

**MEDIA
PACK
2025**

**The leading industry
initiative dedicated to
ESG & IMPACT
EXPERTISE
for the built environment**





WHY IMPACT?

The Industry's Voice of Sustainability



IMPACT is an industry initiative launched at COP27 to bridge the information gap and share insights, research, data and expertise.

Our focus is on strategy, policy, research, analysis of the key trends and global best practice.

The quarterly journal, news and event series allows you to share your initiatives and keeps you updated on this critically important area for your business.

Let us know how IMPACT can help share your strategy and expertise.

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

Richard Betts,
Founder & Head of Content
Real Asset Media

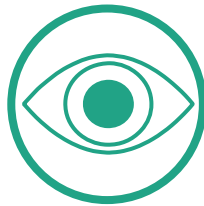


JOIN

The Real Asset Impact Community



Readers



Viewers



Listeners



Attendees



Members

A Network Of Industry Leaders



- Pension Funds, Insurance Cos,
- Sovereign Wealth, PE investors
- Family Office, Banks
- Government Bodies, Advisors
- Real Estate Owners, Occupiers

Sharing Industry Expertise



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



IMPACT JOURNAL

The lead platform for ESG, IMPACT and Investment



DRIVING THE TRANSFORMATION OF REAL ESTATE and the built environment since 2021 with:

YOUR Thought Leadership, Expertise and News

YOUR Strategies, Initiatives, Research and Analysis

- **UNIQUE CONTENT** Created with industry leaders for industry leaders
- **EDITORIAL FOCUS** ESG, carbon reduction decarbonization, purpose-driven investment, social impact strategies and sectors: valuation, research, policy/legislation: CSRD, SFDR
- **FEATURED SECTORS** Student & senior living, affordable housing, life sciences infrastructure, healthcare, wellness, SDGs, circularity & urban renewal
- **ANALYSIS** Key trends & mega-trends, global best practice & market initiatives
- **MULTI-CHANNEL** Newsletter, Executive Video Interviews & Podcasts



FOR EDITORIAL ENQUIRIES CONTACT:

NICOL DYNES Editor Real Asset IMPACT

nicol.dynes@realassetmedia.com +44 (0) 7774 581159



IMPACT CALENDAR

Journal and Special Distribution

JOURNAL FOCUS TOPICS	SPECIAL EVENT DISTRIBUTION	LOCATION	DATES
MARCH ISSUE <ul style="list-style-type: none"> • Transformation • Sustainable Cities 	MIPIM 11 - 14 March	Cannes	Submission: 18 February
	AIM Congress 7 - 9 April	Abu Dhabi	Publication: March 11
MAY ISSUE <ul style="list-style-type: none"> • Social Impact • Carbon Reduction Strategies 	ULI Europe Conference 16 - 19 June	London	Submission: 18 April
	EPRA Annual Conference 16 - 18 September	Stockholm	Publication: 16 May
OCTOBER ISSUE <ul style="list-style-type: none"> • Climate Resilience • Financing the Green Transition 	EXPO Real 2025 6 - 8 October	Munich	Submission: 15 September
	ULI C Change Conference 17 October	Barcelona	Publication: October 3
	EPRA Sustainability Summit November	London	
	Circular Week October	Warsaw	
CEO Outlook Summit February 2026	London	Submission: 16 November	
DECEMBER ISSUE <ul style="list-style-type: none"> • COP 30 Review • CEO Outlook • Measurement and Valuation • Offsetting Carbon 	Outlook 2026 Event Series December/January	Paris Frankfurt Warsaw	Publication: 7 December
IMPACT EVENTS	DATES	LOCATION	
CEO Investment Outlook Summit Sustainable Investment in 2025	12 February	London	
IMPACT Investment Summit	February	Amsterdam	
IMPACT & ESG Briefing at MIPIM	March	Cannes	
IMPACT & ESG Briefing	September	Cannes	
IMPACT & ESG Briefing, EXPO Real	October	Munich	

The events calendar is subject to ongoing updates.
Please contact us if you would like to suggest additional topics or would like to host an event.



IMPACT EVENTS

Gallery 2024





IMPACT IN NUMBERS

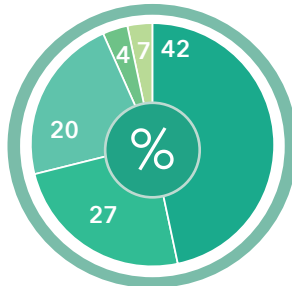
Driving Global Opportunity

LOCATION



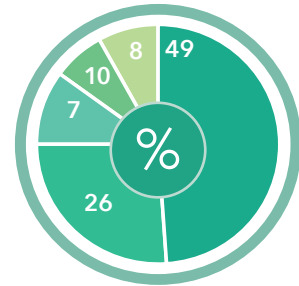
- Europe
- UK
- North America
- Asia
- ROW

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 IMPACT Partner Events

50+

Events at which IMPACT is distributed



IMPACT MEMBERSHIP

Join our Community



Editorial Board
(Invitation Only)



Corporate
Community



Individual
Membership

SHARE YOUR VISION, STRATEGY, RESEARCH & ESG INITIATIVES
with the whole built environment value chain

- **SUPPORT** your year-round sustainability communications strategy
- **SHOWCASE** the calibre of insight of your key sustainability personnel as thought leaders in the industry
- **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 IMPACT events including MIPIM & EXPO Real
- **BENEFIT** from premium speaker opportunities at all IMPACT events
- **NETWORK** with industry peers at the annual Editorial Board Meeting and Conference
- **HIGHLIGHT** the key members of your team with video interview opportunities on YouTube, the IMPACT website and podcasts



FOR MEMBERSHIP ENQUIRIES CONTACT

RON VAN BLOOIS Managing Editor Real Asset IMPACT

ron.vanbloois@realassetmedia.com +31 (0) 6 53 69 53 36



INDUSTRY PARTNERS

Driving Change Together

REAL ASSET IMPACT IS PROUD TO BE MEDIA PARTNER OF

				
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**THE LEADING MULTI-CHANNEL PLATFORM
FOCUSED ON GROWING YOUR BUSINESS**



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 Business

FOUNDERS



RICHARD.BETTS
@realassetmedia.com
Founder & Head of Content
+44 (0) 7557 373134



THORSTEN.HERBERT
@realassetmedia.com
Founder & Managing Partner
+49 (0) 170 47 98 793

EDITORIAL ENQUIRIES



RON.VANBLOOIS
@realassetmedia.com
Managing Editor IMPACT
Chairman SHHA
+31 (0) 6 53 69 53 36



NICOL.DYNES
@realassetmedia.com
Editor IMPACT
+44 (0) 7774 581159



COURTNEY.FINGAR
@realassetmedia.com
Contributing Editor IMPACT
Editor Real FDI
+44 (0) 7506 586 986



PAUL.STROHM
@realassetmedia.com
Contributing Editor IMPACT
Editor INSIGHT
+44 (0) 7946 587384

PARTNERSHIP ENQUIRIES



FRANK.BEINBORN
@realassetmedia.com
Director of Client Relations
+49 (0) 152 5487 8668



IRINA.GASSON
@realassetmedia.com
Global Head of Business Development
+40 (0) 747 422 993

MEMBERSHIP ENQUIRIES



SYLWIA.ZIEMACKA
@shha.international
Head of Membership
and Partner Network SHHA
+48 (0) 505 004 414



JOHN.O'CONNOR
@realassetmedia.com
Membership and Subscriptions
+44 (0) 7734 058207