



# MEDIA PACK 2026

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



COURTNEY 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 investable 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** Digital newsletter and video Content



# REAL FDI PLATFORM

Highlighting Global Opportunities for Inward Investment



**Iceland to build resilience with largescale projects**

The Icelandic government is investing in large-scale infrastructure projects to enhance the country's resilience and support its economic development. The projects include the construction of new roads, ports, and energy facilities, as well as the expansion of the telecommunications network. The government is also working to attract foreign investment to support these projects.

**TOP 10 INVESTABLE PROJECTS**

Where are the world's top investment opportunities?

**Cambodia tops watchlist of standout FDI locations**

**FDI can play a key role in solving UK's housing crisis**

**Belfast adds EU proximity to its list of investment attractions**

**Accession to the EU was a turning point in CEE's investment fortunes**

**20 years on: what EU accession has done for us**

**Netherlands defies downturn**

**TOP 10 INDUSTRIAL & LOGISTICS PROJECTS**

Where are the best opportunities in industrial and logistics?

Brynjar Vatnadal  
Development Manager  
Keflavik Airport



Property and hotel potential with Iceland airport growth



Reforms and resources put the Democratic Republic of Congo on investors' radar



Eindhoven to buy Brainport campus as ASML expands



Global investors call for smarter, sustainable growth at World Investment Conference

Boris Solbach  
SVP & CEO  
Disneyland Paris



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

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 EDITORIAL ENQUIRIES** [CLICK HERE](#)

**COURTNEY FINGAR** Global Head of Business Development

courtney.fingar@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><br><b>TOP INVESTABLE PROJECTS</b> <ul style="list-style-type: none"> <li>• Location: Southern Europe</li> <li>• Sector: Life Sciences</li> </ul> <b>SPECIAL FOCUS</b> <ul style="list-style-type: none"> <li>• Airport Cities as FDI catalysts</li> <li>• CEO Outlook 2026</li> </ul>                          | <b>MIPIM</b><br>9 - 13 March                         | Cannes    | <b>Submission:</b><br>13 February  |
|   | <b>AIM Congress</b><br>13 - 15 May                   | Dubai     | <b>Publication:</b><br>9 March     |
| <b>MAY ISSUE</b><br><b>TOP INVESTABLE PROJECTS</b> <ul style="list-style-type: none"> <li>• Location: UK / CEE</li> <li>• Sector: Innovation and Knowledge Zones</li> </ul> <b>SPECIAL FOCUS</b> <ul style="list-style-type: none"> <li>• UK Cities &amp; Regions</li> <li>• Data Centres &amp; Digital Infrastructure</li> </ul> | <b>The CEE Summit</b><br>11 - 12 May                 | Warsaw    | <b>Submission:</b><br>22 April     |
|   | <b>UKREiiF</b><br>19 - 21 May                        | Leeds     | <b>Publication:</b><br>11 May      |
| <b>OCTOBER ISSUE</b><br><b>TOP INVESTABLE PROJECTS</b> <ul style="list-style-type: none"> <li>• Location: Middle East</li> <li>• Sector: Industrial &amp; Logistics</li> </ul> <b>SPECIAL FOCUS</b> <ul style="list-style-type: none"> <li>• Urban Transformation</li> <li>• Cities of the Future</li> </ul>                      | <b>EXPO Real 2026</b><br>5 - 7 October               | Munich    | <b>Submission:</b><br>19 September |
|   | <b>WAIPA Annual Conference</b><br>Date TBD           | Venue TBD | <b>Publication:</b><br>5 October   |
| <b>DECEMBER ISSUE</b><br><b>TOP INVESTABLE PROJECTS</b> <ul style="list-style-type: none"> <li>• Location: Africa</li> <li>• Sector: Tourism &amp; Leisure</li> </ul> <b>SPECIAL FOCUS</b> <ul style="list-style-type: none"> <li>• The Year in Review</li> <li>• Island Economies</li> </ul>                                     | <b>CEO Investment Outlook 2026</b><br>February       | London    | <b>Submission:</b><br>21 November  |
|   | <b>Outlook 2026 Event Series</b><br>December/January | London    | <b>Publication:</b><br>5 December  |

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

Sharing insights, opportunities and driving investments



| EVENT  | DATES      | LOCATION          |
|--|------------|-------------------|
| CEO Investment Outlook 2026<br>FDI Outlook & Opportunities | 5 February | London            |
| Real FDI Networking Brunch<br>MIPIM                        | 11 March   | Cannes            |
| Masterclass: What Makes A<br>Project Investable?           | 16 June    | Live Online Event |
| Real FDI Networking Breakfast<br>EXPO Real                 | 6 October  | Munich            |

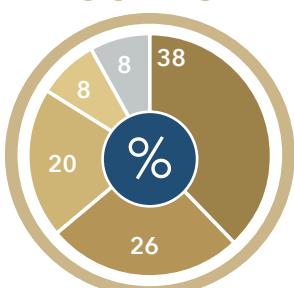
Note: While every effort will be made to adhere to the issue distributions outlined above, Real Asset Impact cannot be held responsible for any deviation from this schedule.



