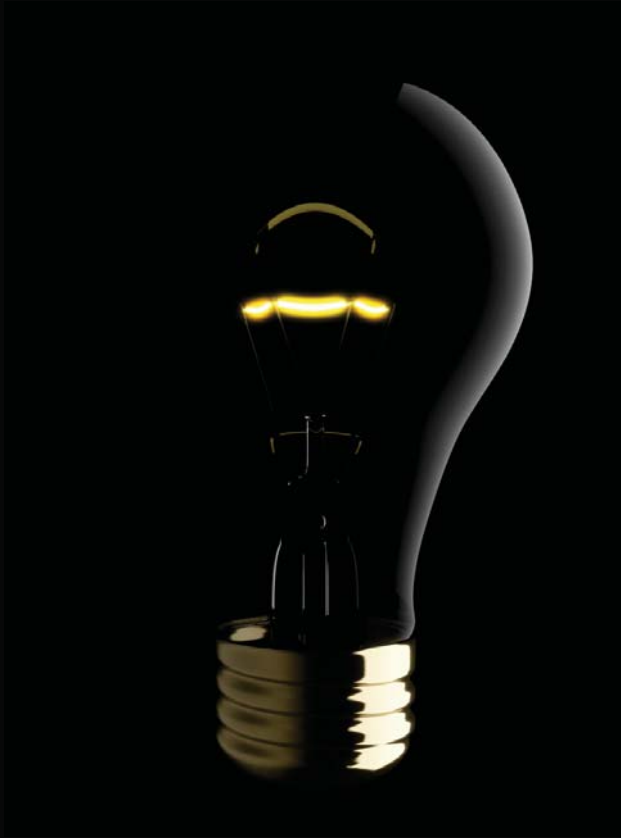




Real Estate Information

# Media pack



# About CoStar

CoStar Group is the leading provider of information services to the commercial real estate industry in the United Kingdom and the United States. Headquartered in Maryland, the company also has growing European offices in the UK (London & Glasgow), and Paris. CoStar is ranked by Business 2.0 Magazine's List of 100 Fastest-Growing Tech Companies and is a member of the prestigious NASDAQ Financial - 100 Index.

CoStar provides property professionals with access to the most comprehensive online databases of commercial real estate information, market intelligence and web-based marketing solutions.

For information about advertising opportunities on FOCUS, Propex, Shopproperty or SPN please contact:

**advertising@costar.co.uk**  
**+44 (0) 20 3214 0214**

“ Advertising with CoStar allows us to target, in a highly flexible and measurable way, the most relevant audience in the commercial property market. It is very cost effective and to date we have enjoyed a good return on our investment. ”

**Bircham Dyson Bell**

Nigel Higgins  
Business Development and Marketing Partner  
Bircham Dyson Bell



# CoStar's Solutions

**FOCUS** is the UK's most comprehensive source of commercial property information (office, industrial, retail). Agents market properties to the 21,000 member database comprising of property companies, developers, government bodies and surveyors.

[www.focusnet.co.uk](http://www.focusnet.co.uk)

**Propex** is the free-access website for delivering investment, development and vacant freehold property sales to the UK commercial property sector. Sellers market properties to our global database of 29,000 contacts comprising of private & professional investors, commercial property agents, property companies and developers interested in property from all sectors.

[www.propex.co.uk](http://www.propex.co.uk)

**Shopproperty** is the leading free-access website for available retail property listings. Retail agencies market properties to our global database of 81,000 contacts comprising of retailers, landlords and acquiring agents.

[www.shopproperty.co.uk](http://www.shopproperty.co.uk)

**SPN** is Scotland's free-access commercial property website providing the most comprehensive information and the best online property marketing tool. Agents market their properties to our 19,000 visitors comprising of surveyors, developers, government bodies, property companies and general public.

[www.scottishproperty.co.uk](http://www.scottishproperty.co.uk)

# CoStar Audience

CoStar advertising will get your message and brand in front of the largest audience of decision makers in the commercial property market

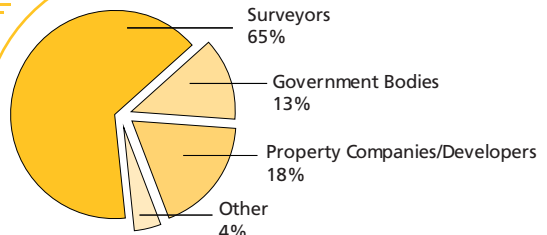
- 1 **Primary audience:** Commercial real estate professionals
- 2 **Secondary audience:** General public

## Focus

21,000 registered members

### Site statistics per month:

- 50,000 visits
- 14,000 unique visitors
- 107,000 page views
- 250,000 ad impressions
- CTR 0.19%

