

Knowledge Leader

As one of the leading commercial real estate firms, Colliers International offers a unique and informed perspective on business, real estate issues and trends from around the globe.

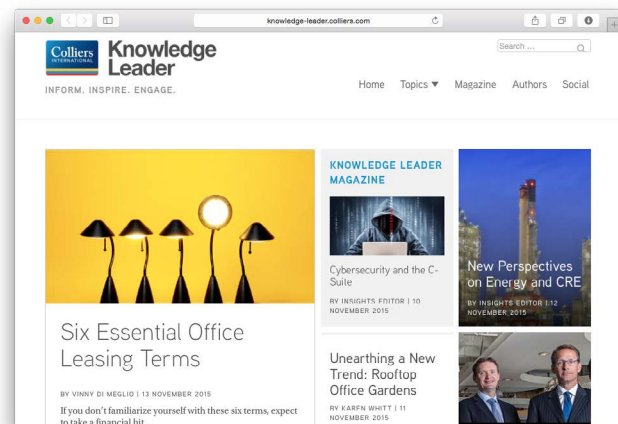


For nearly 10 years, top-level executives and business professionals have looked to *Knowledge Leader* for in-depth coverage on important developments and news in the industry, and updates on the trends that are changing the way we live and do business.

The 44-page glossy, full-color magazine delivers an engaging collection of features that spotlight trends, innovators and executives who are making an impact in the real estate industry, and business in general. In each issue, readers receive insider tips, tools and inspiration to grow and prosper—and a sneak peek into the future of real estate.

ANYTIME, ANYWHERE

Our readers can connect with us when they want and where they want. We have developed a digital experience that provides our readers with real-time content from experts across a wide variety of disciplines and geographies.



“We received a copy of *Knowledge Leader* at our office. This is one of the **best Commercial Real Estate publications** that I’ve seen. You should be very proud of the product that you are putting out.”

—D. Shull

Knowledge Leader

PRINT


37k
Readership




Knowledge Leader reaches clients from more than 30 metropolitan cities across North America



Knowledge Leader has international reach with readers in Europe, Asia and Latin America

ONLINE


60k
quarterly page views


29k
quarterly visitors


500 magazine downloads/issue


330 weekly subscribers

AMPLIFICATION


4M

Knowledge Leader articles are syndicated across multiple news websites providing an average 4 million impressions per issue

PUBLICATIONS COLLIERS HAS BEEN FEATURED IN >

CNBC
CNN Money
Economist
Fast Company
Forbes
Fox News
GlobeSt

The Guardian
Inc
NY Times
Reuters
Slate.com
USA Today
Wall Street Journal

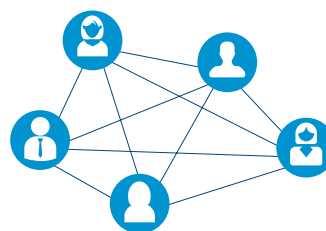
EVENTS



The Knowledge Leader magazine is distributed at various real estate industry events including:

- ICSC
- CoreNet
- Colliers Americas Conference
- ULI

Our readership represents a wide range of industries and includes executives from banks and credit unions, lending offices, financial services, real estate development firms and realty groups, government agencies, hotels, restaurants, law firms, media, auto sales, manufacturing, engineering, construction, property management, public relations, major retail, insurance and more.



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AMONG GOOD COMPANY

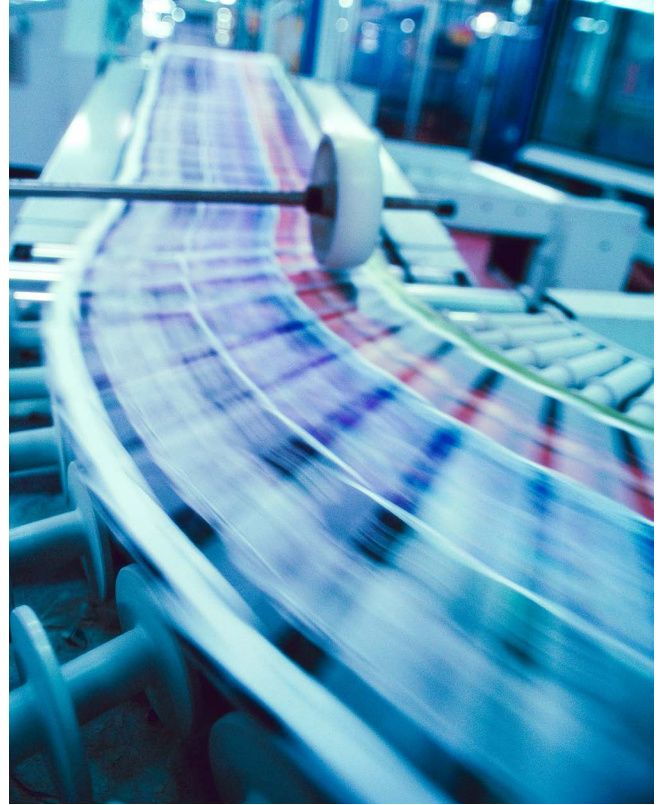
Knowledge Leader covers industry leaders who are not only on top of their games today, but are also paving the way for tomorrow. People and companies covered in previous issues include:

