



[www.ipe.com/realestate](http://www.ipe.com/realestate)

# **2015 MEDIA PACK**

**Global market intelligence for  
institutional real estate investment**

## EDITORIAL

IP Real Estate is positioned at the interface of institutional investment and the real estate industry. Drawing on its international network of correspondents and supply-side research, IP Real Estate's mission is to bring to light the views and activities of pension funds and other capital owners investing in real estate.

Our aim is to keep investors up-to-date with the rapid evolution of real estate as a global asset class. Real estate is established as an asset class in its own right in terms of the sophistication and range of investment options. IP Real Estate provides an independent voice to explore the latest developments in existing and new investment choices and to assess their suitability for its core capital owner readership. IP Real Estate's association with the main industry representative bodies located across Europe, North America and Asia ensures their vital contribution to the different debates as well as providing additional relevance and objectivity.

The magazine can also draw on the unique experience of its sister title, Investment & Pensions Europe (IPE), which has been covering European pension funds and other capital owners since its founding in 1997. IP Real Estate is published every two months and is supported by a regular online news service at [www.ipe.com/realestate](http://www.ipe.com/realestate).

### NEWS

The latest developments and trends in the institutional real estate markets.

### CAPITAL RAISING

A digest of fund launches and capital raising trends.

### INVESTOR INTERVIEW

A major capital owner discusses the construction and management of its real estate portfolio.

### INVESTOR FORUM

Institutions and their advisers discuss topical issues.

### INVESTOR UNIVERSE

A look at how capital owners in a given country invest in real estate and a discussion of the issues in that jurisdiction.

### DEBT MARKETS

The latest issues and trends regarding real estate financing, including opportunities to invest in property debt markets.

### REGIONAL MARKETS

Articles written by our international network of correspondents based on supply-side research,

outlining the key trends. Also, discussion of the pros and cons of investing in the featured region from the point of view of the capital owners, along with the inclusion of relevant market data.

### PORTFOLIO

Cutting-edge research into investment techniques and portfolio management.

### SECTOR FOCUS

We outline the key trends as well as the pros and cons of investing in the featured sector (such as Asian retail, US office) from the point of view of the capital owner, along with relevant market data.

### ROUTES TO REAL ESTATE

Different forms of real estate investing are monitored and analysed.

### SURVEYS

We publish surveys of pension funds and investment managers on market size, investment appetite and other issues.

### INDUSTRY DATA

### CONFERENCE DIARY

### EXPECTATIONS INDICATOR

## GEOGRAPHIC DISTRIBUTION



IP Real Estate's current audited Audit Bureau of Circulations (ABC) average net circulation is 9,147 (July 2013 to June 2014). 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.

IP 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.

REGION	COPIES	%
<b>Europe</b>	<b>7,160</b>	<b>78</b>
Austria	112	
Belgium	198	
Denmark	151	
Finland	183	
France	511	
Germany	1,169	
Greece	26	
Iceland	26	
Italy	343	
Luxembourg	69	
Netherlands	740	
Norway	79	
Portugal	168	
Republic of Ireland	159	
Spain	217	
Sweden	256	
Switzerland	495	
United Kingdom	1,965	
Other European countries	293	
<b>North America</b>	<b>1,360</b>	<b>15</b>
Other	627	7
<b>Total circulation</b>	<b>9,147</b>	<b>100</b>

