

**Global market intelligence
for institutional real assets investors**



**media
information** **2022**

Intelligence for Decision Makers in Institutional Real Assets Investment

DELIVERED DIGITALLY, IN PRINT AND IN PERSON

IPE Real Assets continues to reinforce its position as an indispensable source of intelligence for the global community of senior institutional real assets investors. Delivering highly relevant, topical, and actionable information digitally, in print and through in person events.

The challenges we have faced because of Covid-19 have given **real assets** added importance as a source of new opportunities in industries. Life sciences and healthcare, whose significance has been thrown into sharp relief by Covid-19, and in the reconfiguration of the traditional sectors, such as residential and office, as the “new normal” of more flexible and environment-ally conscious living and working takes shape.

In other parts of the real assets universe, **infrastructure** is seen by governments around the world as an important driver of recovery; **forestry and agriculture** will play an increasingly important role in

achieving net zero economies and ensuring food security.

Not surprisingly these topics were a huge draw for the 17th **IPE Real Estate Global Conference & Awards 2021** in Copenhagen. Over 250 people attended in person, a massive endorsement and a great vote of confidence in the return to physical, face-to-face events in 2022.

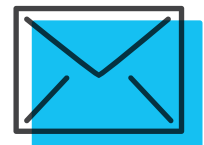
IPE Real Assets continues to invest to ensure it delivers the intelligence and platform you need to thrive in the years ahead. Drawing on an award-winning editorial team, a global network of journalists and the knowledge and connections of the IPE group, IPE Real Assets has built close contacts with pension funds, insurance companies, sovereign wealth funds and other institutional investors around the world. These close contacts are our hallmark and provide a unique inside track on the thinking and actions of this highly influential group, for the benefit of the industry as a whole.

8,752



**MAGAZINE READERS
GLOBALLY**

23,680



**DAILY NEWS
EMAIL RECIPIENTS**

IPE Real Assets Magazine Circulation



GEOGRAPHIC DISTRIBUTION

Europe **6,741** 77%

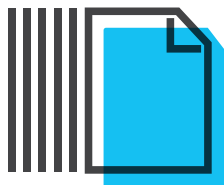
North America **1,366** 16%

Asia & other regions **538** 6%

Total Circulation 8,752

COPIES/EUROPE

107	Austria
173	Belgium
207	Denmark
158	Finland
547	France
1,081	Germany
17	Greece
21	Iceland
396	Italy
61	Luxembourg
626	Netherlands
68	Norway
76	Portugal
112	Republic of Ireland
173	Spain
212	Sweden
424	Switzerland
2,125	United Kingdom
157	Other EU countries



IPE Real Assets's current audited Audit Bureau of Circulations (ABC) average net circulation is 8,752 (July 2020 to June 2021). 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 Assets 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

Total circulation 8,752

BUY SIDE

62% CAPITAL OWNERS

Pension funds, endowments, charities, foundations, endowments, sovereign funds	3,194
Financial institutions, Insurance companies	421
Investment Managers, asset managers (including fund-of-funds)	1,842

6% KEY INFLUENCERS

Pension fund consultants	410
Academics, real estate associations, government, regulators	169

68% TOTAL BUY SIDE 6,036

SUPPLY SIDE

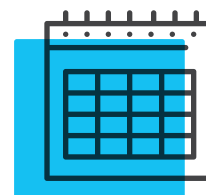
Real estate investment managers (marketing)	1,560
Banks & investment banks	262
Property companies & developers	376

PROFESSIONAL SERVICES

Property agents/consultants	310
Legal, accountancy, management consultancy	65
Data and information providers, index providers, exchanges	78
Financial Communications	40
Other	25

