



**TAKING YOU BEYOND THE HEADLINES**

**Media Pack | Publications & Events | 2022 Partnership Opportunities**



## REAL ASSET MEDIA KEY NUMBERS

1 YEAR

86 EVENTS

300 SPEAKERS

850 THOUGHT LEADER VIDEO INTERVIEWS

12,000 REALX VISITORS

16,000 READERS FOR REAL ASSET DAY

100,000 YOUTUBE VIEWS

1,209,493 YOUTUBE IMPRESSIONS



# WELCOME TO THE LEADING CONTENT PLATFORM FOR REAL ASSET PROFESSIONALS

- We create, curate and share content with a global audience.
- Our audience are senior leaders in the real estate and real asset markets.
- We create and share unique content across multiple channels:

- ☒ Live events
- ☒ Digital
- ☒ TV
- ☒ Online
- ☒ Print
- ☒ Podcasts

- Additional Services:

- ☒ White label content and proactive PR support
- ☒ Video & TV services
- ☒ Tailor made content creation

- Choose the solutions that best support your business.



- Unique Content: created by industry leaders for industry leaders
- Your Target Audience: reaching the smartest, most active decision-makers in the industry
- Focus on Sharing: your Thought Leadership, Insights, News, Research and Analysis
- Special Editions and Distribution: MIPIM, EXPO Real, MAPIC, PROVADA, Transport Logistic
- Helping you meet the market: reaching your audience at INREV, ULI, EPRA, RICS and all the key events
- The leading platform to highlight your expertise and content in print and online

- The leading media platform for the Real Asset Industry
- 100% focus on thought leadership, analysis, trends, market intelligence
- Created to share your thought leadership, insight, strategy and research with global cross-border real asset community

- **Key Facts:**

Magazine: 6 issues per year – print and online

Special distribution at MIPIM, EXPO Real and relevant industry events

Website + magazine (online, digital and print)

30,000 global readers, including the top 250 global capital sources

[www.realassetinsight.com](http://www.realassetinsight.com)



Editorial Calendar	Contribute or Advertise	Last day artwork
Issue 1 – February 7 Focus topic Features	The CEE SUMMIT, Warsaw – Special Distribution Outlook European Real Estate Markets 2022 CEO Outlook 2022   Debt & Finance	January 26 <sup>th</sup>
Issue 2 – March 14 Focus Topic Features	MIPIM 15-18 March, Cannes   ULI Europe Conference, 11-13 May, Brussels – Special Distribution France property investment Mipim Awards Nominees   European TOP 10 Developers   Re-inventing Cities	February 18 <sup>th</sup>
Issue 3 – May 16 Focus topic Features	PROVADA, 14-16 June, Amsterdam   Transport Logistic China, 15-17 June, Shanghai Logistics real estate The Netherlands property investment markets	April 29 <sup>th</sup>
Issue 4 – July 18 Focus topic Features	EPRA Conference, September, Brussels   SRC Research Forum, Frankfurt – Special Distribution Listed Real Estate   EXPO Real PREVIEW Senior Housing & Healthcare Investment (SHHA–Senior Housing & Healthcare Association)	July 1 <sup>st</sup>
Issue 5 – October 3 Focus topic Features	EXPO Real 2022, 4-6 October, Munich – Special Distribution Germany Real Estate Investment The International Investors Lounge @EXPO Real   RE Finance	September 17 <sup>th</sup>
Issue 6 – November 7 Focus topic Features	MAPIC, November 2022, Cannes Living Retail EXPO Real REVIEW - Insights from events   ESG & SDG	October 7 <sup>th</sup>



- **NEW Publication and Event Series** dedicated to ESG, Impact and purpose-driven investment.  
Launched in October 2021 at EXPO Real
- **Editorial Focus:** impact strategies, policy, research, analysis of the key trends, global best practice and new initiatives in the market.
- **Readers:** pension funds, capital providers, banks, government, real estate owners, managers, advisors and developers.
- **Editorial Coverage:** IMPACT strategies, initiatives, policy, measurement, sectors, senior living, student accommodation, affordable housing, healthcare, life sciences, infrastructure, ESG, SDG, circularity, urban renewal, transformation & growth trends that benefit society

### Key facts:

Magazine: 4 issues per year

Special distribution Mipim, PROVADA, EXPO Real, COP and more

Online, digital and print

30,000 global readers

[www.realassetimpact.com](http://www.realassetimpact.com)



