

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](#)

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IMPACT CALENDAR

Journal and Special Distribution

JOURNAL FOCUS TOPICS	SPECIAL EVENT DISTRIBUTION	LOCATION	DATES
MARCH ISSUE CASE STUDIES • Sustainable Innovation • Urban Transformation SPECIAL FOCUS • 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 • Social Impact • Biodiversity SPECIAL FOCUS • 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 • Economic Metrics • Social Metrics SPECIAL FOCUS • 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 • Affordable Housing • Circularity SPECIAL FOCUS • 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 MIPIIM	9 - 13 March	Cannes
IMPACT & Sustainability in Action	April	Amsterdam
Investors Roundtable	September	London
Sustainable Urban Investment Programme EXPO Real	5 - 7 October	Munich

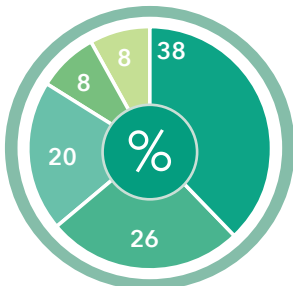
The events calendar is subject to ongoing updates.
Please contact us if you would like to suggest additional topics or would like to host an event.



IMPACT IN NUMBERS

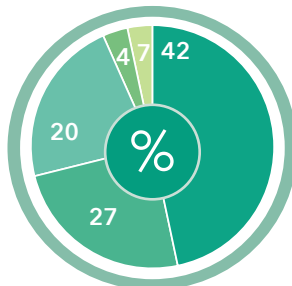
Driving Global Opportunity

LOCATION



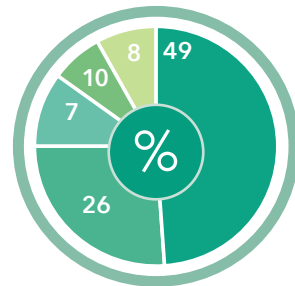
- Europe
- UK
- North America
- Asia
- ROW

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](#)

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INDUSTRY PARTNERS

Driving Change Together

CBRE Investment Management

 **drooms**


واحة دبي للسيليكون
Dubai Silicon Oasis

 **finch buildings**

 **INDUSTRIEVERBAND FEUERVERZINKEN**

 **innowo**

 **pwc**

 **EGYPT CSR SUSTAINABILITY FORUM**

Triginta 
REAL PEOPLE. REAL KNOWLEDGE. REAL ESTATE.

 **VerusSol**
Solar's True Potential

 **CLIMATE NEUTRAL REAL ESTATE**

 **REDEVCO**

 **COP26**

 **CRREM**
CARBON RISK REAL ESTATE MONITOR

 **DGBC**
Dutch Green Building Council

 **Glasgow CITY COUNCIL**

 **UK GBC**
United Kingdom Green Building Council

 **MI** Multiple Impact One Purpose

 **Sociëteit Vastgoed**
International Real Estate Network

SHHA

REAL ASSET IMPACT IS PROUD TO BE MEDIA PARTNER OF:



 **CIRCULAR WEEK**

mipim[®]

EPRA
SUSTAINABILITY SUMMIT

expo real



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 – Click Through Today!

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