

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*.

 **INSTITUTIONAL
REAL ESTATE, INC.**



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

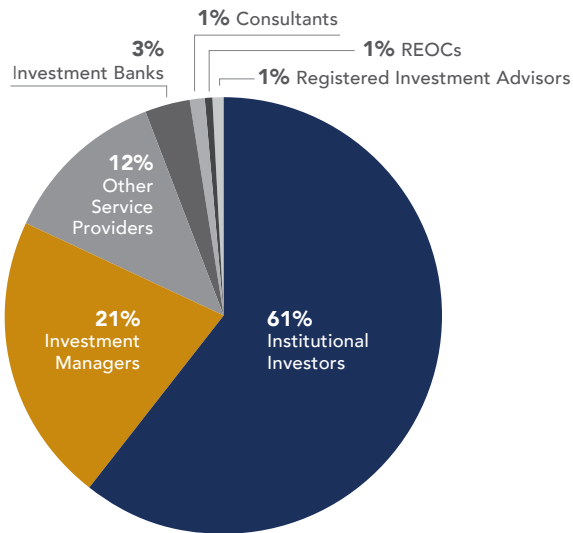
Supplements:
IREI.Q Fundraising Reports
IREI Investment Guides

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



Institutional Real Estate
Asia Pacific

FIRM TYPE

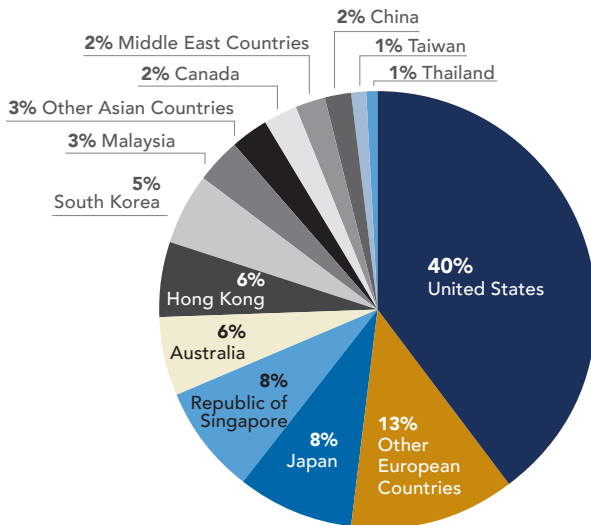


Bonus Distribution:

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

GEOGRAPHY TYPE

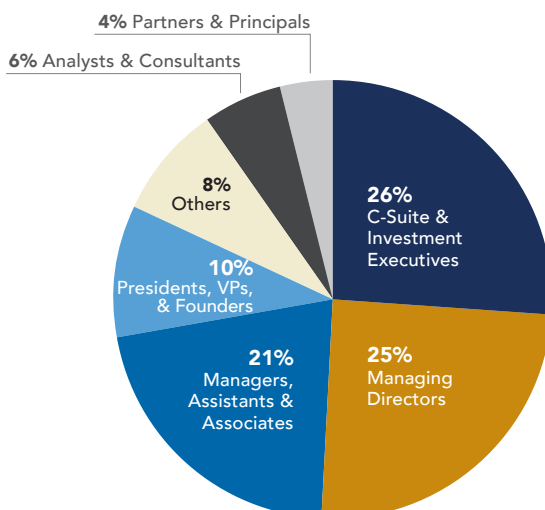


Editorial Calendar:

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

TITLE TYPE



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



Advertising Mechanical Sizes and Rates

Institutional Real Estate Asia Pacific

	1x	3x	6x	11x
1/4-page 4/C	\$2,400	\$2,200	\$2,000	\$1,800
1/2-page 4/C	\$3,750	\$3,550	\$3,350	\$3,150
Full-page 4/C	\$5,700	\$5,500	\$5,300	\$5,100
2-Page Spread 4/C	\$9,000	\$8,800	\$8,600	\$8,400

Inside Front Cover, Full-page 4/C	\$6,000
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Inside Back Cover, Full-page 4/C	\$6,000
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Bellyband	\$7,000
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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.