## EDITORIAL BOARD MEMBERSHIP BY INVITATION ONLY

- Guaranteed presence in each of the 4 issues of IMPACT & Membership of the Editorial Board
- Share your **editorial content** or brand **advertising** in every issue (value €30,000 EUR)
- Guaranteed **speaker opportunities** in a new series of four IMPACT events (value €15,000)
- Share your vision, strategy, research and IMPACT initiatives
- Brand highlighted in each issue as Editorial Board Member
- Video interviews with key members of your team, company profile and speaker opportunities

Make a  
positive  
**IMPACT!**





Editorial Calendar	Contribute or Advertise	Last day artwork
Issue 1 – March 14 Focus topic	MIPIM 15-18 March, Cannes – Special Distribution Policy, Regulations and City's Planning	February 18 <sup>th</sup>
Issue 2 – May 16 Focus topic	PROVADA, 14-16 June, Amsterdam – Special Distribution Impact Investing and ESG	April 29 <sup>th</sup>
Issue 3 – October 3 Focus topic	EXPO Real 2022, 4-6 October, Munich – Special Distribution Best Practices in Built Environment	September 17 <sup>th</sup>
Issue 4 – November 7 Focus topic	COP 27, 7-18 Nov 2022, Sharm el-Sheikh, Egypt Measurement and Valuation	October 7 <sup>th</sup>

Added Special Distribution Events	Dates
ULI Europe Conference	May 2022, Bruxelles + Digital
EPRA Annual Conference	September 2022, Bruxelles + Online
MAPIC	November 2022, Cannes, France

**Make an  
IMPACT  
in 2022!**

## LIVING RETAIL – BECOME A PARTNER

Editorial Calendar	Contribute or Advertise	Last day artwork
Issue 1 – November 15 - Focus topic - Features	MAPIC, November 2022, Cannes Retail, e-Commerce & Logistics Post Pandemic Retail Strategies	October 15 <sup>th</sup>

Special Distribution Event	Dates
MAPIC	29th November – 1st December 2022, Cannes, France

- Retail spaces are becoming vibrant hubs of leisure, creating a community and an experience.
- Living Retail is your platform covering the A-Z of retail, leisure and F&B.
- Focus on strategy, research, analysis of key trends and what they mean for real estate owners, managers, developers and brands.
- Key facts:
  - Magazine: 1 issue per year – November for MAPIC
  - online, digital and print / 30,000 global readers

[www.livingretail.info](http://www.livingretail.info)

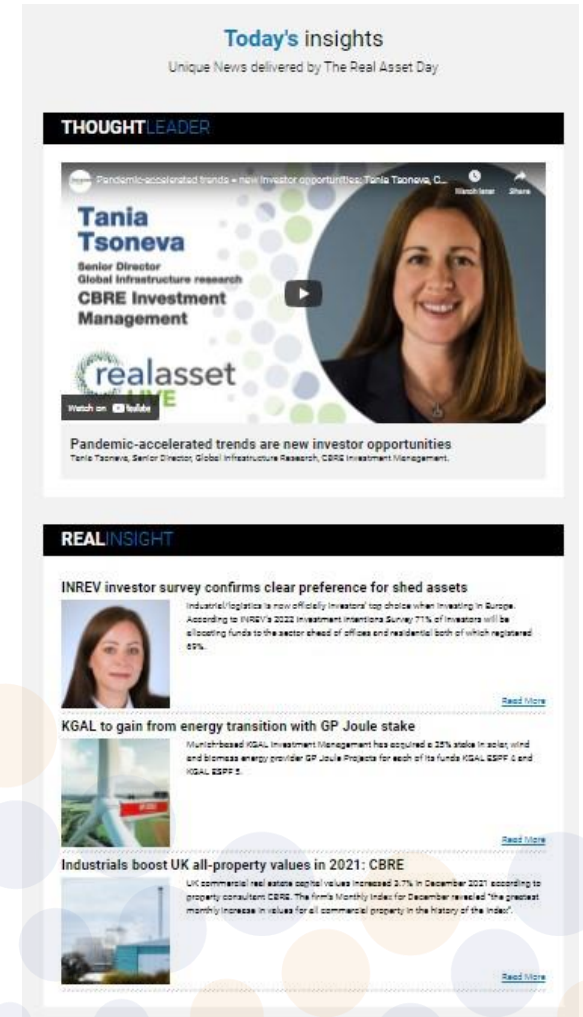




# REAL ASSET DAY

- Free email newsletter, online every business day
- 16,000 registered readers
- High profile decision makers including over 1,400 speakers from our Real Asset Live events
- Fastest growing and most active investors in cross border markets from around the world
- One efficient e-mail including headlines from your choice of over 20 news sources

