

**Global market intelligence
for institutional real assets investors**



**media
information** **2023**

Intelligence for Decision Makers in Institutional Real Assets Investment

DELIVERED DIGITALLY, IN PRINT AND IN PERSON

IPE Real Assets continues to reinforce its position as an indispensable source of intelligence for the global community of senior institutional real assets investors. It delivers highly relevant, topical and actionable information digitally, in print and through in-person events.

The challenges we have faced because of COVID-19 have given **real assets** added importance as a source of new opportunities in industries – whether that be life sciences and healthcare, whose significance has been thrown into sharp relief by the pandemic, or the reconfiguration of traditional sectors, such as residential and office, as the “new normal” of more flexible and environmentally-conscious living and working takes shape.

In other parts of the real assets universe, **infrastructure** is seen by governments around the world as an important driver of recovery; **forestry and agriculture** will play an increasingly important role in

achieving net-zero economies and ensuring food security.

Not surprisingly these topics were a huge draw for the 18th **IPE Real Estate Global Conference & Awards 2022** in Amsterdam. Close to 400 people attended in person, representing a massive endorsement and vote of confidence in the return to physical, face-to-face events.

IPE Real Assets continues to invest to ensure it delivers the intelligence and platform you need to thrive in the years ahead. Drawing on an award-winning editorial team, a global network of journalists and the knowledge and connections of the IPE group, IPE Real Assets has built close contacts with pension funds, insurance companies, sovereign wealth funds and other institutional investors around the world. These close contacts are our hallmark and provide a unique inside track on the thinking and actions of this highly influential group for the benefit of the industry as a whole.

8,749



**MAGAZINE READERS
GLOBALLY**

24,129



**DAILY NEWS
EMAIL RECIPIENTS**

IPE Real Assets Magazine Circulation



GEOGRAPHIC DISTRIBUTION

Europe **6,919** 79%

North America **1,266** 15%

Asia & other regions **566** 6%

Total Circulation 8,749

COPIES/EUROPE

103	Austria
177	Belgium
265	Denmark
150	Finland
576	France
1,112	Germany
15	Greece
24	Iceland
412	Italy
64	Luxembourg
640	Netherlands
100	Norway
71	Portugal
121	Republic of Ireland
182	Spain
220	Sweden
447	Switzerland
2,097	United Kingdom
155	Other EU countries



IPE Real Assets's current audited Audit Bureau of Circulations (ABC) average net circulation is 8,749 (July 2021 to June 2022). The ABC was launched in 1931 in response to a demand from advertisers for independent verification of the claims made by advertising sales teams and so provides further transparency for readers and advertisers. IPE Real Assets is published bi-monthly and is additionally distributed extensively at leading real estate conferences and exhibitions internationally, providing advertisers with additional key readers throughout the year.

COMPANY TYPES

Total circulation 8,749

BUY SIDE

62% CAPITAL OWNERS

Pension funds, endowments, charities, foundations, endowments, sovereign funds	3,194
Financial institutions, Insurance companies	421
Investment Managers, asset managers (including fund-of-funds)	1,842

6% KEY INFLUENCERS

Pension fund consultants	410
Academics, real estate associations, government, regulators	169

68% TOTAL BUY SIDE 6,036

SUPPLY SIDE

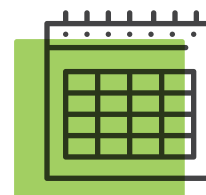
Real estate investment managers (marketing)	1,560
Banks & investment banks	262
Property companies & developers	376

PROFESSIONAL SERVICES

Property agents/consultants	310
Legal, accountancy, management consultancy	65
Data and information providers, index providers, exchanges	78
Financial Communications	40
Other	22

