

IP&E REAL ESTATE

MEDIA PACK 2017



GLOBAL MARKET INTELLIGENCE

FOR INSTITUTIONAL REAL ESTATE

realestate.ipe.com



IPE REAL ESTATE NEWS IN PRINT AND ONLINE

Global market intelligence for institutional real estate investment

IPE Real Estate is the leading information resource for the institutional real estate investment industry. Through print publications, online media and events it delivers critical intelligence, data and analysis of global property markets and institutional investors.

In contrast to traditional real estate publications, IPE Real Estate is plugged into the wider world of pensions and investments, drawing on the knowledge and connections of the IPE group. At the heart of IPE Real Estate's coverage are the challenges facing pension funds, insurance companies, sovereign wealth funds and other institutional capital owners.

The magazine has widened its remit in recent years to cover the burgeoning real assets markets, reflecting a similar shift among institutional investors. We apply the same approach to these markets, whether infrastructure, agriculture, forestry or alternative property types like healthcare and social housing.

IPE Real Estate magazine is delivered to the top decision-makers and asset allocators at pension funds and other institutional investors, including heads of real estate, chief investment officers and consultants.

realestate.ipe.com provides cutting edge daily news on a global basis to a global audience and is published every two months.

IPE Real Estate holds a number of events, including its annual Global Conference & Awards, bringing together pension funds and other capital owners active in the asset class.

