

This is
the LEADER

*Busy, discriminating professionals choose the LEADER
as their go-to source for news, information and
insights in corporate real estate (CRE).*

Here's why:

Timely, relevant articles specifically targeted to
executive CRE End-users

In-depth, thought-provoking location, end-user and
service provider profiles

Peer-authored case studies, white papers and feature
articles covering topics that directly impact
CRE—HR, IT, Finance, Energy,
Sustainability, Geography, Change Management,
Economics and more

Across the globe, all eyes are on the LEADER

Well, more than 18,000 of them are.

6

46

200+

9,000+

Six continents. Forty-six countries. Two-hundred-plus cities.
Travel nearly anywhere in the world, and you'll very likely find
at least one of the more than 9,000 CRE professionals who read
CoreNet Global's *LEADER* magazine.

Audience

34%

*Employed by Fortune 500 and
Fortune 2000 Companies.**

*Our readers are a diverse bunch.
And a discerning one, too.*

*What else would you expect from the folks who manage
the real estate and workplace assets for the world's largest
corporations—the corporations that represent the biggest
names in manufacturing, services and retail?*

*Thirty-four percent of our readers are employed by
Fortune 500 and Global 2000 companies.**

29 million

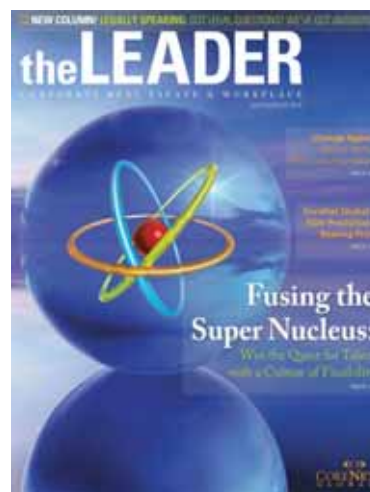
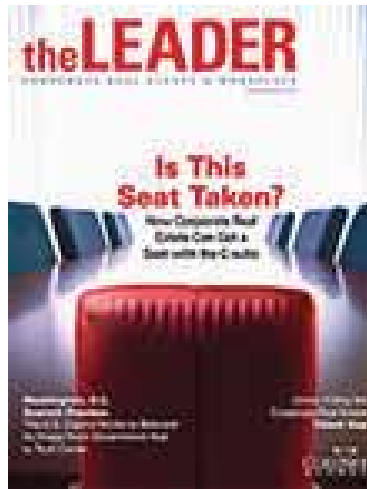
Collectively, they manage real estate portfolios with an average size of 29 million square feet and an average value of \$490 million.

CoreNet Global members are responsible for \$1.2 trillion in total real estate and workplace assets.

\$1.2 trillion

*And when they want the tools to help them do their jobs
better, they turn to the LEADER.*

*based on CoreNet Global membership data from 31 December 2014.



Custom Advertorial

*Want to get maximum ROI
for your advertisement?*

Let CoreNet Global's professional editorial and design team create custom editorial and advertising content—an advertorial—for your company or location.

Getting started is easy. Simply choose your custom editorial package, and we'll take care of the rest.

Your custom editorial package includes:

- In-depth interviews with subject matter experts conducted by CoreNet Global writers
- Professionally written content and professionally designed graphics and/or illustrations
- Complete advertiser contact information (advertiser name, phone number, email and website) placed at the end of each advertorial
- Client approval of copy and design prior to publishing
- Publication of advertorial in both the print and online LEADER magazine

*CoreNet Global's writers and editors will work to ensure alignment between desired advertorial content and our magazine's readership. Therefore, we reserve the right to issue final approval of any advertorial content.

