

**Global market intelligence
for institutional real assets investors**



**media
information** **2021**

Global market intelligence for institutional real assets investment

IPE REAL ASSETS NEWS IN PRINT AND ONLINE

IPE Real Assets is the leading information resource for the institutional real assets 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. It is published six times a year.

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.

8,756



**MAGAZINE READERS
GLOBALLY**

22,410



**DAILY NEWS
EMAIL RECIPIENTS**

IPE Real Assets Magazine Circulation



GEOGRAPHIC DISTRIBUTION

Europe **6,740** 77%

North America **1,417** 16%

Asia & other regions **599** 6%

Total Circulation 8,756

COPIES/EUROPE

- 99** Austria
- 191** Belgium
- 188** Denmark
- 157** Finland
- 530** France
- 1,051** Germany
- 19** Greece
- 18** Iceland
- 384** Italy
- 65** Luxembourg
- 678** Netherlands
- 64** Norway
- 105** Portugal
- 112** Republic of Ireland
- 166** Spain
- 217** Sweden
- 397** Switzerland
- 2,120** United Kingdom
- 179** Other EU countries



IPE Real Assets's current audited Audit Bureau of Circulations (ABC) average net circulation is 8,754 (July 2019 to June 2020). 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

Total circulation **8,756**

BUY SIDE

62% CAPITAL OWNERS

Pension funds, endowments, charities, foundations, endowments, sovereign funds	3,195
Financial institutions, Insurance companies	421
Investment Managers, asset managers (including fund-of-funds)	1,842

6% KEY INFLUENCERS

Pension fund consultants	415
Academics, real estate associations, government, regulators	169

68% TOTAL BUY SIDE 6,034

SUPPLY SIDE

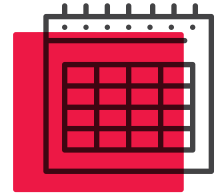
Real estate investment managers (marketing)	1,562
Banks & investment banks	263
Property companies & developers	379

PROFESSIONAL SERVICES

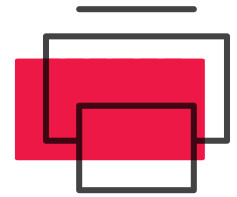
Property agents/consultants	310
Legal, accountancy, management consultancy	65
Data and information providers, index providers, exchanges	78
Financial Communications	40
Other	25

32% TOTAL SUPPLY SIDE 2,722

IPE Real Assets Editorial Outline 2021



	INVESTORS & FUND MANAGERS	MACRO THEMES	MARKETS & SECTORS	FUNDS & STRATEGIES
Jan/Feb <u>ESG & Impact Investing</u>	<ul style="list-style-type: none"> Housing affordability Social housing Regeneration 	<ul style="list-style-type: none"> Energy, renewables Consumer costs 	<ul style="list-style-type: none"> Agriculture Forestry Supermarkets Food retail 	<ul style="list-style-type: none"> ESG Impact investing
March/April	<ul style="list-style-type: none"> Data centres 5G/fibre networks 	<ul style="list-style-type: none"> Proptech 	<ul style="list-style-type: none"> Private debt: infrastructure and real estate 	<ul style="list-style-type: none"> Multi-managers Funds of funds Secondaries
May/June <u>MIPIM / Top 100 Global Real Estate Investors</u>	<ul style="list-style-type: none"> Real estate investor survey 	<ul style="list-style-type: none"> Education: Student housing/universities 	<ul style="list-style-type: none"> Science: healthcare/care homes/life sciences 	<ul style="list-style-type: none"> Core real estate funds
July/August <u>Top 100 Global Infrastructure Managers</u>	<ul style="list-style-type: none"> Infrastructure fund managers survey 	<ul style="list-style-type: none"> Retail and logistics 	<ul style="list-style-type: none"> ESG: Net zero carbon 	<ul style="list-style-type: none"> Value-add RE funds
Sept/Oct <u>EXPO Real / Top 100 Global Infrastructure Investors</u>	<ul style="list-style-type: none"> Infrastructure investors survey 	<ul style="list-style-type: none"> Offices, urbanisation 	<ul style="list-style-type: none"> Listed markets 	<ul style="list-style-type: none"> Infrastructure funds
Nov/Dec <u>Top 100 Global Real Estate Managers</u>	<ul style="list-style-type: none"> Real estate managers survey 	<ul style="list-style-type: none"> Transport/tourism - airports, roads, ports, shipping, aircraft, hotels, driverless cars, smart cities 		<ul style="list-style-type: none"> Opportunistic real estate funds



