Taking the gamble out of commercial property advertising

MEDIA INFORMATION



By putting your advertising in Estates Gazette you will reach nearly a quarter of property professionals who you cannot reach by advertising in Property Week.



Only Estates Gazette gives you the highest quality response* to your advertising from the widest possible audience. Independent research has proved it, time after time. Estates Gazette is the professional's choice in every market sector.

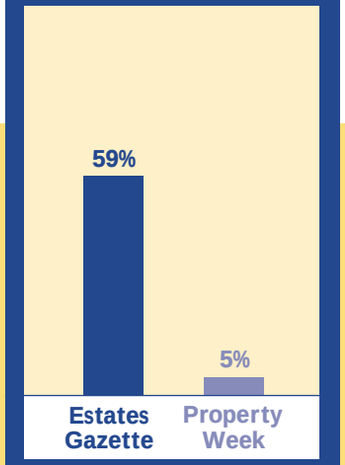
By advertising in Estates Gazette we can guarantee that your advertisement will be seen by more key decision makers in the industry, reaching nearly a quarter of property professionals who you cannot reach by advertising in our nearest rival**.

Week in and week out Estates Gazette represents essential reading for property professionals. For 144 years, Estates Gazette has led the way with incisive editorial and effective advertising.

So why take risks with your advertising budget?

The next time you are making a decision on which commercial property publication to choose, choose Estates Gazette, the property industry's Number One.

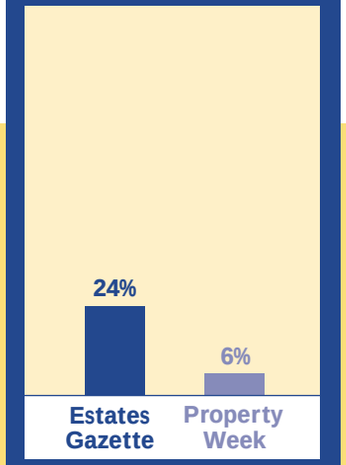
Publication Considered to Provide Best Response to Property Advertising



NOP Commercial Property Publications Survey (2001)

*Estates Gazette is seen as the publication for the best response to property advertising by nearly 12 times more people than Property Week.

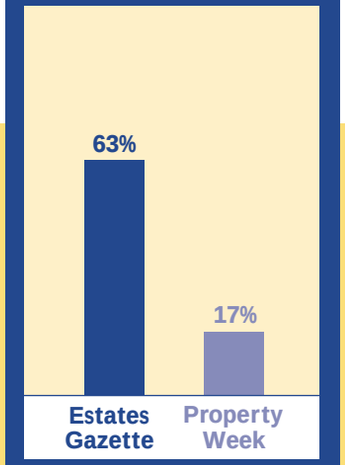
Solus Readership



NOP Commercial Property Publications Survey (2001)

**By putting your advertising in an issue of Estates Gazette you will reach nearly a quarter of property professionals who you cannot reach by advertising in Property Week.

Best Publication Overall



NOP Commercial Property Publications Survey (2001)

6 out of 10 property professionals say Estates Gazette is the best commercial property publication. Only 2 out of 10 say Property Week.

70% of property professionals regard Estates Gazette as the most effective publication for property advertising.



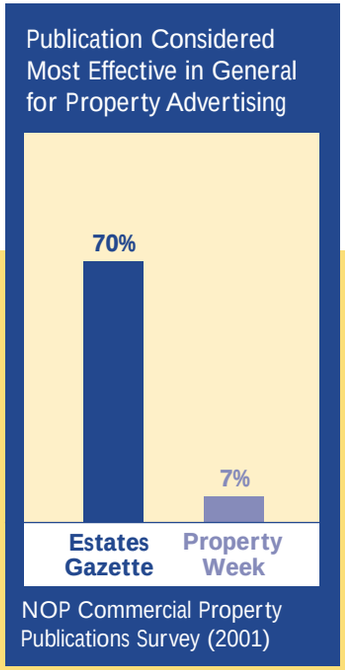
The Best Performing Display Advertising

Estates Gazette has long been the journal which property professionals employ to dispose of their property or to find the property they need.