*\* Based on the audited May/June 2014 issue of IP Real Estate*

## DEMOGRAPHIC DISTRIBUTION

COMPANY TYPES			
BUY SIDE			
<b>CAPITAL OWNERS</b>			<b>59%</b>
Pension funds, endowments, sovereign funds, foundations, charities	3,060		
Financial institutions, insurance companies	468		
Investment managers, asset managers (including fund-of-funds)	1,823		
<b>KEY INFLUENCERS</b>			<b>6%</b>
Pension fund consultants	386		
Academics, real estate associations, government, regulators	181		
<b>Total buy side</b>	<b>5,918</b>		<b>65%</b>
SUPPLY SIDE			
Real estate investment managers (marketing)	1,422		
Banks & investment banks	342		
Property companies & developers	608		
<b>PROFESSIONAL SERVICES</b>			
Property agents/consultants	522		
Legal, accountancy, management consultancy	119		
Data and information providers, index providers, exchanges	90		
Financial communications	56		
Other	61		
<b>Total supply side</b>	<b>3,220</b>		<b>35%</b>
<b>TOTAL CIRCULATION</b>	<b>9,138</b>		<b>100%</b>

*\* Based on the audited May/June 2013 issue of IP Real Estate*

IP Real Estate has created a unique circulation targeted at European 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 2015



Advertorial deadline: 16 January  
Display advert deadline: 23 January

### IP Real Estate Debt Special January/February

*The latest developments and strategic thinking in debt investment*

#### Investor survey

- Allocations and appetite for debt investments
- Investor case studies

#### Debt funds

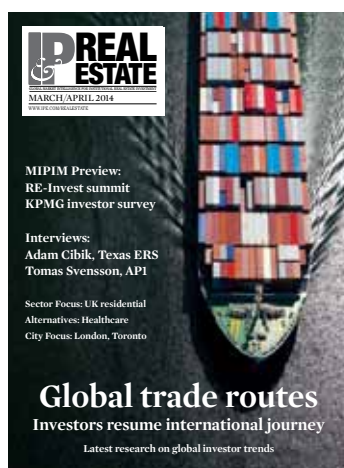
- Funds in the market
- Active managers, new entrants
- Senior, mezzanine, whole-loan strategies

#### Themed articles

- Alternative lenders
- Comparing Europe and US
- Sector analysis

#### Regions & Sectors

*City focus:* Paris, Santiago, Osaka



Advertorial deadline: 13 February  
Display advert deadline: 20 February

### IP Real Estate March/April

*The MIPIM Issue*

#### Investor universe

- UK investors
- US investors
- Pension investment consultants
- Taiwanese investors

#### MIPIM Special

- RE-Invest Summit
- Investor interviews

#### Regions & Sectors

*City focus:* Manchester, São Paulo, Mumbai

*Sector focus:* Residential

*Alternatives:* Healthcare

#### Infrastructure & Real Assets

- Transport infrastructure
- Forestry



Advertorial deadline: 24 April  
Display advert deadline: 1 May

### IP Real Estate May/June

*Top 100 European Investor Issue*

#### Investor universe

- German, Austrian and Swiss investors
- German Spezialfonds
- South Korean investors

#### Top 100 European Investors

- Ranking and survey analysis
- Asset allocation trends

#### Regions & Sectors

*City focus:* Milan, Mexico City, Hong Kong

*Sector focus:* Residential

*Alternatives:* Student housing, self-storage

#### Infrastructure & Real Assets

- Water infrastructure
- Emerging markets infrastructure



Advertorial deadline: 29 May  
Display advert deadline: 5 June

## IP Real Estate Infrastructure Special June

*The latest developments and strategic thinking in infrastructure investment*

### Investor survey

- Allocations and appetite for infrastructure investments
- Preferred strategies and approaches
- Investor case studies

### Investment approaches

We explore the best means of accessing infrastructure-based returns, including direct investments and non-listed funds, as well as listed securities, debt markets, fund-of-funds vehicles.

### Geographical and industry breakdowns

- We explore the most topical markets across the globe, including Europe, the Americas and Asia-Pacific, as well as considering developed and emerging markets, and existing and construction projects.
- We look at the opportunities and risks in the major industry sectors: energy, transport, utilities and communications.



