



Years of Coverage!

Welcome to the Mid Atlantic Real Estate Journal. Now entering our 10th year of circulation, we continue to provide our readership with the most comprehensive coverage of the commercial real estate industry pertaining to the states of New Jersey, Pennsylvania, Delaware, Maryland, Virginia, and Washington D.C.

Published the second and fourth Friday of every month, we are subscription based and reach a highly targeted audience of over 20,000 active decision makers.

Unique compared to other publications, all published editorial comes directly from the professionals and organizations that make this multi-billion dollar industry run. This ensures our readers have access to timely and accurate information directly from the source free of any and all bias.

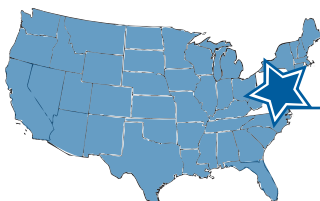
Over the past ten years we have taken great pride in making sure that all advertisers big or small are treated equally and that they receive the best customer service possible. We understand it is only through their support that we are able to survive and will continue to do everything in our power to help them succeed in achieving their goals.

Our readership consists of the following:

- 1031 Exchangers
- Appraisers
- Architects
- Attorneys
- Auctioneers
- Builders
- Building Suppliers
- Cities/ Municipalities
- Commercial Brokers
- Consultants
- Contractors
- Counselors of Real Estate
- Developers
- Economic Development Agencies
- Engineers
- Environmental Consultants
- Financial Institutions
- Insurance Agents
- Insurance Companies
- Investors
- Mortgage Brokers
- Owners
- Property Managers
- Real Estate Department Heads
- Retailers
- Safety & Security Professionals
- Tenant Reps

The Journal Works Closely with Major Real Estate Organizations:

- AAGP (Apartment Association of Greater Philadelphia)
- ABC (Associated Builders & Contractors)
- AGC (Association of General Contractors)
- AI (Appraisal Institute)
- ASA (American Subcontractors Association)
- BOMA (Building Owners & Managers Association)
- CCIM (Commercial Investment Real Estate)
- CIRC (Commercial-Industrial Realty Council)
- CoreNet Global
- CREW (Commercial Real Estate Women)
- DVGBC (Delaware Valley Green Building Council)
- DVSGA (Delaware Valley Smart Growth Alliance)
- ICREW (Industrial Commercial Real Estate Women)
- ICSC (International Council of Shopping Centers)
- IFMA (International Facility Management Association)
- IREM (Institute of Real Estate Management)
- MBA (Mortgage Bankers Association)
- NAIOP (National Association of Industrial and Office Properties)
- NEDA (Northeast Economic Developers Association)
- NJAA (New Jersey Apartment Association)
- NJCCT (New Jersey Carpenter Contractor Trust)
- SIOR (Society Industrial Office Realtors)
- SMPS (Society of Marketing Professional Services)
- TriState Realtors Commercial Alliance
- ULI (Urban Land Institute)
- USGBC (Green Building Council)
- Young Real Estate Professionals



***Give us a call and find out how to get started
putting your business back on the map!***

Joe Christman, Publisher

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»JANUARY

JANUARY 13..... DEADLINE: DECEMBER 30
MID Front Section
DMV Delaware, Maryland, Virginia
NJ Atlantic, Cape May, Cumberland & Salem
PA Eastern PA
SP 2012 Forecast

JANUARY 27.....DEADLINE: JANUARY 13
MID Front Section
GRN 2012 Incentives/Programs
SC Mid Atlantic ICSC Conference & D.M.
ODM Building Services & Suppliers
SP Economic Development

»FEBRUARY

FEBRUARY 10 DEADLINE: JANUARY 27
MID Front Section
DMV Delaware, Maryland, Virginia
NJ Hunterdon, Mercer, Ocean & Somerset
PA Western PA
SP Property Management-IREM Conference & Expo

FEBRUARY 24 DEADLINE: FEBRUARY 10
MID Front Section
GRN Sustainable Design & Construction
SC Top Retail Deals of 2011*
ODM Renovation/Restoration
SP Best of 2011

»MARCH

MARCH 16.....DEADLINE: MARCH 2
MID Front Section
DMV Delaware, Maryland, Virginia
NJ Bergen, Essex, Hudson & Passaic
PA Central PA
SP Continuing Education

