

IPE REAL ESTATE

THE UNIQUE PUBLICATION AND ENHANCED
WEB SERVICE www.iperealestate.com/reim

**AN EXTENSIVE RANGE OF FEATURES
OFFERING ONE OF THE MOST
COMPREHENSIVE REFERENCE TOOLS
FOR INSTITUTIONAL INVESTORS**

THE REAL ESTATE **INVESTMENT MANAGERS**

GUIDE 2010/11

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IPE Real Estate Overview

IPE Real Estate is the interface between the European institutional investor and the global real estate market, a forum for discussion and education for pension funds and their investment service providers.

Real estate is continually achieving new levels of sophistication in terms of the range of product on offer—sectors, geographies and types of investment vehicle. However, work still needs to be done to make it more accessible—not least in terms of transparency.

IPE Real Estate, a regular publication, provides an objective voice, championing pension funds' and others' needs for successful, long-term investments.

While the readership is predominantly European, IPE Real Estate sources news, features and ideas globally using correspondents in Europe, Asia and the Americas.

IPE Real Estate extends the unrivalled presence in the institutional investor market built up over the last decade by its sister title Investment & Pensions Europe (IPE).

IPE Real Estate also has an online presence offering news alerts and now a range of new services.

IPE Real Estate is published in association with eleven major industry bodies which provide essential input to the real estate investment debate.

These are:

- AFIRE** – Association of Foreign Investors in Real Estate
- APREA** – Asian Public Real Estate Association
- AREF** – Association of Real Estate Funds
- BPF** – British Property Federation
- EPRA** – European Public Real Estate Association
- INREV** – European Association for Investors in Non-listed Real Estate Vehicles
- IPF** – Investment Property Forum (UK-based)
- NAREIM** – National Association of Real Estate Investment Managers
- NAREIT** – National Association of Real Estate Investment Trusts
- PCA** – Property Council of Australia
- PREA** – Pension Real Estate Association

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Investment
Property Forum



National Association of Real Estate Investment Trusts*
*REITs: Building Dividends and Diversification**



The Real Estate Investment Managers Guide 2010/11: Editorial Outline

Building on the foundation of the previous editions, this year's print and digital publication will contain editorial features focusing on the three major world markets of Europe, Asia and North America. The A4-sized directory is organised according to these three markets and will feature extensive double-page profiles of all the real estate managers who choose to participate.

REIM Guide Online – A Multi-platform Brand Presence on the Web

The guide is now enhancing its online presence and offers users the facility to perform manager searches based on the data contained in the profile. Meanwhile managers themselves can access the site to update their profiles at any time ensuring that users have access to the most current information. It is accessible at www.IPE.com/realestate which provides our subscribers with an easily accessible digital platform for news and other industry data. With well over 17,000 registered users, it also offers managers an effective digital marketing platform, directly relating their core skills to current industry news and events, published weekly on the site.

Your annual REIM investment package now comprises of:

- Up to 3 profiles in the printed REIM Guide
- A self-service online REIM profile with improved search facility
- Links to your profile from news articles via your own selected business descriptions and criteria
- Profiling on IPE Real Estate.com, its news email service and IPE-Quest with 'Manager Spotlight' including 6 week 'Feature Profile' listing rotated on the twice weekly newsletter
- Access to a special announcement spot on the twice weekly news email and website
- Up to 4 White Papers posted quarterly on our site, again promoted via the newsletter for up to 2 months (retained as long as you feel appropriate for archive searches)
- Access to exclusive institutional investor WEBCasts
- Press Item posting facility within the profile/s (online only)

Benefit from an integrated package that secures exposure in the printed REIM Guide whilst building your presence on IPE Real Estate.com and on IPE-Quest.

The Profile

Investment Manager profiles use a standard format, which makes it easy for readers to compare the service providers in the market. For each geographical region in which Asset and Investment Managers choose to be listed, their profile includes:

- Corporate information
- Corporate overview
- Product and services by sector
- Sector forecast
- Performance verification
- Investment principles and strategy
- Fee structures
- Strategic corporate development
- Press Release (On-line only)

The publication contains double-paged A4 company profiles, which is divided into the three main global theatres of real estate investing: North America, Europe and Asia. Managers may choose to be represented in all three sections or in just one or two, according to the scope of their business.

The format enables capital owners in the institutional sector to rapidly assess their range of options in terms of managers on a product or geography basis.

The deadline for submission to be included in the hard copy edition is end of August 2010, exact date TBA.

Over 10,000 copies
of the publication
will be distributed
internationally

Major new features for 2010-11

- Managers will have the facility to track the number of times their profile is linked to news articles
- Users will be able to download profiles
- Individual managers whose profiles are listed in the Guide will be mentioned in the weekly newsletter on a rotating basis

Publish your own White Papers and Market Commentary

As part of the deal this year you will be able to further raise the profile of your own unique expertise and research. IPE are very pleased to invite REIM clients to bring this critical part of their business practise to the fore by posting strategic commentary on the site. We in-turn will promote the documents for 8-10 weeks via the news letter and then retain it in our archives, so it will be accessible to anyone conducting future searches. It will also be clearly visible to anyone viewing your profile and vice versa to ensure maximum continual exposure.