[www.realassetday.com](http://www.realassetday.com)



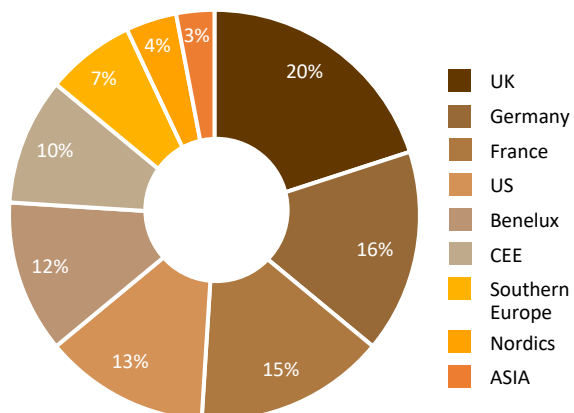
## Multi Touch Point Strategy

	Newsletter	Website	Print Magazine	Video / TV	Live Broadcast	Podcast	Social Media
Real Asset Day	✓	✓		✓		✓	✓
Real Asset INSIGHT		✓	✓	✓		✓	✓
Real Asset Live		✓		✓	✓	✓	✓
Real Asset IMPACT			✓				✓

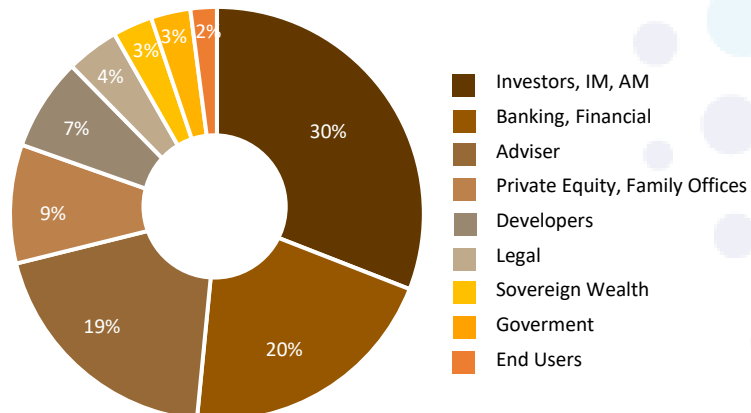
## FIND YOUR TARGET GROUPS IN OUR COMMUNITY

• <b>30,000 readers online</b>	• <b>100,000 views</b>	• <b>Top 250 global capital sources</b>
• <b>10,000 readers in print</b>	• <b>1.2 million impressions</b>	• <b>Investment decision makers</b>

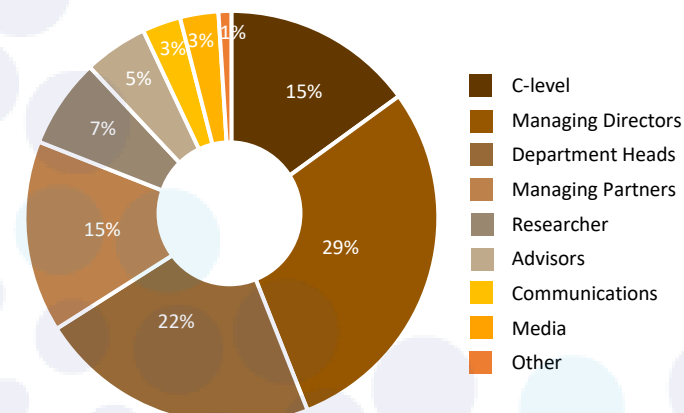
### LOCATION



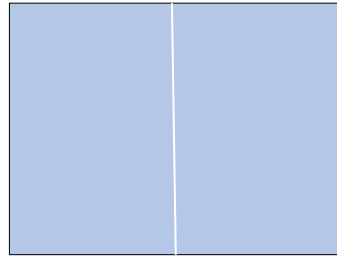
### SECTOR



### JOB TITLE

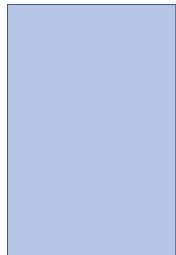


## FORMATS - ALL TITLES: REAL ASSET INSIGHT | LIVING RETAIL | IMPACT | Special publications



### Double page spread rates

Size	2/1 page	2 /1 page
Position	Inside	Fold out front cover
W x H (mm)	430 x 260	430 x 280
Rate	€ 10,500	€ 12,500



