

# Advertising Media Kit

**Institutional Real Estate**  
*Asia Pacific*

Get your message to the right people, raise your company profile and differentiate your firm from the competition by advertising in *Institutional Real Estate Asia Pacific*.



Launched in 2009, **Institutional Real Estate Asia Pacific** is dedicated to reporting the trends, issues and events driving the commercial real estate market in the Asia Pacific region including Japan, Australia, Singapore and the emerging markets in China, India and beyond. Its target audience is qualified representatives (such as CIOs) of Asia Pacific pension funds, family offices, endowments, foundations, fund of funds sponsors and other investment organizations engaged in allocating capital to third-party real estate investment managers and investment offerings. This publication follows the same platform as its sister publications, **Institutional Real Estate Americas** and **Institutional Real Estate Europe**.

**Frequency:** 11x

**Circulation:** 1,000  
(print and digital)

**Distribution:** by mail and email alert for digital version

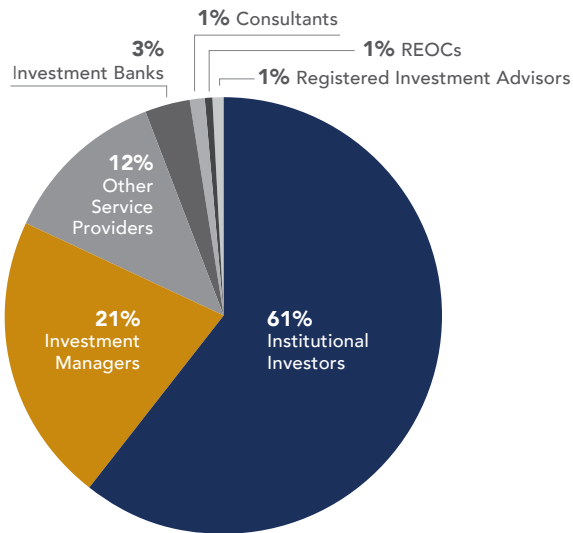
**Supplements:**  
*IREI.Q Fundraising Reports*  
*IREI Investment Guides*

**Subscription rate:** \$295/year  
\*Qualified institutional investors receive complimentary

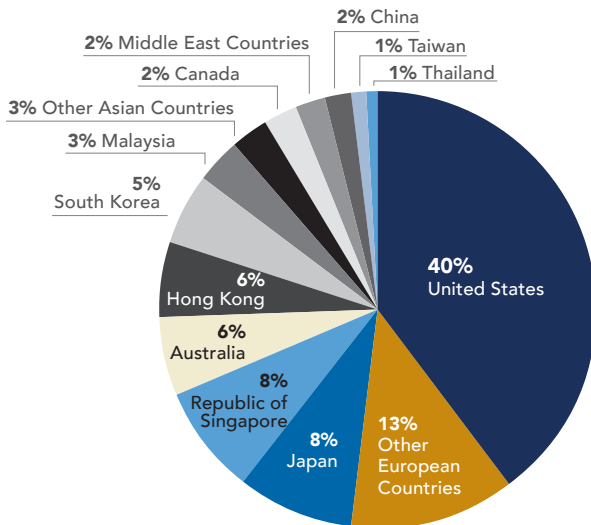


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Asia Pacific

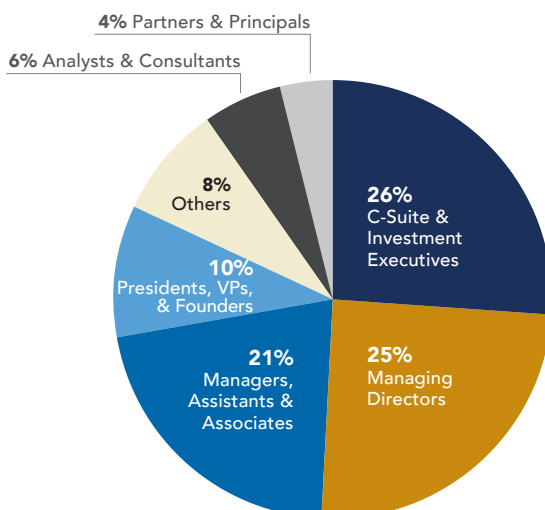
### FIRM TYPE



### GEOGRAPHY TYPE



### TITLE TYPE



## Bonus Distribution:

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

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

## 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/ireap\\_editorialcalendar](http://www.irei.com/ireap_editorialcalendar)

## Editorial Advisory Board Members:

***Institutional Real Estate Asia Pacific*** 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/ireap\\_boardmembers](http://www.irei.com/ireap_boardmembers)



# Advertising Mechanical Sizes and Rates

## *Institutional Real Estate Asia Pacific*

	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**

A 15% commission will be granted to recognized advertising agencies on space, color, 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.

