



At the cutting edge of the institutional real estate investment debate

**2012
MEDIA
PACK**

www.ipe.com/realestate

REGULAR FEATURES

NEWS

The latest on the activities of institutional capital owners investing in real estate and the issues facing them.

FUNDS ROUND-UP

A digest of fund launches and closures with investor views of the quality or otherwise of what's on offer.

DEBT MARKET ROUND-UP

Analysis of developments in world debt markets and how these affect investor use of leverage in their real estate investments.

INVESTOR INTERVIEW

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

INVESTOR FORUM

Investing institutions discuss their reactions to a topical issue of the day.

INVESTOR VIEWPOINT

A look at how capital owners in a given country invest in real estate and a discussion of the issues in that jurisdiction affecting pension fund investment in the asset class.

REGIONAL MARKETS

Articles written by our international network of correspondents based on supply-side research, outlining the key trends. Also discussed are 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, tools and issues from the investment management industry.

SPECIAL REPORT

In-depth analysis of one of the hot topics of the day.

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 European pension funds and other capital owners, such as insurance companies, 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 twice-weekly online news service at www.ipe.com/realestate.



In association with



FEATURES SCHEDULE 2012

ISSUE						
February Debt Issue	Smart money in low-risk real estate debt strategies?	Fund launches and capital raising	What is real estate debt investment?	Perceptions/ attractiveness of debt strategies	Investor case studies	Latest news in the debt space
March/April	UK and Ireland pension funds	North American institutions	Institutional asset allocation data	Multi-asset forum	UK residential special report	Innovations for gaining real estate exposure
May/June	Germany, Austria, Switzerland	Sovereign wealth funds	The future of real estate funds	Spezialfonds	Multi-managers/fund of funds/consultants	Real estate secondaries
June BRICs Issue	Brazil	Russia	India	China	Emerging markets	Comparisons
September/October	Dutch, Belgian, French institutional investors	Solvency II/European insurance companies	AIFM Directive/EMIR – a discussion on regulations	Risk management	Australian superannuation funds	Sector focus: Retail
November/December	Nordic institutional investors	Southern Europe: Italy, Spain, Portugal	Sustainability	Performance of benchmarks	Global valuations	IP Real Estate Investment Manager Survey

CIRCULATION



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.

IP Real Estate's current audited Audit Bureau of Circulations (ABC) average net circulation is 10,014 (July 2010 to June 2011).

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.

GEOGRAPHIC DISTRIBUTION

REGION	COPIES	%
Europe	8,305	82
Austria	185	
Belgium	258	
Denmark	178	
Finland	208	
France	532	
Germany	1,255	
Greece	34	
Iceland	44	
Italy	502	
Luxembourg	60	
Netherlands	904	
Norway	119	
Portugal	178	
Rep Of Ireland	206	
Spain	245	
Sweden	325	
Switzerland	621	
United Kingdom	2,122	
Other European countries	329	
Rest of the World	1,857	18
North America	1,313	
Others	544	
Total circulation	10,162	100

* Based on the audited May/June 2011 issue of IP Real Estate





Sponsored Statement

Amundi Real Estate: a privileged partner for institutional investors

Amundi Real Estate, a subsidiary of Amundi Group specialises in the development, the structuring and the investment management of real estate funds. The company's positioning is focused on attracting value-oriented financial engineering know-how. Amundi Real Estate offers its private, institutional and institutional clients a global vision of real estate investment. Amundi Real Estate is committed to providing the strong development of its institutional business.

AMUNDI REAL ESTATE: A KEY PLAYERS

Amundi Real Estate is a subsidiary of Amundi Group, a leading global asset manager. Amundi Real Estate is a leading provider of real estate investment solutions for institutional investors. The company's focus is on providing high-quality real estate investment opportunities to institutional investors. Amundi Real Estate is committed to providing the strong development of its institutional business.



ADVERTISING RATE CARD 2012

RATES (As of January 2012)	1x£	1x€	3x£	3x€	6x£	6x€
Display						
Full page	8,500	12,450	8,050	11,850	7,600	11,200
Junior page	5,500	8,050	5,200	7,650	4,900	7,250
Half page	5,100	7,500	4,850	7,150	4,600	6,750
Quarter page	3,250	4,800	3,100	4,550	2,900	4,300
Half page spread	10,200	15,050	9,700	14,300	9,150	13,550
Outside back cover	10,400	15,200	9,900	14,450	9,350	13,700
Inside front cover	9,750	14,400	9,250	13,650	8,750	12,950
Inside back cover	9,200	12,950	8,750	12,300	8,300	11,650
Real Estate Investment Managers Guide 2012/13						
Per annum/geographic region	5,350	7,950				

Sponsored Editorial

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.

IP Real Estate Investor Forum and Awards – London 2012

Each year we host our annual showcase event – the IP Real Estate Investor Forum & Awards – to recognise strategic excellence on the part of institutional investors investing in real estate. The event held in Amsterdam in 2011 attracted nearly 235 attendees representing 22 countries. Over 42% of our attendees were capital owners (pension funds, insurance companies) making the event a resounding success.

IP Real Estate Investor Forum & Awards 2012 will take place on 23 May at the Lancaster Hotel, London, UK.

Real Estate Investment Managers Guide 2012/13

The Real Estate Investment Managers Guide 2012/13 publication and searchable website are designed to give IP Real Estate readers an at-a-glance view of the services provided by investment managers individually. It offers investment managers a unique marketing service. Company profiles are divided into the three main regions: Europe, Asia and North America, enabling international real estate investment managers to profile their regional product ranges and services offered. The uniform design format provides capital owners and consultants with a detailed overview of individual investment managers. The guide is distributed to all IP Real Estate readers. It will be published in September 2012.



www.ipe.com/realestate/investor-forum-and-awards.php

IP REAL ESTATE PUBLISHING SCHEDULE

Issue 2012	Materials Deadline	Mailing Date
Feb Debt Issue	January 27	February 3
Mar/Apr	February 17	February 24
May/June	May 4	May 11
Jun BRICs Issue	June 1	June 8
Sep/Oct	August 31	September 7
Nov/Dec	October 26	November 2

■ Advertisement Material

Material to be provided as an Acrobat PDF file optimised for press. Ensure that the OPI settings are turned off. Please make sure all files are CYMK. Do not supply as RGB or any other colour format as no liability will be accepted for colour variation.

Text should be sent as a Microsoft Word file. Images/logos etc. should be sent as high resolution (300 dpi) images. These can be sent in the following formats: TIF, JPEG or EPS files. Please do not put any password or security setting on electronic files such as PDFs.

■ Sponsored Statements

Text can be e-mailed to fanni.javor@ipe.com as an attachment with clear identification of the material in the body of the message. Copy may be edited to fit to length and/or conform to the IP Real Estate's house style.

Pictures and illustrations can be supplied as either colour prints/ transparencies, or as high resolution electronic files in Photoshop or TIF/JPEG format (Mac), by e-mail to fanni.javor@ipe.com.

■ Real Estate Investment Managers Guide

All text and images to be loaded directly on to the profile form which is available online with a step by step guide via www.ipe.com/realestate.com.

MECHANICAL DATA

DIMENSIONS (mm)	HEIGHT	WIDTH
Double page spread – type area	290	440
Double page spread – bleed	341	502
Double page spread – trim	335	490
Full page – type area	290	210
Full page – bleed	341	251
Full page – trim	335	245
Junior page (4 column format)	212	148
Half page – horizontal	140	210
Quarter page – horizontal	65	210
Quarter page – vertical	140	100

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