



REAL ESTATE / INFRASTRUCTURE / AGRICULTURE / FORESTRY

MEDIA INFORMATION 2020

Global Market Intelligence
for Institutional Real Assets Investors



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 estate 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 and is published every two months.

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.

8,758

**Magazine
readers globally**

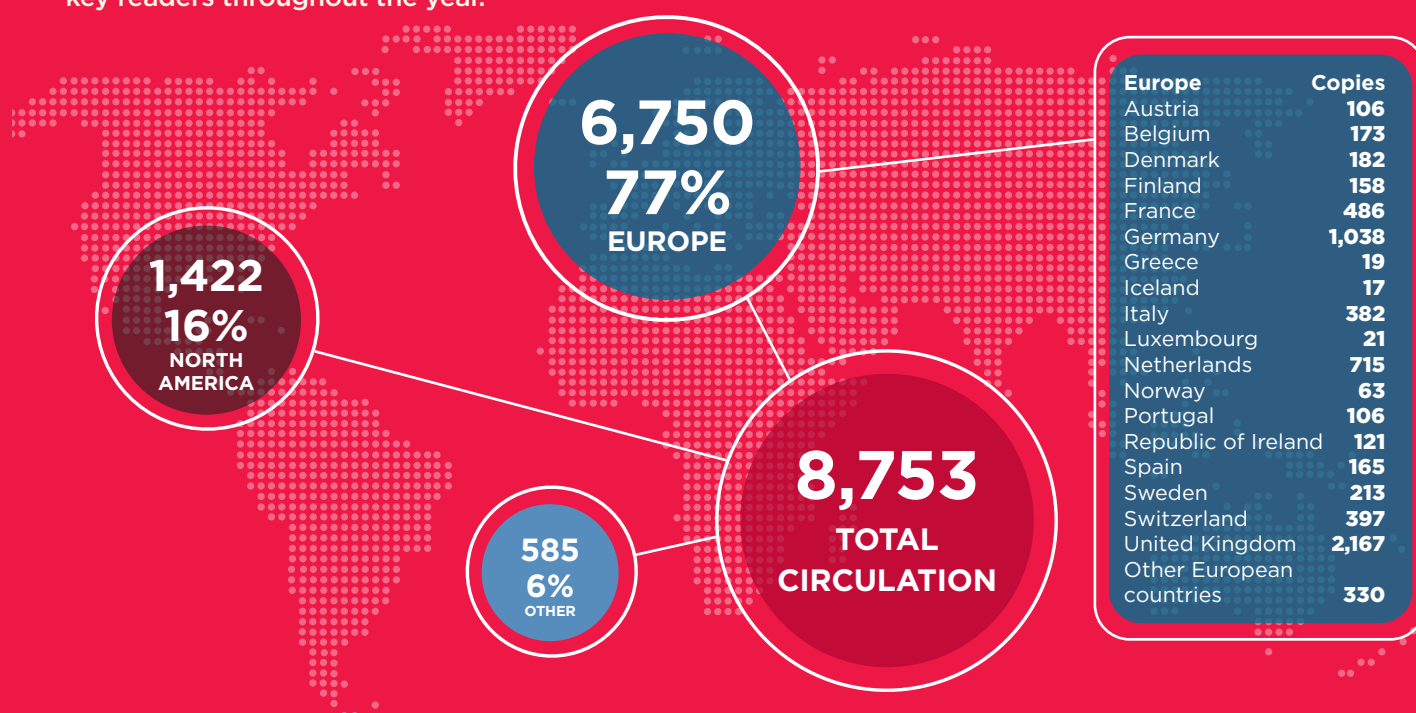
20,941

**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 **8,753** (July 2018 to June 2019). 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	410
Academics, real estate associations, government, regulators	169

