

Global market intelligence for institutional real assets investors



REALASSETS.IPE.COM

media information **2024**

# 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. It delivers highly relevant, topical and actionable information digitally, in print and through in-person events.

### Key target readers

#### BUY SIDE INVESTORS CAPITAL OWNERS

##### 62% CAPITAL OWNERS

Pension funds, endowments, charities, foundations, endowments, sovereign funds	3,194
Financial institutions, Insurance companies	421
Investment Managers, asset managers (including fund-of-funds)	1,842

##### 6% KEY INFLUENCERS

Pension fund consultants	410
Academics, real estate associations, government, regulators	169

**68% TOTAL BUY SIDE** 6,036

#### SUPPLYSIDE VENDORS SERVICE PROVIDERS

Real estate investment managers (marketing)	1,560
Banks & investment banks	262
Property companies & developers	376

##### PROFESSIONAL SERVICES

Property agents/consultants	310
Legal, accountancy, management consultancy	65
Data and information providers, index providers, exchanges	78
Financial Communications	40
Other	22

**32% TOTAL SUPPLY SIDE** 2,713



# 8,750

MAGAZINE READERS GLOBALLY

# IPE Real Assets Magazine Circulation

## GEOGRAPHIC DISTRIBUTION

IPE Real Assets' circulation is updated regularly to give advertisers the best possible readership within our target market. The circulation is audited by the UK's ABC, the Audit Bureau of Circulations, which is an independent association responsible for verifying a publication's circulation.



## GEOGRAPHIC BREAKDOWN

Europe (ex. UK)	<b>4,822</b>
United Kingdom	<b>2,097</b>
North America	<b>1,266</b>
Asia & other regions	<b>566</b>
<b>Total Circulation</b>	<b>8,749</b>

## COPIES/EUROPE

Austria	<b>103</b>
Belgium	<b>177</b>
Denmark	<b>265</b>
Finland	<b>150</b>
France	<b>576</b>
Germany	<b>1,112</b>
Greece	<b>15</b>
Iceland	<b>24</b>
Italy	<b>412</b>
Luxembourg	<b>64</b>
Netherlands	<b>640</b>
Norway	<b>100</b>
Portugal	<b>71</b>
Republic of Ireland	<b>121</b>
Spain	<b>182</b>
Sweden	<b>220</b>
Switzerland	<b>447</b>
United Kingdom	<b>2,097</b>
Other EU countries	<b>155</b>

IPE Real Assets's current audited Audit Bureau of Circulations (ABC) average net circulation is 8,749 (July 2021 to June 2022). 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.

\*All figures based on the audited May/June 2021 issue of IPE Real Assets

# IPE Real Assets Editorial Outline 2024

	Global surveys and rankings	Macro themes	Markets and sectors	Fund strategies	City series
Jan/Feb	Top 25 Natural capital managers  Top 25 Natural capital investors	Impact investing	<ul style="list-style-type: none"> <li>▶ Affordable and social housing</li> <li>▶ Place-based investments</li> <li>▶ Urban regeneration</li> <li>▶ Biodiversity</li> </ul>	Forestry and agriculture	Tokyo
Mar/Apr <b>MIPIM special issue</b>		Science and innovation	<ul style="list-style-type: none"> <li>▶ Universities</li> <li>▶ Student housing</li> <li>▶ Innovation hubs</li> <li>▶ Life sciences</li> </ul>	Real estate debt	Nashville
May/June	Top 150 Real estate investors	Technology	<ul style="list-style-type: none"> <li>▶ AI and real assets</li> <li>▶ Digital infrastructure</li> <li>▶ Energy storage and hydrogen</li> <li>▶ Autonomous vehicles</li> <li>▶ Agri-tech</li> </ul>	Core real estate	Berlin
Jul/Aug	Top 100 Infrastructure managers	Climate change	<ul style="list-style-type: none"> <li>▶ Global migration</li> <li>▶ Urban heat</li> <li>▶ Water security</li> </ul>	Energy transition	Toronto
Sep/Oct <b>EXPO Real special issue</b>	Top 100 Infrastructure investors	Cities and urbanisation	<ul style="list-style-type: none"> <li>▶ Placemaking and urban planning</li> <li>▶ Future of offices</li> <li>▶ Housing and density</li> </ul>	Infrastructure	Sydney
Nov/Dec	Top 150 Real estate managers	Transport and supply chains	<ul style="list-style-type: none"> <li>▶ Transport infrastructure</li> <li>▶ Global logistics</li> <li>▶ Hospitality and tourism</li> </ul>	Residential	London