2016

Editorial Calendar

March Issue 2016

* Asia-Pacific Summit bonus distribution

Reservation Deadline: 1-15-16

Materials Deadline: 1-22-16

Features:

- Building Security: Lessons Learned from San Bernardino
- Big Data in the Smart City: Towards an Urban Internet of Things
- State Street's Workplace of the Future
- Strategic Alignment for Corporate Real Estate
- Cities of the Future: Sustainable Urbanization
- Oracle's New 'Smart' Building
- Corporate Real Estate and Climate Change
- Cybersecurity: Protecting Your Buildings and Your Company
- There's a Drone Coming Near You
- End User Profile
- Association Roundup

Special Coverage

Corporate Real Estate Executive of the Year

2016

Editorial Calendar

June Issue 2016

Reservation Deadline: 4-15-16

Materials Deadline: 4-22-16

Features

- The Edge: Innovation in ‘Green’ Buildings
- Measuring Knowledge Worker Productivity
- A Business Leader’s View of Corporate Real Estate
- Corporate Real Estate’s Role in Building Security
- Measuring Wellness in the Built Environment
- Tap that App: @Work at Capital One
- The Urban Campus: Think Vertically
- Cybersecurity and Corporate Real Estate
- Managing Risk and Business Continuity
- Google: Driving Health and Experience Outcomes
- End User Profile
- Association Roundup

Special Coverage

Annual Technology Directory

2016

Editorial Calendar

September Issue 2016

* EMEA & North American Summit bonus distribution

Reservation Deadline: 7-15-16

Materials Deadline: 7-22-16

Features:

- The Latest on ‘Smart’ Buildings
- Implications of the United Nations Conference on Climate Change
- Geopolitical Risks, Challenges and Opportunities
- From the Field to the Boardroom: What Sports Science Can Teach Us
- Reputational Risk and Corporate Real Estate
- Workplace Complexity: The ‘Third Platform’ Impact
- The Evolving Map of Asia’s Business Centers
- Diversity and Inclusion: The Link to Business Performance
- Effective Partnerships with HR
- Measuring Wellbeing in the Workplace
- WPP’s New Vertical Campus in Shanghai
- End User Profile
- Association Roundup

Special Coverage

Global Innovator’s Award Finalists

2016

Editorial Calendar

December Issue 2016

Reservation Deadline: 10-15-16

Materials Deadline: 10-22-16

Features:

- The Future of Corporate Real Estate
- The Psychological Application of Design
- Client Relationship Management 3.0: Bridging the Gap between Strategy and Execution
- Predictions for Corporate Real Estate Outsourcing in 2017
- Identifying tomorrow's Centers of Innovation
- Taming the Monster: A CFO Perspective on the Capital Planning Process
- Corporate Real Estate Technology
- End User Profile
- Association Roundup

Special Coverage

Corporate Real Estate Executive of the Year

Young Leader of the Year

Academic Challenge Finalists

Annual Economic Developers Directory



CoreNet Global Website & E-Newsletters 2016

Banner Web Rates

Channel	price/qtr	Availability
Home + My CoreNet Global	10,000	3 Available
NetWORK incl. Member Directory	\$7,500	3 Available
About Us + Membership	\$5,000	3 Available
Professional Dev. + Events + Awards	\$3,000	3 Available
Publications & Resources + Sponsorships	\$2,500	3 Available

Banner Advertising www.corenetglobal.org

The CoreNet Global web site is an excellent media vehicle for carrying your message to its target audience. Visited by executives from around the world and throughout the industry, your advertisement is certain to get results.

Skyscraper

- Screen size: 120 pixels wide x 600 pixels high
Image format: GIF* or JPG
- Max file size: 40 KB

* No transparency is allowed. Most animated GIFs are acceptable but must comply with the max file size. The animation cannot loop more than three times.



CoreNet Global Website & E-Newsletters 2016 cont.

Corporate Real Estate Review – Monthly E-newsletter
\$5,000 quarterly
(3 slots available, 2 main content and 1 sidebar)

Specs for the main content ad banner:
Main content ad banner: 344px wide x 62 px high
Side content ad banner: 216px wide x 62 px high

- The Corporate Real Estate Review, an e-newsletter providing the latest information on trends, analyses, reports and information about the corporate real estate profession.
- Received by 7,066 members globally (as of 9/12/14) with an open rate of 23.36%.

