

A Synopsis of recent market research carried out by Coussins Associates (www.coussins.co.uk) on behalf of

PROPERTY NEWS SOUTH WEST & SOUTH WALES



THE READERS

The READERSHIP is 7,105 individually posted magazines.

The RESEARCH showed each copy is read by 3-4 people giving a readership of 25,578.

The READERS are:

Medium to large end users (including over 600 large retail multiples)	56%
Commercial Property Agents who are active in these regions	21%
Developers - national and regional	10%
Investors , pension funds, banks	9%
Local government, solicitors, receivers and other professionals	4%

THE CONTENT

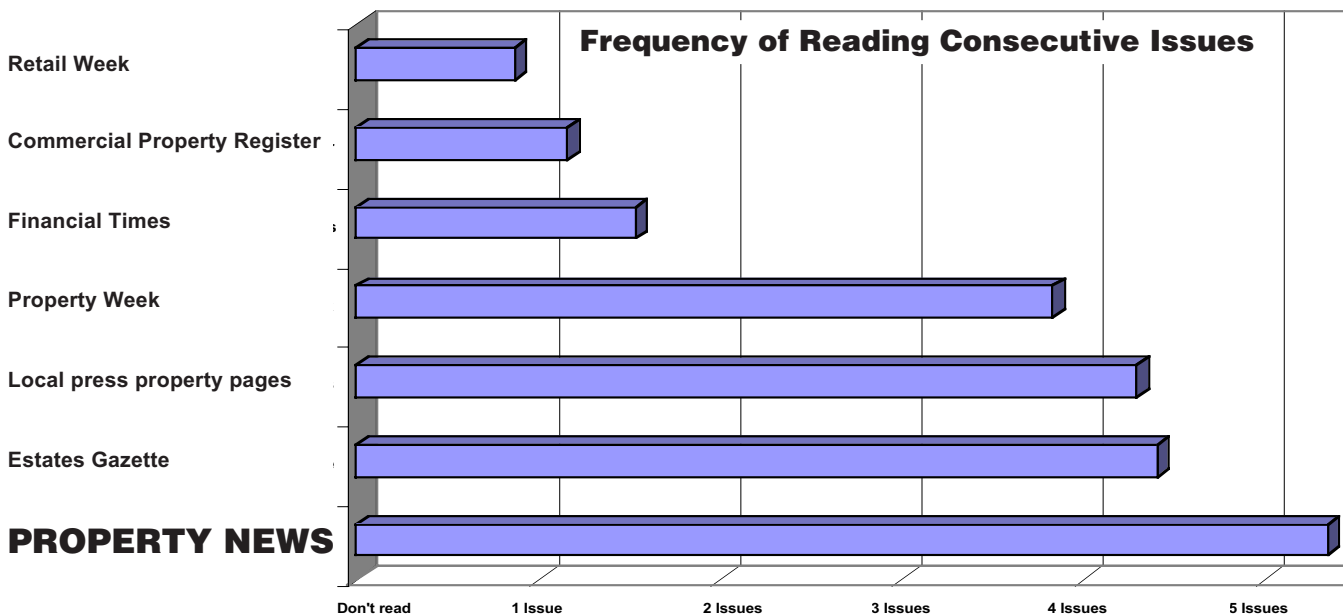
The content is news and comparable information regarding commercial properties.

94% of respondents agreed or strongly agreed that "Property News keeps me up to date with what is going on in the regions commercial property market" (91% of end users).

87% agreed that the magazine provides a more regionally focussed view than the national press or national property news.

82% considered the specialist regional property press such as Property News was useful or very useful when considering their property needs.

PROPERTY NEWS IS THE MOST READ PUBLICATION



End Users - 77% occupy more than 3 properties

Property Advisors (mainly surveyors) - 85% felt the property deals information as the most important section and 79% information on property availability

CONCLUSION

The publication reaches the decision makers who are actively involved in their regional commercial property markets. The magazine's key strength is its local and regional coverage of the South West and South Wales. Our readers value the publication. It has considerable shelf life and substantial local readership in excess of its circulation.

For a more extensive report contact Louise on 01934 622000 or Bev on 01675 466100