COMPANIES

- Cengage Learning
- Goodman Bircher
- Grosvenor
- InnVest
- LYFE Kitchen
- MAXIMUS
- Miller Thompson
- Postmedia Network
- Regus
- Spear Street Capital
- Wynn Resorts

INDUSTRY LEADERS

- Craig Barnard, Senior VP, Postmedia
- Drew Coles, President & CEO, InnVest
- John Grassi, President, Spear Street Capital
- Karen Dickson, Partner, Miller Thompson LLP
- Maryanne Goodwin, National Sales Manager, Transline Resource Group
- Mike Roberts, President & CEO, LYFE Kitchen
- Owen Pawson, Partner, Miller Thomson LLP
- Paul Godfrey, CEO, Postmedia Network
- Rick Bertasi, Managing Director, Group Network Development, The Regus Group
- Stephen P. Gibson, Senior VP, Real Estate of Cengage Learning
- Steve Wynn, Chairman of the Board & CEO, Wynn Resorts
- Susan Boren, VP, Real Estate at Maximus



REGULAR MAGAZINE DEPARTMENTS

Outlook 20/20: Hot topics making headlines

Spotlight: Industry-shaping people, places and events

Executive Insight: Q&A with a featured CRE professional

Follow the Leader: Profile in leadership

Cities to Know: Quick facts and figures about leading cities

Economy Matters: Insights from Colliers' Chief Economist | USA

Trending: What's hot and happening

CSR: Giving back to our communities

In Focus: Message from the President & COO



- Clients making wellness a priority at their firms
- Grosvenor's commitment to sustainability
- Cybersecurity and the C-Suite
- InnVest Real Estate Investment Trust's growth strategy

DIGITAL FEATURES

- Capital Markets
- Office
- Industrial
- Leadership
- Market Analysis
- People Magic
- Retail
- Technology
- Workplace Strategy & Design

2016 EDITORIAL SCHEDULE

Winter 2015/16: Industrial and Logistics

Spring: Retail

Fall: Corporate Occupiers



Knowledge Leader

2016 RATES Net Advertising Rates (4-Color)

RATES	1X*
Full Page	\$4,500
2/3 Vertical	\$3,500
1/2 Horizontal	\$3,000
1/3 Square	\$2,500
1/3 Vertical	\$2,500

*Willing to negotiate for 2X, 3X, etc.

	APR	AUG	NOV
Ad Close	03/19	07/27	11/23
Materials Due	03/26	08/03	11/30

ADVERTISING SPECS + MECHANICAL REQUIREMENTS

AD SIZES	WIDTH		DEPTH
Full-page non-bleed	8.375"	x	10.875"
Full-page bleed*	8.875"	x	11.375"
2/3 page vertical	4.625"	x	10"
1/2 page horizontal	7.75"	x	4.875"
1/3 page square	4.625"	x	4.875"
1/3 page vertical	2.25"	x	10"

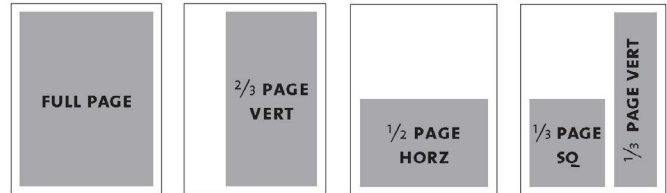
TRIM SIZE 8.375" x 10.875"

***BLEED SPECIFICATIONS** 1/8" bleed allowance. Live matter should be kept 0.3125" from trim. Type should be kept 0.25" from trim to be safe.

LIVE AREA 7.75" x 10.25". All type or graphics not intended to trim should be positioned within this area.

GUTTER SAFETY Headlines .625" each side of the gutter; Body Text .625" each side of the gutter.

DPI SPECIFICATIONS Knowledge Leader is printed with a 133-line screen. Provide all photos at 300 dpi. Line art should be provided at 600-1200 dpi.



MECHANICAL SPECIFICATIONS

The following specifications should be used in the preparation of digital files and color proofs.

DIGITAL FILES Ads should be supplied on a CD, via email or FTP. Files can be created in any Adobe Creative Suite product, or you can supply a high-resolution PDF (CMYK, 300 dpi, fonts embedded). All images should be converted to CMYK at 300 dpi. All fonts should be converted to outlines; if possible supply the exact font name, manufacturer/foundry, and version.

The publication is not responsible for color or content of proofs or files that do not conform to the specifications listed and are not accompanied by a matchprint. We do not accept film.

SHIPPING Send all materials to:
 Knowledge Leader Advertising
 601 Union Street
 Suite 4800
 Seattle, WA 98101

Ads under 5MB can be sent electronically via email to Christina.Cahill@colliers.com. Ads up to 150 MB can be sent via FTP. Files need to be compiled into one folder and stuffed or compressed. Reach out to Christina Cahill if you need additional information regarding this process.