

The background of the entire page is a light blue-tinted photograph of the Eiffel Tower in Paris, France. The tower is the central focus, with its intricate lattice structure clearly visible. To the left and right of the tower, the ornate facades of Parisian buildings with balconies and windows are visible, creating a sense of a city street scene. The overall tone is professional and sophisticated.

Advertising Media Kit

Institutional Real Estate *Europe*

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



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.

Frequency: 11x

Circulation: 1,200
(print and digital)

Distribution: by mail and
email alert for digital version

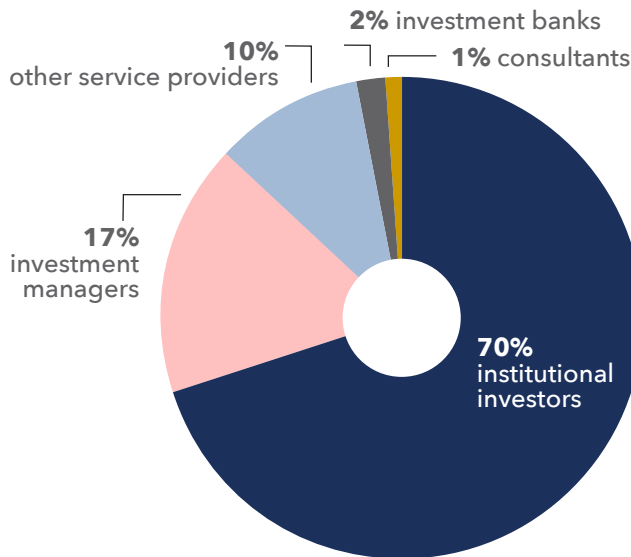
Supplements:
IREI.Q Fundraising Reports
IREI Investment Guides

