

IREI's Europe Real Estate Platform

Institutional Real Estate, Inc's Europe programme is designed to connect investors, consultants and managers with news, data, insights and each other.

Investor Focused



Web-Based Services

IREI's website news is refreshed daily. It is the go-to site for investors and investment managers working within the institutional real estate marketplace.



Databases

Our IRE.IQ database is like having your own research department. Investors receive access to hundreds of different proprietary searches; investment managers can purchase a paid subscription or receive access through sponsorship.



Sponsorship and Advertising

Investment managers can raise their visibility to our exclusive investor audience.



Subscriptions

Investors receive only the news that is relevant to them; investment managers get inside knowledge on investor sentiment.



Events

Investors can enjoy IREI's marketing-free events where we strive for a 3:1 manager/investor ratio; managers can also network in a relaxed environment where there is plenty of opportunity to meet the right investors.

IREI's Platform

For more than 30 years, Institutional Real Estate, Inc (IREI) has been the most trusted and reliable source of data, insights and perspectives on the real estate, infrastructure and real asset classes.

With a unique and singular platform that focuses on the investor in the most important regions of the world – the Americas, Europe and Asia Pacific – we facilitate a more open dialogue between the investors and the people and companies who serve them.

Armed with tailored daily news content; monthly print publications; online database resources; and exclusive invitation-only programs and events that address investors' needs, concerns and what's keeping them up at night, you're able to make more informed investment strategy decisions.

What's more, investment managers who sponsor IREI's publications and events have the unique opportunity to meet one-to-one with many of the most active investors and raise their firm's profile and differentiate their services.

The result is the ability to build closer relationships faster, more efficiently and at a much lower cost.



IREI Europe Platform

IREI's Europe platform offers many different options to get involved at both the individual and organisation level.

Our Europe platform is expansive, including a publication, *Institutional Real Estate Europe (Europe)*; annual in-person and virtual roundtables; annual Editorial Advisory Board Meeting; and original digital content.

There are three distinct levels of collaboration with IREI's Europe platform, all designed to connect investors, consultants and managers with news, data, insights and each other.



Information

- *Institutional Real Estate Newsline* - complimentary to sign up
- Videos, Webinars and Podcasts
- *Europe* Publication - \$295 for a one-year subscription (11 editions)
- IRE.IQ Database - \$3,995 for a one-year subscription

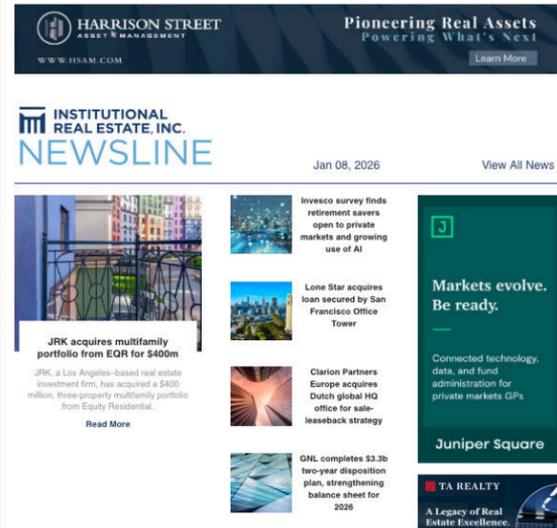
Engagement

- Advertising in *Europe* - digital and print options available, prices vary
- Editorial Opportunities - chance to feature your press-release submissions, list your whitepapers and research, and contribute to articles, videos or podcasts

Partnership

- *Europe* Publication Sponsorship - \$71,585 annually, 12-month programme
- *Europe* Editorial Advisory Board Meeting - annual, invite-only event
- Exclusively curated in-person and virtual roundtables
- Annual Sponsorship Briefing - offers an exclusive first look at IREI's Global Annual Investor Survey results

