

**MEDIA
PACK
2025**

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





WHY FDI?

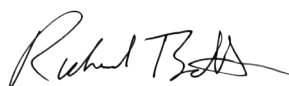
Key Global Opportunities



REAL FDI focuses on the intersection of foreign direct investment (FDI), real assets, and impact 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 investment ready projects, showcase your strategy and expertise to our global audience.

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



Richard Betts,
Founder & Head of Content, Real Asset Media

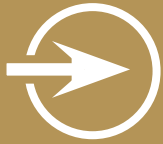


CCOURTNEY FINGAR, a leading global expert on Foreign Direct Investment, joined Real Asset Media in 2023 to spearhead expanded coverage of the intersection between FDI, real assets, and impact investment. Prior to this, Courtney spent 15 years at the Financial Times leading their specialist FDI publication, and served as editor-in-chief of Investment Monitor, a digital publication focused on cross-border investment.

Through insightful features and interviews with industry thought leaders, we explore the latest FDI trends and highlight key global opportunities for inward investment.



Courtney Fingar,
Editor Real FDI, Real Asset Media



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 Global Head of Business Development

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REAL FDI CALENDAR

Special Distribution At Key Events

FOCUS TOPICS	SPECIAL EVENT DISTRIBUTION	LOCATION	DATES
MARCH ISSUE <ul style="list-style-type: none"> • Top 10 Investable global projects • CEO Outlook 2025 • Special Focus: UK 	MIPIM 11 - 14 March	Cannes	Submission: 18 February
	AIM Congress 7 - 9 April	Abu Dhabi	Publication: March 14
MAY ISSUE <ul style="list-style-type: none"> • Data centres & digital infrastructure • Airport Cities as FDI catalysts • Special Focus: CEE Cities 	ULI Europe Conference 16 - 19 June	Milan	Submission: 20 April
	EPRA Annual Conference 16 - 18 September	Berlin	Publication: 16 May
OCTOBER ISSUE <ul style="list-style-type: none"> • Liveability as a driver for investment • Supply chains and logistic hubs • Special Focus: Gulf giga projects 	EXPO Real 2025 6 - 8 October	Munich	Submission: 15 September
	WAIPA Annual Conference Date TBC	Venue TBD	Publication: October 3
DECEMBER ISSUE <ul style="list-style-type: none"> • The year in review • Life sciences and innovation parks • Special Focus: Island economies 	CEO Investment Outlook 2026 February	London	Submission: 16 November
	Outlook 2026 Event Series December/January	Paris Frankfurt Warsaw	Publication: 7 December

Real FDI Events

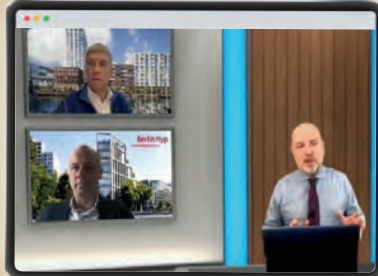
EVENT	DATES	LOCATION
CEO Investment Outlook 2025 FDI Outlook & Opportunities	12 February	London
Real FDI Networking Brunch MIPIM	12 March	Cannes
Liveability as a Driver of Investment	September	Live Online Event
Real FDI Networking Breakfast EXPO Real	October	Munich

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

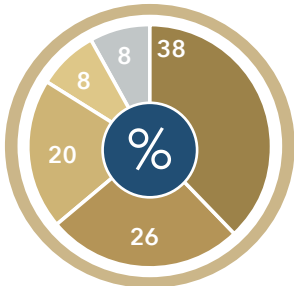




REAL FDI IN NUMBERS

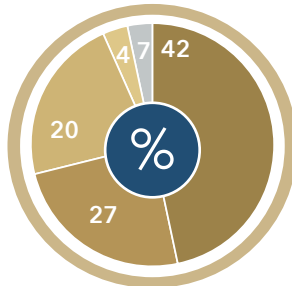
Driving Global Opportunity

LOCATION



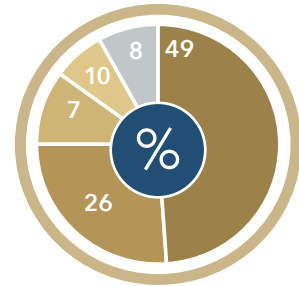
- Europe
- UK
- North America
- Asia
- ROW

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



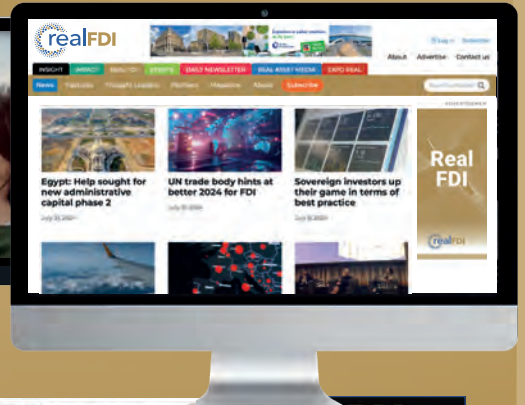
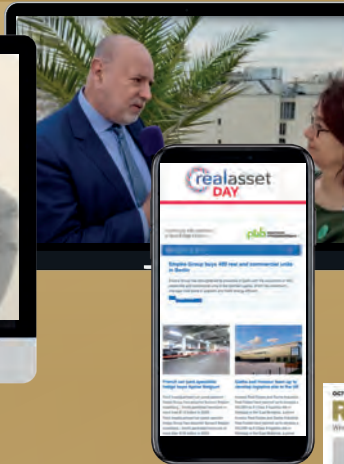
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REAL FDI OVERVIEW

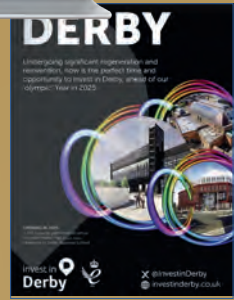
Explore Our Solutions For Your Organisation



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!



FOR DIGITAL AND PRINT ENQUIRIES CONTACT:

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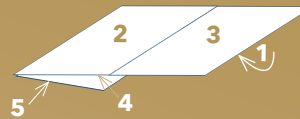
REAL FDI PRINT

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

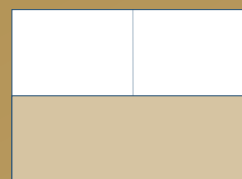


Inside Front
215 x 280
€9,000
Outside Back
€9,500

INSIDE OPTIONS (width x height mm)



Double Page Spread
430 x 280
€10,500



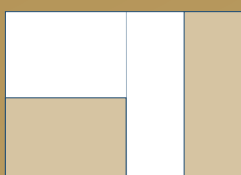
Half Page Spread
430 x 140
€7,500



Full Page
215 x 280
€7,500



Quarter Page
215 x 70
280 x 55
€3,000



Half page
215 x 140
107.5 x 280
€4,900



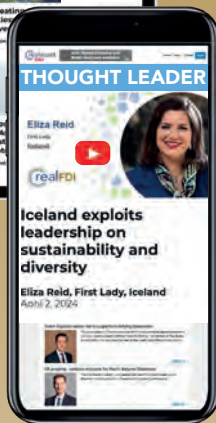
Quarter Page Spread
430 x 70
€4,950

Contact us for bespoke cover and inside options



ONLINE ENGAGEMENT

Your Real FDI Campaign, Your Way



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

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PARTNER

With Real Asset Media



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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