CoRE Research Indicator – Monthly E-Mail
\$5,000 quarterly (3 available)
Specs: approx. 612px wide x 60-85px high

- The new CoRE Research Indicator, a publication focusing on new research on emerging markets across the globe; featuring the latest market reports on the CoreNet Global Knowledge Center as well as updates on CoreNet Global research, and Knowledge Community projects.
- Received by 7,245 members globally (as of 9/12/14) with an open rate of 30.67%.

Search Engine Sponsorship
\$22,000 annually for Exclusive Sponsorship

- Standard horizontal internet banner
- Location: top and bottom of the Google Search Results Page



Connect.

Learn.

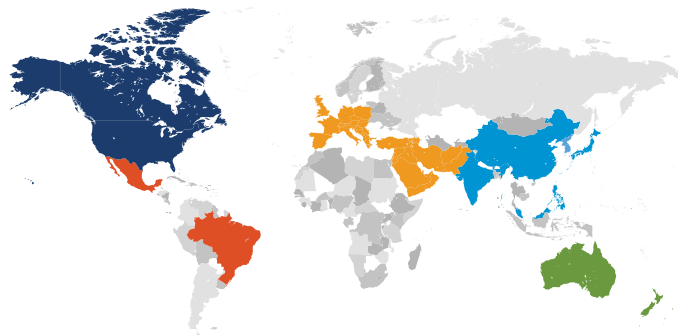
Grow.

Belong.

Our mission says it all: CoreNet Global is the world's premier association for CRE professionals. With 9,000+ members in 46 countries, our association enjoys a truly professionally and geographically diverse membership. Our network of locally based chapters transcends five global regions: Asia, Australia, Europe, Latin America and North America/Canada.

Who joins CoreNet Global?

CRE professionals, workplace executives, service providers and economic developers. Our unique mix of members is a testament to our focus on global alliance partnerships and integrating the management of corporate assets, infrastructure and the workplace.



9,000+

members in 46 countries



100%

Target Market Penetration

Get your company or products in front of the most respected audience of corporate real estate executives in the world four times each year—guaranteed!

Advertise in *the LEADER* magazine.

You have nothing to lose. *The LEADER* enjoys
TARGETED CIRCULATION and
100% TARGET
MARKET PENETRATION.

Four times each year, we mail every CoreNet Global member a copy of *the LEADER* magazine.

What does that mean for you?

9,000

unique readers will see your printed ad
in the magazine

2,400

unique viewers will see your ad online

4

times per year!

45,600

opportunities annually to get your message
in front of decision makers!

Advertising

Rates & Specs 2016

INSERTIONS	1X	2X	3X	4X
Full Page	\$6,500	\$6,100	\$5,800	\$5,200
1/2 Page Island	\$4,500	\$4,200	\$3,900	\$3,500
1/2 Page Horizontal	\$3,850	\$3,550	\$3,250	\$3,000
1/2 Page Vertical	\$3,850	\$3,550	\$3,250	\$3,000
1/4 Page	\$2,750	\$2,600	\$2,450	\$2,200

PREMIUM POSITIONS	1X	2X	3X	4X
Inside Front Cover	\$7,500	\$7,000	\$6,500	\$6,000
Opposite Inside Front Cover	\$7,500	\$7,000	\$6,500	\$6,000
Opposite Masthead	\$7,500	\$7,000	\$6,500	\$6,000
Opposite Table of Contents	\$7,500	\$7,000	\$6,500	\$6,000
Opposite CEO's Message	\$7,100	\$6,600	\$6,100	\$5,600
Opposite CRE in the News	\$7,100	\$6,600	\$6,100	\$5,600
Inside Back Cover	\$7,100	\$6,600	\$6,100	\$5,600
Back Cover	\$7,500	\$7,200	\$6,900	\$6,500

All rates include 4-color processing. All rates include a free ad in our digital edition.
Ad cancellations are subject to a short rate.