# Print Advertising and Specifications 2024

## PRINT ADVERTISING RATES

RATE	£	
Full page corporate/thought leader	9,350	
Double page corporate/thought leader	11,000	
Half page	5,610	
Outside back cover	11,440	
Inside front cover	10,725	
<b>Multiple insertion discounts</b>	<b>3+</b>	<b>6+</b>
Per page booked	5%	10%

## MECHANICAL DATA

DIMENSIONS (MM)	HEIGHT	WIDTH
Double page spread	335	245
x 2 full pages plus 10mm bleed each		
Full page plus 10mm bleed	335	24
Half page - horizontal	140	210
Half page - vertical	290	100

A4 SUPPLEMENT SPECS (MM)	HEIGHT	WIDTH
Full page plus 5mm bleed	297	210

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.

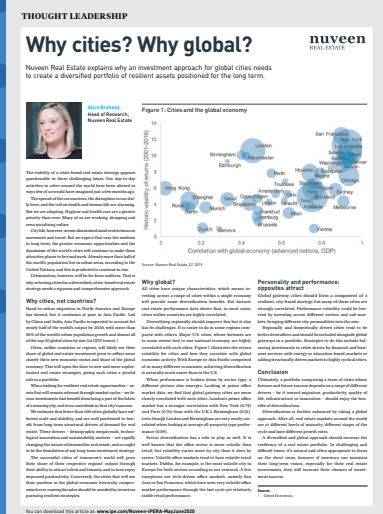
## PUBLISHING SCHEDULE

### ISSUE 2024

	ADVERTORIAL DEADLINE	DISPLAY ADVERT DEADLINE	PUBLISHING DATE
Jan/Feb: Natural Capital & Impact Investing Special	Jan 12	Jan 19	Feb 1
March/April: MIPIM	Feb 9	Feb 16	Mar 1
May/June: Top 150 Global Real Estate Investors	Apr 12	Apr 19	May 1
July/August: Top 100 Global Infrastructure Managers	Jun 7	Jun 14	Jul 1
Sept/Oct: EXPO Real/Top 100 Global Infrastructure Investors	Aug 23	Aug 30	Sep 1
Nov/Dec: Top 150 Global Real Estate Manager	Nov 1	Nov 8	Dec 1

**Cancellation or alteration of an Order:** If the Company requests that IPE cancels or alters an Order (including the start date of a campaign other than IPE.com Reference Hub campaign) IPE shall not be bound by such request unless it is in writing no later than: 5 weeks before the start date of any digital or email campaign (other than a IPE.com Reference Hub campaign); or 3 months before the date of a booked webcast; or 28 days before the official copy deadline of the magazine/s. Failure to meet such requirements shall mean that the Price is payable in full.

For IPE & IPE Real Assets Terms & Conditions please visit [www.ipe.com/advertisingterms](http://www.ipe.com/advertisingterms) and for Event Sponsor [www.ipe.com/sponsorterms](http://www.ipe.com/sponsorterms)



## 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, or 1,000 words per page for supplements (inclusive of title and compliance.) Images/logos/graphics etc. max 1 per page, 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 and IPE Real Estate Reference Hub Online

## IN PRINT

The REIM Guide has a **circulation of 8,002**. Present your company information across a double-page spread in the regions where you invest - **Europe, Asia Pacific, North America and Latin America**.

