Global market intelligence for institutional real assets investors

media information 2022
Intelligence for Decision Makers in Institutional Real Assets Investment

DELIVERED DIGITALLY, IN PRINT AND IN PERSON

IPE Real Assets continues to reinforce its position as an indispensable source of intelligence for the global community of senior institutional real assets investors. Delivering highly relevant, topical, and actionable information digitally, in print and through in person events.

The challenges we have faced because of Covid-19 have given real assets added importance as a source of new opportunities in industries. Life sciences and healthcare, whose significance has been thrown into sharp relief by Covid-19, and in the reconfiguration of the traditional sectors, such as residential and office, as the “new normal” of more flexible and environment-ally conscious living and working takes shape.

In other parts of the real assets universe, infrastructure is seen by governments around the world as an important driver of recovery; forestry and agriculture will play an increasingly important role in achieving net zero economies and ensuring food security.

Not surprisingly these topics were a huge draw for the 17th IPE Real Estate Global Conference & Awards 2021 in Copenhagen. Over 250 people attended in person, a massive endorsement and a great vote of confidence in the return to physical, face-to-face events in 2022.

IPE Real Assets continues to invest to ensure it delivers the intelligence and platform you need to thrive in the years ahead. Drawing on an award-winning editorial team, a global network of journalists and the knowledge and connections of the IPE group, IPE Real Assets has built close contacts with pension funds, insurance companies, sovereign wealth funds and other institutional investors around the world. These close contacts are our hallmark and provide a unique inside track on the thinking and actions of this highly influential group, for the benefit of the industry as a whole.
IPE Real Assets Magazine Circulation

**GEOGRAPHIC DISTRIBUTION**

Europe 6,741 77%
North America 1,366 16%
Asia & other regions 538 6%
Total Circulation 8,752

IPE Real Assets’s current audited Audit Bureau of Circulations (ABC) average net circulation is 8,752 (July 2020 to June 2021). 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.

<table>
<thead>
<tr>
<th>COMPANY TYPES</th>
<th>Total circulation 8,752</th>
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<tbody>
<tr>
<td><strong>BUY SIDE</strong></td>
<td></td>
</tr>
<tr>
<td>62% CAPITAL OWNERS</td>
<td>Pension funds, endowments, charities, foundations, endowments, sovereign funds 3,194</td>
</tr>
<tr>
<td></td>
<td>Financial institutions, Insurance companies 421</td>
</tr>
<tr>
<td></td>
<td>Investment Managers, asset managers (including fund-of-funds) 1,842</td>
</tr>
<tr>
<td>6% KEY INFLUENCERS</td>
<td>Pension fund consultants 410</td>
</tr>
<tr>
<td></td>
<td>Academics, real estate associations, government, regulators 169</td>
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<tr>
<td>68% TOTAL BUY SIDE</td>
<td>6,036</td>
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<table>
<thead>
<tr>
<th>SUPPLY SIDE</th>
<th></th>
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<tbody>
<tr>
<td>Real estate investment managers (marketing) 1,560</td>
<td></td>
</tr>
<tr>
<td>Banks &amp; investment banks 262</td>
<td></td>
</tr>
<tr>
<td>Property companies &amp; developers 376</td>
<td></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>PROFESSIONAL SERVICES</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Property agents/consultants 310</td>
<td></td>
</tr>
<tr>
<td>Legal, accountancy, management consultancy 65</td>
<td></td>
</tr>
<tr>
<td>Data and information providers, index providers, exchanges 78</td>
<td></td>
</tr>
<tr>
<td>Financial Communications 40</td>
<td></td>
</tr>
<tr>
<td>Other 25</td>
<td></td>
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32% TOTAL SUPPLY SIDE 2,716

*All figures based on the audited May/June 2020 issue of IPE Real Assets*
## IPE Real Assets Editorial Outline 2022