19,249
RECIPIENTS

8,536
READERS
GLOBALLY

IPE REAL ESTATE
MAGAZINE REACHES

IPE REAL ESTATE'S
DAILY NEWS EMAILS
ARE RECEIVED BY

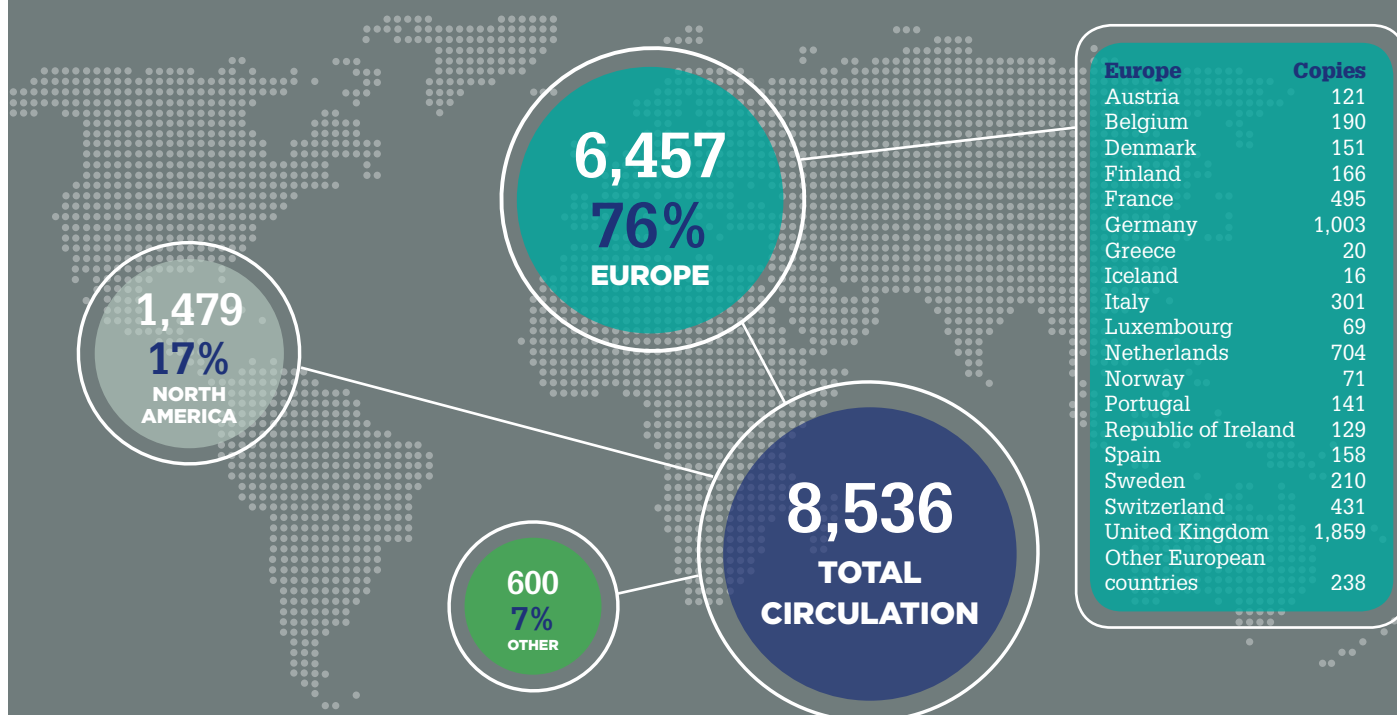




Magazine Circulation

GEOGRAPHIC DISTRIBUTION

IPE Real Estate's current audited Audit Bureau of Circulations (ABC) average net circulation is 8,486 (July 2015 to June 2016). The ABC was launched in 1931 in response to a demand from advertisers for independent verification of the claims made by advertising sales teams and so provides further transparency for readers and advertisers. IPE Real Estate is published bi-monthly and is additionally distributed extensively at leading real estate conferences and exhibitions internationally, providing advertisers with additional key readers throughout the year.



COMPANY TYPES

BUY SIDE

Capital Owners		62%
Pension funds, endowments, sovereign funds, foundations, charities	3,041	
Financial institutions, insurance companies	472	
Investment managers, asset managers (including fund-of-funds)	1,756	
Key Influencers		6%
Pension fund consultants	383	
Academics, real estate associations, government, regulators	166	
Total buy side	5,818	68%

SUPPLY SIDE

Real estate investment managers (marketing)	1,327	
Banks & investment banks	253	
Property companies & developers	540	
Professional Services		
Property agents/consultants	411	
Legal, accountancy, management consultancy	75	
Data and information providers, index providers, exchanges	52	
Financial communications	46	
Other	14	
Total supply side	2,718	32%

TOTAL CIRCULATION	8,536	100%
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DEMOGRAPHIC DISTRIBUTION

IPE Real Estate has created a unique circulation targeted at Global pension funds and other capital owners, including insurance companies, as well as investment managers, consultants and other service providers. A full breakdown is shown on the left*



Editorial Outline 2017

Month	Investor Universe	Investment	Regions & Sectors	Infrastructure & Real Assets
JAN FEB Real Assets special issue	<ul style="list-style-type: none"> ▶ Taiwanese investors ▶ Italian investors ▶ French investors 	<ul style="list-style-type: none"> ▶ Infrastructure fund management ▶ Debt investments (real estate & infrastructure) ▶ Secondaries (RE & I) 	CITY FOCUS: Rotterdam, Charlotte, Kuala Lumpur SECTOR FOCUS: Office ALTERNATIVES: Healthcare, car parks	<ul style="list-style-type: none"> ▶ Hospitals ▶ Schools
MARCH APRIL The MIPIM issue	<ul style="list-style-type: none"> ▶ UK investors ▶ US investors ▶ MIPIM RE-Invest preview 	<ul style="list-style-type: none"> ▶ Performance measurement ▶ Valuations 	CITY FOCUS: Stockholm, Nashville, Delhi SECTOR FOCUS: Logistics ALTERNATIVES: Leisure, self-storage	<ul style="list-style-type: none"> ▶ Rail ▶ Toll roads
MAY JUNE Top 100 Global Investor issue	<ul style="list-style-type: none"> ▶ Canadian investors ▶ German investors ▶ South Korean investors 	Top 100 Global Investors: ranking & survey analysis <ul style="list-style-type: none"> ▶ Asset allocation trends ▶ Emerging markets ▶ Technology 	CITY FOCUS: Budapest, Miami, Beijing SECTOR FOCUS: Retail ALTERNATIVES: Student housing	<ul style="list-style-type: none"> ▶ Airports ▶ Ports
JUNE Real Assets special issue	<ul style="list-style-type: none"> ▶ Swiss investors ▶ Chinese investors 	Top 100 Infrastructure Investors: ranking and survey analysis <ul style="list-style-type: none"> ▶ Asset allocation trends ▶ Real assets fund management ▶ Listed markets 	CITY FOCUS: London, New York, Tokyo SECTOR FOCUS: Residential ALTERNATIVES: Hotels	<ul style="list-style-type: none"> ▶ Telecoms ▶ Water/waste
SEPT OCT The Expo Real issue	<ul style="list-style-type: none"> ▶ Dutch pension funds ▶ Australian superannuation funds 	Investment themes: <ul style="list-style-type: none"> ▶ Urbanisation ▶ Debt funds ▶ Sustainability 	SECTOR FOCUS: Office ALTERNATIVES: Serviced apartments, data centres	<ul style="list-style-type: none"> ▶ Forestry ▶ Agriculture
NOV DEC Top 100 Investment manager issue	<ul style="list-style-type: none"> ▶ Nordic investors ▶ Malaysian investors ▶ Japanese investors 	Investment manager survey: Top 100 ranking and AUM breakdown <ul style="list-style-type: none"> ▶ Analysis of industry trends ▶ Value-add/core/opportunistic ▶ Multi-managers 	SECTOR FOCUS: Logistics ALTERNATIVES: Healthcare, car parks	<ul style="list-style-type: none"> ▶ Energy infrastructure