## ONLINE

The IPE Reference Hub is a content marketing platform with access to **18,000+ institutional investors**.

### REIM GUIDE 2024

LISTINGS	COST PER REGION	£
1 listing		7,260
2 listings		12,980
3 listings		15,290
4 listings		17,050

+VAT WHERE APPLICABLE

### CORE BENEFITS - You provide the content, we do everything else

- ▶ Promote your thought leadership with unlimited uploads of your white papers, research reports
- ▶ 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
- ▶ 3x weekly Reference Hub digest emails sent to our investor database

# IPE Infrastructure, Agriculture and Forestry Reference Hub

The IPE Reference hub now has its own dedicated section for Investment Managers in Infrastructure & Natural Capital- Agriculture & Forestry

### INFRASTRUCTURE

RATE CARD	£
Profile listing	7,260

+VAT WHERE APPLICABLE

You can take an online profile in the Infrastructure section of the IPE Reference Hub in combination with a print profile in our July/Aug 2024 Top 100 Global Infrastructure Managers Issue.

### IPE REFERENCE HUB USER STATISTICS

**10,091**  
UNIQUE USERS

WITH ACCESS TO  
**18,000+**  
INSTITUTIONAL  
INVESTORS

**18,017**  
HUB DIGEST EMAIL  
RECIPIENTS  
INVESTORS ONLY

# 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



**61,299**

AVERAGE MONTHLY  
UNIQUE USERS



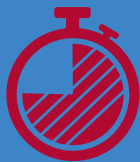
**6,219**

AVERAGE MONTHLY  
LOYAL USERS\*



**119,479**

AVERAGE MONTHLY  
PAGE IMPRESSIONS



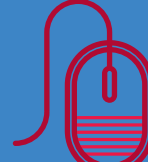
**1m 05s**

AVERAGE VISIT  
DURATION



**24%**

OF VISITS WERE  
MADE VIA MOBILE



**76%**

OF VISITS WERE  
MADE VIA DESKTOP

ALL FIGURES BASED ACROSS A 12 MONTH PERIOD (JUL 1ST 2022 - JUN 30TH 2023)

\* 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 24,129 recipients. Choose either the top and bottom banner package or a Sponsored link to promote your message.



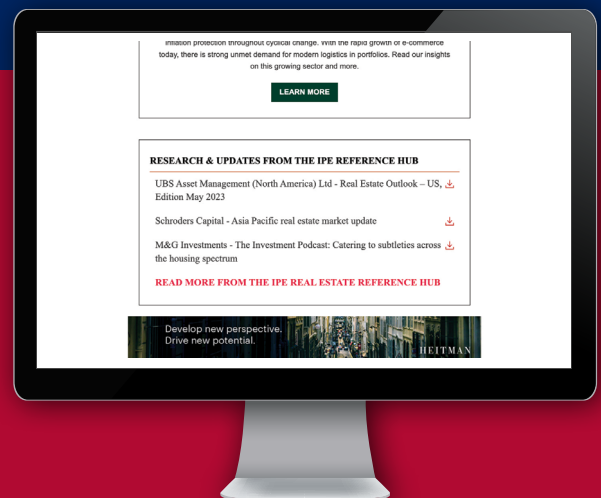
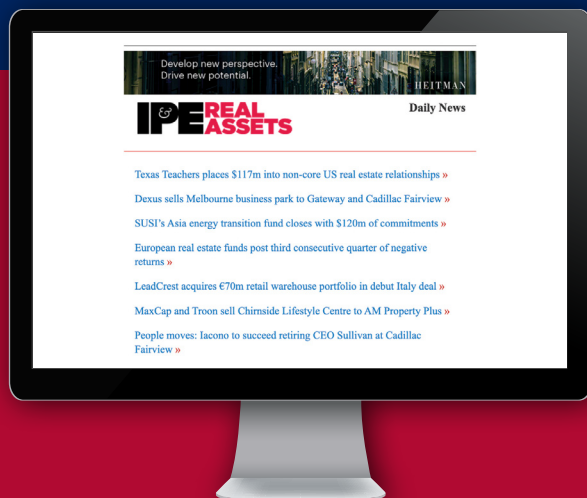
**22%**  
AVERAGE  
OPEN RATE



