

# 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 Parr

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

#### COMMENTARY

**1 > Mises & Trussardi**  
Words, just words  
by Richard Flarberg

**4 > Speaker's Deck**  
Spreading the net  
by David Williams

#### DEPARTMENTS

**9 > Market Pulse**

**13 > People**

**15 > News & Views**

**36 > Transactions**

**37 > Europe Deals**

**38 > The Last Word**

**40 > Photo Finish**

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**20 Hello stranger**  
CMBS takes a mighty long haul in Europe  
by Lauren Parr

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

**29 Boom, boom, wow**  
European transaction growth in an oxeye to land the record of 2013?  
by Steven Mollathorn

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

#### COMMENTARY

**4 > Millennial**  
A new name  
by Geoffrey Diermann

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

#### DEPARTMENTS

**9 > Market Pulse**

**13 > People**

**15 > News & Views**

**41 > Europe Deals**

**43 > The Last Word**

**44 > Photo Finish**

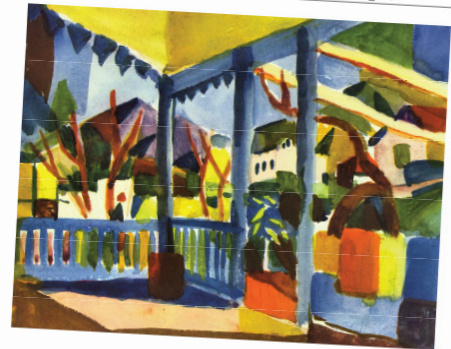
www.inre.com

An Institutional Real Estate, Inc. publication

September 2014

### Institutional Real Estate Europe

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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 Mohrman, John Kirk and Mark Fitzgerald

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

#### COMMENTARY

**1 > Mises & Trussardi**  
Smooth sailing or rough?  
by Jonathan Stubbins

**4 > Speaker's Corner**  
Eritrean leads  
by Darren Rogers

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November 2014

**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 Real Estate FundTracker**.

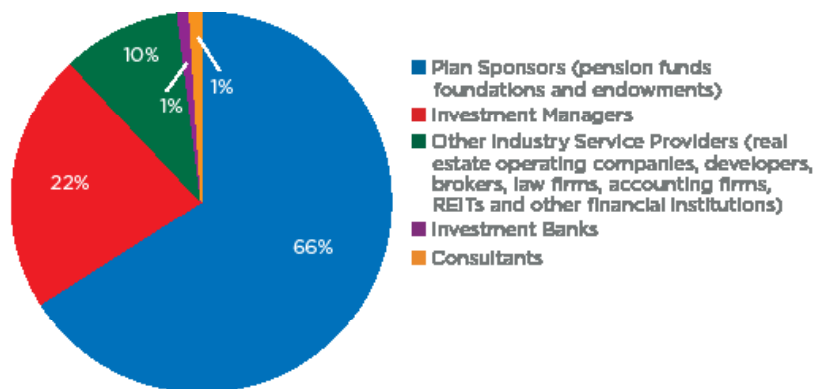
Frequency: 11x

Circulation: 1,200 (print and online)

Distribution: by mail and email alert for online version

Subscription rate: \$295

## Firm-Type Breakdown

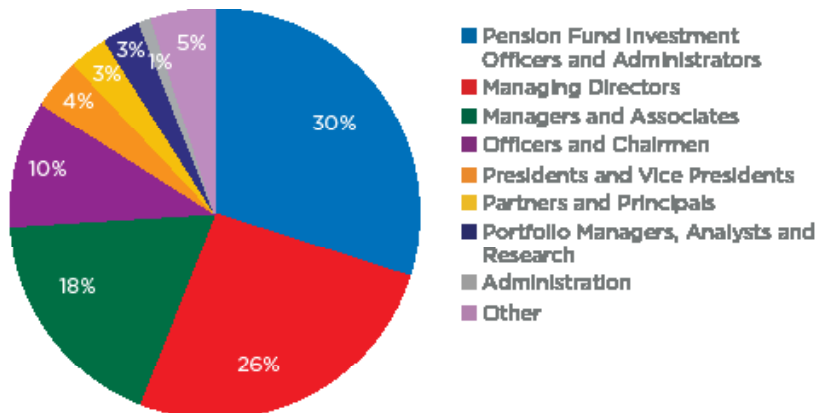


## Bonus Distribution:

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 2020.