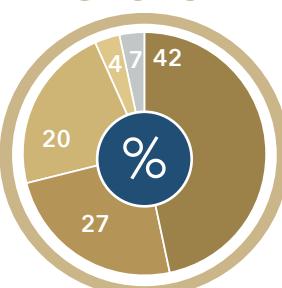
# REAL FDI IN NUMBERS

Driving Global Opportunity

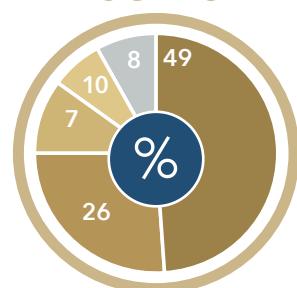
## LOCATION



## SECTOR



## POSITION



**78k**  
Online  
users across



**156**  
Countries  
– and growing!

**1.2m**  
Impressions

**100k**  
Views



**2.5k**  
Subscribers

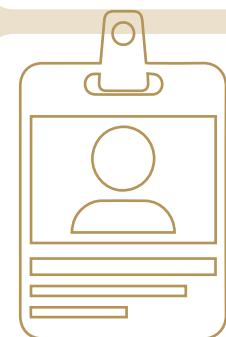
**25k**  
Global  
Readership  
including



**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 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 and global investors as part of the Real FDI community
- **HIGHLIGHT** the key members of your team with video interviews on YouTube, the FDI website & member directory



**FOR MEMBERSHIP ENQUIRIES CLICK HERE**

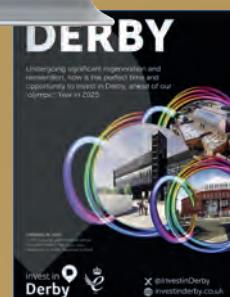
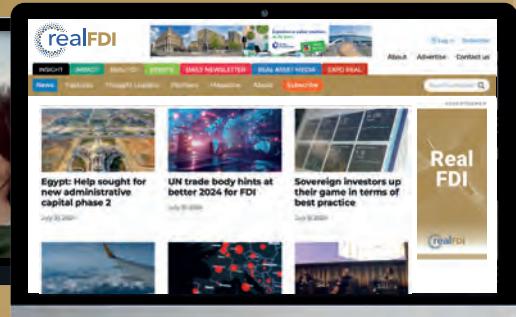
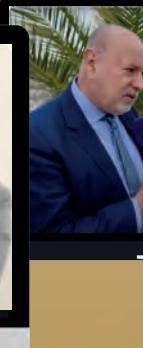
**IRINA.GASSON** Global Head of Business Development

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



# REAL FDI OVERVIEW

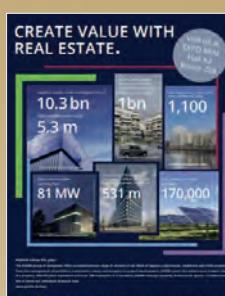
Explore Our Solutions For Your Organisation



## 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 & PRINT ENQUIRIES CLICK HERE**

**IRINA.GASSON** Global Head of Business Development

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



# REAL FDI PRINT

## Specifications and Rates

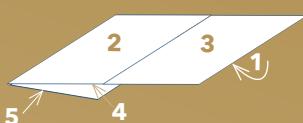
### COVER OPTIONS (width x height mm)



#### 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

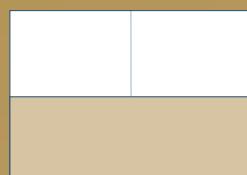
### INSIDE OPTIONS (width x height mm)



#### Double Page Spread

430 x 280

€10,500



#### Half Page Spread

430 x 140

€7,500



#### Full Page

215 x 280

€7,500

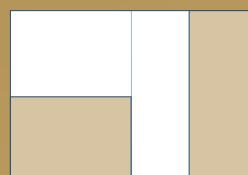


#### Quarter Page

215 x 70

280 x 55

€3,000

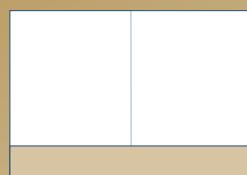


#### Half page

215 x 140

107.5 x 280

€4,900



#### Quarter Page Spread

430 x 70

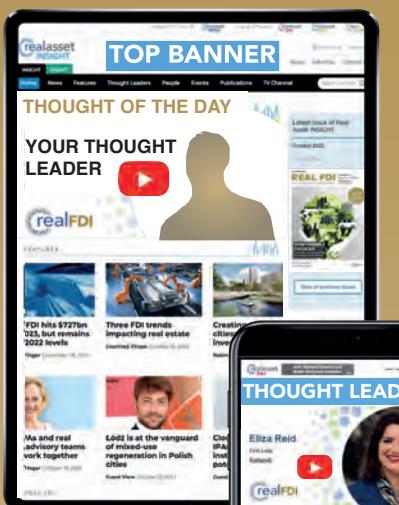
€4,950

Contact us for bespoke cover and inside options



# ONLINE ENGAGEMENT

## Your Real FDI Campaign, Your Way



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

**FOR COMMERCIAL ENQUIRIES** [CLICK HERE](#)



**IRINA.GASSON**

@realassetmedia.com

Global Head of Business Development

+40 (0) 747 422 993



**FRANK.BEINBORN**

@realassetmedia.com

Director Client Relations

+49 (0) 152 5487 8668



# MEET THE TEAM

Here to Support Your Promotion Strategy – 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



**COURTNEY.FINGAR**

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



**NICOL.DYNES**

@realassetmedia.com  
Editor IMPACT  
Contributing Editor Real FDI  
+44 (0) 7774 581159



**RON.VANBLOOIS**

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



**JASON.MITCHELL**

@realassetmedia.com  
Editor INSIGHT  
Contributing Editor Real FDI  
+44 (0) 7727 158561

## 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



**GILLIAN.BROWN**

@realassetmedia.com  
Head of Membership  
and Partner Network SHHA  
+48 (0) 505 004 414



**JOHN.O'CONNOR**

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



# 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





# OUR PARTNERS

Locations, Corporates, Events and Media

