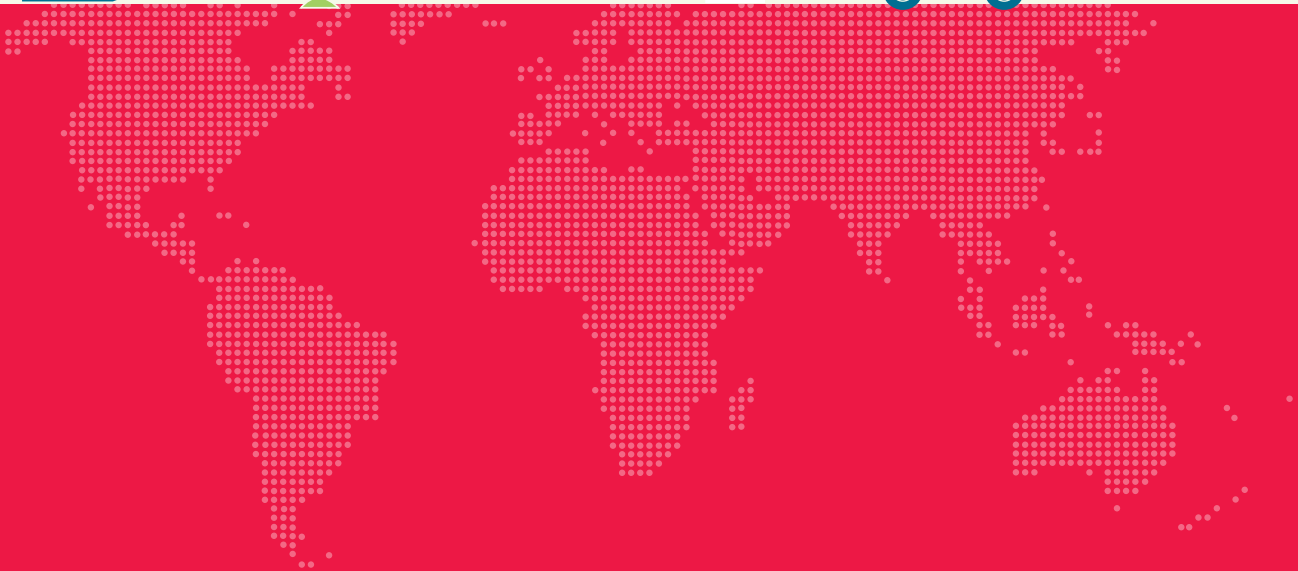




REAL ESTATE / INFRASTRUCTURE / AGRICULTURE / FORESTRY

# MEDIA INFORMATION 2019

Global Market Intelligence  
for Institutional Real Assets Investors



[realassets.ipe.com](http://realassets.ipe.com)

**IPE REAL ASSETS NEWS IN PRINT AND ONLINE**

# Global market intelligence for institutional real assets investment

**IPE Real Assets** is the leading information resource for the institutional real assets 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 Assets** 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 Assets'** 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 Assets 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. It is published six times a year.

