



realestate.ipe.com

2016 MEDIA PACK



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

EDITORIAL

IPE Real Estate is a leading resource for the global institutional real estate investment industry. It provides market intelligence and analysis of global property markets for a targeted institutional readership.

At the heart of IPE Real Estate's coverage are the ambitions of and challenges facing pension funds, insurance companies, sovereign wealth funds and other institutional capital owners.

We use our network of international journalists, contacts within the pension fund industry itself and close collaboration with global trade associations to provide up-to-date, independent coverage of the latest investor trends, investment research and market developments.

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 it was founded in 1997.

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 is published every two months and is supported by a regular online news service at www.ipe.com/realestate

NEWS

The latest developments and trends in the institutional real estate markets, including investments, allocations, fundraising, mandates and research.

ANALYSIS

A closer look at recent news stories, exploring what they really mean for institutional investors.

CONFERENCE REPORTS

Reporting from the latest real estate and infrastructure events in Europe, North America and Asia-Pacific.

INVESTOR INTERVIEW

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

INVESTOR FORUM

Institutions and their advisers discuss the issues that top their agendas.

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.

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.

CITY FOCUS

Every city tells a story and offers unique challenges and opportunities for investors. We explore three urban centres, each on a different continent.

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



IPE Real Estate's current audited Audit Bureau of Circulations (ABC) average net circulation is 8,915 (July 2014 to June 2015). 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.

REGION	COPIES	%
Europe	6,582	78
Austria	111	
Belgium	195	
Denmark	141	
Finland	174	
France	512	
Germany	1,088	
Greece	22	
Iceland	19	
Italy	304	
Luxembourg	67	
Netherlands	733	
Norway	70	
Portugal	151	
Republic of Ireland	146	
Spain	187	
Sweden	219	
Switzerland	463	
United Kingdom	1,758	
Other European countries	222	
North America	1,422	17
Other	477	5
Total circulation	8,481	100

** Based on the audited May/June 2015 issue of IPE Real Estate*

DEMOGRAPHIC DISTRIBUTION

COMPANY TYPES			
BUY SIDE			
CAPITAL OWNERS			61%
Pension funds, endowments, sovereign funds, foundations, charities	2,980		
Financial institutions, insurance companies	441		
Investment managers, asset managers (including fund-of-funds)	1,721		
KEY INFLUENCERS			6%
Pension fund consultants	368		
Academics, real estate associations, government, regulators	171		
Total buy side	5,681		67%
SUPPLY SIDE			
Real estate investment managers (marketing)	1,308		
Banks & investment banks	259		
Property companies & developers	529		
PROFESSIONAL SERVICES			
Property agents/consultants	435		
Legal, accountancy, management consultancy	94		
Data and information providers, index providers, exchanges	75		
Financial communications	52		
Other	48		
Total supply side	2,800		33%
TOTAL CIRCULATION	8,481		100%

** Based on the audited May/June 2015 issue of IPE Real Estate*

IPE 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 2016



Advertorial deadline: 22 January
Display advert deadline: 29 January

IPE Real Estate February 2016

Real Assets special issue

Investor universe

- Canadian investors
- Italian investors
- Infrastructure investor survey

Private debt

- Real estate
- Infrastructure

Top 100 infrastructure managers

- Top 100 ranking and AUM breakdown
- Analysis of industry trends

Regions & Sectors

- City Focus: Birmingham, Montreal, Bangalore
- Sector Focus: Retail
- Alternatives: Healthcare

Infrastructure & Real Assets

- Energy
- Forestry/timber
- Waste



Advertorial deadline: 19 February
Display advert deadline: 26 February

IPE Real Estate March/April 2016

The MIPIM Issue

Investor universe

- UK investors
- US investors

MIPIM Special

- RE-Invest summit
- Investor interviews

Regions & Sectors

- City Focus: Lyon, Los Angeles, Melbourne
- Sector Focus: Residential
- Alternatives: Leisure

Infrastructure & Real Assets

- Ports



Advertorial deadline: 22 April
Display advert deadline: 27 April

IPE Real Estate May/June 2016

Top 100 Global Investor Issue

Investor universe

- German investors
- South Korean investors

Top 100 Global Investors

- Ranking and survey analysis
- Asset allocation trends

Regions & Sectors

- City Focus: Brussels, Rio de Janeiro, Taipei
- Sector Focus: Office
- Alternatives: Student housing

