

Advertising Media Kit

Institutional Real Estate Europe

Institutional Real Estate Europe

Investor focused — connecting people, data, insights



20 What's in store?
Are logistics facilities the new must-haves for investors?
by Richard Flarberg

24 The global hunt for yield
Investors are going further afield and exploring alternatives in a low-return environment
by Lauren Furr

30 Back in the fold
Investors can see Spain's real estate market
by Rita Van Lancker

COMMENTARY

1 > Mises & True
Words, just words
by Richard Flarberg

4 > Speaker's De
Spreading the net
by David Williams

DEPARTMENTS

- 9 > Market Pulse
- 13 > People
- 15 > News & View
- 36 > Transaction
- 37 > Europe Deal
- 38 > The Last Word
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20 Hello stranger
CMBS takes a mighty long haul in Europe
by Lauren Furr

24 Ever a conundrum
Balancing equity and debt in real estate between the two
by James Buckley

29 Boom, boom, wow
European transaction growth in an oxeye to last the second of 2017
by Steven Mollison

34 Keep close
Are we at the start of a asset management cycle?
by Josh Pollack and Dan Lencucha

COMMENTARY

4 > Mollison
A new name
by Geoffrey Diermann

4 > Speaker's Corner
Real estate markets in northern Europe
by John Partridge

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An Institutional Real Estate, Inc. publication

September 2018

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20 Heavy weather
Investing in emerging markets is not for the faint-hearted
by James Buckley

25 Connecting the dots
How China's economic policies could affect US real estate markets
by Will Mohrback, John Kirk and Mark Fitzgerald

29 More than a feeling
What role does gut instinct play in real estate investing?
by Steve Wicksie

COMMENTARY

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Smooth landing or rough?
by Jonathan Stobbs

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Eritrean leads
by Darren Dugan

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November 2018

Institutional Real Estate Europe is the only magazine on the market today that takes you into the mind of the institutional investor in the pan-European region. By reading what they read, you will be better equipped to align your products with their needs. Every month it provides readers with industry news and insights on private equity real estate, helping property investors and other decision makers understand market trends and issues and shape their strategy accordingly. The data and information as well as commentary from thought leaders throughout Europe is valuable information that you just can't get anywhere else.

This publication also includes **Institutional Investing in Infrastructure** and **Institutional Real Estate FundTracker**.

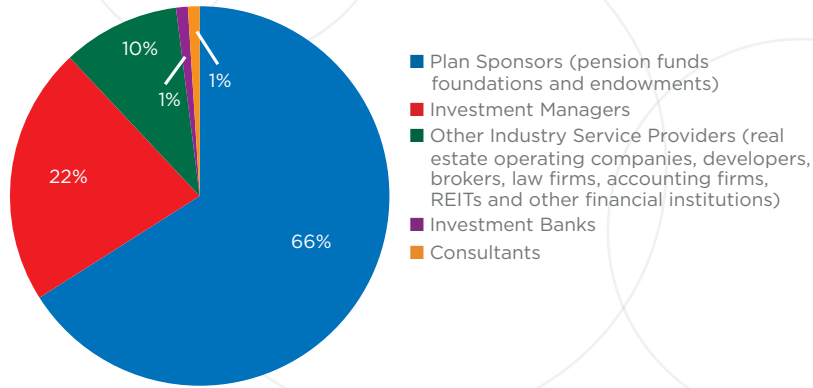
Frequency: 11x

Circulation: 1,200 (print and online)

Distribution: by mail and email alert for online version

Subscription rate: \$295

Firm-Type Breakdown

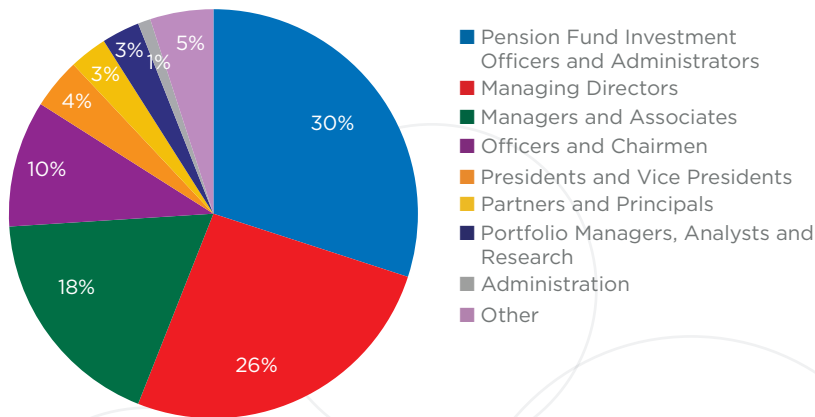


Bonus Distribution:

We have marketing alliances with conference producers throughout the industry, which allows us to distribute *Institutional Real Estate Europe* to the attendees of some of the biggest and best known events. Check out the link below to see our current roster of events for 2019.

www.irei.com/ireeu-bd

Title Breakdown

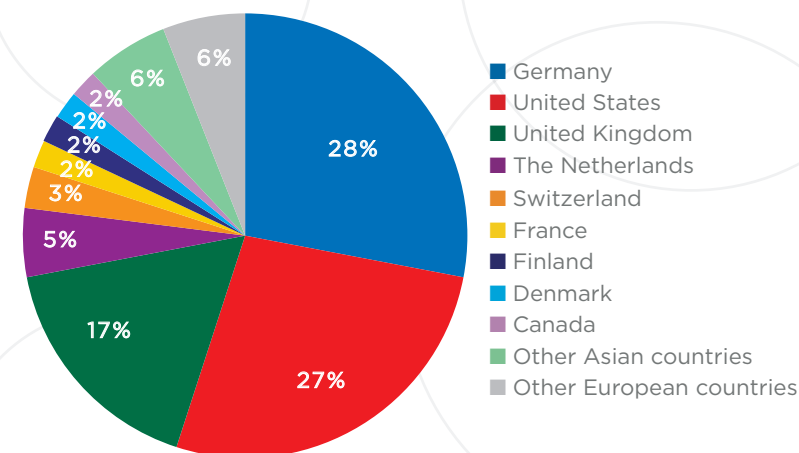


Editorial Calendar:

Our editorial calendar shows topics that are scheduled to be featured in the upcoming months. You can use this as an additional guide to help you select the best months to place your ads.

www.irei.com/ireeu_editorialcalendar

Geographic Breakdown



Editorial Advisory Board Members:

Institutional Real Estate Europe has a board of industry experts who meet annually to discuss the critical issues that the industry is facing. The candid discussions that take place at these meetings help formulate the content for the publication.

www.irei.com/ireeu_boardmembers

*Data as of May 2019

Advertising Mechanical Sizes and Rates

Institutional Real Estate Europe

	1x	3x	6x	9x	12x	18x
1 pg 4/C	\$4,700	\$4,400	\$4,200	\$4,100	\$4,000	\$3,900
1/2 pg 4/C	\$3,100	\$2,900	\$2,750	\$2,650	\$2,550	\$2,450
1/4 pg 4/C	\$2,000	\$1,900	\$1,800	\$1,700	\$1,600	\$1,500
1 pg B/W	\$4,150	\$3,850	\$3,650	\$3,550	\$3,450	\$3,350
1/2 pg B/W	\$2,550	\$2,350	\$2,200	\$2,100	\$2,000	\$1,900
1/4 pg B/W	\$1,450	\$1,350	\$1,250	\$1,150	\$1,050	\$950
Jr pg 4/C	\$3,900	\$3,600	\$3,400	\$3,300	\$3,200	\$3,100
Jr pg B/W	\$3,350	\$3,050	\$2,850	\$2,750	\$2,650	\$2,550
Dbl pg 4/C	\$7,100	\$6,500	\$6,300	\$6,200	\$6,100	\$6,000
Dbl pg B/W	\$6,000	\$5,400	\$5,200	\$5,100	\$5,000	\$4,900

COVER 2 and 3: Add \$200

BLEEDS: Add 10%

Insert & Brochure Rates

Inserts and Brochures Upon Request

Reprints of Ads Upon Request

Payments & Deadlines

A 15% commission will be granted to recognised advertising agencies on space, colour, bleed and position charges only. We do not pay commissions on charges for artwork or reprints.

