. The Guide is being distributed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

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.



Data

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

«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»

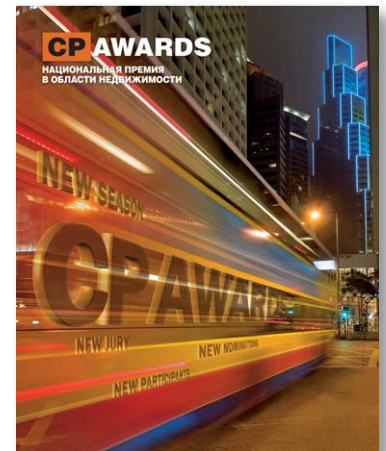
CONCEPT

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.



www.cp-awards.com.ua



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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