Real-time running totals of news links and visits from registered users

Corporate brand linked directly to the news article

Secure data operation allowing updates and amendments whenever required

The image displays several screenshots from the IPE Real Estate website, illustrating new features for 2010-11:

- Search Page:** Shows a search interface for 'Real Estate Investment Manager search' with filters and search results for Aberdeen Property Investors.
- News Article:** A screenshot of a news article titled 'Canada Pension Plan steps up global spending spree' with a sidebar listing various financial institutions like Aviva Investors, BlackRock, and Brookfield.
- REIM Profile:** A screenshot of a Real Estate Investment Manager (REIM) profile page for 'Capital Management, N America', showing contact details and a list of news links.
- Form:** A screenshot of a form for editing REIM entry details, including fields for company name, address, phone number, and logo.

Bespoke Data input allows further hyperlinks from on-line REIM Profile to main company web site

Exclusive WEBCasts

IPE Real Estate will periodically put together a Panel of institutional investors to discuss topics of the day.

These topics will have been fielded from suggestions and requests made by REIM Clients, as part of a broader opportunity to gauge market and specifically ‘investor’ interest in the many products and services available.

You can review all of our discussions at: www.ipe.com/realestate/webcasts.php

The Investment Manager profile booking form is available online with a step-by-step guide via www.ipe.com/realestate/investment-manager-search.php

Each profile is protected by an individual password, which is provided once the booking is complete.

By filling in your own data your key skills will be matched against every news article placed on the web site.

Corporate branding linking directly to the on-line profile

Secure data operation allowing updates and amendments whenever required

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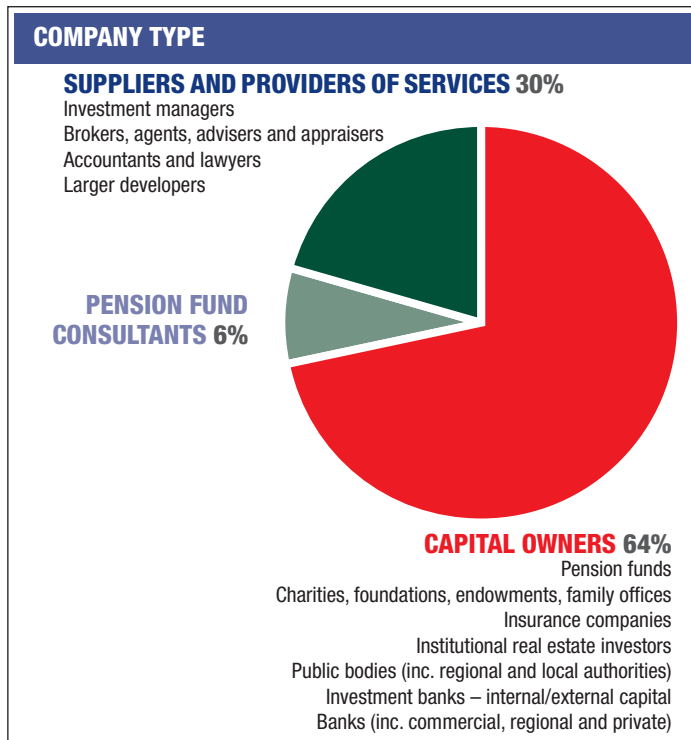
Full search facility of all news items posted on IPE.com/Realestate

Distribution and Readership

Over 10,000 copies of the Real Estate Investment Managers Guide will be distributed independently from late September/early October to all institutional capital owners and other professionals on the readership of IPE Real Estate, supported by the comprehensive and versatile online presence as previously detailed.

IPE Real Estate’s activity and geographical readership breakdown is as follows:

IPE REAL ESTATE.COM USER BASE	
Average monthly site impressions:	200,000 plus
Monthly unique users:	3,378
Total registered opt-in users:	17,000 plus



GEOGRAPHICAL REGION	COPIES	PERCENTAGE
Europe	8,742	85
Austria	202	
Belgium	275	
Denmark	194	
Finland	216	
France	527	
Germany	1,369	
Greece	35	
Iceland	47	
Italy	527	
Luxembourg	59	
Netherlands	984	
Norway	123	
Portugal	173	
Rep of Ireland	229	
Spain	252	
Sweden	346	
Switzerland	636	
United Kingdom	2,212	
Other European countries	339	
Rest of the World	1,528	15
North America	1,044	
Other countries	484	
TOTAL CIRCULATION	10,270	100

Cost One profile - GB£5,350/US\$10,150

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