<table>
<thead>
<tr>
<th>Jan/Feb</th>
<th>ESG &amp; Impact Investing</th>
<th>INVESTOR/MANAGER SURVEYS &amp; RANKINGS</th>
<th>MACRO THEMES</th>
<th>MARKETS, SECTORS, ASSET CLASSES</th>
<th>FUNDS &amp; STRATEGIES</th>
<th>FEATURES</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>• Agriculture &amp; forestry investors &amp; managers</td>
<td>• Climate change &amp; social impact</td>
<td>• Renewable energy</td>
<td>• Private debt</td>
<td>• Emerging markets, Net-zero targets</td>
</tr>
<tr>
<td>March/April</td>
<td>MIPIM</td>
<td>• Fund-of-funds, secondaries &amp; multi-managers</td>
<td>• Technology &amp; science</td>
<td>• Digital infrastructure, data centres, Lifesciences, Smart buildings</td>
<td>• Secure income</td>
<td>• PropTech</td>
</tr>
<tr>
<td>May/June</td>
<td>Top 100 Global Real Estate Investors</td>
<td>• Real estate investor survey</td>
<td>• Demographics</td>
<td>• Multifamily, PRS, care/retirement homes, student housing</td>
<td>• Core real estate funds</td>
<td>• Performance benchmarking</td>
</tr>
<tr>
<td>July/August</td>
<td>Top 100 Global Infrastructure Managers</td>
<td>• Infrastructure fund managers survey</td>
<td>• Retail &amp; online commerce</td>
<td>• Shopping centres, high street retail, supermarkets, leisure, Logistics</td>
<td>• Infrastructure</td>
<td>• ESG</td>
</tr>
<tr>
<td>Sept/Oct</td>
<td>EXPO Real / Top 100 Global Infrastructure Investors</td>
<td>• Infrastructure investors survey</td>
<td>• Offices &amp; urbanisation</td>
<td>• Offices</td>
<td>• Value-add real estate</td>
<td>• Listed markets</td>
</tr>
<tr>
<td>Nov/Dec</td>
<td>Top 100 Global Real Estate Managers</td>
<td>• Real estate managers survey</td>
<td>• Transport &amp; tourism</td>
<td>• Airports &amp; aviations, Rail, roads &amp; bridges, Ports &amp; shipping, Hotels &amp; resorts</td>
<td>• Opportunistic real estate funds</td>
<td>• Diversity &amp; inclusion</td>
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2022 Print Advertising & Specifications

PRINT ADVERTISING RATES

<table>
<thead>
<tr>
<th>RATE</th>
<th>1x£</th>
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<tbody>
<tr>
<td>Full page corporate/thought leader</td>
<td>9,000</td>
</tr>
<tr>
<td>Double page corporate/thought leader</td>
<td>10,500</td>
</tr>
<tr>
<td>Junior page</td>
<td>5,750</td>
</tr>
<tr>
<td>Half page</td>
<td>5,500</td>
</tr>
<tr>
<td>Quarter page</td>
<td>3,250</td>
</tr>
<tr>
<td>Half page spread</td>
<td>10,200</td>
</tr>
<tr>
<td>Outside back cover</td>
<td>10,800</td>
</tr>
<tr>
<td>Inside front cover</td>
<td>9,750</td>
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</tbody>
</table>

Multiple insertion discounts

Per page booked 5% 10%

MECHANICAL DATA

<table>
<thead>
<tr>
<th>DIMENSIONS</th>
<th>HEIGHT(MM)</th>
<th>WIDTH(MM)</th>
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</thead>
<tbody>
<tr>
<td>Double page spread</td>
<td>335</td>
<td>245</td>
</tr>
<tr>
<td>x 2 full pages plus 10mm bleed each</td>
<td>335</td>
<td>245</td>
</tr>
<tr>
<td>Full page</td>
<td>335</td>
<td>245</td>
</tr>
<tr>
<td>plus 10mm bleed</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Junior page</td>
<td>200</td>
<td>160</td>
</tr>
<tr>
<td>Half page - horizontal</td>
<td>140</td>
<td>210</td>
</tr>
<tr>
<td>Half page - vertical</td>
<td>290</td>
<td>100</td>
</tr>
<tr>
<td>Quarter page - strip</td>
<td>65</td>
<td>210</td>
</tr>
<tr>
<td>Quarter page - box</td>
<td>140</td>
<td>100</td>
</tr>
</tbody>
</table>

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 CYMK and pictures are 300 dpi.