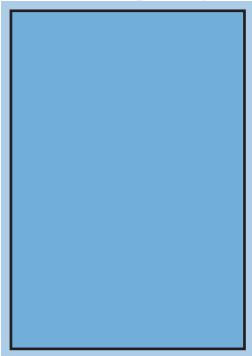
Terms: 30 days net. Interest will accrue at a rate of 1.5% per month. Electronic wire transfer available.

Copyright & Contract Policy

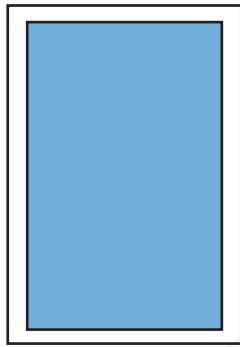
Advertisers and advertising agencies assume liability for all content of advertisements printed and also assume liability for any claims arising therefrom made against the Publisher. The Publisher reserves the right to reject any advertising materials the Publisher deems not suitable for the Publication's audience or in keeping with the Publication's standards. The Publisher also reserves the right to insert the words "advertising" or "advertorial" into copy that the Publisher deems to resemble editorial matter.

Mechanical Requirements

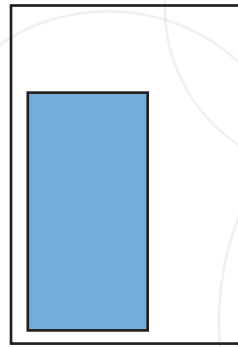
The Publication trim size is A4 - 210mm wide by 297mm tall (8.27" x 11.69")



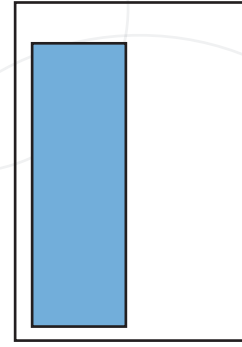
Full-Page Bleed
210 mm (8.27") wide
297 mm (11.69") high



Full-Page
185 mm (7.28") wide
272 mm (10.71") high



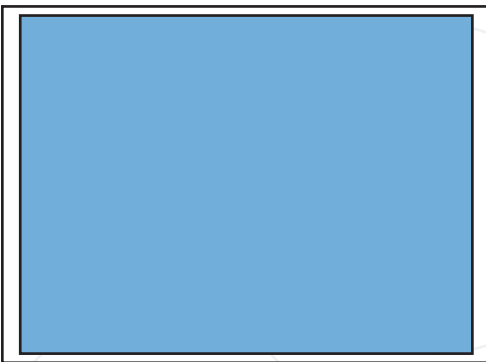
Junior Page
92.45 mm (3.64") wide
187.96 mm (7.4") high



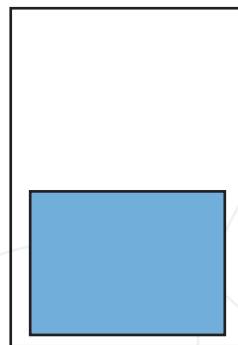
12-page Vertical
85 mm (3.3465") wide
250 mm (9.84") high

Bleeds add 6 mm (.2362") to each edge.

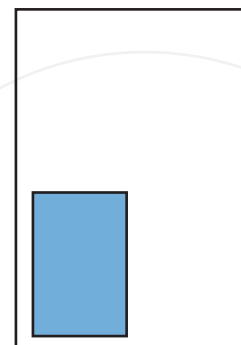
Live area for full page ad
185 mm x 272 mm



Double-Page Spread
390 mm (15.3545") wide
275 mm (10.8268") high



12-page Horizontal
174 mm (6.8504") wide
129 mm (5.0787") high



14-page
85 mm (3.3465") wide
129 mm (5.0787") high

Artwork

All artwork should be submitted as a press-ready PDF processed through Adobe Acrobat.

If you are unable to send us artwork in this format, please contact us. We may be able to accommodate your placement, but there will be additional fees incurred for the conversion.

Contacts

Advertising Sale Inquiries

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Shipping Instructions

Electronic shipping: Email files to Michelle Raab at m.raab@irei.com

FTP Site: If you would like to access our FTP site, please contact Susan Sharpe at s.sharpe@irei.com for instructions.

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