

Here are a few case studies from the various types of firms that have appeared in our publications and how they view Perspective New York and Perspective New Jersey magazines:

- **Newmark Knight Frank (NJ)** - "I have thoroughly reviewed our cover story and want to offer all the accolades and congratulations to you and your staff. We are very pleased with the article and the professional manner in which it is presented. It was all worth the time, effort and commitment; thank you. Please do not hesitate to use our name as a reference for any future opportunities that may arise for you. —David Simson
- **RFR Realty** - Uses our article as their primary introductory piece to prospective tenants...they ran out of the 1000 initial reprints within weeks and reordered 5000 more so each of their on-site brokers had the necessary tool in their arsenal.
- **HOK** – One of the world's largest architectural firms describes our publications as "great reference tools." Juliette Lam, IIDA, Interior Design Director explains how "when we need an MEP firm or other expert we simply open your magazine to the appropriate Top List section and all of the information is there at our fingertips."
- **VVA Project Management** - The cover story scored a major success before it even went to press. VVA used the article to convince a Virginia-based firm that they were the right firm to hire to manage their 200,000 SF project in New York. Their business development director, Sarah Currie, said that "this is the best marketing tool we ever had and has helped us win many new projects."
- **FX Fowle** - They used their feature article last August to win a major assignment in Abu Dhabi. The reprints were expressed half way around the world, hot off the presses, and were incorporated into the firm's winning sales presentation.
- **Elad Properties** – This growing development company was virtually unknown when we put them in the magazine. "Within days of the issue's release we got phone calls inquiring about our firm," recalls Miki Naftali, President, "and we were vaulted into the market's collective consciousness." Six months later one of the deals they were invited to look at came through...they now own The Plaza Hotel and are a major player in New York real estate.
- **Muss Development** – The reprint of their seven page cover story, featuring the Oceana project in Brooklyn, serves as their primary marketing tool given to prospective tenants, buyers and investors. Since the story first appeared they have reordered twice for a total of 20,000 copies. "We just clip our business card to the reprint," states Diana Jabbar. "There is no better introductory piece than this one."
- **Eastern Consolidated** – This leading real estate investment services and brokerage firm just reordered another 2500 copies of their 2005 cover story...in September of 2007! "It still has shelf life," explained Daun Paris, President, "We have a major industry event coming up...how fast can we get them?"
- **Cosentini Associates** – This internationally renowned MEP engineering firm used to spend an average of \$70 a package in labor and materials to create a media kit...until they got their 5000 reprints. They became their primary marketing tool, helping to build awareness and win new assignments. They were so pleased they will be featured again in February 2008.
- **PC Richard & Son** – The New York market's leader in kitchen and entertainment appliances has been a scheduled advertiser since the magazine's early days. They appreciate the name recognition and attention that their Builders & Contractors Division receives every month.

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