PUBLISHING SCHEDULE

ISSUE 2022

Jan/Feb: ESG & Impact Investing Special
March/April: MIPIM
May/June: Top 100 Global Real Estate Investors
July/August: Top 100 Global Infrastructure Managers
Sept/Oct: EXPO Real/Top 100 Global Infrastructure Investors
Nov/Dec: Top 100 Global Real Estate Manager

THOUGHT LEADER DEADLINE

January 14
February 11
April 15
June 10
August 26
November 4

DISPLAY ADVERT DEADLINE

January 21
February 18
April 22
June 17
September 2
November 11

THOUGHT LEADER

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.

Sponsored articles

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 separate high resolution (300 dpi) images. These can be sent as: TIF, JPEG or EPS files. Charts to be sent complete in Excel or PDF.
REIM Reference Guide & IPE Real Estate Reference Hub Online

IN PRINT
The REIM Guide is mailed to a circulation of 8,002 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

IPE INFRASTRUCTURE REFERENCE HUB
The IPE Reference Hub now has its own dedicated section for Investment Managers in Infrastructure, Agriculture and Forestry.

You can take an online profile in the Infrastructure section of the IPE Reference Hub in combination with a print profile in our June 2022 Top 100 Global Infrastructure Managers Issue.

MAKE YOUR EXPERTISE KNOWN IN THE PENSIONS MARKET

REIM GUIDE 2022
LISTINGS COST
PER REGION £
1 listing 7,000
2 listings 12,200
3 listings 14,200
4 listings 15,500
+VAT where applicable

INFRASTRUCTURE
RATE CARD £
Profile listing 6,600

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**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.

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**KEY ANALYTICS**

<table>
<thead>
<tr>
<th><strong>82,664</strong></th>
<th><strong>10,011</strong></th>
<th><strong>171,911</strong></th>
</tr>
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<tbody>
<tr>
<td>AVERAGE MONTHLY USERS</td>
<td>AVERAGE MONTHLY LOYAL UNIQUE USERS*</td>
<td>AVERAGE MONTHLY PAGE IMPRESSIONS</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>1m 12s</strong></th>
<th><strong>25%</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>AVERAGE VISIT DURATION</td>
<td>OF VISITS WERE MADE VIA MOBILE</td>
</tr>
</tbody>
</table>

All figures based across a 12 month period (Jul 1st 2020 - Jun 30 2021) * Four or more visits per month.
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 23,680 recipients.

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

AVERAGE OPEN RATE | 18%  
AVERAGE NO. OF RECIPIENTS PER DAY | 23,680  
AVERAGE CLICK THRU RATE (CTR) | 13%

IPE Real Assets Webcasts

- 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 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 WEBCAST EVENTS  
AN AVERAGES OF 625 REGISTRATIONS PER WEBCAST

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IPE Real Assets Online Advertising Rates

ONLINE ADVERTISING
- Run of site leaderboard and MPU  £50 cpm
- Half page MPU and expandable  £70 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 x 90 (expanding to 728 x 180). Must expand down.
- Floor Advertisement 728 x 90

Accepted formats  JPG, GIF, FLASH, HTML

IPE REAL ASSETS DAILY NEWS EMAIL
- Top and Bottom banner  £700 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  £13,500
IPE REAL ESTATE GLOBAL CONFERENCE & AWARDS 2022

Now in its 18th 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 in **Amsterdam on Thursday 19 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.

For more information please contact
Janet Pearch T: +44 20 3465 9303 E: janet.pearch@ipe.com
An exciting high-level informal marketing and networking opportunity with decision makers at pension funds and other institutional investors in selected key European regions.

25 Jan Copenhagen
26 Jan Amsterdam
27 Jan Munich
28 Jan London

IPE’s Real Assets and Infrastructure Global Investor Conference in September 2022 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.
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