Advertorial deadline: 11 September  
Display advert deadline: 18 September

## IP Real Estate September/October

*The Expo Real Issue*

### Investor universe

- Dutch, Belgian and French investors
- Australian superannuation
- Malaysian investors

### Themed Article:

- Real estate debt funds
- Global valuations
- Germany: Europe's safe haven

### Regions & Sectors

*City focus:* Munich, Seattle, Guangzhou  
*Sector focus:* Office  
*Alternatives:* Hotels, car parks

### Infrastructure & Real Assets

- Energy infrastructure
- Agriculture



Advertorial deadline: 16 October  
Display advert deadline: 23 October

## IP Real Estate November/December

*Top 100 Investment Manager Issue*

### Investor universe

- Nordic investors
- Spanish, Italian investors
- Canadian investors

### Investment manager survey

- Top 100 ranking and AUM breakdown
- Consolidation and other industry trends
- Fee structures and alignment

### Regions & Sectors

*City focus:* Moscow, New York City, Istanbul  
*Sector focus:* Logistics  
*Alternatives:* Data centres

### Infrastructure & Real Assets

- Renewables
- Listed markets

## 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. Ensure that the OPI settings are turned off. Please make sure all files are CMYK and 300 dpi.

## PUBLISHING SCHEDULE 2015

Issue 2015	Materials Deadline	Mailing Date
Feb Debt Issue	January 23	January 30
Mar/Apr - MIPIM	February 20	February 27
May/June - Investor Survey	May 1	May 8
June - Infrastructure	June 5	June 12
Sep/Oct - EXPO	September 18	September 25
Nov/Dec - Top 100 Investment Manager Survey	October 23	October 30

## PRINT ADVERTISING RATE CARD 2015

RATES (As of January 2015)	1x£	1x€
Full page	8,500	12,450
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

### Sponsored Articles

Sponsored statements are an ideal opportunity for companies to provide the readership of IP 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.



## Online Reference Hub & REIM in print



Now in its tenth year, the REIM Guide has long established itself as an indispensable source of information for the institutional real estate investor navigating a complex landscape of investment offerings against a backdrop of continuing economic challenges.

The directory includes over 100 manager profiles split into the four key regions: Europe, North America, Latin America and Asia.

### The Real Estate Reference Hub

The new print edition of the Guide will support a newly built state-of-the-art content marketing hub based around the successful online REIM platform that will allow investors to carry out indepth research on managers relevant to their specific requirements. The service will allow pension funds easy access to the corporate overview, investment strategies, key data, services and products, key people and offices of the investment managers.

Each investment manager will be able to post its press releases, white papers, webcasts and videos on its Reference Hub homepage, which will appear in investor searches. Links from IP Real Estate news will be hyper-linked directly to the manager's homepage, driving traffic to the company's profile.

Managers that are not yet in the printed REIM Guide can join the online Real Estate Reference Hub listing at any time.

Real Estate Investment Managers Guide 2015/16	
Cost of listings per region	£
1 listing	6,295
2 listings	11,287
3 listings	13,225
4 listings	14,884

+VAT where applicable

# ONLINE AND DAILY NEWS EMAIL ADVERTISING

**Online advertising** offers a highly effective platform to reach your web audience. You can use either in tandem with a print campaign or standalone.

**Newsletter advertising**  
You can deliver your message and brand directly into the inbox of your target market by advertising on the news email. Advertising formats available are banner, skyscraper and tile.