Infrastructure & Real Assets

- Roads



Advertorial deadline: 3 June
Display advert deadline: 10 June

IPE Real Estate June 2016

Real Assets special issue

Investor universe

- Swiss investors
- Taiwanese investors

- Sector Focus: Logistics
- Alternatives: Self-storage

Top 100 infrastructure investors

- Ranking and survey analysis
- Asset allocation trends

Infrastructure & Real Assets

- Airports
- Water
- Telecomms

Regions & Sectors

- City Focus: Copenhagen, Denver, Singapore



Advertorial deadline: 9 September
Display advert deadline: 16 September

IPE Real Estate September/October 2016

The Expo Real Issue

Investor universe

- Dutch pension funds
- Australian superannuation
- Malaysian investors

Regions & Sectors

- Sector Focus: Office
- Alternatives: Hotels, car parks

Investment themes

- Urbanisation
- Debt funds
- Sustainability
- Value-add strategies

Infrastructure & Real assets

- Renewables
- Agriculture



Advertorial deadline: 21 October
Display advert deadline: 28 October

IPE Real Estate November/December 2016

Top 100 Investment Manager Issue

Investor universe

- Nordic investors
- Chinese investors

Regions & Sectors

- Sector Focus: Logistics
- Alternatives: Data centres

Investment manager survey

- Top 100 ranking and AUM breakdown
- Analysis of industry trends

Infrastructure & Real Assets

- Social infrastructure
- Waste

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 2016

Issue 2016	Sponsored article Deadline	Display advert Deadline
Feb Real Assets Issue	January 22	January 29
Mar/Apr - MIPIM	February 19	February 26
May/June - Investor Survey	April 15	April 22
June Real Assets Issue	June 3	June 10
Sep/Oct - EXPO	September 9	September 16
Nov/Dec - Top 100 Investment Manager Survey	October 21	October 28

PRINT ADVERTISING RATE CARD 2016

RATE	1x£	1x€
Full page corporate / thought leader	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

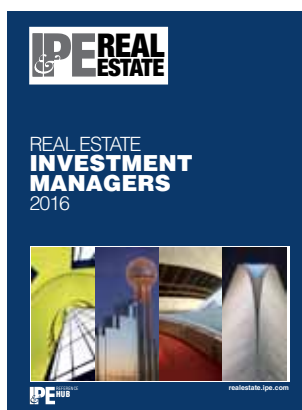
Sponsored Articles

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



ONLINE REFERENCE HUB & REIM IN PRINT



Now in its twelfth 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 manager profiles split into the four key regions: Europe, North America, Latin America and Asia.

The IPE Real Estate Reference Hub

The REIM Guide supports a state-of-the-art online content marketing reference hub. This allows investors to carry out in-depth research on managers relevant to their specific requirements. The service also allows 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 can post press releases, white papers, webcasts and videos on its Reference Hub homepage, which appear in investor searches. IPE Real Estate news is hyperlinked directly to the manager's homepage, driving traffic to the company's profile.

Real Estate Investment Managers 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

ONLINE ADVERTISING

REALESTATE.IPE.COM 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

REALESTATE.IPE.COM STATISTICS

- ◆ Average monthly users **30,054**
- ◆ Average monthly unique users **14,293**
- ◆ Average monthly page impressions **46,268**
- ◆ Average visit duration **1m 27s**
- ◆ 20% of visits were made via mobile devices
- **5,958 visits per month**
- ◆ **74%** of mobile visit are on iPhones and iPads

IPE.COM STATISTICS

- ◆ Average Monthly Unique Users **47,000 per month**
- ◆ Average Monthly Page Impressions **180,000 per month**
- ➔ Change ad creative or linked URLs at any time during your campaign
- ➔ Tracking for end of campaign reports provided