Total Buy side/68% **6,032**

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% **8,753**

IPE Real Assets Editorial Outline 2020

MONTH	INVESTORS & FUND MANAGERS	MACRO THEMES	MARKETS & SECTORS	FUNDS & STRATEGIES	GEOGRAPHIC MARKETS
JAN/FEB ESG & Impact Investing Special Issue	<ul style="list-style-type: none"> • Aircraft • Shipping 	<ul style="list-style-type: none"> • ESG 	<ul style="list-style-type: none"> • Renewables • Residential 	<ul style="list-style-type: none"> • Infrastructure debt 	<ul style="list-style-type: none"> • Lisbon
MARCH/APRIL MIPIM Issue	<ul style="list-style-type: none"> • Timber • Agriculture 	<ul style="list-style-type: none"> • Technology 	<ul style="list-style-type: none"> • Data centres • Telecoms 	<ul style="list-style-type: none"> • Core real estate 	<ul style="list-style-type: none"> • China
MAY/JUNE Top 100 Global Real Estate Investor Issue	<ul style="list-style-type: none"> • Top 100 real estate investors 	<ul style="list-style-type: none"> • Life sciences 	<ul style="list-style-type: none"> • Healthcare • Medical offices 	<ul style="list-style-type: none"> • Value-add real estate 	<ul style="list-style-type: none"> • CEE
JULY/AUGUST Top 75 Global Infrastructure Manager Issue	<ul style="list-style-type: none"> • Top 75 infrastructure managers 	<ul style="list-style-type: none"> • Consumer trends 	<ul style="list-style-type: none"> • Retail • Logistics 	<ul style="list-style-type: none"> • Infrastructure equity 	<ul style="list-style-type: none"> • Dallas-Fort Worth
SEPT/OCT Expo Real and Top 100 Global Infrastructure Investor Issue	<ul style="list-style-type: none"> • Top 100 infrastructure investors 	<ul style="list-style-type: none"> • Employment 	<ul style="list-style-type: none"> • Offices 	<ul style="list-style-type: none"> • Opportunistic real estate 	<ul style="list-style-type: none"> • Germany
NOV/DEC Top 100 Global RE Investment manager Issue	<ul style="list-style-type: none"> • Top 100 real estate managers 	<ul style="list-style-type: none"> • Tourism 	<ul style="list-style-type: none"> • Hotels • Transport infrastructure • Aviation 	<ul style="list-style-type: none"> • Real estate debt 	<ul style="list-style-type: none"> • Brooklyn

2020 Print Advertising & Specifications

Print Advertising Rates

Rate	1x£
Full page corporate/thought leader	8,500
Double page corporate/thought leader	10,000
Junior page	5,500
Half page	5,100
Quarter page	3,250
Half page spread	10,200
Outside back cover	10,400
Inside front cover	9,750
Inside back cover	9,200

Multiple insertion discounts	3+	6+
Per page booked	5%	10%

+VAT where applicable

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. Please add crop marks indicating trim and bleed and make sure all files are CMYK and pictures are 300 dpi.

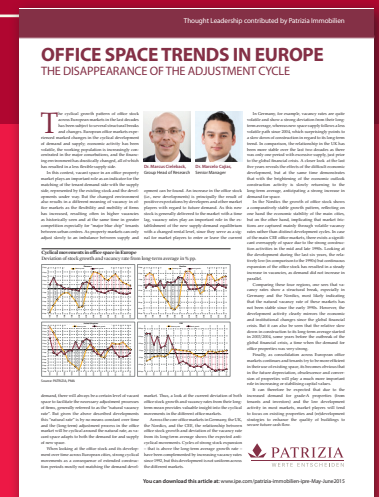
Publishing Schedule

Issue 2020	Thought leader deadline	Display advert deadline
Jan/Feb: ESG Special	January 10	January 17
March/April: MIPIM	February 14	February 21
May/June: Top 100 Global RE Investors	April 10	April 17
July/August: Top 75 Global Infrastructure Managers	June 12	June 19
Sept/Oct: Top 100 Global Infrastructure Investors	September 4	September 11
Nov/Dec: Global RE Manager Survey	October 23	October 30

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.



