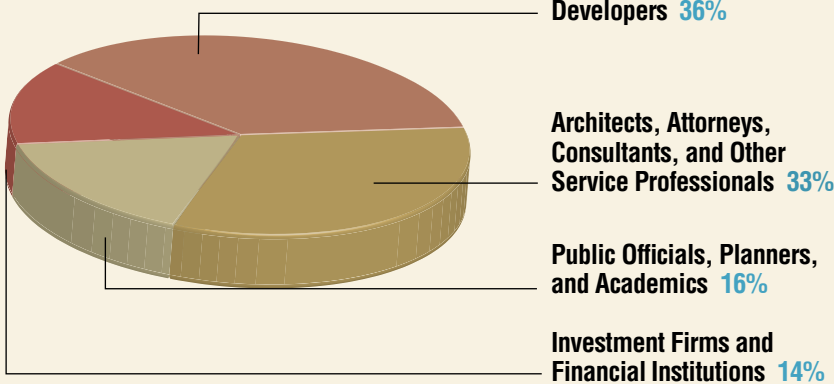


# REACH THE LEADERS IN REAL ESTATE DEVELOPMENT AND LAND USE.

Respected for high-quality, content-rich articles, *Urban Land* magazine covers key trends and issues affecting real estate development. Read by ULI's 30,000 members worldwide, the magazine reaches industry professionals interested in residential, retail, office, industrial, and resort development; finance and capital markets; economic and market trends; sustainability; infrastructure; and planning and design.

## WHAT ULI MEMBERS DO

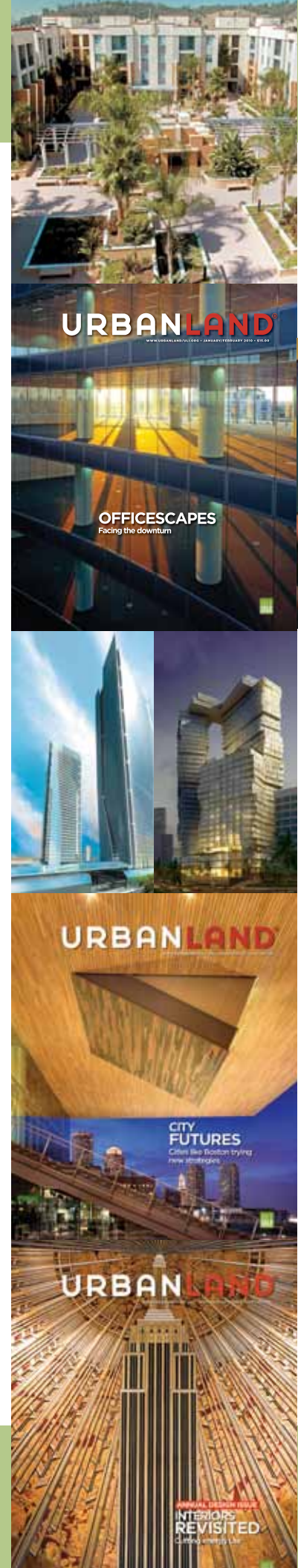


## WHERE ULI MEMBERS OPERATE

- 93%**  
North America
- 17%**  
Europe
- 15%**  
Asia Pacific
- 10%**  
Middle East
- 10%**  
Latin America
- 4%**  
Africa

## ULI MEMBER INTERESTS

- Residential
- Retail
- Office
- Infrastructure
- Hotel
- Resort
- Capital Markets
- Sustainability
- Economic Development
- Public/Private Partnerships



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# 2011 EDITORIAL CALENDAR

## Why Advertise?

For almost 70 years, *Urban Land* magazine has provided members with insight into land use trends and issues, and offered recommendations.

Communicate your brand and service to ULI's constituencies. ULI is a trusted place for knowledge, networking, and leadership online and in print.

Now more than ever, advertising gives you a competitive edge. Studies have shown that advertising during a down economy increases your customers' awareness and produces customer loyalty and a long-term competitive advantage.



### JANUARY/FEBRUARY

- ▶ Small-Scale Development
- ▶ Multifamily Development
- ▶ Infill Development
- ▶ Employment Trends
- ▶ Consumer Preferences & Demographic Trends
- ▶ 2012 Olympics
- ▶ Energy Efficiency Regulation
- ▶ *ULI Emerging Trends in Real Estate: Asia Pacific 2011*
- ▶ Finance: Raising Capital during Tough Times
- ▶ Regional Spotlight: Pacific Northwest

### MARCH/APRIL

- ▶ Urban Development & Mixed-Use
- ▶ Affordable/Workforce Housing Development
- ▶ Sustainable Development
- ▶ U.S. Government's Sustainable Cities Initiative
- ▶ Remaking City Economies
- ▶ Equitable TOD
- ▶ *ULI Emerging Trends in Real Estate: Europe 2011*
- ▶ ULI Europe Capital Markets Forum
- ▶ Finance: Future of Fannie/Freddie
- ▶ Regional Spotlight: Spring Meeting: Southwest

### MAY/JUNE

- ▶ Industrial & Office Park Development
- ▶ Inner-City Development
- ▶ Seniors' Housing Development
- ▶ Energy Efficiency & the Public Sector
- ▶ ULI 2011 Infrastructure Report
- ▶ Public/Private Partnerships
- ▶ ULI Europe Annual Conference
- ▶ Finance: Distressed Loans
- ▶ Regional Spotlight: Midwest

### JULY/AUGUST

- ▶ Commercial & Retail Development
- ▶ Entertainment Development
- ▶ Community Development
- ▶ Surface Transportation Policy
- ▶ Neighborhood Stabilization Strategies
- ▶ Parks & Public Space
- ▶ FDIC Asset Disposition
- ▶ Finance: New Financial Models/Structures
- ▶ Regional Spotlight: Northeast, Mid-Atlantic

### SEPTEMBER/OCTOBER

- ▶ Office Development
- ▶ Hotel Development
- ▶ Health Care & Life Sciences Facility Development
- ▶ Real Estate & Health Care Legislation
- ▶ EMEA/Asia Awards
- ▶ Green Retrofit Financial Strategies
- ▶ Finance: Bifurcated Investor Market
- ▶ Regional Spotlight: Fall Meeting: California, West Coast

### NOVEMBER/DECEMBER

- ▶ Resorts & Recreational Development
- ▶ Master-Planned Community Development
- ▶ Historic Preservation/Rehab/Reuse
- ▶ Stimulus Program & Technology/Green Jobs
- ▶ Integrated Water Management
- ▶ *Emerging Trends in Real Estate: U.S./Canada/Latin America 2012*
- ▶ Finance: Industry Restructuring
- ▶ Regional Spotlight: Southeast

Calendar subject to change.