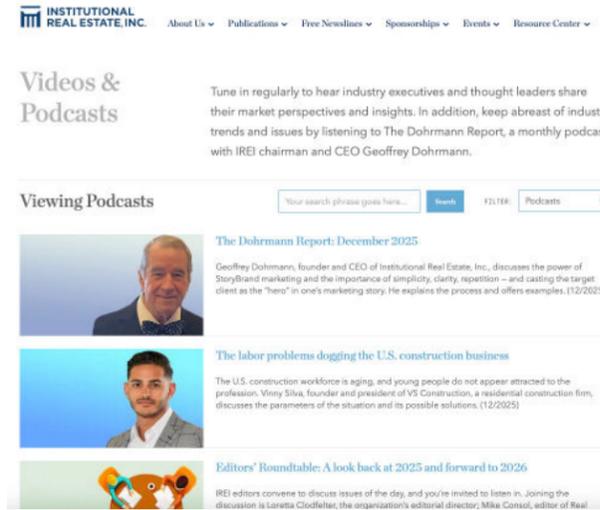
Information



Institutional Real Estate Newsline

Our daily *Institutional Real Estate Newsline* email delivers the day's top stories on the institutional real estate market, including news on commitments, fundraising, transactions, research reports, people and press releases.

Institutional Real Estate Newsline is a complimentary news service. All you have to do is opt in to start receiving news stories every weekday.



Videos, Webinars & Podcasts

IREI regularly releases original videos, webinars and podcasts geared to institutional investors. Tune in to hear industry executives and thought leaders share their market perspectives and insights.

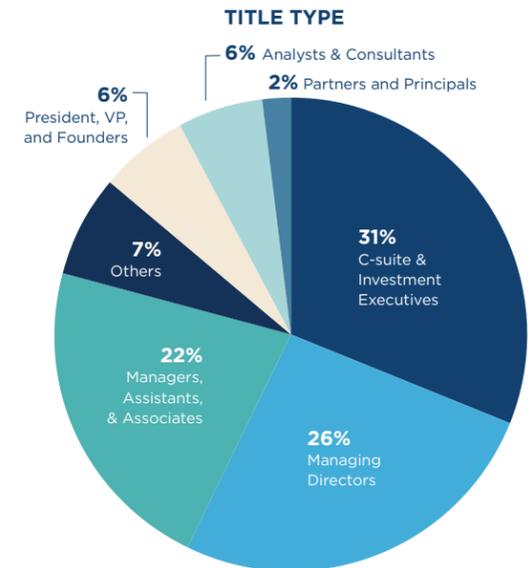
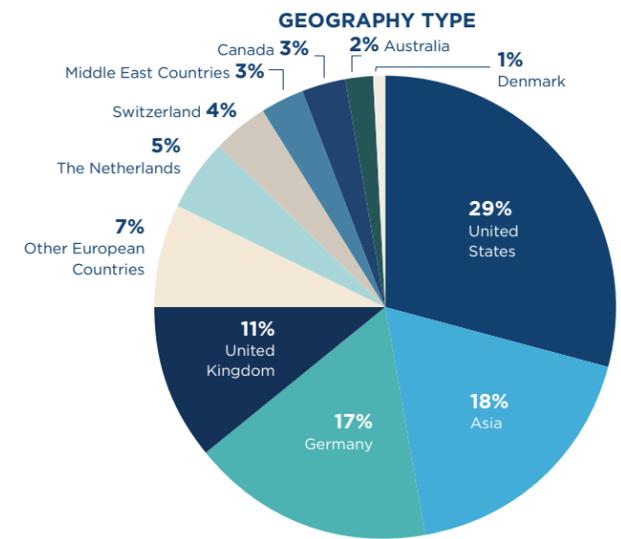
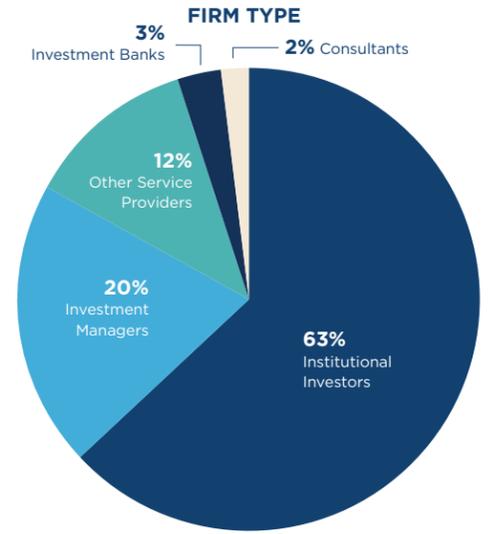
Europe Publication

Institutional Real Estate Europe provides readers with the news, information and insights necessary to stay abreast of the dynamic and diverse property markets throughout Europe.