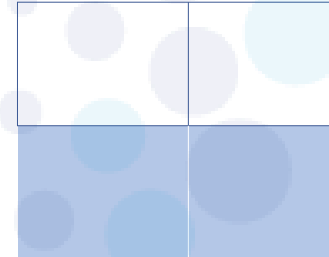
### Full page rates

Size	1/1 page	1 /1 page	1 /1 page
Position	Inside	Back cover	Inside front / back
W x H (mm)	215 x 280	215 x 280	215 x 280
Rate	€ 7,500	€ 9,500	€ 9,000



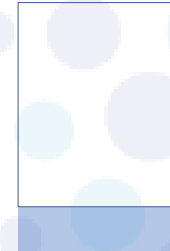
### Half page rates

Size	1/2 page
Position	Inside
W x H (mm)	215 x 140
Rate	€ 4,950



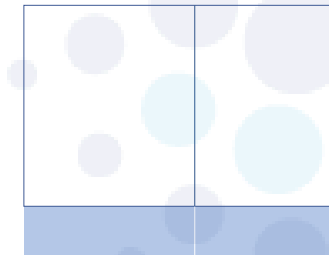
### Half page spread rates

Size	1/2 page spread
Position	Inside
W x H (mm)	430 x 140
Rate	€ 7,500



### Quarter page rates

Size	1/4 page
Position	Inside
W x H (mm)	215 x 70 or 55 x 280
Rate	€ 3,000



### Quarter page spread rates

Size	1/4 page spread
Position	Inside
W x H (mm)	430 x 70
Rate	€ 4,950

\* In-bound/out-bound supplements, fold-out cover, cover stripe adverts and special advertising formats available on request



## FORMATS:

	Top Banner	Banner	Thought Leader	Skyscraper	Tile banner
Real Asset Day	✓	✓	✓		
Real Asset Insight	✓	✓	✓	✓	
Real Asset Live	✓	✓			✓



## Thought Leader

Formats	Video, Podcast Photo & Quote
Duration	1 Day / Remains in archive

Top Banner			Banner			Skyscraper			Tile Banner		
Size	1200 x 180 px (HQ screens)		Size	1200 x 180 px (HQ screens)		Size	508 x 1024 px (HQ screens)		Size	120 x 120 px	
Animation	GIF		Animation	GIF		Animation	GIF		Animation	GIF	
Link to	URL		Link to	URL		Link to	URL		Link to	URL	
Rate	1 week	€ 1,250	Rate	1 week	€ 950	Rate	1 week	€ 950	Rate	1 week	€ 350
	1 month	€ 4,500		1 month	€ 3,500		1 month	€ 3,500		1 month	€ 1,200
	1 year	€ 45,000		1 year	€ 35,000		1 year	€ 35,000		1 year	€ 9,999

\* **Website Takeover packages** and special advertising formats available on request

### REAL ASSET INSIGHT PREMIUM SUBSCRIPTION - € 495

Be part of the leading real asset community and subscribe now!

- 6x Print Magazine Real Asset Insight including a daily newsletter and access to full web content
- Full access to website content, Special Reports, REALX.Global events, on demand video content and Industry Insights
- Accredited for Continuing Professional Development (CPD) points

	FREE	PREMIUM
Real Asset Insight website full access		✓
Real Asset Insight print magazine		✓
Real Asset Day Newsletter	✓	✓
REALX full access		✓
CPD Points		✓

[www.realassetinsight.com](http://www.realassetinsight.com)

\* Group/Company subscription packages, available upon request



Live TV



Investment Briefings



Podcasts



REALX.GLOBAL



Hybrid Events



International Investor's Lounge



## REAL ASSET LIVE – LEADING ACROSS EUROPE EVENTS, NETWORKING, PODCASTS & VIDEO



### CONFERENCES, EVENTS AND INVESTMENT BRIEFINGS

With more than 80 events per year, we are the leading pan-European real estate event provider.

### INTERNATIONAL INVESTORS LOUNGE

The dedicated stand at EXPO Real for international investors. With up to 18 event sessions in 3 days it is a renowned international meeting & networking hub. The stand is open to co-exhibitors and supported by leading industry associations. NEW for 2022, the International Investor's Lounge at MIPIM.

### REALX.GLOBAL – THE VIRTUAL EXHIBITION & CONFERENCE

With over 30,000 visitors per year, REALX.Global is a new virtual platform using innovative 3D design and the latest technology, enabling exhibitors, attendees and leading speakers from across the industry, government, regions and cities to connect, network, create meetings, showcase projects and help drive business relationships all year round.

