



# YOUR PLATFORM TO REACH REAL ASSET INVESTORS

Company Presentation | Publications & Events | 2023 Partnership Opportunities

## KEY NUMBERS

**1** YEAR

**80** EVENTS

**300** SPEAKERS

**850** THOUGHT LEADER VIDEO INTERVIEWS

**10,000** PODCAST DOWNLOADS

**25,000** READERS IN PRINT

**30,000** READERS ONLINE

**100,000** YOUTUBE VIEWS

**1,209,493** YOUTUBE IMPRESSIONS



HELPING YOU REACH YOUR TARGET AUDIENCE

# WELCOME TO THE LEADING CONTENT PLATFORM FOR REAL ASSET PROFESSIONALS

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



- ✓ Live events
- ✓ TV
- ✓ Podcasts

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

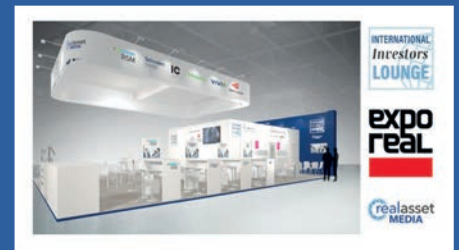
- ✓ Online
- ✓ Print
- ✓ Digital

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

## Additional Services:

- ✓ Video & TV services
- ✓ Advisory & content support

## HELPING YOU REACH YOUR TARGET AUDIENCE



# FIND YOUR TARGET GROUPS IN OUR COMMUNITY

30,000 readers online

100,000 views on Youtube

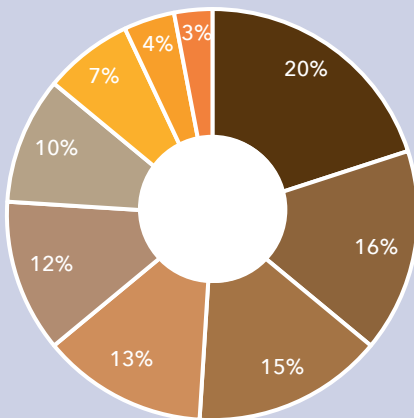
Top 250 global capital sources

25,000 readers in print

1.2 million impressions

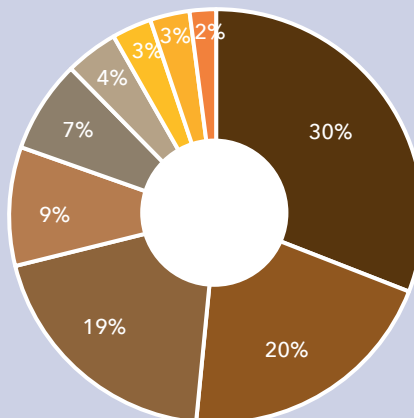
Investment decision makers

## COUNTRY



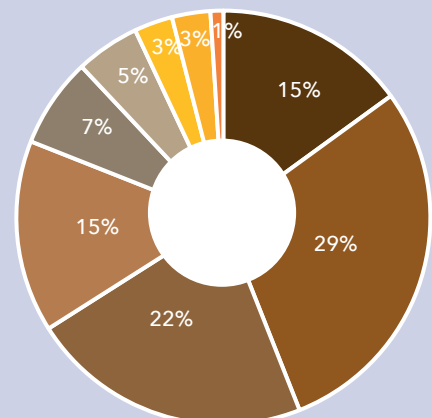
- UK
- Germany
- France
- US
- Benelux
- CEE
- Southern Europe
- Nordics
- ASIA

## SECTOR



- Investors, IM, AM
- Banking, Financial
- Adviser
- Private Equity, Family
- Offices
- Developers
- Legal
- Sovereign Wealth
- Government
- End Users

## JOB TITLE



- C-level
- Managing Directors
- Department Heads
- Managing Partners
- Researcher
- Advisors
- Communications
- Media
- Other

