

**MEDIA  
PACK  
2024**

**FOREIGN DIRECT INVESTMENT  
& REAL ASSETS:  
WHERE OPPORTUNITIES  
MEET INVESTMENT**





## WHY FDI?

### Key Global Opportunities

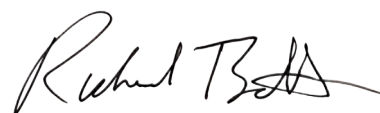


**R**EAL FDI focuses on the intersection of foreign direct investment (FDI), real assets, and impact investment.

Through insightful features and interviews with industry thought leaders, we explore the latest FDI trends and highlight key global opportunities for inward investment. Government investment promotion agencies are expanding their roles by engaging with institutional investors, aiming to drive capital toward urban development, infrastructure, real estate projects, logistics centres, and other public initiatives.

With global investors actively seeking these opportunities, Real FDI is uniquely positioned to spotlight your company's efforts, showcasing your strategy and expertise to a global audience.

How can we help your location achieve its goals? Let us know!

A handwritten signature in black ink, reading "Richard Betts".

Richard Betts,  
Founder & Head of Content  
Real Asset Media



## ABOUT THE EDITOR

### A Breadth of Expertise

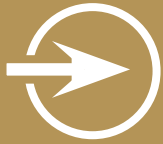


**C**OURTNEY FINGAR, a leading global expert on Foreign Direct Investment, joined Real Asset Media in 2023 to spearhead expanded coverage of the intersection between FDI, real assets, and impact investment.

Prior to this, she spent 15 years at the Financial Times leading their specialist FDI publication, and served as editor-in-chief of Investment Monitor, a digital publication focused on cross-border investment.

A handwritten signature in black ink that reads "Courtney Fingar".

Courtney Fingar,  
Editor Real FDI, Real Asset Media  
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# JOIN

## The Real FDI Community



Readers



Viewers



Listeners



Attendees



Members

## A Network Of Global Leaders



- Investment Promotion Agencies
- RE Developers, Investors & Owners
- Government Leaders & Stakeholders
- Corporate Occupiers
- Pension Funds & Sovereign Wealth Funds
- PE Investors & Family Offices

## Sharing Investment Opportunities



- ✓ Leading Events & Roundtables
- ✓ Webinars & Interviews
- ✓ Print & Digital Editions
- ✓ Distributed at 20+ Global Events
- ✓ Website & Weekly Newsletter
- ✓ Global Audience of 100,000



# REAL FDI

The Lead Platform for Foreign Direct Investment



## HIGHLIGHTING GLOBAL OPPORTUNITIES FOR INWARD INVESTMENT WITH:

**YOUR Thought Leadership, Expertise and News**

**YOUR Strategies, Initiatives, Research and Analysis**

- **UNIQUE CONTENT** Created with industry leaders for industry leaders
- **EDITORIAL FOCUS** Exploring the connections between foreign direct investment and real assets, showcasing investment destinations and investible projects worldwide, and spotlighting the views of leaders from the full investment value chain
- **FEATURED SECTORS** Real Estate, Infrastructure, Data Centres & Technology, Renewable Energy, Logistics, Industrial, Hospitality & Tourism
- **ANALYSIS** Key trends & mega-trends, global best practice & market initiatives
- **MULTI-CHANNEL** Newsletter and Executive Video Interviews



# REAL FDI PLATFORM

Highlighting Global Opportunities for Inward Investment



**Egypt: Help sought for new administrative capital phase 2**



**Property and hotel potential with Iceland airport growth**



**Disney makes ready to develop the other half of Val d'Europe**



**European logistics real estate markets set to stabilise this year**



**Property leaders line up for Iberian property summit**



**UN trade body hints at better 2024 for FDI**

Real FDI is an exclusive platform that highlights the investment potential of cities and regions to leaders in institutional and private capital. It puts your opportunities in front of a global audience of senior executives in real estate and real assets, including major capital owners and investors worldwide.