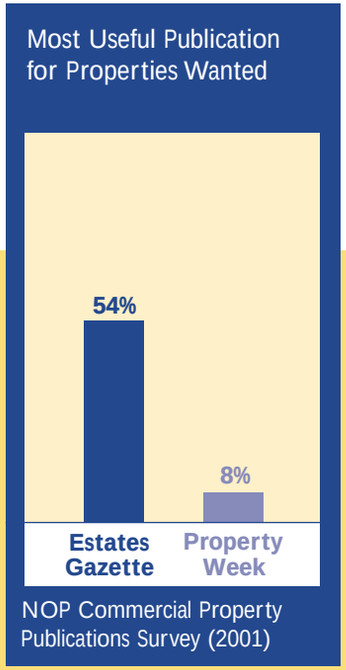
Our issues typically include on average 80 pages of advertisements per week - evidence that it is the industry's foremost advertising medium.

Independent research into the effectiveness of advertising for the two property weeklies further confirms Estates Gazette's lead as the most effective publication for advertising with a huge rating of 70%*.

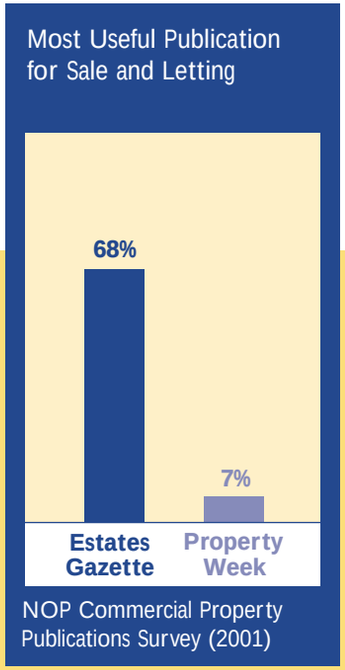
In addition, property professionals consider Estates Gazette to be the most useful publication in the market both for properties wanted**, and properties for sale or letting***.



*70% of property professionals regard Estates Gazette as the most effective publication for property advertising.



**Estates Gazette is seen as the most useful publication for properties wanted by over 6 times more people than Property Week.



***Estates Gazette beats Property Week by 10 to 1 as the best place for advertising properties for sale or let.

Nearly three quarters of property professionals read Estates Gazette every week. Just over half read Property Week.



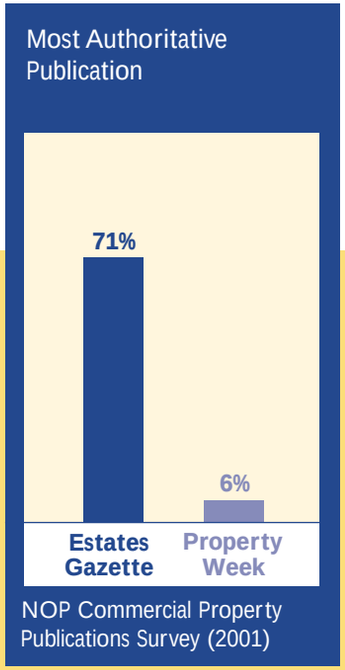
Unrivalled Editorial Quality

For more than 144 years Estates Gazette has been meeting the needs of the property profession more effectively than any other journal, providing the most authoritative editorial coverage in the property market*.

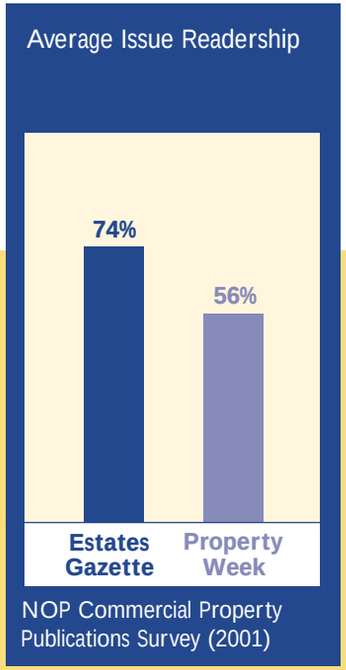
Nearly three quarters of the market read a copy of Estates Gazette every week** and over 60% rate Estates Gazette as the most useful publication for their job***.

