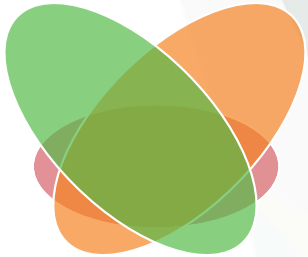
# AUDIENCE MEASUREMENT



- Online Audience
- Print Audience
- Super Users

In 2011 we introduced a new cross-platform audience measurement method to audit Property Week's multiplatform engaged audience.

The Property Week Weekly Audience Measure (WAM) was developed to show the number of people who, in a typical week, actively engage with Property Week content via our magazine or by accessing our website and was subject to independent assurance by PricewaterhouseCoopers LLP UK.

This innovative report shows not only the breadth of measurement across multiple platforms but also details of seniority and demographics of our audience allowing you to target precisely who you need for your brand.

| Demographics | Print Circulation | | Readers per copy | | Print Audience | | Online Audience | | Gross Audience | | Duplication (super-users) | | Weekly Audience Measure |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Agents | 1,855 | x | 2.77 | = | 5,143 | + | 1,351 | = | 6,494 | - | 1,289 | = | 5,205 |
| Investors/Finance | 2,319 | x | 2.77 | = | 6,428 | + | 2,240 | = | 8,668 | - | 1,721 | = | 6,947 |
| Occupiers | 759 | x | 2.77 | = | 2,104 | + | 315 | = | 2,419 | - | 480 | = | 1,939 |
| Developers | 1,054 | x | 2.77 | = | 2,922 | + | 1,166 | = | 4,088 | - | 812 | = | 3,276 |
| Professionals | 2,742 | x | 2.77 | = | 7,597 | + | 3,312 | = | 10,909 | - | 2,166 | = | 8,743 |
| Other | 1,770 | x | 2.77 | = | 4,909 | + | 500 | = | 5,409 | - | 1,074 | = | 4,335 |
| Multi-Copy Sales | 5,500 | x | 1 | = | 5,500 | + | 1,679 | = | 7,179 | - | 1,426 | = | 5,753 |
| **TOTAL** | **15,999** | | | | **34,603** | | **10,563** | | **45,166** | | **8,968** | | **36,198** |

WAM subject to independent assurance by PricewaterhouseCoopers LLP UK: refer to www.propertyweek.com/WAM for detailed WAM methodology and the PricewaterhouseCoopers LLP UK independent assurance opinion.

**Social Media**

| | Audience |
|---|---|
| Twitter (followers of two accounts: @PWNews and @PropertyWeek) | 43,376 |
| Facebook (fans) | 1,247 |
| LinkedIn (group members) | 10,324 |

**Events**

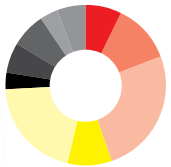
The figures below represent the number of attendees to each event, run under the Property Week brand.

| | Audience |
|---|---|
| RESI Awards | 553 |
| Property Week Awards | 1,123 |
| RESI Conference | 987 |
| Student Accommodation Conference | 421 |

**Job Role, Seniority and Sector**

The three charts below break down the detailed job role, seniority and main sector of Property Week's audience.

**Seniority**

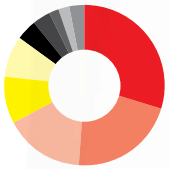


| | |
|---|---|
| CEO / Chairman | 7.5% |
| Managing director | 12.2% |
| Director / Partner | 26% |
| Owner | 8.9% |
| Senior manager / Manager | 21% |
| Consultant / Advisor | 6.2% |
| Associate | 7% |
| Graduate | 3.5% |
| Student | 2% |
| Analyst | 0.2% |
| Other | 5.7% |

**Job role**

| | |
|---|---|
| Professionals | 33.5% |
| Investors/Finance | 24.1% |
| Agents | 16.0% |
| Developers | 12.1% |
| Occupiers | 4.8% |
| Other | 9.5% |

**Sector**



| | |
|---|---|
| Office | 29.8% |
| Residential | 21.4% |
| Retail | 16.3% |
| Industrial | 9.3% |
| No answer | 8.4% |
| Education | 4.2% |
| Leisure | 3.5% |
| Healthcare | 2.1% |
| Infrastructure / Energy | 2.0% |
| Defence | 0.2% |
| Other | 2.8% |

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