**realassets.ipe.com** provides cutting edge daily news on a global basis to a global audience.

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

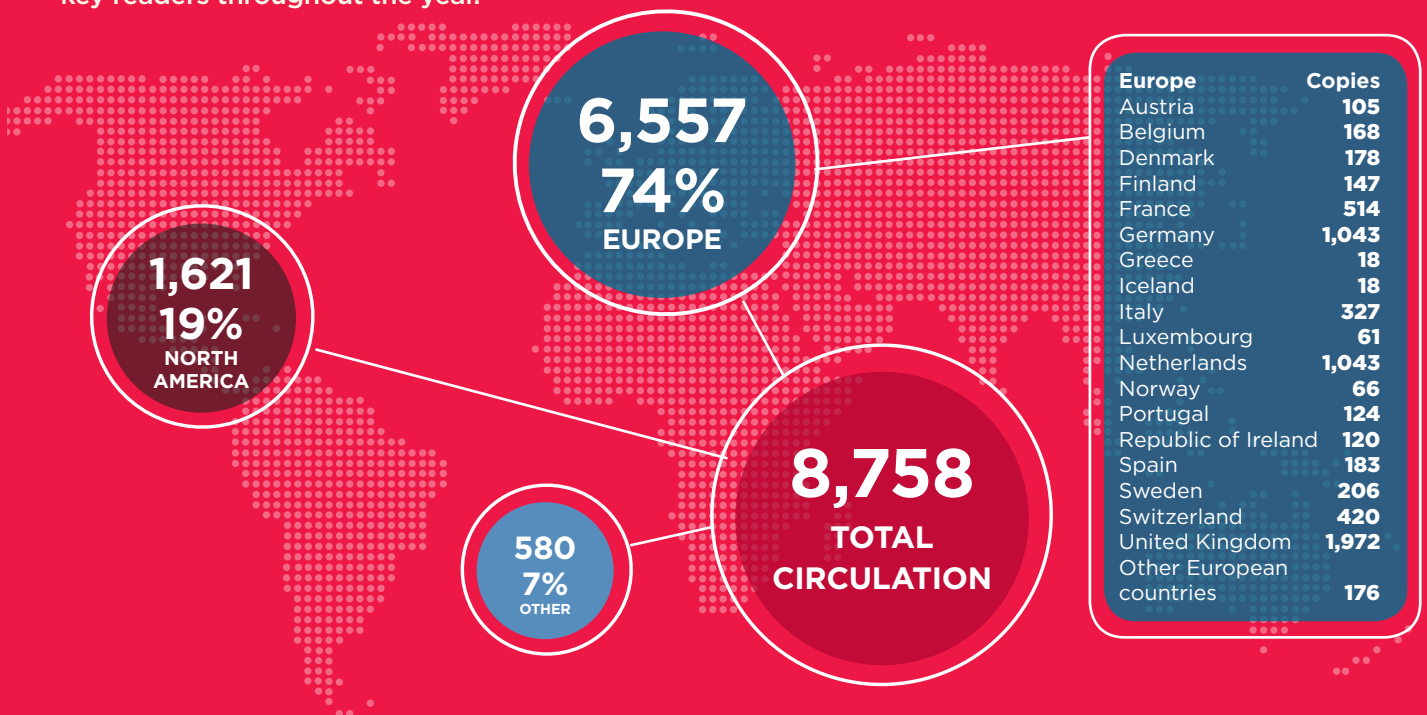
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**8,758****Magazine  
readers globally****20,980****Daily news  
email recipients**

# IPE Real Assets Magazine Circulation

## Geographic distribution

IPE Real Assets's current audited Audit Bureau of Circulations (ABC) average net circulation is **8,758** (July 2017 to June 2018). 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

### Buy Side

#### Capital Owners/62%

Pension funds, endowments, charities, foundations, endowments, sovereign funds	3,193
Financial institutions, Insurance companies	421
Investment Managers, asset managers (including fund-of-funds)	1,842

#### Key Influencers/6%

Pension fund consultants	415
Academics, real estate associations, government, regulators	169

**Total Buy side/68%** **6,037**

### Supply Side

Real estate investment managers (marketing)	1,561
Banks & investment banks	263
Property companies & developers	379