# INDUSTRY PARTNERS

arnold  
INVESTMENTS

Berlin Hyp

BLACKBIRD

BONARD

Cain  
International

CBRE

CBRE Investment  
Management

CMS  
law · tax · future

Colliers

COMMERZ REAL

coros

GREYSTAR™  
The Global Leader in Rental Housing

Heimstaden

Helaba



IC  
INTERNATIONAL  
CAMPUS

invest in tuscany

JLL

Kaufland

LaSalle  
INVESTMENT MANAGEMENT®

mallcomm®

Morgan Stanley  
INVESTMENT MANAGEMENT

NAS INVEST

NTrust  
Commercial Real Estate  
Software | Services | Consulting

nuveen  
REAL ESTATE

PATRIZIA

pbb

Pekabex

PIEM<sup>ITALY</sup>  
THE PLACE TO INVEST

PROLOGIS®  
Ahead of what's next

LOGISTIC  
PARKS

REALTERM

RICS®

RUECKER  
CONSULT

SPACEFLOW

savills

savills  
investment  
management

Schroders  
capital

SwissLife  
Asset Managers

ULI

Union  
Investment

VIVIA

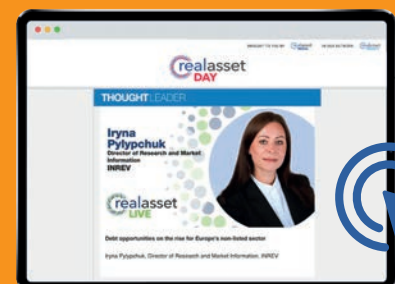
SIOR®

# CREATING, CURATING & SHARING YOUR CONTENT

- **Unique Platform:** we cover the news but are not driven by a news agenda.
- **Unique Focus:** we concentrate on what is driving future markets; sharing your Strategy, Thought Leadership, Insights, Research & Analysis
- **Unique Content:** created by industry leaders for industry leaders
- **Your Target Audience:** reaching the smartest, most active decision-makers in the industry
- **Special Editions and Distribution:** MIPIM, EXPO Real, MAPIC, Transport Logistic
- **Helping you meet the market:** reaching your audience at INREV, ULI, EPRA, RICS



**THE LEADING PUBLISHING PLATFORM TO HIGHLIGHT YOUR EXPERTISE AND CONTENT IN PRINT, DIGITAL AND ONLINE**





# INSIGHT



- 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 the 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

Online, digital and print, 30,000 global readers, including the top 250 global capital sources

Available for subscription at €495 / year

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



# IMPACT



- **Quarterly Publication** dedicated to ESG, IMPACT and purpose-driven investment.
- **Event Series** sharing knowledge, insight, thought leadership.
- Editorial Focus: ESG, carbon reduction, impact strategies, policy, research, analysis of the key trends, global best practice and new initiatives in the market
- Readers/Viewers/Listeners/Attendees: pension funds, capital providers, banks, government, real estate owners managers, occupiers, advisors and developers.

## Key facts:

Special distribution Mipim, EXPO Real, COP28 and relevant industry events

Online, digital and print, 30,000 global readers, including the top 250 global capital sources

Available for subscription at €695 / year

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



**THE LEADING INDUSTRY INITIATIVE  
DEDICATED TO ESG & SOCIAL IMPACT**



# LIVING RETAIL

ISSUE 5 • DECEMBER 2021  
**LIVING retail**  
RETAIL, LEISURE, FOOD & BEVERAGE

- Dedicated Magazine covering retail, leisure, F&B and mixed-use
- 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, including the top 250 global capital sources

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



# REAL ASSET DAY



- Digital newsletter, delivered via email every business day
- **Thought Leader of the Day** video interview feature
- News, strategy & research from Real Asset INSIGHT and Real Asset IMPACT
- Plus headlines from a choice of over 20 global news sources