**Webcasts**  
IPE webcasts are a popular and innovative way of engaging with a captured online audience.

## Online rates in GBP (cost per thousand impressions)

	Leader Board	MPU	MPU**
Target: Run of Site / General Registered Users	45	40	45

\*\* - Article-embedded MPU

## Daily news email rates in GBP

	Banner
Monthly	3,600
Weekly (x3)	900
Daily	300

## IP Real Estate Daily News email sponsored message

Per email	1,500
Package of 4	5,000

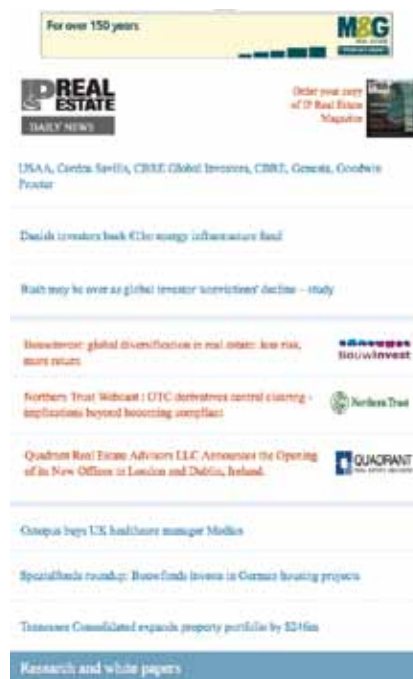
## Webcasting (in GBP)

Video / Audio webcast	11,500
Whitepapers	1,500 per posting

## Online technical specs

File formats: GIF, JPG, Flash, HTML  
File size: 50kb

Leaser Board	728 x 90
MPU	300 x 250
Half Page	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.



# IP REAL ESTATE GLOBAL CONFERENCE & AWARDS



Now in its 11th year, the IP 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, held at the Marriot in Copenhagen, 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 within the real estate sector.

This event affords multiple opportunities to reach and influence the key investors in the Real Estate market across print, online and the summit itself, with a particular focus on fulfilling the following marketing objectives:

- ➔ Thought leadership
- ➔ Networking
- ➔ Brand awareness
- ➔ Lead generation
- ➔ Market research

## AWARDS CATEGORIES

### Platinum

- ◆ Outstanding Industry Contribution
- ◆ Best Global Real Estate Investor

### Gold

- ◆ Best Investment Consultancy
- ◆ Best Portfolio
- ◆ Best Small Institutional Investor
- ◆ Best Medium Institutional Investor
- ◆ Best Large Institutional Investor

### Silver (Regional)

- ◆ Best Investor in Asia Pacific
- ◆ Best Investor in Austria/Germany/Switzerland
- ◆ Best Investor in Benelux & France
- ◆ Best Investor in Nordic Countries
- ◆ Best Investor in North America
- ◆ Best Investor in Other Countries and Regions (including the Rest of Europe)
- ◆ Best Investor in UK & Ireland

### Silver (Themed)

- ◆ Core Strategy
- ◆ Debt Investment Strategy
- ◆ Direct Investment Strategy
- ◆ Indirect Investment Strategy
- ◆ Infrastructure Strategy
- ◆ Investment in Asian Emerging Markets
- ◆ New Award
- ◆ Investment in Latin America
- ◆ New Award
- ◆ Listed Investment Strategy
- ◆ New Award
- ◆ Opportunistic Strategy
- ◆ Sustainable Strategy
- ◆ Value-added Strategy

## IPE-Quest

IPE-Quest is a tool that enables asset owners to place anonymous searches for managers through a database of over 400 real estate managers located worldwide.

### Asset owners

Asset owners announce their manager searches on the IPE-Quest site.

1. **Confidential** - the investor identity is never revealed
2. **No fees** - investors use the service free of charge
3. **No obligation** - there are no conditions placed on investors using the system
4. **No maximum or minimum** - searches of any size can be placed on IPE Quest
5. **In control** - the investor designs the questionnaire and decides on its start and end date

### Real Estate managers

Managers view the Quests and decide whether or not to reply. Responding via the online application form attached to each Quest this costs asset managers approximately EUR 200 per response.