Each issue of Real FDI features in-depth interviews with key industry influencers and highlights prominent investment destinations and landmark projects in cities and regions across the globe.



## FOR PARTNERSHIP ENQUIRIES CONTACT:

**IRINA GASSON** Head of Partnerships Real FDI

irina.gasson@realassetmedia.com +40 (0) 747 422 993



# REAL FDI CALENDAR

## Special Distribution At Key Events

FOCUS TOPICS	SPECIAL EVENT DISTRIBUTION	LOCATION	DATES
<b>MARCH ISSUE</b> <ul style="list-style-type: none"> <li>The best opportunities for Corporate Real Estate investors</li> </ul>	<b>MIPIM</b> 12 - 15 March	Cannes France	Submission: 18 February
	<b>AIM Congress</b> 7 - 9 May 2024	Abu Dhabi U.A.E	Publication: March 14
<b>MAY ISSUE</b> <ul style="list-style-type: none"> <li>What 20 years of EU accession did for the class of 2004</li> </ul>	<b>ULI Europe Conference</b> June 2024	Milan Italy	Submission: 20 April
	<b>EPRA Annual Conference</b> 17 - 19 September 2024	Berlin Germany	Publication: 16 May
<b>OCTOBER ISSUE</b> <ul style="list-style-type: none"> <li>How sustainability is growing as a site selection factor</li> </ul>	<b>EXPO Real 2024</b> 7 - 9 October	Munich Germany	Submission: 15 September
	<b>WAIPA</b> 25 - 27 November	Riyadh Saudi Arabia	Publication: October 3
<b>DECEMBER ISSUE</b> <ul style="list-style-type: none"> <li>The year in review</li> <li>2025: COP29 and beyond, FDI trends and volumes, Investment destinations</li> </ul>	<b>COP29 Roundtable</b> December	Dubai U.A.E	Submission: 16 November
	<b>Outlook 2025 Event Series</b> December/January	London Paris Frankfurt	Publication: 7 December

## FDI Events

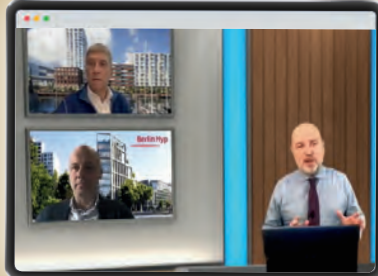
EVENT	DATES	LOCATION
COP29 Roundtable	December	Dubai
IMPACT & ESG Briefing MIPIM	March	Cannes
IMPACT & ESG Briefing	September	Amsterdam
IMPACT & ESG Briefing, EXPO Real	October	Munich
IMPACT Research Tour, Val de L'Europe	November	Paris
IMPACT Investment Summit	February	London

Note: While every effort will be made to adhere to the issue distributions outlined above, Real Asset Impact cannot be held responsible for any deviation from this schedule.



# REAL FDI EVENTS

Gallery 2024



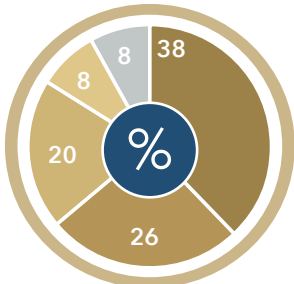




# REAL FDI IN NUMBERS

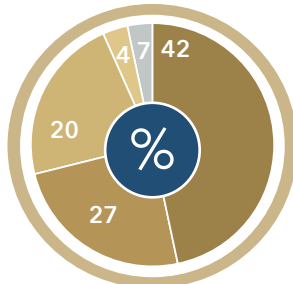
Driving Global Opportunity

## LOCATION



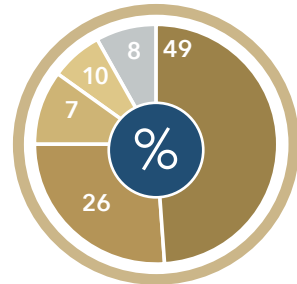
- Europe
- UK
- North America
- Asia
- ROW