**21,544**  
AVERAGE NO. OF  
RECIPIENTS PER DAY  
AS OF JULY 2023



**8.1%**  
AVERAGE CLICK  
THRU RATE (CTR)



## IPE REAL ASSETS DAILY NEWS

Top and Bottom banner

**£700 per daily email**

Sponsored Link

**£1,650 per daily email**

## TECHNICAL SPECIFICATIONS

Top and Bottom banner

**728 x 90**

Sponsored Link (100 characters of text plus linking url)

**logo (125 x 35)**



# IPE REAL ASSETS

## INTERACTIVE WEBCASTS

### Simple and measurable lead generation

#### SPONSOR BENEFITS

- ▶ IPE Real Assets Webcasts enable asset managers, index providers and other interested financial services companies to speak directly to prospects to showcase their expertise, demonstrate and thought leadership and help them to convert engaged viewers into customers.
- ▶ In addition to IPE Real Assets's marketing of the webcast you will have the opportunity to invite your current & target clients to your webcast.
- ▶ IPE Real Assets captures your Webcast registrant/viewer details (including job title, phone number and email address) and delivers them to you post event in a fully documented activity report.
- ▶ IPE Real Assets's unparalleled reach among investors gets you directly to your market.
- ▶ You will have the opportunity to vet registrations.
- ▶ A recording of the webcast is stored permanently and can be used by the client for use on its website or other channels.

#### THE PROCESS

- ▶ You decide the subject matter and the speaker, we do the rest!
- ▶ IPE Real Assets appoints an independent moderator (an experienced financial journalist) who works with your speaker or speakers to chair the event including managing Q&A.
- ▶ IPE Real Assets offers rehearsals to prepare your speaker/s and ensure the smooth running of the webcast.
- ▶ IPE Real Assets is responsible for marketing your webcast: ideally this commences six weeks prior to the webcast.
- ▶ On request we can invite your wish-list of names to attend the webcast.
- ▶ Full technical support is provided throughout.

#### RATES

Single Sponsor  
Webcast: **£14,850**

#### THE WEBCAST

- ▶ IPE Real Assets Webcasts are normally a one-hour live event using the IPE channel on the BrightTALK platform
- ▶ Audio or video (talking head) plus Powerpoint presentation
- ▶ Each webcast is streamed live with your branding, the speaker's photograph, the facility to support the webcast with slides and to ask pre-agreed questions of the audience.
- ▶ The audience has the opportunity to ask questions by emailing the moderator, which the speaker can answer live.
- ▶ Audience polling function (scheduled in advance)
- ▶ Approximate allocation of time during the Webcast: 5 minutes of introduction/30 minutes presentation/10 minutes questions and answers session with the moderator (pre-agreed)/15 minutes live questions & answers session from the audience

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# 250-450

REGISTRATIONS PER WEBCAST

# 300+

WEBCASTS SINCE 2010

# IPE Real Assets Online Advertising Rates

## ONLINE ADVERTISING

Run of site leaderboard or MPU	<b>£50 cpm</b>
Half page MPU and expandable	<b>£72 cpm</b>
Floor Ad	<b>£110 cpm</b>
Site takeover (inc 1 email promotion)	<b>£7,000 per day</b>

## TECHNICAL SPECIFICATIONS

Leader Board	<b>728 x 90</b>
MPU	<b>300 x 250</b>
Half Page MPU	<b>300 x 600</b>
Expandable MPU	<b>300 x 250</b>
(expanding to 600 x 250). Must expand left.	
Expandable Leader Board	<b>728 x 90</b>
(expanding to 728 x 180). Must expand down.	
Floor Advertisement	<b>728 x 90</b>

Accepted formats	<b>JPG, GIF, FLASH, HTML</b>
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## IPE REAL ASSETS DAILY NEWS