### An example of real estate searches placed

- ◆ Direct Real Estate
- ◆ Office, Retail, Industrial
- ◆ Value Added or Opportunistic Real Estate
- ◆ Industrial, Office, Residential, Retail, Commercial
- ◆ Non-Listed Real Estate Retail Fund
- ◆ Real Estate - Office, Residential, Retail
- ◆ Real Estate and Private Infrastructure Equity
- ◆ Real Estate - Office and High Street Retail
- ◆ Real Assets: Property, Timberland, Infrastructure & Agriculture
- ◆ Private Real Estate Equity
- ◆ Real Estate Loans
- ◆ Retail Equity
- ◆ Private Debt - Real Estate Loans
- ◆ Real Estate Listed Securities

### Jayna Vishram

Manager

+44 20 3465 9330

[jayna.vishram@ipe-quest.com](mailto:jayna.vishram@ipe-quest.com)

## IPE Events Schedule 2015

Real Assets - London, January/February

Singapore Conference with ANREV - Singapore, April

IP Real Estate Conference & Awards - Copenhagen, 19th May

Infrastructure Conference - London, September

Dutch Conference 'Investors Council' - The Netherlands, October

IPE Conference & Awards - Barcelona, 19th November

## IP REAL ESTATE BONUS DISTRIBUTION TO CONFERENCES

The magazine will be distributed at many of the leading international real estate events. A sample of events with the applicable edition of IP Real Estate:

### Debt Special Issue

EPRA Insight Events (London), 13 January  
AFIRE Winter Conference (New York),  
11-12 February

### March/April - MIPIM Issue

MIPIM (Cannes), 10-13 March  
PREA Spring Conference (Boston), 26-27 March  
British GRI (London), 28-29 April

### May/June - Top 100 European Investor Issue

Deutsche GRI (Frankfurt), 6-7 May  
IP Real Estate Awards (Copenhagen), 19 May

### Infrastructure Special Issue June

AFIRE European Conference (Noordwijk aan Zee, The Netherlands), 2-3 June

### September/October - EXPO Real Issue

EXPO REAL (Munich), 5-7 October  
Mipim UK (London) 21-23 October

### Nov/Dec - Top 100 Investment Manager Issue

IPD Property Investment Conference (Brighton)  
Nov 2015  
MAPIC (Cannes) November 2015

## IN ASSOCIATION WITH:



## CONTACTS

### ADVERTISING EUROPE

Janet Pearch	Publisher	+44 (0)20 3465 9303	janet.pearch@ipe.com
Siofra Johnston	Sales	+44 (0)20 3465 9306	siofra.johnston@ipe.com
Eric S Davis	Director	+44 (0)20 3465 9307	eric.davis@ipe.com
Fanni Javor	Ad Production	+44 (0)20 3465 9308	fanni.javor@ipe.com
Ricky Streeter	Online Ad Ops	+44 (0)20 3465 9344	ricky.streeter@ipe.com
Ian Messenger	Online Reference Hub	+44 (0)20 7397 5282	ian.messenger@ipe.com

### ADVERTISING - USA

Erik Vander Kolk	Sales	+1 203 550 0385	erik.vanderkolk@ipe.com
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### EVENTS

Jenny Lowe	Events Director	+44 (0)7977 468 061	jenny.lowe@ipe.com
Anna Farnell	Events Manager	+44 (0)20 3465 9347	anna.farnell@ipe.com
Myra dela Cruz	Events Manager	+44 (0)20 3465 9320	myra.delacruz@ipe.com
Fiona Cooper	Event Coordinator	+44 (0)20 3465 9315	fiona.cooper@ipe.com

### IPE QUEST

Jayna Vishram	Manager	+44 (0)20 3465 9330	jayna.vishram@ipe-quest.com
Liz Clarke	Manager	+353 4333 29 560	liz.clarke@ipe-quest.com

### EDITORIAL

Richard Lowe	Editor	+44 (0)20 3465 9323	richard.lowe@ipe.com
Russell Handy	Senior Reporter	+44 (0)20 3465 9312	russell.handy@ipe.com

Tim Potter	CEO	+44 (0)20 3465 9333	tim.potter@ipe.com
Piers Diacre	Publisher	+44 (0)20 3465 9300	piers.diacre@ipe.com