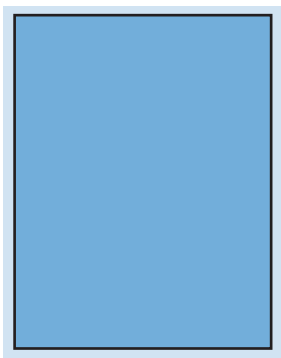
### **Copyright & Contract Policy**

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.

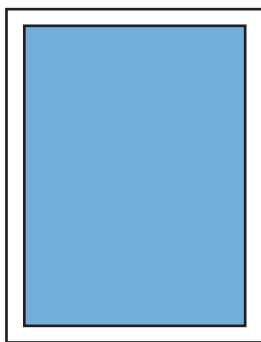


# Mechanical Requirements

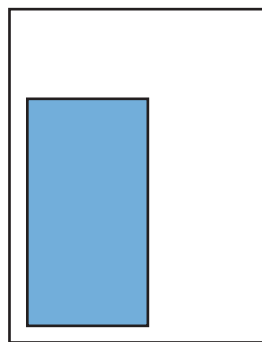
The Publication trim size is 8.5" wide x 11" high



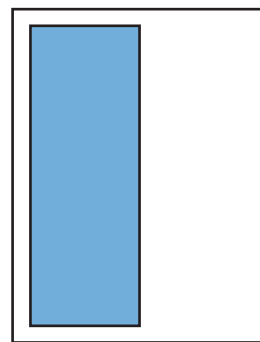
Full-Page Bleed  
8-3/4" wide x 11-1/4" high



Full-Page  
7" wide x 10" high



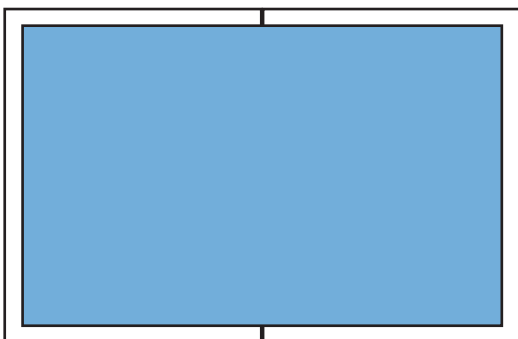
Junior Page  
3-7/8" wide x 7-2/5" high



1/2-page Vertical  
3-3/8" wide x 10" high

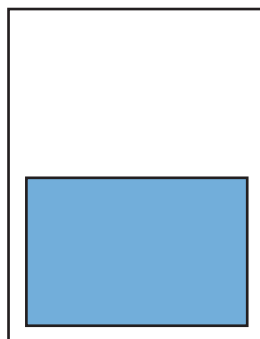
OR

8.5" wide x 11" high + 0.125" bleed

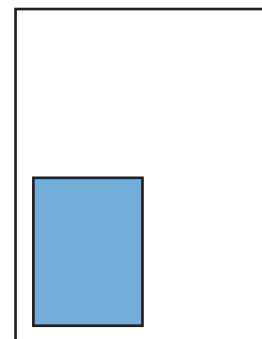


Double-Page Spread  
15-1/2" wide x 10" high

Double-Page Spread Bleed  
17-1/4" wide x 11-1/4" high



1/2-page Horizontal  
7" wide x 4-5/8" high



1/4-page  
3-3/8" wide x 4-5/8" 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 may be additional fees incurred for the conversion.

## Contacts

### Advertising Sales Inquiries

CYNTHIA KUDREN, Senior Account Executive, Advertising  
c.kudren@irei.com  
+1 917-620-4666

## Artwork Inquiries

MICHELLE RAAB, Senior Advertising & Media Specialist  
m.raab@irei.com

## 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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San Ramon, CA 94583 United States