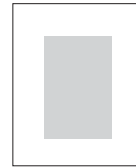
Advertising Rates & Specs 2016 cont



Double Page Spread (bleed)
(16.75" x 10.875") + .125"
bleed on all four sides



Full Page (bleed)
(8.375" x 10.875") + .125"
bleed on all four sides



Half Page Island (no bleed)
(4.325" x 6.75")



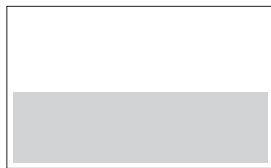
Double Page Spread (no bleed)
(15.75" x 9.875")



Full Page (no bleed)
(7.375" x 9.875")



Half Page Island (no bleed)
(7.325" x 4.875")



Half Page Spread (bleed)
(15.75" x 4.875")



Full Page (no bleed)
(3.5625" x 9.875")



Half Page Island (no bleed)
(4.325" x 6.75")

Advertising Rates & Specs 2016 cont.

Custom Profiles

4-page Profile: \$16,500 net

6-page Profile: \$23,100 net

Reprints

Reprints of your custom editorial package are also available. Quotes available upon request.

For Advertising Opportunities, please contact:

Client Relations Team

Toll-Free: +1.866.362.4181

Direct: +1.303.565.4023

Fax: +1.303.443.6943

Email: Leader@corenetglobal.org

Additional Advertising Opportunities:*

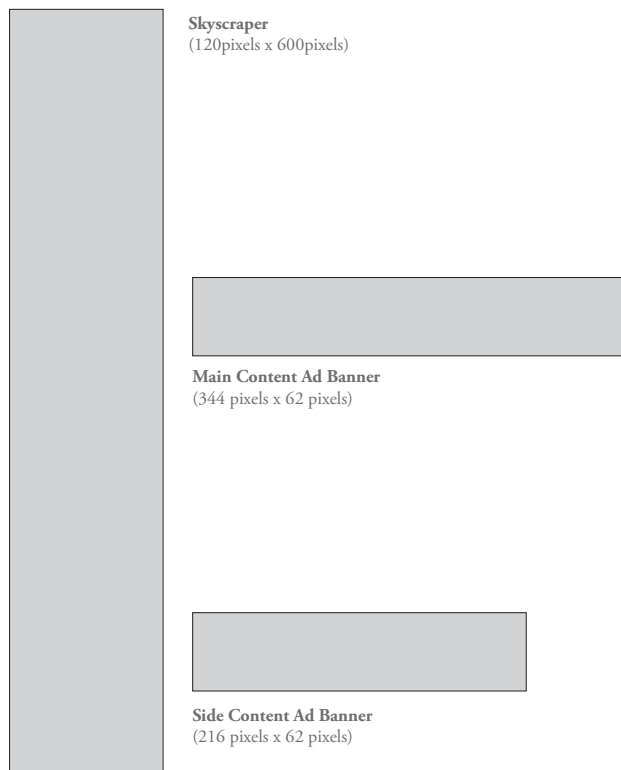
- French Door Cover
- Tip ins
- Polybag or ride along inserts
- Reprints
- Double gate ads
- Gatefold cover ads
- Advertorial Profiles

*Call for pricing and details

Digital Rates & Specs 2016

ONLINE ADVERTISING RATES

Ad-Jolt (static ad with something moving – flash)	\$300
Page Tab (hangs out from pages – includes ad page)	\$100 ea.
Flash Animation-Client Provided	\$300
Custom Flash Animation -	Please call for Pricing
Hosted Audio	\$300
Hosted Video	\$300
Book Sponsor Ad/Banner	\$2,000



Contact Us

Client Relations Team
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