In short, Estates Gazette provides something for everyone through its comprehensive editorial policy which covers all aspects of the property world, making it the lifeblood of the industry.

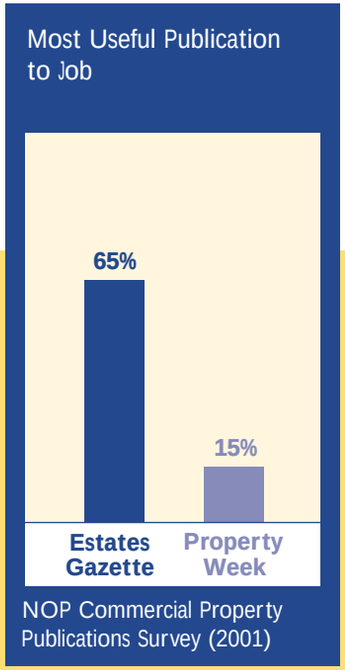
Estates Gazette readers rely on this kind of quality information because they are the key decision makers - and advertising in Estates Gazette is the most effective way to target them.



*11 times more people say Estates Gazette, rather than Property Week, is the most authoritative commercial property publication.



**Nearly ¾ of property professionals read Estates Gazette every week. Only just over half read Property Week.



***6 out of 10 property professionals say Estates Gazette is the most useful publication to their job. Less than 2 out of 10 say Property Week.

3 times more property professionals say Estates Gazette, rather than Property Week, is the most useful publication for regional features advertising.



Unrivalled Regional Coverage

Estates Gazette can promise you unrivalled coverage of the regional property market throughout 2003.

An eight-strong team of journalists will be working on the Focus series, backed up by a network of regional correspondents. Two experienced writers will be based in Edinburgh and Birmingham, and will take the respective roles of Scotland and Midlands Focus Editors.

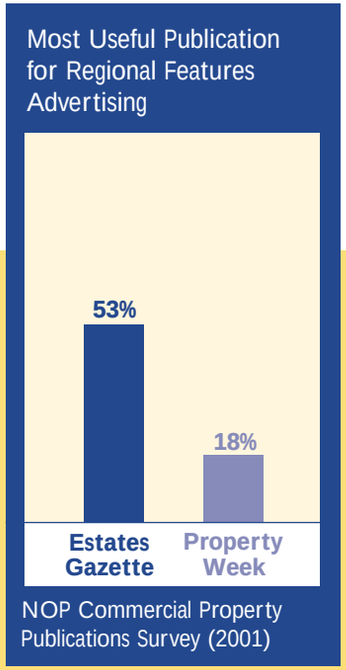
This significant investment has allowed us to increase our coverage throughout the UK, covering regional issues from all angles.

Every key town and city in the UK will be visited by our writers to provide market analysis for the traditional Focus features.

Every UK region will now have its own stand-alone supplement. These will examine how global, local and national economic and political factors will affect the regional property markets. They will analyse the activities of the key private and public bodies and individuals in the area and how infrastructure changes will have effect.

The new Vision Focus series will expand Estates Gazette's successful management and business section across a regional basis. These features will examine the key factors that will affect local commerce. They will explain new markets, provide career analysis, present development case studies and outline new business opportunities.

Focus Market Updates will provide the latest snapshot of a region's key markets since last visited by Estates Gazette, combined with the most up to date statistics available.



*3 times more property professionals say Estates Gazette, rather than Property Week, is the most useful publication for regional features advertising.

Estates Gazette is part of your team from the moment you begin to plan a project or campaign.



Committed to the Advertiser

Since 1858, Estates Gazette has carried the vast majority of display advertising pages in the property world each week.

We aim to match this high volume with an equally high level of service and an ongoing commitment to our advertisers.

Estates Gazette is part of your team from the moment you begin to plan a project or campaign.

We're here to help; whether that means advising on the size, space and frequency of your campaign, clarifying production techniques, or actually helping to create the advertisement you need.

Our ever expanding range of products also means you can choose from a wide range of hard copy publications and online services to meet your marketing needs.

With services such as these, it not only pays to advertise in Estates Gazette - it's a highly efficient process too.

For more information about our range of products visit www.estatesgazettegroup.com