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

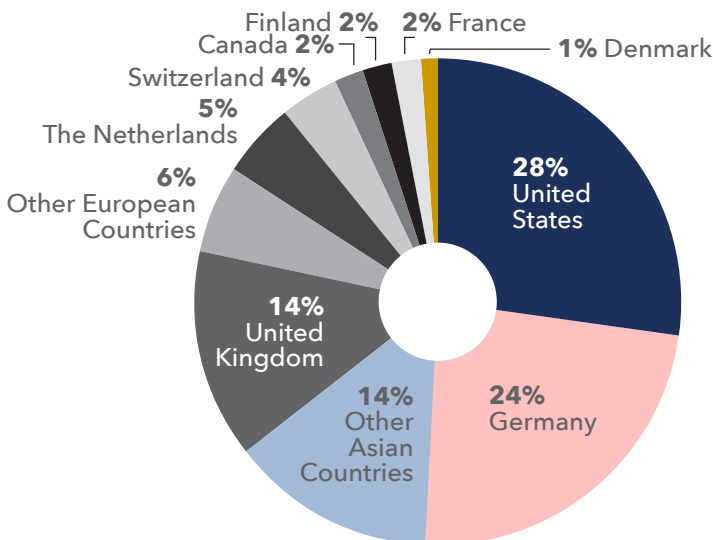


Institutional Real Estate
Europe

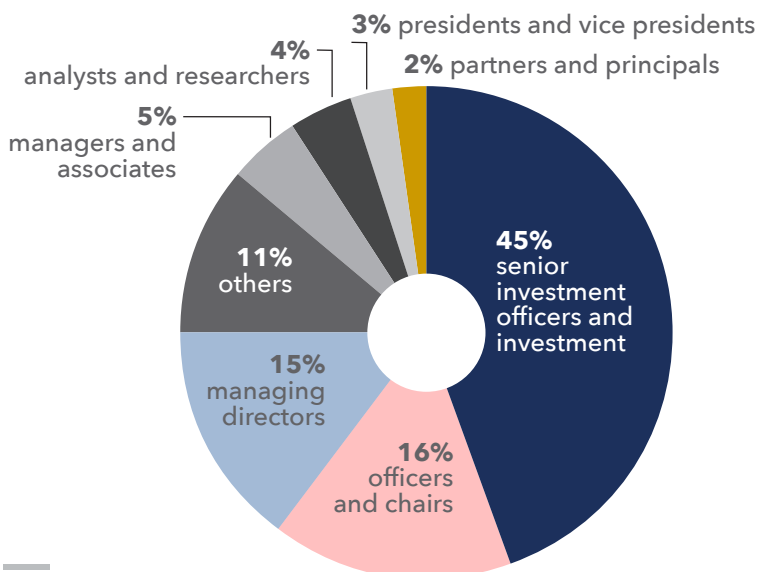
FIRM TYPE



GEOGRAPHY TYPE



TITLE TYPE



Bonus Distribution:

We have marketing alliances with conference producers throughout the industry, which allows us to distribute ***Institutional Real Estate 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.

www.irei.com/ireeu-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/ireeu_editorialcalendar

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



Advertising Mechanical Sizes and Rates

Institutional Real Estate Europe

	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.

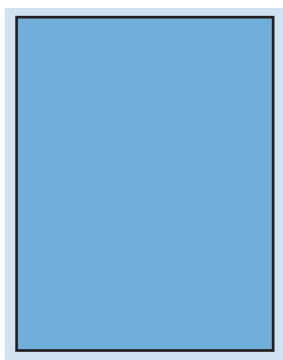
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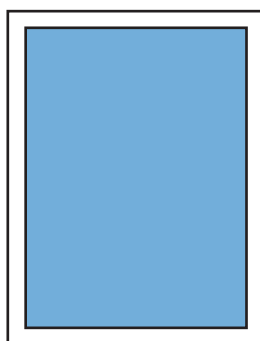


Mechanical Requirements

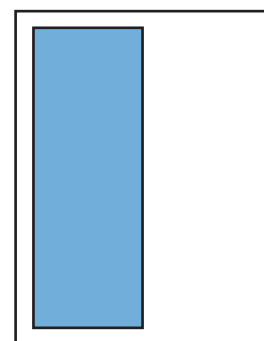
The Publication trim size is 8.5" wide x 11" high



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



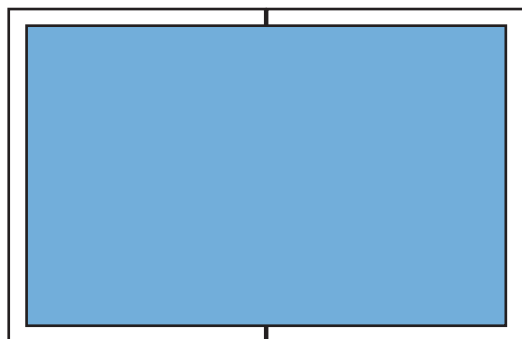
Full-Page
7" wide x 10" high



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

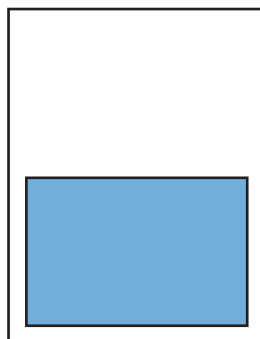
OR

8.5" wide x 11" high + 0.125" bleed

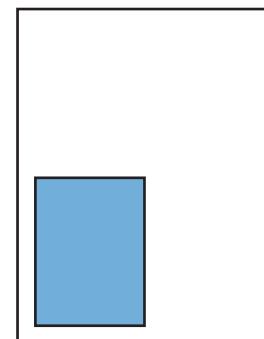


2-Page Spread
15-1/2" wide x 10" high

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

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.

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 Europe* publication e-blast. This e-blast goes out once/month to IREI's *Europe* 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.

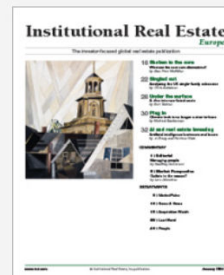
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Institutional Real Estate *Europe*

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VERTICAL BANNER
180w x 300h

SIDE BANNER
180w x 150h

SIDE BANNER
180w x 150h



Institutional Real Estate, Inc.
2010 Crow Canyon Place, Suite 455
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