2017 Print Advertising & Specifications

Print Advertising Rates

Rate	1x£	1x£
Full page corporate/thought leader	8,500	12,450
Double page corporate/thought leader	10,000	14,650
Junior page	5,500	8,050
Half page	5,100	7,500
Quarter page	3,250	4,800
Half page spread	10,200	15,050
Outside back cover	10,400	15,200
Inside front cover	9,750	14,400
Inside back cover	9,200	12,950

Multiple insertion discounts	3+	6+
Per page booked	5%	10%

+VAT where applicable

Mechanical Data

Dimensions (mm)	Height	Width
Double page spread - trim	335	490
Double page spread - bleed	345	500
Full page - trim	335	245
Full page - bleed	345	255
Junior page	212	148
Half page - horizontal	140	210
Half page - vertical	290	100
Quarter page - strip	65	210
Quarter page - box	140	100

Advertisement material to be provided as a press optimised PDF file. Please add crop marks indicating trim and bleed and make sure all files are CYMK and pictures are 300 dpi.

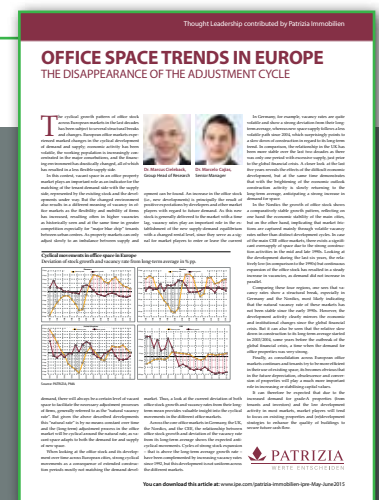
Publishing Schedule

Issue 2017	Sponsored article deadline	Display advert deadline
Feb Real Assets Issue	January 13	January 20
March April- MIPIM	February 10	February 17
May June - Investor Survey	April 18	April 21
June Real Assets Issue	June 9	June 16
Sep Oct - EXPO	September 8	September 15
Nov Dec - Top 100 Investment Manager Survey	November 10	November 17

Thought Leader (Sponsored Articles)

Sponsored articles are an ideal opportunity for companies to provide the readership of IPE Real Estate with promotional, educational or other editorial, research or corporate profiles.

Text should be sent as a Word file. Approximately 1,100 words per page (inclusive of title and compliance.) Images/logos etc. should be sent as high resolution (300 dpi) images. These can be sent as: TIF, JPEG or EPS files. Charts to be sent in Excel.



REIM Guide in Print & IPE Reference Hub Online

Make your expertise known in the pensions market.

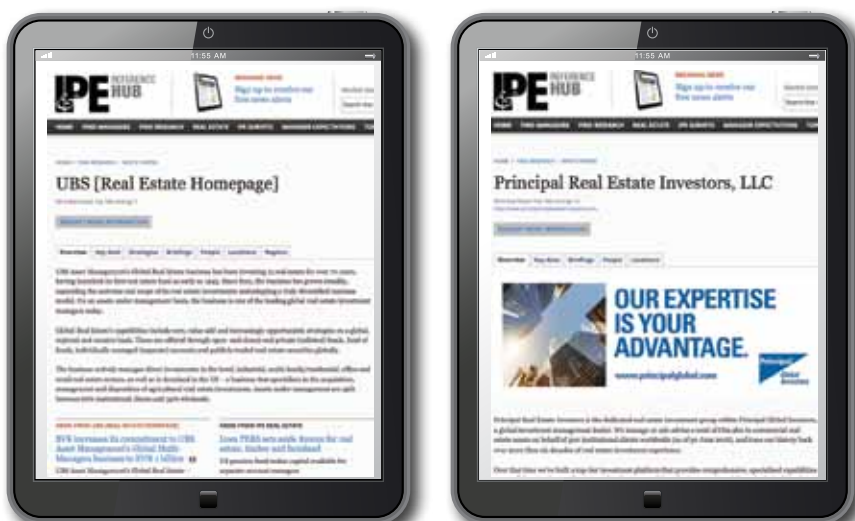
In Print

The REIM Guide is mailed to a circulation of 8,541 with additional copies distributed at key industry events. Present your company information across a double-page spread in the regions where you invest.