32% TOTAL SUPPLY SIDE 2,716

IPE Real Assets Editorial Outline 2022


INVESTOR/MANAGER
SURVEYS & RANKINGS

MACRO THEMES

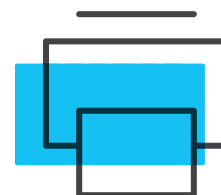
MARKETS, SECTORS,
ASSET CLASSES

FUNDS & STRATEGIES

FEATURES

Jan/Feb ESG & Impact Investing	<ul style="list-style-type: none"> ● Agriculture & forestry investors & managers 	<ul style="list-style-type: none"> ● Climate change & social impact 	<ul style="list-style-type: none"> ● Renewable energy ● Affordable & social housing ● Agriculture & forestry 	<ul style="list-style-type: none"> ● Private debt 	<ul style="list-style-type: none"> ● Emerging markets ● Net-zero targets
March/April MIPIM	<ul style="list-style-type: none"> ● Fund-of-funds, secondaries & multi-managers 	<ul style="list-style-type: none"> ● Technology & science 	<ul style="list-style-type: none"> ● Digital infrastructure, data centres ● Lifesciences ● Smart buildings 	<ul style="list-style-type: none"> ● Secure income 	<ul style="list-style-type: none"> ● PropTech
May/June Top 100 Global Real Estate Investors	<ul style="list-style-type: none"> ● Real estate investor survey 	<ul style="list-style-type: none"> ● Demographics 	<ul style="list-style-type: none"> ● Multifamily, PRS, care/retirement homes, student housing 	<ul style="list-style-type: none"> ● Core real estate funds 	<ul style="list-style-type: none"> ● Performance benchmarking
July/August Top 100 Global Infrastructure Managers	<ul style="list-style-type: none"> ● Infrastructure fund managers survey 	<ul style="list-style-type: none"> ● Retail & online commerce 	<ul style="list-style-type: none"> ● Shopping centres, high street retail, supermarkets, leisure ● Logistics 	<ul style="list-style-type: none"> ● Infrastructure 	<ul style="list-style-type: none"> ● ESG
Sept/Oct EXPO Real / Top 100 Global Infrastructure Investors	<ul style="list-style-type: none"> ● Infrastructure investors survey 	<ul style="list-style-type: none"> ● Offices & urbanisation 	<ul style="list-style-type: none"> ● Offices 	<ul style="list-style-type: none"> ● Value-add real estate 	<ul style="list-style-type: none"> ● Listed markets
Nov/Dec Top 100 Global Real Estate Managers	<ul style="list-style-type: none"> ● Real estate managers survey 	<ul style="list-style-type: none"> ● Transport & tourism 	<ul style="list-style-type: none"> ● Airports & aviation ● Rail, roads & bridges ● Ports & shipping ● Hotels & resorts 	<ul style="list-style-type: none"> ● Opportunistic real estate funds 	<ul style="list-style-type: none"> ● Diversity & inclusion

2022 Print Advertising & Specifications



PRINT ADVERTISING RATES

RATE	1X£
Full page corporate/thought leader	9,000
Double page corporate/thought leader	10,500
Junior page	5,750
Half page	5,500
Quarter page	3,250
Half page spread	10,200
Outside back cover	10,800
Inside front cover	9,750
Multiple insertion discounts	3+ 6+
Per page booked	5% 10%

MECHANICAL DATA

DIMENSIONS	HEIGHT(MM)	WIDTH(MM)
Double page spread	335	245
x 2 full pages plus 10mm bleed each		
Full page	335	245
plus 10mm bleed		
Junior page	200	160
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 2022	THOUGHT LEADER DEADLINE	DISPLAY ADVERT DEADLINE
Jan/Feb: ESG & Impact Investing Special	January 14	January 21
March/April: MIPIM	February 11	February 18
May/June: Top 100 Global Real Estate Investors	April 15	April 22
July/August: Top 100 Global Infrastructure Managers	June 10	June 17
Sept/Oct: EXPO Real/Top 100 Global Infrastructure Investors	August 26	September 2
Nov/Dec: Top 100 Global Real Estate Manager	November 4	November 11

THOUGHT LEADER

Sponsored articles



Sponsored articles are an ideal opportunity for companies to provide the readership of IPE Real Assets 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 separate high resolution (300 dpi) images. These can be sent as: TIF, JPEG or EPS files. Charts to be sent complete in Excel or PDF.



REIM Reference Guide & IPE Real Estate Reference Hub Online



IN PRINT

The REIM Guide is mailed to a **circulation of 8,002** with additional copies distributed at key industry events. Present your company information across a double-page spread in the regions where you invest. The Guide is divided into four regions: **Europe, Asia Pacific, North America** and **Latin America**.

ONLINE

The IPE Reference Hub enables your firm to engage with **over 15,000 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 Real Assets email newsletters drive traffic to your profile
- Weekly Reference Hub digest emails sent to our investor database



IPE INFRASTRUCTURE REFERENCE HUB

The IPE Reference Hub now has its own dedicated section for **Investment Managers in Infrastructure, Agriculture and Forestry**.

You can take an online profile in the Infrastructure section of the IPE Reference Hub in combination with a print profile in our June 2022 Top 100 Global Infrastructure Managers Issue.