Leading industry executives and thought leaders share their insights on market trends and investment opportunities. The magazine also features the latest information on capital flows, new investment products, investment strategies and activity by the region's most active investors.

- Controlled circulation of investors, consultants, managers, bankers, placement agents and other service providers
- Readership of nearly 1,200
- Content directed by investor-led Editorial Advisory Board



Engagement

Advertising

IREI's *Institutional Real Estate Newslines* and *Europe* publications, as well as its website, are highly targeted advertising vehicles to help you reach the key players in the real estate industry with impact and authority. Sponsoring firms receive advertising with their package of benefits, but you don't have to be a sponsor to advertise in our publications. Advertising is a great way to gain visibility in the community and get your message in front of leading institutional investors.

Website

J.P.Morgan Asset Management
The complex world of Alternative investments. Simplified.
READ THE GUIDE
HEADER BANNER - 960W X 120H

REAL ESTATE INVESTING
Renewing the Capital Update to I.R.E. Principles Version 3.0
VERTICAL SIDE BANNER - 300W X 600H

CenterSquare
REAL ASSET INVESTMENT LEADERSHIP
LISTED REAL ESTATE LISTED INFRASTRUCTURE
PRIVATE EQUITY REAL ESTATE PRIVATE REAL ESTATE DEBT
MIDDLE BANNER - 960W X 120H

M&G Investments
THE INVESTMENT PODCAST
Building a more sustainable future
Listen now
SIDE BANNER - 300W X 250H

BARINGS
Adaptability.
It's the new look of partnership.
Learn More
FOOTER BANNER - 960W X 120H

Newsline

MADISON REALTY CAPITAL
\$11 BILLION \$5 BILLION
closed across 460+ debt and equity positions since 2004
approximate gross assets across investment platform
LEADERBOARD BANNER - 760W X 100H

INSTITUTIONAL REAL ESTATE INC. NEWSLINE
Jun 08, 2020
View All News

WE SET THE CURVE ON STUDENT HOUSING RESULTS.
RELENTLESS DRIVE FOR RESULTS
MIDDLE BANNER - 520W X 100H

bluevista
LEARN MORE
VERTICAL SIDE BANNER - 200W X 385H

FOCUSED STRATEGY BUILD-TO-CORE
National REAL ESTATE ADVISORS
SIDE BANNER - 200W X 150H

BARINGS
Adaptability.
It's the new look of partnership.
Learn More
MIDDLE BANNER - 520W X 100H

Digital Banner Program

Receive exposure through digital ad placements in our *Institutional Real Estate Newslines*, which is distributed every weekday to more than 17,000. You may also place your banner ad on our IREI homepage or news page for even more branding options.

Publication Advertisement Program

There are quarter-page, half-page, full-page and double-page advertisement options in our *Europe* publication. Prices for these ad placements range from \$2,400 - \$9,000.

Partnership

Sponsorship is a unique programme that provides you with a rich array of services designed to help you position your firm for the best success in the European marketplace. Our current sponsors are among the top investment advisory firms in the industry. When you become a sponsor you are aligning your company with these leading firms. You and your firm will get noticed and be heard in the industry.

A sponsorship bundles our information and engagement products, plus it includes consulting time and an invitation to be a Europe board member.