Online

The IPE Reference hub enables your firm to engage with over 6,000 institutional investors. An investment manager profile on the IPE Reference hub is a versatile branding and content marketing tool that provides scope and flexibility:

- Upload unlimited white papers / research
- Upload your videos and links to social media
- Publish your company news and announcements
- Hyperlinks from ipe.com news to your profile
- Weekly Reference Hub digest emails sent to our investor database



REIM Guide 2017

Cost of listings per region £

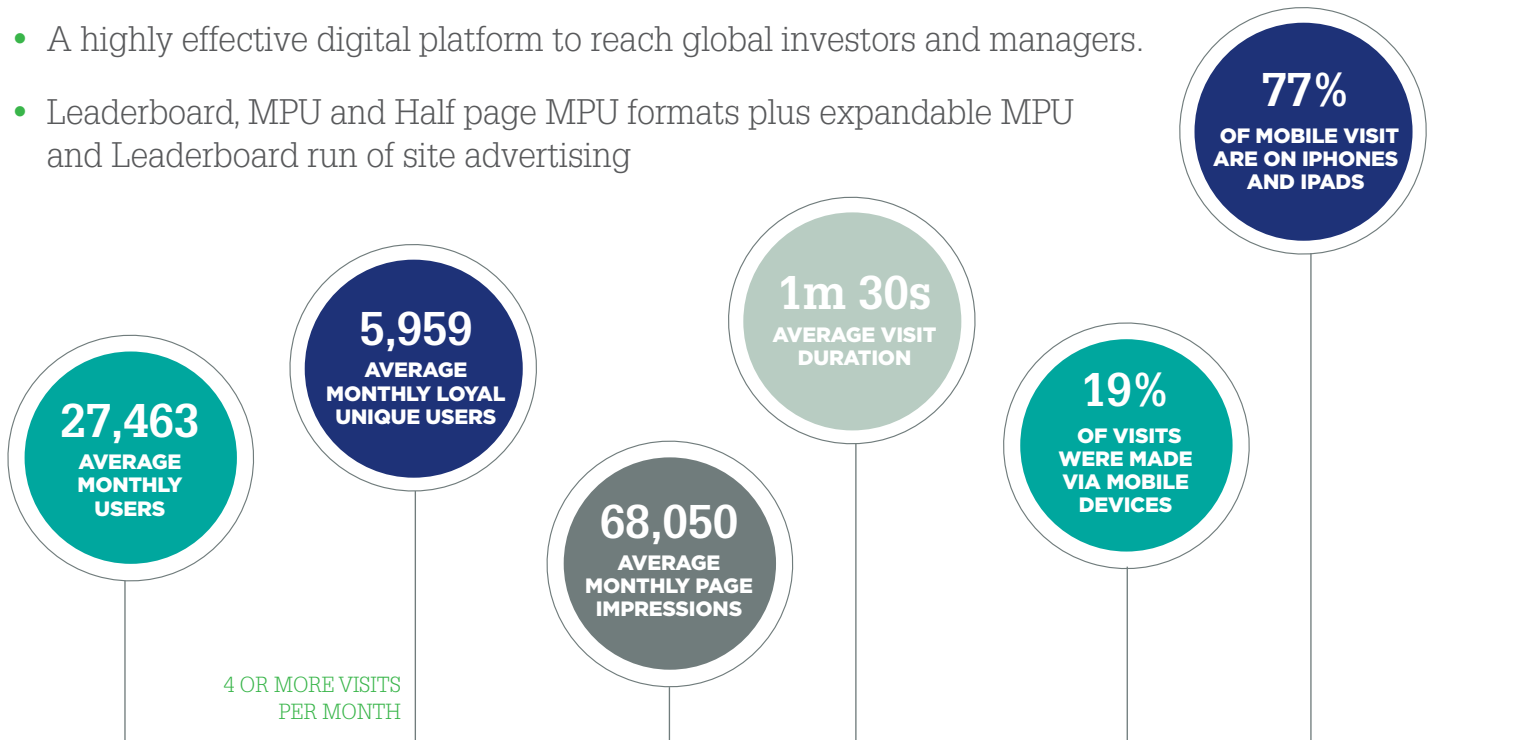
1 listing	6,295
2 listings	11,287
3 listings	13,225
4 listings	14,884