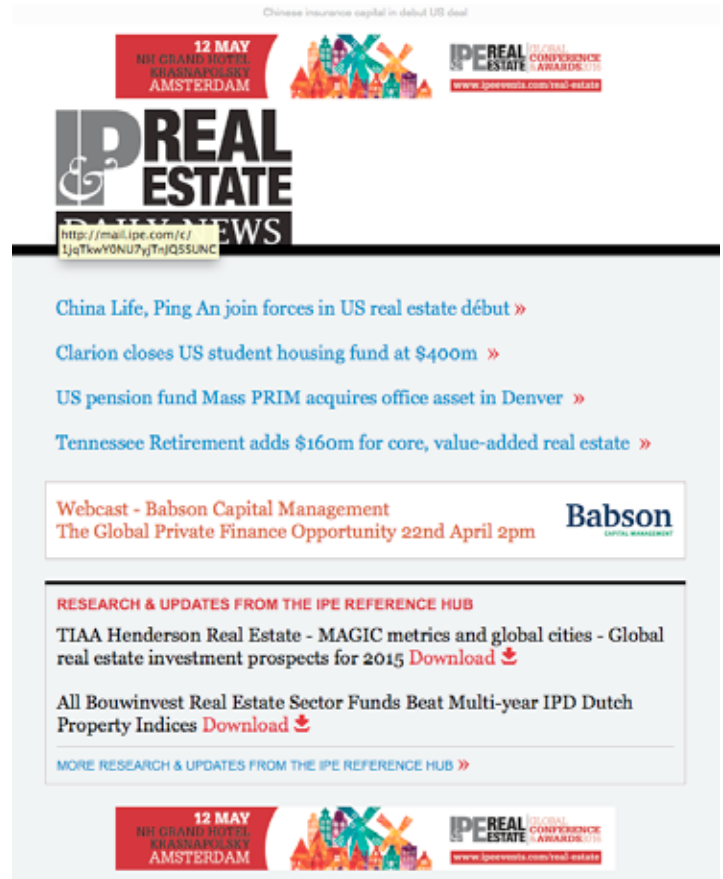


DAILY NEWS EMAIL ADVERTISING

Deliver your message directly into the inbox of your target market on the IPE Real Estate Daily News Email service that reaches **25,182 recipients**. These newsletters are emailed on a Tuesday, Thursday and Friday.

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

- ◆ Average no of recipients per day **25,182**
- ◆ Average open rate **20%**
- ◆ Average Click thru rate (CTR) **17%**



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.

ADVERTISING RATES AND TECHNICAL SPECIFICATIONS

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 x90 (expanding to 728 x 180). Must expand down.

Accepted formats JPG, GIF, FLASH, HTML

IPE REAL ESTATE 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

Cost £14,000

IPE REAL ESTATE GLOBAL CONFERENCE & AWARDS

Now in its 12th 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 12 May 2016**, 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.

CONFERENCE THEME FOR 2016 - RIDING THE CYCLE

After several years of recovery, strong returns and low interest rates, investors face the next stage of the market cycle. Capital raising, transaction volumes and competition for assets are all peaking. Investors have the challenge of deploying capital while avoiding mistakes of the past. Meanwhile, longer-term shifts related to technology, demographics and urbanisation are also transforming markets. The IPE Real Estate Global Conference will examine how investors negotiate both cyclical and structural obstacles and stay on track.

FIVE GOOD REASONS TO SPONSOR THE IPE REAL ESTATE GLOBAL CONFERENCE & AWARDS 2016

1. Promotion of the event and exposure for your brand through a **magazine circulation** of 9,000, over 8,000 unique users visiting realestate.ipe.com each month and a readership of 27,000 for the news alerts during the six-month global marketing campaign.
2. With **more than 20 categories** covering regions and specialist activities, you can align your brand as the expert in your chosen field.
3. The conference agenda is a major draw for pension funds and other investors because it will **address the key issues facing the market** and will provide investors with the opportunity to:
 - ◆ Exchange ideas
 - ◆ Learn from global industry professionals
 - ◆ Debate the new developments occurring within the real estate market.
4. You will be **hosting your top clients** at the champagne reception, gala dinner and Awards ceremony, presenting the Award that you have sponsored, as well as having the opportunity to network with other guests.
5. The event provides a unique opportunity to meet senior level investors with responsibility for their organisation's real estate portfolio.

For further sponsorship information please contact:

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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.

Institutional asset owners

- A free service for all asset owners of any size
- You remain anonymous throughout the whole process
- Use IPE Quest for RFI and full RFP

Real Estate Investment Managers

- Registered asset managers automatically receive email notifications of all new searches and discoveries free-of-charge
- Responses are made via the online application form. Response is free of charge to managers in the REIM guide.
- Your access to IPE Quest is free until you decide to respond to a Search
- All application forms are downloaded to an Excel spread sheet and sent to the asset owner on their requested date
- The asset owner reviews the information and contact any manager(s) whose response is of interest

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

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IPE EVENTS SCHEDULE 2016

- IPE Real Estate Conference & Awards**, 12th May, Amsterdam
- IPE & ANREV 'Risk & Opportunities in Europe'**, 7th June, Singapore
- IPE 360 'Asset Allocation'**, 9-10th June, London
- Pensioen Pro annual Conference & Awards**, 16th June, Amsterdam
- IPE 'Real Assets & Infrastructure'**, 12-13th October, London
- Pensioen Pro 'Investors Council'**, 8th October, Rotterdam
- IPE Conference & Awards**, 1st-2nd December, Berlin

IPE 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 IPE Real Estate:

Real Asset Special Issue January/February

EPRA Insight (London), 12 January
AFIRE Winter Conference (New York),
10-11 February

March/April - MIPIM Issue

MIPIM (Cannes), 15-18 March
PREA Spring Conference (Boston), 8-9 March
British GRI (London), 26-27 April

May/June - Top 100 European Investor Issue

Deutsche GRI (Frankfurt), 9-10 May

IPE Real Estate Awards (Amsterdam), 12 May

Real Asset Special Issue June

AFIRE European Conference (Hamburg), 15-16 June

September/October - EXPO Real Issue

EXPO REAL (Munich), 4-6 October
Mipim UK (London) 19-21 October

Nov/Dec - Top 100 Investment Manager Issue

MSCI Property Investment Conference (Brighton)
November 2016
MAPIC (Cannes) 16-18 November

IN ASSOCIATION WITH:



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