**16,000 registered readers**

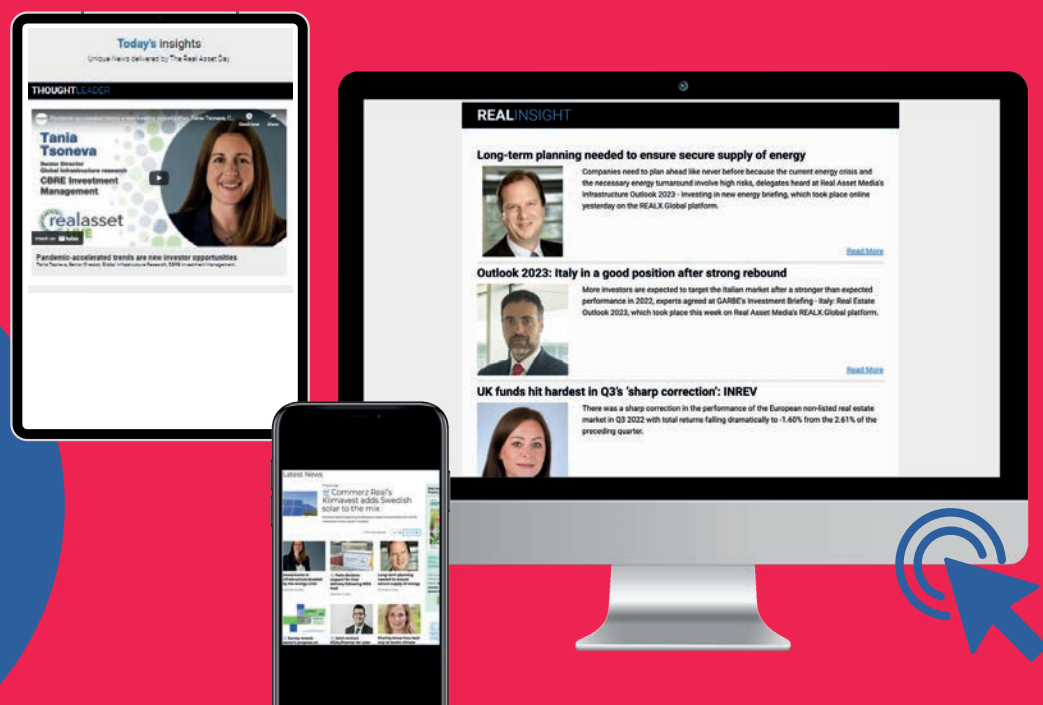
- High profile decision makers including over 1,500 Real Asset Live speakers

## Key facts:

Digital Newsletter: published daily, Monday - Friday

Online, digital 16,000 global readers

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



# EXPO DAY

**EXPOday**  
From Real Asset Media

## LIVE FROM EXPO Real

Our experienced team of journalists are at EXPO Real covering the news, events, keynote speakers, announcements, the buzz of the fair and the insight of attendees live from across EXPO Real.

**PRINT:** 5,000 copies of EXPO Day are distributed, by hand, to attendees and exhibitors all 3 days at the main entrances and throughout the fair.

**DIGITAL:** dedicated daily newsletter reaching 30,000 International real estate professionals including the Top 250 sources of global capital.

**ONLINE:** available as an unlimited free download for 12 months

[www.expoday.news](http://www.expoday.news)



**THE ENGLISH LANGUAGE DAILY NEWS AT EXPO REAL**



# CREATING, CURATING & SHARING YOUR CONTENT

The leading event platform for events, conferences,  
Thought Leadership video and Podcasts

## Reaching a Global Audience:

- ✓ In person
- ✓ Online
- ✓ Video
- ✓ Podcast
- ✓ Digital & Print News & Editorial Features

### UNIQUE FOCUS ON TV



### LIVE ONLINE EVENTS



### PODCASTS



### THE INVESTMENT TRACK @MIPIM



### CONFERENCES & HYBRID EVENTS



### INTERNATIONAL INVESTOR'S LOUNGE





CONFERENCES, BRIEFINGS & LIVE EVENTS

# THE LEADING EVENT PLATFORM FOR REAL ASSETS

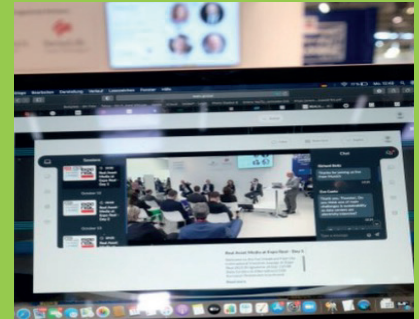
## CONFERENCES



## INVESTMENT BRIEFINGS



## ONLINE EVENTS



## DELIVERING SIGNIFICANT VISIBILITY ACROSS MULTIPLE MEDIA CHANNELS:

REACHING A GLOBAL AUDIENCE IN PERSON, ONLINE, VIDEO,  
PODCAST, DIGITAL & PRINT NEWS & EDITORIAL FEATURES



# EVENTS CALENDAR 2023

Real Asset is the leading event provider across for both in-person and live online events.  
All our events are available On Demand to an extended global audience