2021 Print Advertising & Specifications

PRINT ADVERTISING RATES

RATE	1XE	
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%

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 2021	THOUGHT LEADER DEADLINE	DISPLAY ADVERT DEADLINE
Jan/Feb: ESG Special	January 15	January 22
March/April: MIPIM	February 26	March 5
May/June: Top 100 Global RE Investors	April 16	April 23
July/August: Top 75 Global Infrastructure Managers	June 11	June 18
Sept/Oct: Top 100 Global Infrastructure Investors	August 20	August 27
Nov/Dec: Global RE Manager Survey	October 22	October 29

THOUGHT LEADER

Sponsored articles

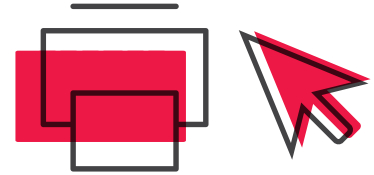


Sponsored articles are an ideal opportunity for companies to provide the readership of IPE Real Assets with promotional, educational or other editorial, research or corporate profiles.

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 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 8,240** 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 2020 Top 100 Global Infrastructure Managers Issue.

REIM GUIDE 2021

LISTINGS COST PER REGION	£
1 listing	6,600
2 listings	11,800
3 listings	13,900
4 listings	15,500

+VAT where applicable

INFRASTRUCTURE

RATE CARD	£
Profile listing	6,600

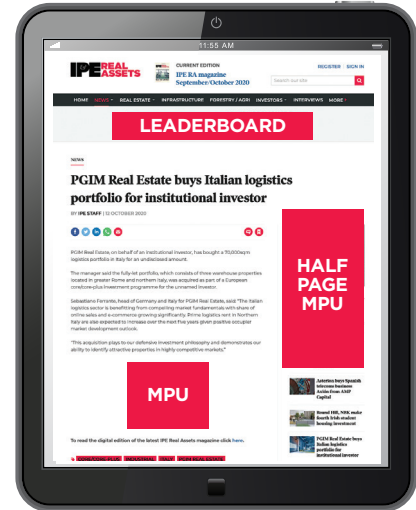
MAKE YOUR EXPERTISE KNOWN IN THE PENSIONS MARKET

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.



KEY ANALYTICS



48,099

AVERAGE MONTHLY USERS



6,572

AVERAGE MONTHLY LOYAL UNIQUE USERS*



1 10,496

AVERAGE MONTHLY PAGE IMPRESSIONS



1m 38s

AVERAGE VISIT DURATION



22%

OF VISITS WERE MADE VIA MOBILE

All figures based across a 12 month period (Oct 1st 2019 - Sep 30 2020) * 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 **22,410 recipients**.

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

20%**AVERAGE OPEN RATE****22,410****AVERAGE NO. OF RECIPIENTS PER DAY****17%****AVERAGE CLICK THRU RATE (CTR)**

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 TYPICALLY RUNS BETWEEN 15 - 18 WEBCAST EVENTS PER YEAR & AVERAGES A RANGE OF BETWEEN 200 - 400 REGISTRATIONS PER WEBCAST

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 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 £600 per daily email
- Sponsored Link £1,500 per daily email



TECHNICAL SPECIFICATIONS

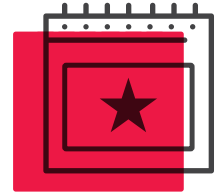
- Top and Bottom banner 468 x 60 or 728 x 90
- Sponsored Link logo (125 x 35)
100 characters of text plus linking url

WEBCAST

- Each webcast includes pre event marketing; event and post event subscriber registration details £13,500



Events



IPE REAL ESTATE GLOBAL AWARDS 2021

IPE REAL ESTATE GLOBAL CONFERENCE & AWARDS 2021

Now in its 17th 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.

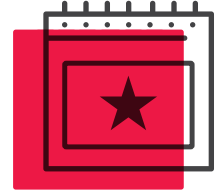
The full-day conference at the **The Villa Hotel in Copenhagen on Tuesday 18 May**, is a forum for investors to examine the key issues facing the industry. The evening Awards ceremony will recognise and reward best practice, outstanding performance and innovation among real estate investors.

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.



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IPE REAL ASSETS

Global Virtual Forums

REAL ASSETS GLOBAL VIRTUAL FORUMS FEBRUARY 2021

An exciting high-level informal marketing and networking opportunity with decision makers at pension funds and other institutional investors in selected key global regions.

Asia
Europe
North America

IPE REAL ASSETS

REAL ASSETS & INFRASTRUCTURE GLOBAL INVESTOR CONFERENCE 2021

IPE's Real Assets and Infrastructure Global Investor Conference in **September 2021** 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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