Top and Bottom banner	<b>£700 per daily email</b>
Sponsored Link	<b>£1,650 per daily email</b>

## TECHNICAL SPECIFICATIONS

Top and Bottom banner	<b>728 x 90</b>
Sponsored Link (100 characters of text plus linking url)	<b>logo (125 x 35)</b>

## WEBCAST

Each webcast includes pre event marketing; event and post event subscriber registration details	<b>£14,850</b>
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## Events



### GLOBAL CONFERENCE & AWARDS 2024



### IPE REAL ESTATE GLOBAL CONFERENCE & AWARDS 22 MAY 2024, MADRID

CONFERENCE **NH COLLECTION EUROBUILDING**

AWARDS DINNER & CEREMONY **REAL MADRID BERNABÉU STADIUM**

Now in its 20th 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 Madrid 22 May 2024, 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.

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For more information please contact **Janet Pearch** T: +44 20 3465 9303 E: [janet.pearch@ipe.com](mailto:janet.pearch@ipe.com)



### BREAKFAST SERIES 2024

**Amsterdam  
Munich  
Zurich**



### REAL ASSETS BREAKFAST SERIES 9 - 11 APRIL 2024

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

**Infrastructure & Natural Capital**

GLOBAL INVESTOR CONFERENCE | 2024

**IPE REAL ASSETS INFRASTRUCTURE &  
NATURAL CAPITAL GLOBAL INVESTOR CONFERENCE  
12 – 13 SEPTEMBER 2024**

IPE Real Assets Infrastructure & Natural Capital Global Investor Conference in September 2024 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.

For more information please contact **Janet Pearch** T: +44 20 3465 9303 E: [janet.pearch@ipe.com](mailto:janet.pearch@ipe.com)

**\* NEW IPE EVENT****PLANNED & POTENTIAL CITIES:****London  
Dusseldorf  
Paris**

IPE Boardroom is an opportunity for C-Level relationship building with senior industry leaders over lunch or dinner.

IPE Boardroom delegates (circa 10 per city) will be personally invited by the IPE Editor who will also set the agenda that is relevant for each city.

## IPE Group



Launched in 1997, IPE Magazine was the first product in the IPE stable. Its remit encompasses the liquid asset classes and a range of pensions topics from European pensions regulation, snapshots of individual European pensions jurisdictions and pensions governance topics including administration and communications. Its core readership is European pension fund decision makers.

**See over for 2024 editorial outline.**



Launched in 2001, the annual IPE Annual Conference & Awards was IPE's first event and has become the largest gathering of pension funds under one roof. The 24th edition of this important gathering takes place in **Vienna** from the **27-29 November**. The IPE Awards recognise and reward best practice and innovation among Europe's diverse pensions providers across all asset classes and in pension fund operations and governance, as well as the important contribution of leading industry figures. Each year close to 700 senior professionals from across the industry join us for this key event.

**[ipe.com/awards](https://ipe.com/awards)**



Present your subject expertise to and network with European pension funds in their home city or region. The schedule of virtual and in-person events for 2024 is currently being reviewed.

**[ipe.com/events](https://ipe.com/events)**



IPE's content marketing platform Positions your content at the heart of the institutional investor community. IPE will publish an unlimited volume of your content to showcase, amplify and distribute your expertise to your target clients.

**[hub.ipe.com](https://hub.ipe.com)**



IPE Quest is an online asset manager search & selection tendering platform. It helps asset owners find and select the right asset managers for their investment portfolios through mandates – RFI (request for information / RFP (request for proposal)). Our platform features a diverse pool of over 1,800 asset managers across different asset classes, strategies, and regions, including boutiques and the IPE Top 500 Asset Managers Guide. We bring together asset owners and asset managers by providing easy-to-use web-based technology that delivers a longlist of asset managers. Our platform enables asset managers to place their capabilities in any given asset class in front of potential asset owner clients.

**[www.ipe-quest.com](https://www.ipe-quest.com)**

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