## Q1 - 2023

### JANUARY

25 Jan

European Outlook 2023 - Focus on CEE  
GARBE Investment Briefing - France

Warsaw  
Live Online

### FEBRUARY

European Outlook 2023 - Key Trends & Opportunities  
NEW for 2023: One Day Conference  
European Outlook 2023 - Focus on Romainia  
IMPACT & ESG - Effective Strategies for Real Estate  
Infrastructure Summit: European Outlook 2023

London  
Bucharest  
Live Online  
Live Online

### MARCH 14 - 17 Mipim (official partner programme) - Cannes

European Living Investment  
European Logistics Investment  
European Debt Finance & Investment  
Key Trends, ESG, Capital & European Investment Opportunities



## Q2 - 2023

### APRIL

European Real Estate in Transformation  
ESG, Digitisation, Prop Tech & Investment  
Germany Investment Briefing  
Infrastructure Summit: Transportation & Supply Chains  
Hotels & Leisure Investment Briefing  
Senior Housing & Healthcare - SHHA annual conference

London  
  
Live Online  
London  
Brussels

### MAY

European Debet Finance & Investment Briefing  
France Investment Briefing

Frankfurt  
London

### MAY 9-12

**Transport Logistic (official programme) - Munich**  
Supply Chains & Logistics Real Estate /  
Occupier & Investment Trends



IMPACT & ESG: Transforming the built environment  
**NEW for 2023** Annual Conference  
Alternatives: Self-storage, Data Centres and more

City TBC  
London

## JUNE

Why Iberia? Iberian Investment Briefing  
Effective Strategies for ESG & Impact  
Logistics Investment Briefing  
Infrastructure Summit: Telecoms, Data & Digitisation  
The CEE SUMMIT 9th Annual Conference

London  
Live Online  
London  
Live Online  
Warsaw

22-23 June

## Q3 - 2023

## SEPTEMBER

European Logistic Estate Census  
Netherlands Investment Briefing  
Senior Housing & Healthcare - SHHA  
Germany Investment Briefing

London  
London  
Live Online  
London

## Q4 - 2023

### OCTOBER 4-6 Real Asset Media @ EXPO Real - Munich

#### The International Investors Lounge (A1.132), Event Programme:

##### Day 1

International Lounge Networking Breakfast  
European Residential  
Investment Briefing Investing in Cities - Outlook & Opportunities  
Germany Investment  
European Debt - Financing the transition  
Sustainable Logistics Real Estate  
Netherlands Investment  
Net Zero Carbon

##### Day 2

Logistics Global Trends  
IMPACT & SHHA Networking Breakfast  
The Future of Office  
Student Housing, Micro- & Co-Living  
Global Capital Flows  
Prop Tech, Data & Innovation  
European Logistics Investment  
Senior Housing & Healthcare  
Innovation & Sustainability  
IMPACT Investing, ESG & Sustainable Development  
Diversity in Real Estate - Breakfast  
Young Professionals - the Future of real Estate  
Networking Lunch: Marketing & Communications

##### Day 3

## NOVEMBER

### Nov. - Feb.

Prop Tech, Data & innovation Summit  
European Outlook 2024 events series

London  
Europe

*The Outlook Series returns to multiple cities across Europe highlighting the outlook, key trends and opportunities in each city and region*



## Become a speaker



**Richard Betts**

**Group Publisher**

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+44 7557 373134

## CONFERENCES, BRIEFINGS & LIVE EVENTS

# EVERY EVENT GIVES YOU SIGNIFICANT EXTRA VISIBILITY

## VIDEO

### LIVE STREAM & ON DEMAND



### SOCIAL MEDIA CONTENT

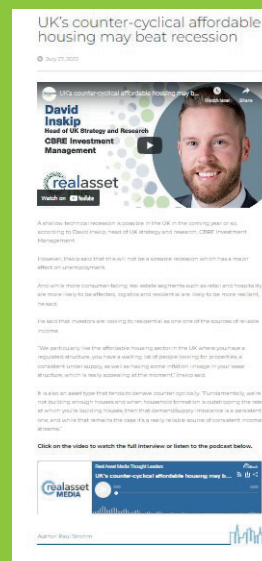
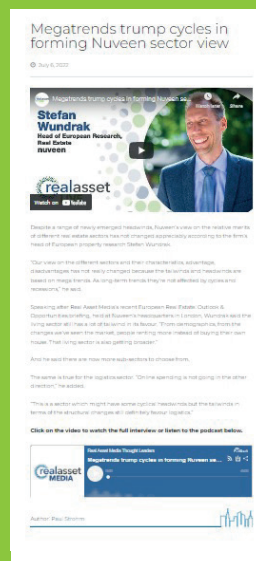