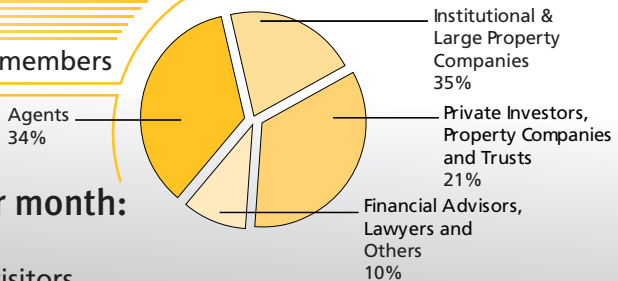


## Propex

29,000 registered members

### Site statistics per month:

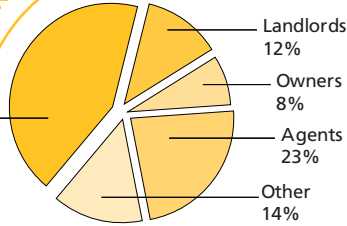
- 20,000 visits
- 12,000 unique visitors
- 70,000 page views
- 400,000 ad impressions
- CTR 0.15%



# Shopproperty

81,000 registered members

Retailers  
43%



## Site statistics per month:

- 80,000 visits
- 22,000 unique visitors
- 550,000 page views
- 1.8m ad impressions
- CTR 0.087%

# SPN

19,000 unique visitors *per month*

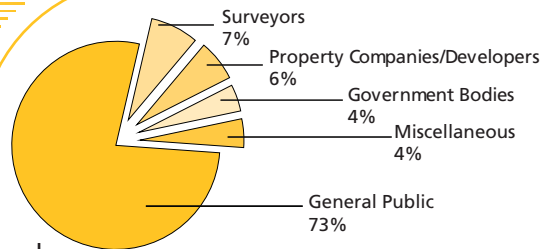
Surveyors  
7%

Property Companies/Developers  
6%

Government Bodies  
4%

Miscellaneous  
4%

General Public  
73%



## Site statistics per month:

- 2,500 subscribing professionals
- 42,000 visits
- 400,000 page views
- 560,000 ad impressions
- CTR 0.12%

“

Email marketing through CoStar has not only helped us achieve our goal of greater market awareness but have also produced quality leads.

”



Hedyanne Freedman  
Marketing Manager  
Southern Funding

# Benefits of Advertising with CoStar

- Cost effective
- Highly targeted audiences
- Flexible solutions
- Controllable
- Measurable results
- AIB standard advertising solutions
- In-house design team available



“

I was very pleased with the outcome of our bespoke email sent through CoStar. On the first day over 90 people responded with potential business.

”



James A.N. Scott FFb.  
Director  
Newton Scott

# CoStar Online Advertising Options:

CoStar provides a range of different advertising options to give your brand maximum exposure. Some the formats are mentioned below:

## Exclusive bespoke emails:

- Sent to over 29,000 registered users in the commercial investment property market
- Sent to over 81,000 registered users in the retail property market

## Sponsorship of Costar e-newsletters:

- Investment property market e-newsletter: sent weekly to over 29,000 professionals
- Retail property market e-newsletter: sent daily

## Banner advertising:

- Leaderboard
- MPU
- Button
- Skyscraper



# CoStar - Advertising rate card – January 2009

## FOCUS, Propex and Shopproperty

### Individual pricing - CPM rate

Rotating banner - <i>one site</i>	£25
Rotating banner - <i>two sites</i>	£23
Rotating banner - <i>three sites</i>	£20
Rotating banner - <i>four sites</i>	£18

### Individual pricing - tenancy rate

Bespoke email	£2,000 <i>per email</i>
Rotating banner	£850 <i>per site</i>
Button Advert - <i>one site</i>	£750 <i>per month</i>
MPU - <i>one site</i>	£2,500 <i>per month</i>
Shopping centre on Shopproperty	£1,000 <i>per year</i>
Side panel advert on weekly email	£750 <i>per issue</i>
Advert on Shopproperty daily alert	£750 <i>one week</i>
Lead advert in investment weekly email	£1,500 <i>per issue</i>

## Scottish Property Network

Skyscraper Advert - <i>all pages</i>	£2,000 <i>per month</i>
Premium Banner - <i>home page</i>	£1,750 <i>per month</i>
Feature Property Advert - <i>home page</i>	£1,500 <i>per month</i>
Button Advert - <i>home page</i>	£750 <i>per month</i>
Small Banner - <i>general public property search page</i>	£750 <i>per month</i>
Submit Banner - <i>general public property search page</i>	£1,000 <i>per month</i>
Vertical Banner - <i>general public property search page</i>	£1,000 <i>per month</i>
Targetted Banner Advert - <i>search results pages</i>	£750 <i>per month</i>
News emails Banner - <i>daily news emails</i>	£250 <i>per week</i>

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**+44 (0) 20 3214 0214**