MARCH 30..... DEADLINE: MARCH 16
MID Front Section
GRN Renewable & Alternative Energy
SC Retail Experts*
ODM Building Exteriors-POA
SP Commercial Office Properties

»Calendar Key

MID The Mid Atlantic Region
DMV Delaware, Maryland, Virginia
GRN Green Building
NJ New Jersey
ODM Owners, Developers & Managers
PA Pennsylvania
SC Shopping Centers
SP Spotlight

»APRIL

APRIL 13 DEADLINE: MARCH 30
MID Front Section
DMV Delaware, Maryland, Virginia
NJ Burlington, Camden & Gloucester
PA Eastern PA
SP Creative Financing

APRIL 27DEADLINE: APRIL 13
MID Front Section
GRN Energy Efficiency
SC Las Vegas Recon ICSC Convention*
ODM Multi-Family featuring NJAA Expo
SP Spring Preview

»MAY

MAY 11DEADLINE: APRIL 27
MID Front Section
DMV Delaware, Maryland, Virginia
NJ Middlesex, Monmouth & Union
PA PA Projects/Building Services
SP 10th Year Anniversary

MAY 25..... DEADLINE: MAY 11
MID Front Section
GRN Building Services
SC Retail Architect, Construction & Engineering*
ODM Contractors & Subcontractors
SP Industrial/Distribution Centers

»JUNE

JUNE 8 DEADLINE: MAY 25
MID Front Section
DMV Delaware, Maryland, Virginia
NJ Morris, Sussex & Warren
PA Central PA
SP Appraisal Institutes

JUNE 22.....DEADLINE: JUNE 8
MID Front Section
GRN Sustainable Design & Construction
SC Retail Profiles/Retail Organizations*
ODM Hotels & Resorts
SP Mid Year Review

»*Bonus Distribution at these Shows & Conferences

***(ICSC)** International Council of Shopping Centers
***(MABFM)** Mid Atlantic Building & Facilities Management
***(IREM)** Institute of Real Estate Management
***(NJAA)** New Jersey Apartment Association
***(POA)** Property Owners Association
***(MBA)** Mortgage Bankers Association

»JULY

JULY 13 DEADLINE: JUNE 29
MID Front Section
DMV Delaware, Maryland, Virginia
NJ Atlantic, Cape May, Cumberland & Salem
PA Eastern PA
SP The Next Generation

JULY 27 DEADLINE: JULY 13
MID Front Section
GRN Renewable & Alternative Energy
SC Shopping Centers
ODM Architects/Engineers
SP Brokerage Directory

»AUGUST

AUGUST 17 DEADLINE: AUGUST 3
MID Front Section
DMV Delaware, Maryland, Virginia
NJ Hunterdon, Mercer, Ocean & Somerset
PA PA Elite Companies
SP Multi-Family Financing*

AUGUST 31 DEADLINE: AUGUST 17
MID Front Section
GRN Energy Efficiency
SC Retail Svcs./Pre PA/NJ/DE ICSC Idea Exchange*
ODM Building Interiors
SP Commercial Real Estate Law

»SEPTEMBER

SEPTEMBER 14 DEADLINE: AUGUST 31
MID Front Section
DMV Delaware, Maryland, Virginia
NJ Bergen, Essex, Hudson & Passaic
PA Central PA
SP Meeting Places/Function Halls

SEPTEMBER 28 DEADLINE: SEPTEMBER 14
MID Front Section
GRN Building Services
SC PA/NJ/DE ICSC Idea Exchange*
ODM Healthcare
SP Fall Preview

»Calendar Key

MID The Mid Atlantic Region
DMV Delaware, Maryland, Virginia
GRN Green Building
NJ New Jersey
ODM Owners, Developers & Managers
PA Pennsylvania
SC Shopping Centers
SP Spotlight

»OCTOBER

OCTOBER 12 DEADLINE: SEPTEMBER 28
MID Front Section
DMV Delaware, Maryland, Virginia
NJ Burlington, Camden & Gloucester
PA Eastern PA
SP Insurance/Title