### VIDEO INTERVIEWS



## THOUGHT LEADER OF THE DAY

## SHARING YOUR INSIGHT VIA MULTIPLE CHANNELS AND "REACHING A GLOBAL AUDIENCE"



## CONFERENCES, BRIEFINGS & LIVE EVENTS

# EVERY EVENT GIVES YOU SIGNIFICANT EXTRA VISIBILITY


## NEWS

## NEWS STORIES ON THE WEBSITE

**From green premium to brown discount as ESG is now a must**

June 27, 2022 | ESG | Real Asset Impact | real estate outlook

In difficult market conditions caution prevails and ESG-compliant assets are even more valuable, experts agreed at Real Asset Media's European Real Estate Outlook & Opportunities briefing, which was held recently at Nuveen's offices in London and online.



"EU taxonomy-compliant assets are seen as low-risk and they will remain in demand, but there will be a shift in risk premium for everything else," said Assem El Azami, head of international real estate finance, Berlin Hyp. "The direction of travel is in favour of defensive strategies and ESG is definitely part of that."

The ESG topic has been building up since 2008 and now pressure is coming from above with stricter legislation and from below with occupier demand and lender requirements.

"As a lender, we have to be more cautious," said El Azami. "Non-ESG compliance is a risk factor. Every time we assess a deal we look at green issues and if it's a brown building with no

**Market lull as uncertainty gives investors pause for thought**

June 24, 2022 | Europe | real estate outlook

There's a lull in the market as economic and geopolitical uncertainty is leading investors to sit on their hands, but activity will pick up again later in the year, experts agreed at Real Asset Media's European Real Estate Outlook & Opportunities briefing, which was held yesterday at Nuveen's offices in London and online.



"The market has changed more in the last six months than in the last six years," said Stefan Wurzbach, head of European research real estate, Nuveen. "Things have turned around and sectors are waiting for markets to adjust. There's less of an incentive to be active now, as assets are likely to be cheaper in six months' time."

Economic conditions have worsened the risk of a recession is looming. Inflation is biting and the cost of living has shot up, but real estate pricing has not changed yet.

**Investors opt for defensive sectors like logistics and resi**

June 29, 2022 | real estate outlook

In the current climate investors are more selective and drawn to strong sectors, delegates heard at Real Asset Media's European Real Estate Outlook & Opportunities briefing, which was held recently at Nuveen's offices in London and online.



"Investors are still looking for opportunities and some asset classes like logistics and residential are seen as defensive," said Audrey Klein, non-executive board member, chair of ESG committee, SFO Capital Partners. "The disruption to supply chains has led companies to stockpile, so they need more storage capacity. Logistics still has a long way to go. I am cautiously optimistic on the outlook for the market."


The expectation is that logistics rents will keep going up in all markets, but at a slower pace than in the last two frantic years. Rental growth will slow down but it will continue.

## NEWS STORIES ON THE NEWSLETTER



**THOUGHT LEADER**

**Audrey Klein**  
Non Executive Board Member –  
Chair of ESG Committee  
SFO Capital Partners



**realasset LIVE**

**Residential provides safety net among post-pandemic assets**

**From green premium to brown discount as ESG is now a must**



In difficult market conditions caution prevails and ESG-compliant assets are even more valuable, experts agreed at Real Asset Media's European Real Estate Outlook & Opportunities briefing, which was held recently at Nuveen's offices in London and online.

[Read more](#)

## SHARING YOUR INSIGHT VIA MULTIPLE CHANNELS AND "REACHING A GLOBAL AUDIENCE"



**PRINT**

JULY/AUGUST 2022

# INSIGHT

Real asset news, strategy and research

Lifecycle Project Delivery  
European Outlook  
Expo Real Preview

## Listed Sector

Public real estate companies stay resilient

**Interviews**  
Shobhi Khan, Canary Wharf Group  
Brian Klinkalek, LaSalle IM

**INSIGHT**

## SHARING YOUR INSIGHT VIA MULTIPLE CHANNELS AND “REACHING A GLOBAL AUDIENCE”

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## THOUGHT LEADER INTERVIEWS