+VAT where applicable

Realestate.ipe.com Online Advertising

Offers:

- A highly effective digital platform to reach global investors and managers.
- Leaderboard, MPU and Half page MPU formats plus expandable MPU and Leaderboard run of site advertising



LEADERBOARD

HALF PAGE MPU

MPU

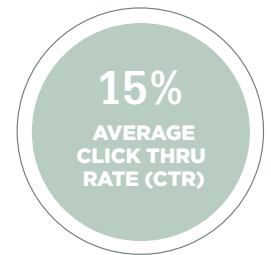
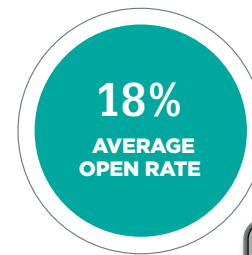




Daily News Email Advertising

Deliver your message directly into the inbox of your target market on the IPE Real Estate Daily News Email service that reaches **19,249 recipients**.

Choose either the top and bottom banner package or a Sponsored link to promote your message.



IPE Real Estate Webcasts



IPE webcasts are an increasingly popular and innovative way of showcasing manager expertise with an engaged online audience. IPE markets the client webcast via email marketing and captures the registered subscriber details that are delivered back to the webcast client post event. The captured webcast subscriber details include job title, phone number and email addresses (subject to data protection rules).

- For each webcast, IPE appoint an independent moderator to chair and host the event and help the client manage the Q&A interaction plus open and close the webcast.
- Webcasts are also stored on the Webcast channel on www.ipe.com where we continue to capture viewing registrations.
- A minimum six-week lead-time is required on all webcasts to help IPE optimise the best possible audience.
- The webcast can be hosted from multiple locations remotely or from one central office location.
- The webcast format is a live-recorded 'session' of no more than one hour.
- Each webcast is streamed live via a custom-branded player which features the speaker's photograph, voice, slides and customisable tabs including Q&A/feedback, the facility to ask your own pre-agreed questions of the audience and user support.
- A recording of the webcast is available for anyone unable to attend the live broadcast.

IPE TYPICALLY RUNS BETWEEN **15 - 18 WEBCAST EVENTS PER YEAR** AND AVERAGE A RANGE OF BETWEEN **200 - 400 REGISTRATIONS PER WEBCAST**

Online Advertising Rates

Online Advertising

Run of site leaderboard and MPU	£45 cpm
Half page MPU and expandable	£65 cpm



Technical Specifications

Leader Board	728 x 90
MPU	300 x 250
Half Page MPU	300 x 600
Expandable MPU	300 x 250 (expanding to 600 x 250). Must expand left.
Expandable Leader Board	728 x 90 (expanding to 728 x 180). Must expand down.

Accepted formats

JPG, GIF, FLASH, HTML

Daily News Email

Top and Bottom banner	£600 per daily email
Sponsored Link	£1,500 per daily email



Technical Specifications

Top and Bottom banner	468 x 60 or 728 x 90
Sponsored Link	logo (100 x 35), 100 characters of text plus linking url

Webcast

Each webcast includes pre event marketing; event and post event subscriber registration details	£14,000
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Events



IPE Real Estate Global Conference & Awards

Now in its 13th year, the IPE Real Estate Global Conference & Awards is firmly established in the Real Estate event calendar and has become the premier event for institutional investors.

The full-day conference in **Munich on 16 May 2017**, is a forum for investors to examine the key issues facing the industry. The evening Awards ceremony will recognise and reward best practice, outstanding performance and innovation among real estate investors.



IPE Real Assets & Infrastructure Conference

IPE's Real Assets and Infrastructure Investment Strategies Conference will explore today's fast-growing asset classes. This event will bring senior investment decision makers at global pension funds together with experts from the pension fund and asset management community along with academics and leading consultants. An event aimed at investment decision makers at Global pension funds.

The event will bring together experts from the pension fund and asset management community along with contributions from academics and leading consultants. Co-sponsored by FTSE Russell and hosted at the impressive **London Stock Exchange Building**, the conference will run from 14.00 to 17.30 **Tuesday 24 October** and continue on **Wednesday 25 October** from 9.00 - 17.00.

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