OCTOBER 26 DEADLINE: OCTOBER 12
MID Front Section
GRN Sustainable Design & Construction
SC Retail Design Competition
ODM Facility MGMT/MAINT-MABFM'12*
SP Women in Business

»NOVEMBER

NOVEMBER 9 DEADLINE: OCTOBER 26
MID Front Section
DMV Delaware, Maryland, Virginia
NJ Middlesex, Monmouth & Union
PA PA Premier Properties Available
SP Lenders Directory

NOVEMBER 23 DEADLINE: NOVEMBER 9
MID Front Section
GRN Renewable & Alternative Energy
SC NY ICSC Deal Making*
ODM Construction Management
SP Professional Services

»DECEMBER

DECEMBER 14 DEADLINE: NOVEMBER 30
MID Front Section
DMV Delaware, Maryland, Virginia
NJ Morris, Sussex & Warren
PA Central PA
SP Tax Issues/Accounting

DECEMBER 28 DEADLINE: DECEMBER 14
MID Front Section
GRN Energy Efficiency
SC Best Retail POM/DOM of 2012*
ODM Awards
SP Annual Review

»*Bonus Distribution at these Shows & Conferences

***(ICSC)** International Council of Shopping Centers
***(MABFM)** Mid Atlantic Building & Facilities Management
***(IREM)** Institute of Real Estate Management
***(NJAA)** New Jersey Apartment Association
***(POA)** Property Owners Association
***(MBA)** Mortgage Bankers Association

	One Time	Two-Four Times	Five-Eleven Times	Twelve & more or TS
Full Page	\$1,595	\$1,095	\$895	\$795
Half Page	\$1,095	\$895	\$795	\$595
Quarter Page	\$695	\$495	\$395	\$295
Eighth Page	\$395	\$295	\$245	\$195

Special Ad Rates

Directory Listings/Business Cards \$69

Inserts \$1,495

Double Truck \$2,495

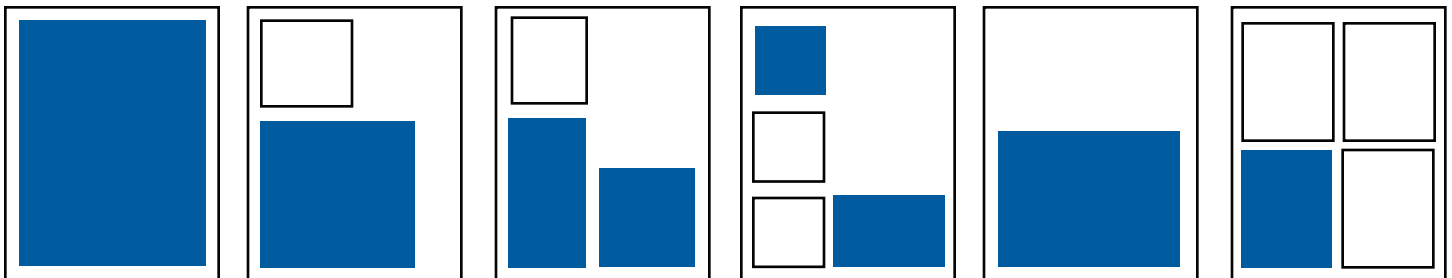
Color Rates

Spot Color Rate \$200 per additional color above B&W space rate

4-Color Rate \$600 above B&W space rate

Terms · Net 30 days · Rate commissionable to recognized advertising agencies at 15% when copy is received camera-ready and bill is paid within 30 days of receipt. Cash discount (2%) available when bill is paid within 10 days of receipt · No earned discounts: Dates of insertion must accompany insertion orders specifying frequency rates. · Short rates: Advertisers will be rebilled at the earned frequency rate following cancellation of space contract.

Advertising Sizes



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Quarter Page
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or
6" x 5½"

Eighth Page
4" x 4¼"
or
6" x 3"

Spotlight Half
10" x 6"

Spotlight Quarter
5" x 6"

Electronic Specs · Send print optimized PDF with fonts embedded or native files with all support files (fonts and images) accepted · Files must be CMYK or grayscale format only · Web offset, no bleed · 85 line screen - 300 DPI

Send insertion orders, artwork and copy to:

Joe Christman, Publisher

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