# THE LEADING TV CHANNEL CREATING & SHARING YOUR CONTENT

### THOUGHT LEADER



### GLOBAL REACH

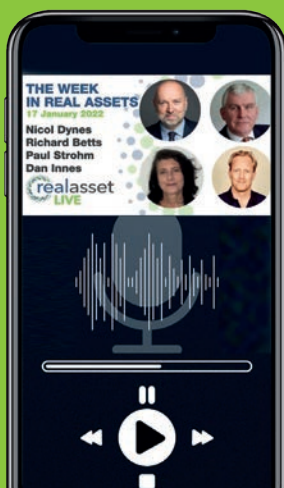
Over 100,000 YouTube views with subscribers from over 40 countries gives you the opportunity to highlight your expertise or strategy to a key global audience.



### RESEARCH & PROJECT PRESENTATIONS



### REALCAST – THE WEEK IN REAL ASSETS



## TV, VIDEO & PODCASTS

## INDUSTRY INITIATIVES

# THE INTERNATIONAL INVESTORS LOUNGE

## THE INTERNATIONAL INVESTORS LOUNGE



YOUR HOME AT EXPO REAL. JOIN AS AN INTERNATIONAL STAND PARTNER OR EVENT PROGRAMME PARTNER

## OFFICIAL EVENT PARTNER PROGRAMMES



THE INVESTMENT TRACK  
@MIPIM 2023



THE REAL ESTATE TRACK  
@TRANSPORT LOGISTIC 2023

**ACTIVELY SUPPORTING THE SECTOR**  
WITH INDUSTRY-LED INITIATIVES



**INTERNATIONAL  
INVESTORS  
LOUNGE**

## INDUSTRY INITIATIVES

# YOUR DEDICATED EXHIBITION STAND & EVENT SPACE AT EXPO REAL 2023

- Join the leading international hub at Expo Real
- Join as an exhibitor
- Join as a programme partner



INTERNATIONAL  
INVESTORS  
LOUNGE

25th International Trade Fair for Property and Investment  
October 4 - 6, 2023 | Messe München

## INDUSTRY INITIATIVES

# INTERNATIONAL INVESTORS LOUNGE

## THE “HOME” FOR INTERNATIONAL COMPANIES



### OUR PARTNERS IN 2022



25th International Trade Fair for Property and Investment  
October 4 – 6, 2023 | Messe München

## INDUSTRY INITIATIVES

# INTERNATIONAL INVESTMENT TRACK

## OFFICIAL MIPIM PROGRAMME PARTNER

### Dedicated International Investment Event Programme at MIPIM 2023

Bringing industry leaders and experts together from across Europe and the world to discuss the key trends and investment outlook.

#### The Investment Track Events programme

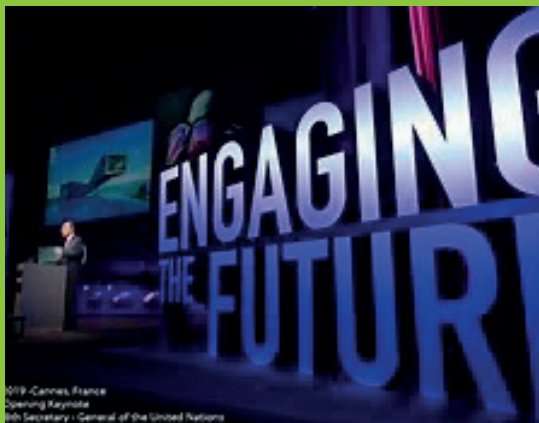
##### 14th March 2023:

13:30 - 14:30 - European Living Investment

14:30 - 15:30 - European Logistics Investment

15:30 - 16:15 - European Debt Finance & Investment

16:30 - 17:00 - Key Trends, Capital & European Investment Opportunities



## NEW FOR MIPIM 2023



## INDUSTRY INITIATIVES

# REAL ESTATE TRACK

## OFFICIAL PROGRAMME PARTNER

### Real Estate Event Programme Partner at Transport Logistic 2023

Bringing industry leaders and experts together from across Europe and the world to discuss the key trends for owners, occupiers and investors in logistics real estate.