### REAL ASSET LIVE TV

Watch the latest „Thought Leader“ interviews, research presentations, industry discussions, RealCast and access exclusive on-demand CEO interviews and content. Over 100,000 views per year.

- Multiple formats: breakfast meetings, round tables, half day events, full day summits, live online events.
- Share your insights on the key topics for the industry in person, virtual and hybrid.
- Local market investment expertise meets pools of capital in Europe, North America, Middle East and Asia.
- Time-efficient panel discussions sharing the latest market data and insight for a global audience
- Every event provides ongoing thought leadership promotion across our platform in person, in print, video, audio and online.
- Event programmes help you share your expertise at the main exhibitions and trade fairs including EXPO Real, MIPIM, MAPIC, PROVADA, REALX.Global, Transport Logistics and more
- All in-person events are live-streamed to our global audience on [www.realX.global](http://www.realX.global), allowing attendees to connect, watch, listen and ask questions wherever they are in the world.



## INTERNATIONAL INVESTORS LOUNGE YOUR HOME @EXPO REAL AND @MIPIM



### HELPING NEW BUSINESS FIND YOU AT EXPO REAL AND MIPIM 2022

The International Investors Lounge returns for its 8th successful year at EXPO REAL, with a full programme of expert panel discussions, networking events and partner stands to help create and facilitate cross-border investment and international business. Join us at EXPO REAL and NEW for 2022 at MIPIM.

### JOIN AS A STAND PARTNER

Being an exhibitor helps potential business partners to find you at EXPO Real/MIPIM. As a Stand Partner you get all the benefits of an exhibitor without the need to dedicate the significant time and budget needed for an individual stand.

### JOIN AS A CONFERENCE PARTNER

The International Investors Lounge runs a successful programme of events on all three/five days at EXPO Real/MIPIM giving you the opportunity to share insights, investment intelligence and thought leadership with fellow speaker, attendees as well as a global audience via livestream.





## REALX.GLOBAL – TAKE YOUR DIGITAL PRESENCE TO THE NEXT LEVEL



### CONNECTING A VIRTUAL COMMUNITY

30,000+ visitors since September 2020, bringing the real asset community together under one virtual roof – 365 days a year.

### IMMERSIVE EXHIBITION & CONFERENCE PROGRAMME

REALX.Global is a unique virtual trade fair using innovative 3D design and the latest technology, enabling exhibitors, attendees and leading speakers from across the industry, government, regions and cities to connect, network, create private meetings, showcase and explore new and existing projects and help drive business relationships. More than 80 live online and hybrid events attract a truly international audience to the REALX.Global exhibition and auditorium each year.

### TAKE YOUR DIGITAL PRESENCE TO THE NEXT LEVEL

The REALX.Global exhibition hall allows you to create a digital twin of your existing physical stand, or choose from a range of designs to produce a unique and immersive experience that is promoting your brand, key team members and expertise 365 days a year.

[www.REALX.Global](http://www.REALX.Global)



## REAL ASSET LIVE TV THE LEADING CHANNEL FOR YOUR CONTENT



### THOUGHT LEADER INTERVIEWS

Highlight the expertise and thought leadership in your senior team and share market insights, latest news, projects, industry initiatives and business or investment strategy as one of our „Thought Leader“ interviews

### REAL INSIGHT – RESEARCH & PROJECT UPDATES

Share your latest research or project in a dedicated 5 or 10 minute video interview

### REALCAST – THE WEEK IN REAL ASSETS

Share your industry views or research as a guest on RealCast – the weekly analysis of key themes for real asset markets.

### GLOBAL REACH

Over 100,000 YouTube views with subscribers from over 40 countries gives you the opportunity to highlight your expertise or strategy to a key global audience.

[www.youtube.com/c/RealAssetLiveTV](https://www.youtube.com/c/RealAssetLiveTV)



- **Events:** [www.realassetlive.com](http://www.realassetlive.com)
- **Newsletter:** [www.realassetday.com](http://www.realassetday.com)
- **Magazines:** [Real Asset Insight](#)   [Living Retail](#)   [Real Asset IMPACT](#)
- **Websites:** [www.realassetinsight.com](http://www.realassetinsight.com)   [www.livingretail.info](http://www.livingretail.info)   [www.realassetimpact.com](http://www.realassetimpact.com)
- **Real Asset Live TV Channel:** [www.youtube.com/c/RealAssetLiveTV](http://www.youtube.com/c/RealAssetLiveTV)
- **REALX.Global** - digital conference & permanent exhibition: [www.realx.global](http://www.realx.global)
- **Company Website:** [www.realassetmedia.com](http://www.realassetmedia.com)



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