

INSTITUTIONAL REAL ESTATE
EUROPE

Advertising Media Kit

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, INC.**



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:
IRE.IQ Fundraising Reports
IRE.IQ Investment Guides

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

Editorial Calendar

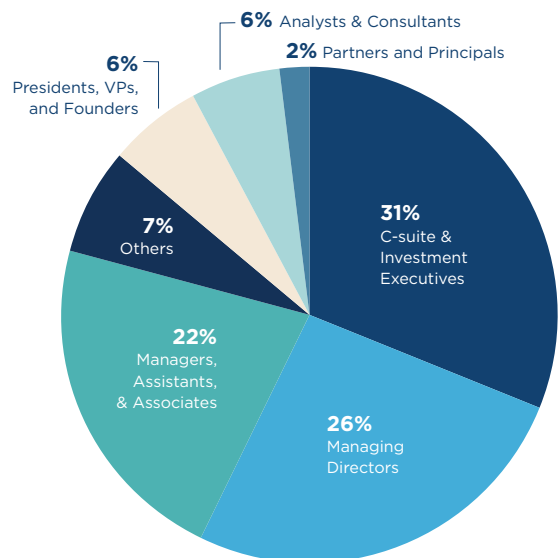
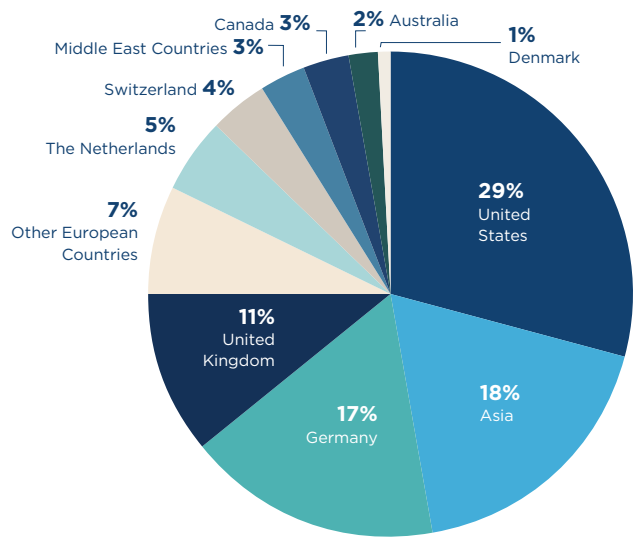
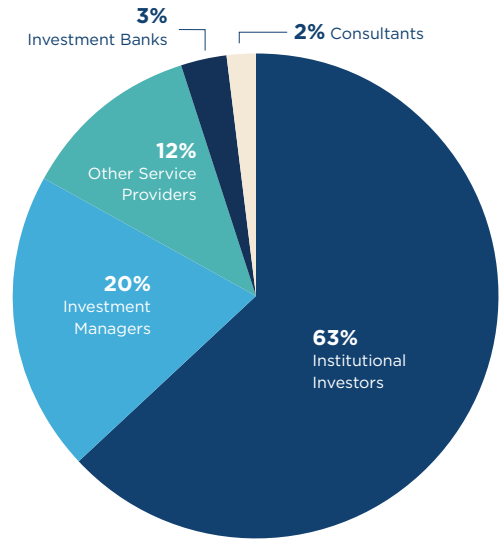
Our editorial calendar shows topics that are scheduled to be featured in the upcoming months. You can use this as an additional guide to help you select the best months to place your ads.

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

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

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.

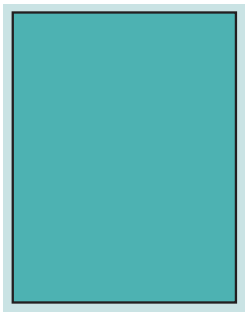
Terms: 30 days net. Interest will accrue at a rate of 1.5% per month. Electronic wire transfer available.

Copyright & Contract Policy

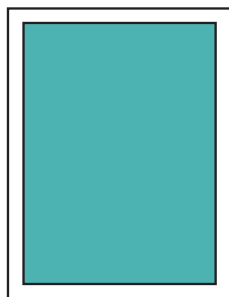
Advertisers and advertising agencies assume liability for all content of advertisements printed and also assume liability for any claims arising therefrom made against the Publisher. The Publisher reserves the right to reject any advertising materials the Publisher deems not suitable for the Publication's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

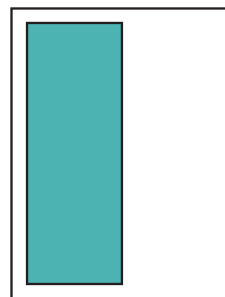
The Publication trim size is 8.5" wide x 11" high



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



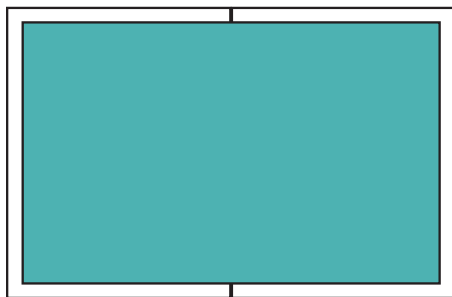
Full-Page
7" wide x 10" high



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

OR

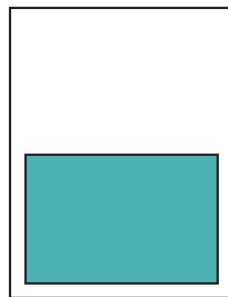
8.5" wide x 11" high + 0.125" bleed



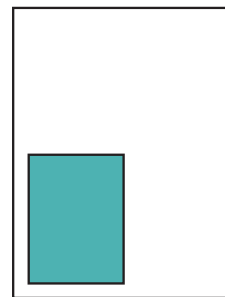
2-Page Spread
15-1/2" wide x 10" high

2-Page Spread Bleed

17-1/4" wide x 11-1/4" high



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



14-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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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

Artwork Inquiries

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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.


Provide the URL that the banner should link to.

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





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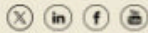
We hope you enjoy the January edition of *Institutional Real Estate Europe*. To access this issue, visit [this publication's page](#) on our website to see all article headlines and blurbs. You may need to log in on the upper right-hand corner of the website.

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