REIM GUIDE 2022

LISTINGS COST PER REGION	£
1 listing	7,000
2 listings	12,200
3 listings	14,200
4 listings	15,500

+VAT where applicable

INFRASTRUCTURE

RATE CARD	£
Profile listing	6,600

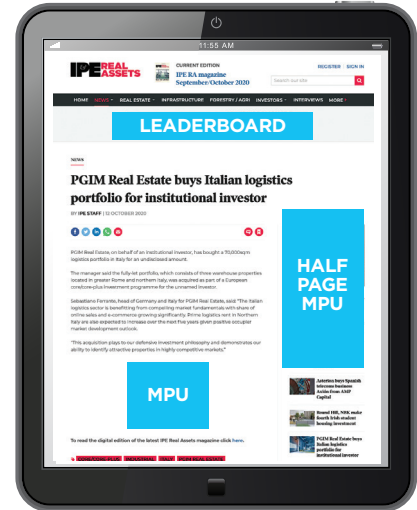
MAKE YOUR EXPERTISE KNOWN IN THE PENSIONS MARKET

realassets.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.



KEY ANALYTICS



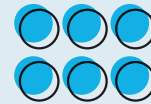
82,664

AVERAGE MONTHLY
USERS



10,011

AVERAGE MONTHLY
LOYAL UNIQUE
USERS*



171,911

AVERAGE
MONTHLY PAGE
IMPRESSIONS



1m 12s

AVERAGE VISIT
DURATION



25%

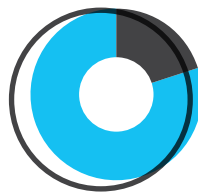
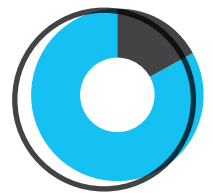
OF VISITS WERE
MADE VIA MOBILE

All figures based across a 12 month period (Jul 1st 2020 - Jun 30 2021) * Four or more visits per month.

IPE Real Assets Daily News Email Advertising

Deliver your message directly into the inbox of your target market on the IPE Real Assets Daily News Email service that reaches **23,680 recipients**.

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

18%**AVERAGE
OPEN RATE****23,680****AVERAGE NO.
OF RECIPIENTS
PER DAY****13%****AVERAGE
CLICK THRU
RATE (CTR)**

IPE Real Assets Webcasts

- For each webcast, IPE Real Assets appoints an independent moderator to chair and host the event and help the client manage the Q&A interaction plus open and close the webcast.
- A minimum six-week lead-time is required on all webcasts to help IPE Real Assets achieve the best possible audience.
- The webcast can be hosted either remotely from multiple locations or centrally from one 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 and is available on the platform for 12 months following the live broadcast.

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 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).



**IPE WEBCAST EVENTS
AN AVERAGES OF 625
REGISTRATIONS PER
WEBCAST**

IPE Real Assets Online Advertising Rates

ONLINE ADVERTISING

- Run of site leaderboard and MPU £50 cpm
- Half page MPU and expandable £70 cpm
- Floor Ad £100 cpm
- Site takeover (inc 1 email promotion) £7,000 per day



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.
- Floor Advertisement 728 x 90

Accepted formats

JPG, GIF, FLASH, HTML

IPE REAL ASSETS DAILY NEWS EMAIL

- Top and Bottom banner £700 per daily email
- Sponsored Link £1,500 per daily email



TECHNICAL SPECIFICATIONS

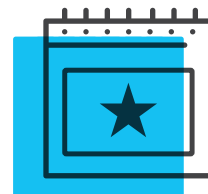
- Top and Bottom banner 468 x 60 or 728 x 90
- Sponsored Link logo (125 x 35)
100 characters of text plus linking url

WEBCAST

- Each webcast includes pre event marketing;
event and post event subscriber registration details £13,500



Events



IPE REAL ESTATE

GLOBAL CONFERENCE & AWARDS 2022

IPE REAL ESTATE GLOBAL CONFERENCE & AWARDS 2022

Now in its 18th 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.

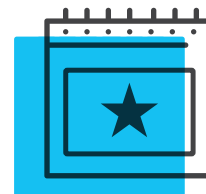
The full-day conference in **Amsterdam on Thursday 19 May**, is a forum for investors to examine the key issues facing the industry. The evening Awards ceremony will recognise and reward best practice, outstanding performance and innovation among real estate investors.



For more information please contact

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IPE REAL ASSETS



BREAKFAST SERIES 2022

REAL ASSETS BREAKFAST SERIES JANUARY 2022

An exciting high-level informal marketing and networking opportunity with decision makers at pension funds and other institutional investors in selected key European regions.

25 Jan **Copenhagen**
26 Jan **Amsterdam**
27 Jan **Munich**
28 Jan **London**

IPE REAL ASSETS & Infrastructure

GLOBAL INVESTOR CONFERENCE & AWARDS

REAL ASSETS & INFRASTRUCTURE GLOBAL INVESTOR CONFERENCE 2022

IPE's Real Assets and Infrastructure Global Investor Conference in **September 2022** will explore these fast growing asset classes.

This event will bring together investment decision makers at global pension funds, experts from the asset management community' leading consultants and academics.



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