## SECTOR



- Investors
- Advisory
- Banking & Finance
- Government
- Other

## POSITION



- C-Level, Partner, MD
- Department Heads
- Research & Analysis
- Advisory
- Other

**78k**  
Online  
users across

**156**  
Countries  
- and growing!



**1.2m**  
Impressions

**100k**  
Views



**2.5k**  
Subscribers

**25k**  
Global  
Readership  
including

**TOP 250**  
Global Capital Sources  
with Real Estate AUM

**US\$11 TRILLION**



**800%**  
Readership  
Growth in 2024  
The fastest  
growing  
in the sector



**60k+**  
Attendees at Real  
FDI Partner Events



# FDI PARTNER BENEFITS

Join Our Community



Editorial Board  
(Invitation Only)



IPA  
Community



Individual  
Membership

## SHARE YOUR INVESTMENT OPPORTUNITIES, STRATEGY AND REGIONAL INITIATIVES WITH LOCATION SPECIFIC ANALYSIS

- **SUPPORT** your year-round FDI communications strategy
- **SHOWCASE** your opportunities to key institutional and private investors including the top 250 sources of global capital
- **WORK** in partnership with respected industry peers and highly experienced journalists to create truly impactful content
- **CREATE** and build industry peer relationships at a dedicated programme of FDI events including MIPIM & EXPO Real
- **BENEFIT** from premium speaker opportunities at all Real FDI events
- **NETWORK** with industry peers at the annual Editorial Board Meeting and Conference
- **HIGHLIGHT** the key members of your team with video interviews on YouTube, the FDI website & member directory



### FOR MEMBERSHIP ENQUIRIES CONTACT

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# OUR PARTNERS

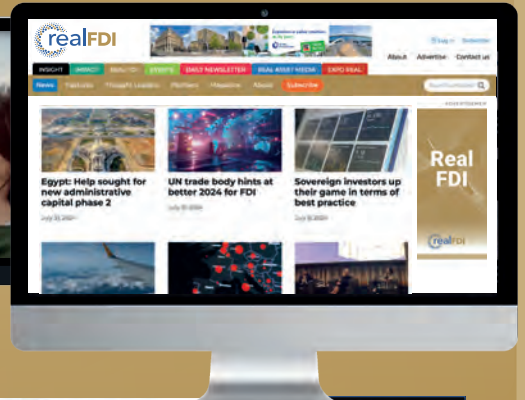
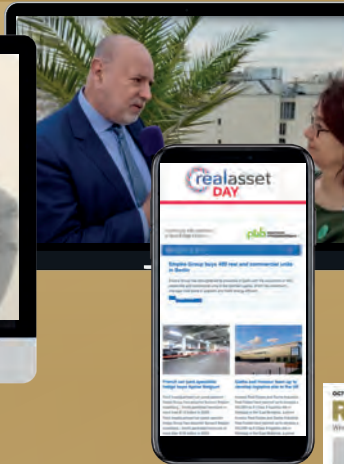
Locations, Corporates, Events and Media





# REAL FDI OVERVIEW

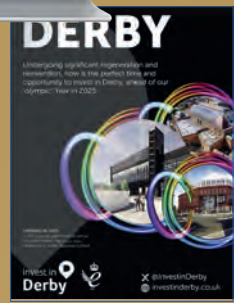
Explore Our Solutions For Your Organisation



## PROMOTE YOUR LOCATION'S INVESTMENT OPPORTUNITIES TODAY!

Whether you're looking for individual options or carefully curated packages, REAL FDI offers a wide range of solutions, including:

- Thought Leader Videos
- Editorial Features
- Newsletter Positioning
- Print & Digital Brand Advertising – and much more!