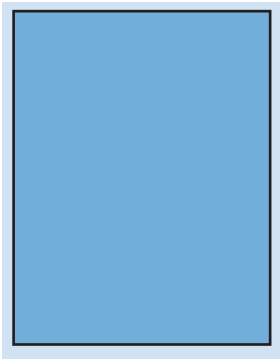
Copyright & Contract Policy

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.

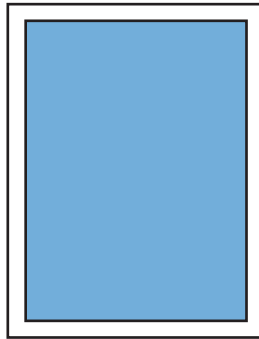


Mechanical Requirements

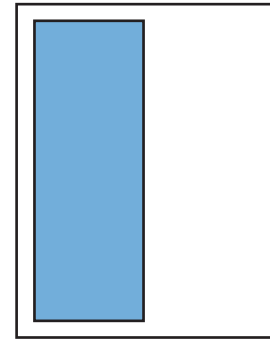
The Publication trim size is 8.5" wide x 11" high



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



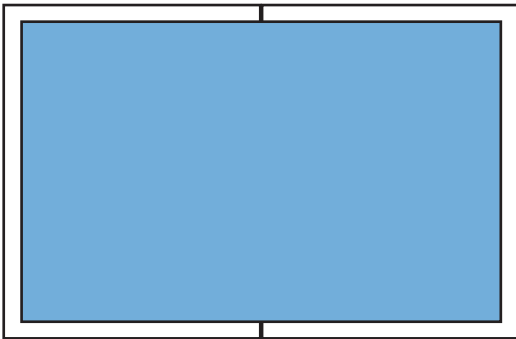
Full-Page
7" wide x 10" high



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

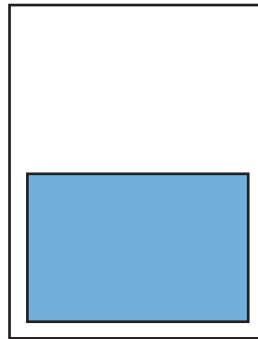
OR

8.5" wide x 11" high + 0.125" bleed

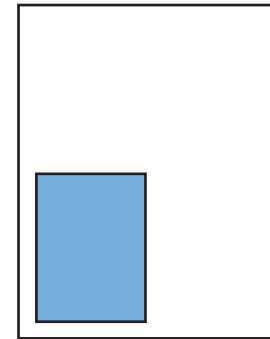


2-Page Spread
15-1/2" wide x 10" high

2-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

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Artwork Inquiries

MICHELLE RAAB, Senior Advertising & Media Specialist
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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.

Mail:
Institutional Real Estate, Inc.
2010 Crow Canyon Place, Suite 455
San Ramon, CA 94583 United States



E-blast

Advertise on the *Institutional Real Estate Asia Pacific* publication e-blast. This e-blast goes out once/month to IREI's *Asia Pacific* subscribers alerting them that a new issue has published.

The larger vertical side banner is sized 180w x 300h.

The rate/e-blast is **\$3,750**.

The smaller side banners are sized 180w x 150h.

The rate/e-blast is **\$2,400**.

Accepted file formats are JPG, PNG, and GIF.

Provide the URL that you'd like your banner to link to.

Email not displaying correctly? [View Online](#)

Institutional Real Estate *Asia Pacific*

We hope you enjoy the January issue of *Institutional Real Estate Asia Pacific*. To access the issue, visit [this publication's page](#) on our website to see all article headlines and blurbs. You will need to log in on the upper right-hand corner of the website.

You are receiving this email because you are a subscriber to *Institutional Real Estate Asia Pacific*.



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Shaken to the core

Blue-chip office no longer offers a safe, long-term return; what are the new core alternatives? [READ MORE](#)



The four quadrants approach

Now is the time for Asia Pacific investors to diversify their commercial real estate allocation. [READ MORE](#)



Property: The great inflation hedge?

Navigating real estate in a changing economic landscape. [READ MORE](#)



Branching out

The appeal of timberland for portfolio diversification. [READ MORE](#)

VERTICAL BANNER
180w x 300h

SIDE BANNER
180w x 150h

SIDE BANNER
180w x 150h



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