#### Professional Services

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

**Total Supply Side/32%** **2,721**

**TOTAL CIRCULATION 100%** **8,758**

# IPE Real Assets Editorial Outline 2019

MONTH	SPECIAL FOCUS	MARKETS & SECTORS	CITY FOCUS	INVESTORS	FUNDS
<b>JAN/FEB</b> <b>ESG &amp; Impact Investing Special Issue</b>	<ul style="list-style-type: none"> <li>● Impact investing</li> </ul>	<ul style="list-style-type: none"> <li>● Aviation</li> </ul>	<ul style="list-style-type: none"> <li>● Paris</li> </ul>	<ul style="list-style-type: none"> <li>● UK LGPS</li> </ul>	<ul style="list-style-type: none"> <li>● Infrastructure debt</li> </ul>
<b>MARCH/APRIL</b> <b>MIPIM Issue</b>	<ul style="list-style-type: none"> <li>● Future of logistics</li> </ul>	<ul style="list-style-type: none"> <li>● Logistics</li> </ul>	<ul style="list-style-type: none"> <li>● Toronto</li> </ul>	<ul style="list-style-type: none"> <li>● Japanese pension funds</li> </ul>	<ul style="list-style-type: none"> <li>● Core real estate</li> </ul>
<b>MAY/JUNE</b> <b>Top 100 Global Real Estate Investor Issue</b>	<ul style="list-style-type: none"> <li>● Global housing markets</li> </ul>	<ul style="list-style-type: none"> <li>● Residential</li> <li>● Airports</li> </ul>	<ul style="list-style-type: none"> <li>● London</li> </ul>	<ul style="list-style-type: none"> <li>● Dutch pension funds</li> </ul>	<ul style="list-style-type: none"> <li>● Value-add real estate</li> </ul>
<b>JULY/AUGUST</b> <b>Top 100 Global Infrastructure Manager Issue</b>	<ul style="list-style-type: none"> <li>● Demographics</li> </ul>	<ul style="list-style-type: none"> <li>● Retail</li> <li>● Agriculture</li> </ul>	<ul style="list-style-type: none"> <li>● New York</li> </ul>	<ul style="list-style-type: none"> <li>● Swiss pension funds</li> </ul>	<ul style="list-style-type: none"> <li>● Infrastructure equity</li> </ul>
<b>SEPT/OCT</b> <b>Expo Real and Top 100 Global Infrastructure Investor Issue</b>	<ul style="list-style-type: none"> <li>● REITs</li> </ul>	<ul style="list-style-type: none"> <li>● Hotels</li> </ul>	<ul style="list-style-type: none"> <li>● Madrid</li> </ul>	<ul style="list-style-type: none"> <li>● German institutions</li> </ul>	<ul style="list-style-type: none"> <li>● Real Estate debt</li> </ul>
<b>NOV/DEC</b> <b>Top 100 Global RE Investment manager Issue</b>	<ul style="list-style-type: none"> <li>● Future of offices</li> </ul>	<ul style="list-style-type: none"> <li>● Office</li> </ul>	<ul style="list-style-type: none"> <li>● Seoul</li> </ul>	<ul style="list-style-type: none"> <li>● US pension funds</li> </ul>	<ul style="list-style-type: none"> <li>● Opportunistic real estate</li> </ul>

# 2019 Print Advertising & Specifications

## Print Advertising Rates

Rate	1x£	
Full page corporate/thought leader	<b>8,500</b>	
Double page corporate/thought leader	<b>10,000</b>	
Junior page	<b>5,500</b>	
Half page	<b>5,100</b>	
Quarter page	<b>3,250</b>	
Half page spread	<b>10,200</b>	
Outside back cover	<b>10,400</b>	
Inside front cover	<b>9,750</b>	
Inside back cover	<b>9,200</b>	
Multiple insertion discounts	<b>3+</b>	<b>6+</b>
Per page booked	<b>5%</b>	<b>10%</b>

+VAT where applicable

## Mechanical Data

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

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 2019	Thought leader deadline	Display advert deadline
Jan/Feb: ESG Special	<b>January 11</b>	<b>January 18</b>
March/April: MIPIM	<b>February 15</b>	<b>February 22</b>
May/June: Top 100 Global RE Investors	<b>April 12</b>	<b>April 19</b>
July/August: Top 100 Global Infrastructure Managers	<b>June 14</b>	<b>June 21</b>
Sept/Oct: Top 100 Global Infrastructure Investors	<b>September 23</b>	<b>September 30</b>
Nov/Dec: Global RE Manager Survey	<b>November 1</b>	<b>November 8</b>

## 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 high resolution (300 dpi) images. These can be sent as: TIF, JPEG or EPS files. Charts to be sent in Excel.

Thought Leadership contributed by Patricia Immobilien

### OFFICE SPACE TRENDS IN EUROPE THE DISAPPEARANCE OF THE ADJUSTMENT CYCLE

The article discusses the current growth patterns of office space in Europe, noting that the traditional adjustment cycle is disappearing. It includes several line charts showing office space trends in Europe, with a focus on the disappearance of the adjustment cycle. The charts show various metrics over time, and the text provides a detailed analysis of the market conditions and future outlook.

