



MEDIA PACK 2026

**The leading industry
initiative dedicated to
DECARBONISATION
& SUSTAINABILITY
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 inform or share your strategy and expertise.



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 [CLICK HERE](#)

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 CASE STUDIES <ul style="list-style-type: none"> • Sustainable Innovation • Urban Transformation SPECIAL FOCUS <ul style="list-style-type: none"> • Sustainability Outlook 2026 • City Regeneration | MIPIM 9 - 13 March | Cannes | Submission: 13 February |
| | AIM Congress 13 - 15 April | Dubai | Publication: 9 March |
| MAY ISSUE CASE STUDIES <ul style="list-style-type: none"> • Social Impact • Biodiversity SPECIAL FOCUS <ul style="list-style-type: none"> • Energy Transition • Climate Resilience | ULI Europe Conference 1 - 3 June | Berlin | Submission: 29 April |
| | EPRA Annual Conference 8 - 10 September | Milan | Publication: 18 May |
| OCTOBER ISSUE CASE STUDIES <ul style="list-style-type: none"> • Economic Metrics • Social Metrics SPECIAL FOCUS <ul style="list-style-type: none"> • Maximising Sustainable Returns • Green Financing | EXPO Real 2026 8 - 7 October | Munich | Submission: 19 September |
| | Circular Week October | Warsaw | Publication: 5 October |
| | ULI C Change Conference 5 November | Dublin | |
| | EPRA Sustainability Summit November | London | |
| DECEMBER ISSUE CASE STUDIES <ul style="list-style-type: none"> • Affordable Housing • Circularity SPECIAL FOCUS <ul style="list-style-type: none"> • The Living Sector • Measurement and Valuation | CEO Outlook Summit February 2027 | London | Submission: 21 November |
| | Outlook 2027 Event Series December/January | Paris Frankfurt Warsaw | Publication: 5 December |



IMPACT EVENTS

Gallery 2024



| IMPACT EVENTS | DATES | LOCATION |
|--|---------------|-----------|
| CEO Investment Outlook Summit | 5 February | London |
| Sustainable Urban Investment Programme MIPIM | 9 - 13 March | Cannes |
| IMPACT & Sustainability in Action | April | Amsterdam |
| Investors Roundtable | September | London |
| Sustainable Urban Investment Programme EXPO Real | 5 - 7 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 IN NUMBERS

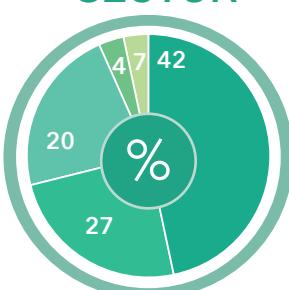
Driving Global Opportunity

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

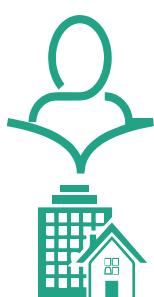
25k

Global Readership including

TOP 250

Global Capital Sources with Real Estate AUM

US\$11 TRILLION



800%

Readership Growth since '24
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
IMPACT Journal



Expert Speaker
IMPACT Events



Annual
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 CLICK HERE

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:





THE LEADING MULTI-CHANNEL PLATFORM FOCUSED ON GROWING YOUR BUSINESS



Journals



Videos



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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 – Click Through Today!

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
Contributing Editor Real FDI
+44 (0) 7774 581159



COURTNEY.FINGAR

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



JASON.MITCHELL

@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



JOHN.O'CONNOR

@realassetmedia.com
Membership & Subscriptions
+44 (0) 7734 058207