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:

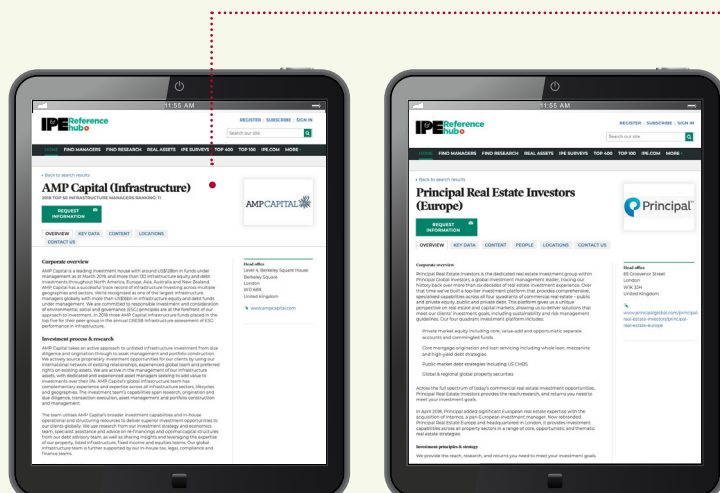
- Upload unlimited white papers/research
- Upload your videos and links to social media
- Publish your company news and announcements
- Hyperlinks from IPE Real Assets email newsletters drive traffic to your profile
- Weekly Reference Hub digest emails sent to our investor database

REIM + Online Reference Hub Profile 2020

Cost of listings per region £

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

+VAT where applicable



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.

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

80,069
Average monthly users

9,479
Average monthly
loyal unique users*

113,383
Average monthly
page impressions

1m 39s
Average visit duration

24.61%
of visits were
made via mobile

* Four or more visits per month



Half Page MPU

Leaderboard

MPU





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 20,941 recipients**.

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

20,941

**Average no.
of recipients
per day**

17%

**Average
open rate**

14%

**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	£45 cpm
Half page MPU and expandable	£65 cpm
Floor Ad	£100 cpm
Site takeover (inc 1 email promotion)	£7,000 per day

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.
Floor Ad	728 x 90

Accepted formats

IPE Real Assets 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 (125 x 35), 100 characters of text plus linking url

Webcast



Each webcast includes pre event marketing; event and post event subscriber registration details	£13,000
---	----------------

Events



GLOBAL CONFERENCE & AWARDS 2020

IPE Real Estate Global Conference & Awards 2020

Now in its 16th 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 **The Villa Hotel in Copenhagen on Thursday 14 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.

The IPE Real Estate Global Awards 2019 in Amsterdam was a resounding success, with 418 delegates representing institutions, asset managers and other service providers from across the spectrum and globe.

We attracted a record 220 entries across all categories. From 18 countries around the world, the total market value of the institutional investors that took part was more than €3.8 trillion, while collectively their real estate and real assets under management exceeded €320 billion.

**For more information please contact
Janet Pearch at +44 20 3465 9303
or email janet.pearch@ipe.com**



Real Assets Business Breakfast Seminar Series 2020

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 28 January

AMSTERDAM Wednesday 29 January

MUNICH Thursday 30 January



Real Assets & Infrastructure Global Investor Conference 2020

IPE's Real Assets and Infrastructure Global Investor Conference in **Amsterdam, 24 September 2020** 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.

Contacts

Commercial Europe

Janet Pearch
Publisher

T +44 (0)20 3465 9303
E janet.pearch@ipe.com

Siofra Relton
Sales Manager

T +44 (0)20 3465 9306
E siofra.relton@ipe.com

Sam Smith
Ad Production Manager

T +44 (0)20 3465 9332
E sam.smith@ipe.com

Saravanan Subburam
Online Reference Hub

T +44 (0) 20 7397 5291
E saravanan.s@ipe.com

Commercial North America

Erik Vanderkolk
Head of North American Business

T +1 203-550-0385
E erik.vanderkolk@ipe.com

Editorial

Richard Lowe
Editor

T +44 (0)20 3465 9323
E richard.lowe@ipe.com

Razak Musha Baba
News Editor

T +44 (0)20 3465 9312
E razak.baba@ipe.com