**PATRIZIA**  
REIT CONSULTING

You can download this article at: [www.ipe.com/journal/immobilien-ipe-may-june2015](http://www.ipe.com/journal/immobilien-ipe-may-june2015)



# REIM Guide in Print & IPE Reference Hub Online

## In Print

The REIM Guide is mailed to a **circulation of 8,219** 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:

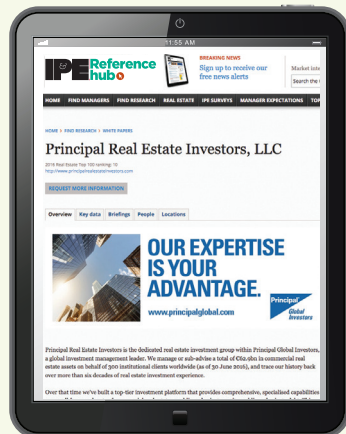
- Upload unlimited white papers/research
- Upload your videos and links to social media
- Publish your company news and announcements
- Hyperlinks from IPE Real Assets email newsletters drive traffic to your profile
- Weekly Reference Hub digest emails sent to our investor database



The 2020 print Guide will be published in November 2019. You can still take a 12-month online profile on the IPE Real Assets Reference Hub at any time.

## NEW The IPE Reference Hub now has its own dedicated section for Infrastructure managers

You can take an online profile in the Infrastructure section of the IPE Reference Hub in combination with a print profile in our June 2019 Top 100 Global Infrastructure Managers Issue.



## REIM Guide 2019

Cost of listings per region £

1 listing	6,600
2 listings	11,800
3 listings	13,900
4 listings	15,500

+VAT where applicable

# 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 and Leaderboard run of site advertising

## Key analytics

**48,099**

Average monthly users

**6,572**

Average monthly  
loyal unique users\*

**110,496**

Average monthly  
page impressions

**1m 38s**

Average visit duration

**22%**

of visits were  
made via mobile

\* Four or more visits per month



**MPU**

**Half Page MPU**

**Leaderboard**





## 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 20,980 recipients**.

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

**20,980**

**Average no.  
of recipients  
per day**

**18%**

**Average  
open rate**

**15%**

**Average  
click thru  
rate (CTR)**

## IPE Real Assets 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 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 typically runs  
between 15 - 18  
webcast events  
per year &  
averages a range  
of between 200  
- 400 registrations  
per webcast**

- 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 Real Assets Online Advertising Rates

## Online Advertising



Run of site leaderboard and MPU	<b>£45 cpm</b>
Half page MPU and expandable	<b>£65 cpm</b>

## Technical Specifications

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

## Accepted formats

JPG, GIF, FLASH, HTML

## IPE Real Assets Dail News Email



Top and Bottom banner	<b>£600 per daily email</b>
Sponsored Link	<b>£1,500 per daily email</b>

## Technical Specifications

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

## Webcast



Each webcast includes pre event marketing; event and post event subscriber registration details	<b>£9,000</b>
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## Events



### **GLOBAL CONFERENCE & AWARDS 2019**

#### **IPE Real Estate Global Conference & Awards 2019**

Now in its 15th 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 at the **NH Collection Grand Hotel Krasnapolsky in Amsterdam on Thursday 16 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.

We look forward to working with the institutional investors and the judges in 2019.

Our key theme for next year's Conference will be

**Investing in an Urban Age:  
Growth, Resilience, Complexity and Disruption.**

The IPE Real Estate Global Awards 2018 in Milan was a resounding success, with 410 delegates representing institutions, asset managers and other service providers from across the spectrum and globe.

We attracted a record 196 entries across all categories. From 14 countries around the world, the total market value of the institutional investors that took part was more than €2.77 trillion, while collectively their real estate and real assets under management exceeded €312.1 billion.

**For more information please contact  
Janet Pearch at +44 20 3465 9303  
or email [janet.pearch@ipe.com](mailto:janet.pearch@ipe.com)**

## **IPE** **BREAKFAST SEMINAR SERIES 2019** FOR PENSION FUNDS & OTHER INSTITUTIONAL INVESTORS

### **Real Assets Business Breakfast Seminar Series 2019**

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

**COPENHAGEN** Tuesday 29 January  
**AMSTERDAM** Wednesday 30 January  
**MUNICH** Thursday 31 January

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## **IPE** **REAL ASSETS**

### **IPE Real Assets & Infrastructure Conference 2019**

IPE's Real Assets and Infrastructure Conference in **October 2019** (date tbc) 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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