[www.irei.com/ireeu-bd](http://www.irei.com/ireeu-bd)

## Title Breakdown

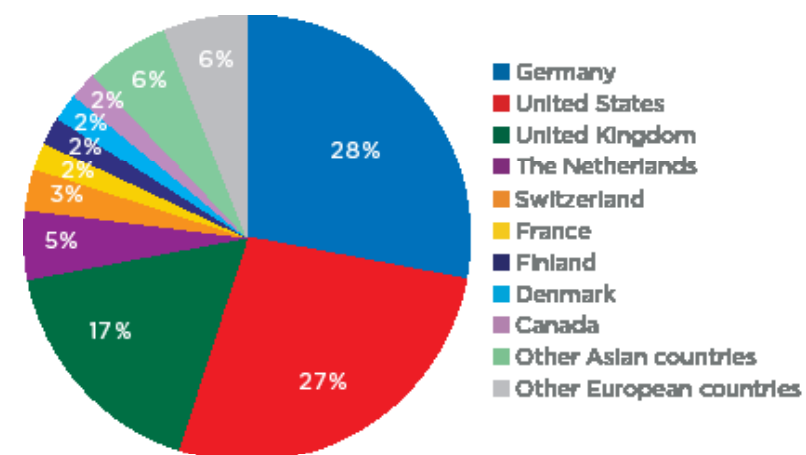


## Editorial Calendar:

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](http://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](http://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.

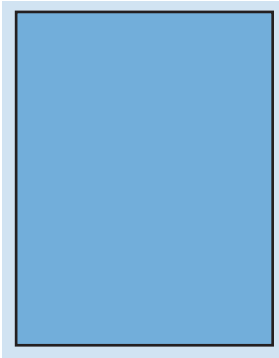
Terms: 30 days net. Interest will accrue at a rate of 1.5% per month. Electronic wire transfer available.

### **Copyright & Contract Policy**

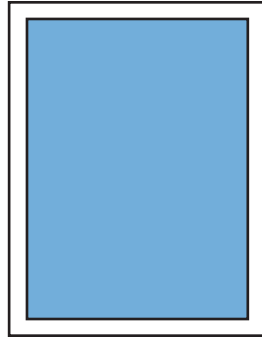
Advertisers and advertising agencies assume liability for all content of advertisements printed and also assume liability for any claims arising therefrom made against the Publisher. The Publisher reserves the right to reject any advertising materials the Publisher deems not suitable for the Publication's 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

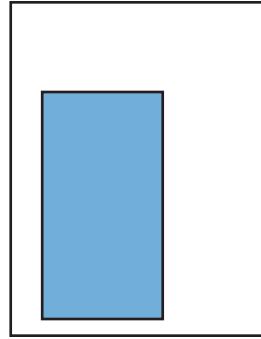
The Publication trim size is 8.5" wide x 11" high



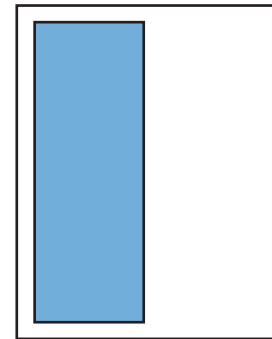
Full-Page Bleed  
8-3/4" wide x 11-1/4" high



Full-Page  
7" wide x 10" high



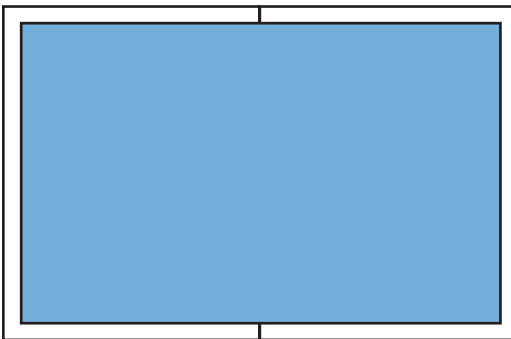
Junior Page  
3-7/8" wide x 7-2/5" high



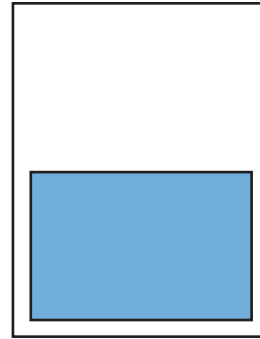
12-page Vertical  
3-3/8" wide x 10" high

OR

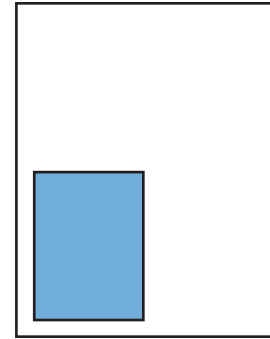
8.5" wide x 11" high +  
0.125" bleed



Double-Page Spread  
15-1/2" wide x 10" high



12-page Horizontal  
7" wide x 4-5/8" high



1/4-page  
3-3/8" wide x 4-5/8" high

Double-Page Spread Bleed  
17-1/4" wide x 11-1/4" 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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Senior Account Executive, Advertising  
c.kudren@irei.com  
+1 917-620-4666

## Shipping Instructions

Electronic shipping: Email files to Michelle Raab at [m.raab@irei.com](mailto:m.raab@irei.com)

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

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