Our Europe Publication Sponsorship

Sponsorship

\$71,585 annually



Benefit		Full level
Marketing & Branding	Advertising (publication or digital)	8 Credits
	Editorial Advisory Board Member listed in publication	Throughout sponsor term
	Company listing on back of publication	Throughout sponsor term
	Company listing on IREI website	Throughout sponsor term
	Complimentary PDF reprints of sponsor interviews and contributed features	Unlimited
Investor relations/research	Event: Editorial Advisory Board Meeting	1 seat
	Event: Sponsor Briefing on Annual Investor Survey	Unlimited attendees
	Event: Roundtable Meetings (virtual & in-person)	-4 per year (varies based on schedule)
	Subscription: <i>Institutional Real Estate Newsline</i> (Daily Email)	Unlimited
	Subscription: <i>Institutional Real Estate Europe</i> (Monthly Publication)	13 Subscriptions
	Subscription: <i>IRE.IQ Fundraising Reports</i>	13 Subscriptions
	Research Hours OR access to <i>IRE.IQ Database</i>	12 Hours or 3 Subscriptions to IRE.IQ
Other	Consulting	1 Hour
	Priority and discounted registration for VIP Americas conference	20% Discount
	Discounts on additional IREI items: conference sponsorships, advertising in special reports, etc.	25% Discount
	Discounts on sponsoring other IREI publications	20% Discount
	Complimentary contribution to feature stories	
Complimentary video interviews and podcasts		

*All sponsorship benefits must be utilized within the term dates of the agreement.



Europe Editorial Advisory Board Meeting

The *Europe* Editorial Advisory Board Meeting is an invitation-only event designed to create and foster meaningful dialogue in a strict non-marketing environment. This meeting provides for an open exchange of ideas to identify the key issues facing European institutional real estate investors and the people and firms that serve them. The issues identified by the board chart the course for the upcoming years editorial focus.

- The board is comprised of investors, consultants, and publication-sponsoring investment managers that underwrite our ability to service our community.
- The targeted investor to manager ratio of the board is 1:1.
- The board meetings are held annually and provide for memorable experiences in highly desirable locations.
- The meetings provide the opportunity to build new relationships and foster existing ones.
- Board member contributions directly impact and influence the content we provide to best serve the institutional real estate investor community.

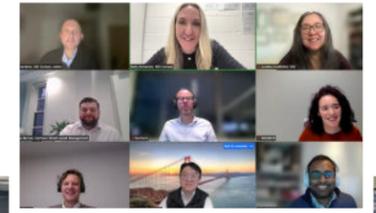
Roundtables

Available to sponsors only: IREI offers intimate and off-the-record conversations where investors, consultants and investment managers engage on a wide-ranging variety of topics of the day and create long-term and profitable relationships. Roundtables are conducted in both in-person and virtual formats.

Editorial board meeting



Roundtables



CURRENT EUROPE BOARD MEMBERS

Investors

Abu Dhabi Investment Authority - Irfan Younus
 APG AM - Kristian Elonen
 ASR Real Assets - Jeroen Winkelman
 Bank of Ireland - Paul McKee
 Bank of Italy - Roberto Violi
 BVK - Rainer Komenda
 Fidelidade - João Andrade
 MJ et Cie - Alberto Haddad
 Nippon Life Global Investors - Marc Didavi
 OP Real Estate - Pami Pihlström
 QuadReal Property Group - Farhaz Miah

Consultants

Almazara - Wietse De Vries
 Inderst Advisory - Georg Inderst
 Stepstone Group - Anja Ritchie
 The Townsend Group - David Dix
 TME Associates - Dr Wolfgang Speckhahn

Managers

Affinius - Max Von Below
 Greystar - Alex Mullins
 Harrison Street - Mina Kojuri
 Invesco Real Estate - Douglas Rowlands
 Nuveen Real Estate - John Harding
 Slate Asset Management - Jerry Cain
 Tishman Speyer - Matthias Huenlein
 UBS Asset Management - Emma Phillips

Strategic Partners

Alliance Global Advisors
 European Public Real Estate Association (EPRA)
 GRESB
 Pacific Pension & Investments (PPI)

Investment Managers

Affinius Capital
 GRESB
 Greystar
 Harrison Street
 Invesco Real Estate
 Pacific Pension & Investment Institute (PPI)
 Slate Asset Management
 Tishman Speyer
 UBS Asset Management



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