## BESPOKE DIGITAL AND PRINT ENQUIRIES

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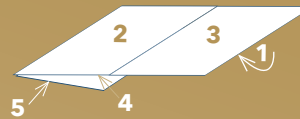
# REAL FDI PRINT

## Specifications and Rates

### COVER OPTIONS (width x height mm)



**Double Page Fold Out Cover**  
430 x H80mm  
€12,500



1. Magazine cover
2. } Double Page
3. } Fold Out Cover ad
4. Inside Front cover
5. Contents page

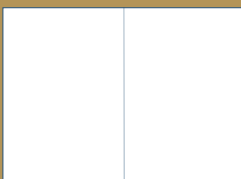


**Cover Strip**  
430 x 280  
€10,000



**Inside Front**  
215 x 280  
€9,000  
**Outside Back**  
€9,500

### INSIDE OPTIONS (width x height mm)



**Double Page Spread**  
430 x 280  
€10,500



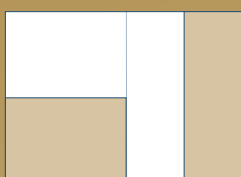
**Half Page Spread**  
430 x 140  
€7,500



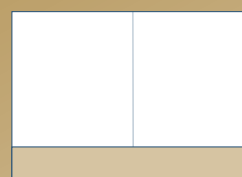
**Full Page**  
215 x 280  
€7,500



**Quarter Page**  
215 x 70  
280 x 55  
€3,000



**Half page**  
430 x 280  
€4,900



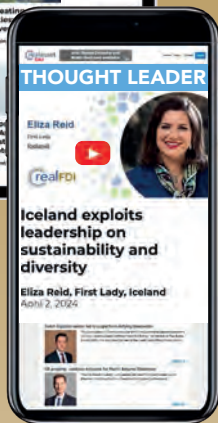
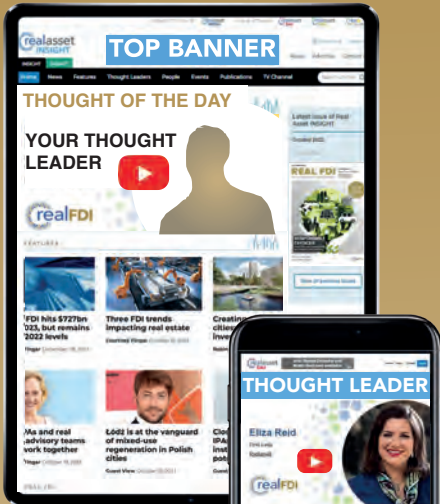
**Quarter Page Spread**  
430 x 70  
€4,950

Contact us for bespoke cover and inside options



# ONLINE ENGAGEMENT

Your Real FDI Campaign, Your Way



REACH OUR 110K READERSHIP IN 156 COUNTRIES  
WITH GROWTH RATE OF 800%

## WEB IMMERSION PACKAGE

	PLATINUM	GOLD	SILVER
<b>THOUGHT LEADER</b>			
Video	✓	✓	✓
Photo	✓	✓	✓
Quote	✓	✓	✓
<b>PLUS DISPLAY ADVERTISING</b>			
Newsletter	✓	✓	
Top Banner	✓		
Skyscraper	✓		
<b>DAY</b>	<b>RATE (€)</b>		
1	<b>CONTACT US</b> to discuss how Real FDI can work with you and maximise your industry exposure.		
30			
365			

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**THE LEADING MULTI-CHANNEL PLATFORM  
FOCUSED ON PROMOTING YOUR LOCATION**



**Journals**



**Videos**



**Podcasts**



**Events**



**News**

**STAY AHEAD  
OF THE MARKET**

- Industry & Market Insight
- Investment Strategy
- Sector Outlook
- Capital Flows

**CUT THROUGH  
INDUSTRY NOISE**

- Research & Analysis
- Investor Profiles
- Regional Outlook
- FDI Trends

**SUPPORTING THE REAL ESTATE MARKETS**

**EXPO REAL**  
40k participants  
1.8k exhibitors

**DEVELOPING SECTORS**  
FDI & Senior Living  
and Healthcare





## MEET THE TEAM

Here To Support Your Promotion Strategy

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