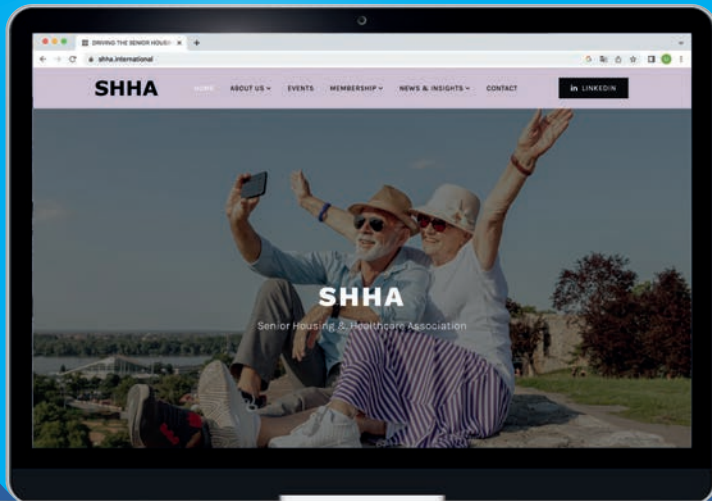


**64,000 VISITORS**  
**125 COUNTRIES**  
**EVERY 2 YEARS**  
**IN MUNICH**



# ACTIVELY SUPPORTING THE SECTOR WITH INDUSTRY-LED INITIATIVES

## SHHA.INTERNATIONAL



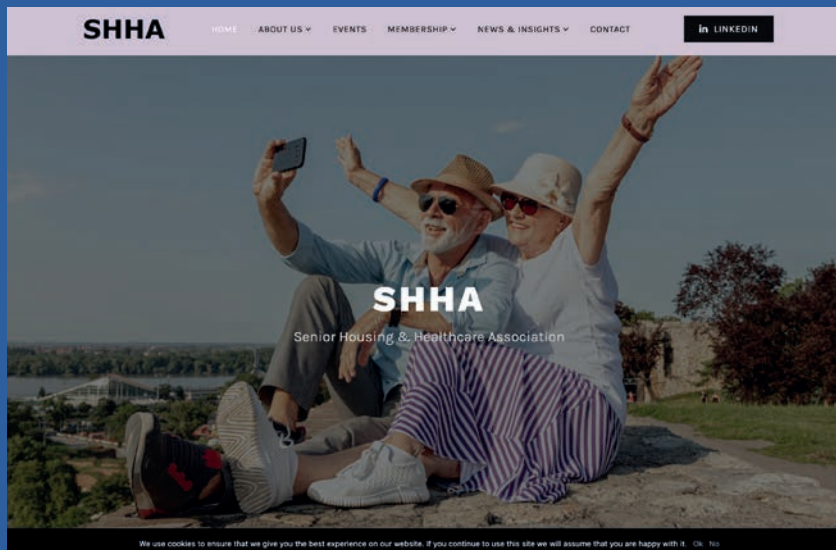
## THE SENIOR HOUSING & HEALTHCARE ASSOCIATION

### REAL ASSET MEDIA

is proud to be a founding member and positive force supporting the SHHA, formed in 2019 to drive forward the Senior Housing and healthcare real estate markets

# THE SENIOR HOUSING & HEALTHCARE ASSOCIATION

## SHHA.INTERNATIONAL



THE ASSOCIATION  
DRIVING FORWARD  
THE SENIOR  
HOUSING & HEALTH-  
CARE REAL ESTATE  
SECTOR



# MULTIMEDIA CHANNELS TO MEET YOUR NEEDS

- **Events:** [www.realassetlive.com](http://www.realassetlive.com)
- **Newsletter:** [www.realassetday.com](http://www.realassetday.com)
- **Magazines:**
  - [Real Asset Insight](#)
  - [Real Asset Impact](#)
  - [Living Retail](#)
  - [EXPO Day](#)
- **Websites:**
  - [www.realassetinsight.com](http://www.realassetinsight.com)
  - [www.realassetimpact.com](http://www.realassetimpact.com)
  - [www.livingretail.info](http://www.livingretail.info)
  - [www.expoday.news](http://www.expoday.news)
- **Real Asset Live TV Channel:** [www.youtube.com/c/RealAssetLiveTV](http://www.youtube.com/c/RealAssetLiveTV)
- **Industry Initiatives:** [www.shha.international/](http://www.shha.international/)



# OUR TEAM – HERE TO SUPPORT YOU



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