32% TOTAL SUPPLY SIDE 2,713

IPE Real Assets Editorial Outline 2023


**INVESTOR/MANAGER
SURVEYS & RANKINGS**
MACRO THEMES
**MARKETS, SECTORS,
ASSET CLASSES**
FUNDS & STRATEGIES
FEATURES

Jan/Feb ESG & Impact Investing	<ul style="list-style-type: none"> ● Agriculture & forestry investors & managers 	<ul style="list-style-type: none"> ● Climate change & social impact 	<ul style="list-style-type: none"> ● Renewable energy ● Affordable & social housing ● Agriculture & forestry 	<ul style="list-style-type: none"> ● Emerging markets 	<ul style="list-style-type: none"> ● Net-zero targets
March/April MIPIM	<ul style="list-style-type: none"> ● Fund-of-funds, secondaries & multi-managers 	<ul style="list-style-type: none"> ● Technology & science 	<ul style="list-style-type: none"> ● Digital infrastructure, data centres ● Lifesciences ● Smart buildings 	<ul style="list-style-type: none"> ● Secure income 	<ul style="list-style-type: none"> ● Proptech
May/June Top 100 Global Real Estate Investors	<ul style="list-style-type: none"> ● Real estate investor survey 	<ul style="list-style-type: none"> ● Demographics 	<ul style="list-style-type: none"> ● Multifamily, PRS, care/retirement homes, student housing 	<ul style="list-style-type: none"> ● Core real estate funds 	<ul style="list-style-type: none"> ● Performance benchmarking
July/August Top 100 Global Infrastructure Managers	<ul style="list-style-type: none"> ● Infrastructure fund managers survey IPE Infrastructure Guide	<ul style="list-style-type: none"> ● Retail & online commerce 	<ul style="list-style-type: none"> ● Shopping centres, high street retail, supermarkets, leisure ● Logistics 	<ul style="list-style-type: none"> ● Infrastructure 	<ul style="list-style-type: none"> ● ESG
Sept/Oct EXPO Real / Top 100 Global Infrastructure Investors	<ul style="list-style-type: none"> ● Infrastructure investors survey 	<ul style="list-style-type: none"> ● Offices & urbanisation 	<ul style="list-style-type: none"> ● Offices 	<ul style="list-style-type: none"> ● Value-add real estate 	<ul style="list-style-type: none"> ● Listed markets
Nov/Dec Top 150 Global Real Estate Managers	<ul style="list-style-type: none"> ● Real estate managers survey 	<ul style="list-style-type: none"> ● Transport & tourism 	<ul style="list-style-type: none"> ● Airports & aviations ● Rail, roads & bridges ● Ports & shipping ● Hotels & resorts 	<ul style="list-style-type: none"> ● Opportunistic real estate funds ● Private debt 	<ul style="list-style-type: none"> ● Diversity & inclusion

2023 Print Advertising & Specifications



PRINT ADVERTISING RATES

RATE	1X£	
Full page corporate/thought leader	9,350	
Double page corporate/thought leader	11,000	
Junior page	6,050	
Half page	5,610	
Quarter page	3,575	
Half page spread	11,220	
Outside back cover	11,440	
Inside front cover	10,725	
Multiple insertion discounts	3+	6+
Per page booked	5%	10%

MECHANICAL DATA

DIMENSIONS	HEIGHT(MM)	WIDTH(MM)
Double page spread	335	245
x 2 full pages plus 10mm bleed each		
Full page	335	245
plus 10mm bleed		
Junior page	200	160
Half page - horizontal	140	210
Half page - vertical	290	100
Quarter page - strip	65	210
Quarter page - box	140	100

Advertisement material to be provided as a press optimised PDF file. Please add crop marks indicating trim and bleed and make sure all files are CYMK and pictures are 300 dpi.

PUBLISHING SCHEDULE

ISSUE 2023	THOUGHT LEADER DEADLINE	DISPLAY ADVERT DEADLINE
Jan/Feb: ESG & Impact Investing Special	January 13	January 20
March/April: MIPIM	February 10	February 17
May/June: Top 100 Global Real Estate Investors	April 14	April 21
July/August: Top 100 Global Infrastructure Managers	June 9	June 16
Sept/Oct: EXPO Real/Top 100 Global Infrastructure Investors	August 25	September 1
Nov/Dec: Top 150 Global Real Estate Manager	November 3	November 10

THOUGHT LEADER

Sponsored articles



Sponsored articles are an ideal opportunity for companies to provide the readership of IPE Real Assets with promotional, educational or other editorial, research or corporate profiles.

Text should be sent as a Word file. Approximately 1,100 words per page (inclusive of title and compliance.) Images/logos etc. should be sent as separate high resolution (300 dpi) images. These can be sent as: TIF, JPEG or EPS files. Charts to be sent complete in Excel or PDF.



REIM Reference Guide & IPE Real Estate Reference Hub Online



IN PRINT

The REIM Guide is mailed to a **circulation of 8,002** with additional copies distributed at key industry events. Present your company information across a double-page spread in the regions where you invest. The Guide is divided into four regions: **Europe, Asia Pacific, North America** and **Latin America**.

ONLINE

The IPE Reference Hub enables your firm to engage with **over 20,000 institutional investors**. An investment manager profile on the IPE Reference Hub is a versatile branding and content marketing tool that provides scope and flexibility:

- Upload unlimited white papers/research
- Upload your videos and links to social media
- Publish your company news and announcements
- Hyperlinks from IPE Real Assets email newsletters drive traffic to your profile
- Weekly Reference Hub digest emails sent to our investor database



IPE INFRASTRUCTURE REFERENCE HUB

The IPE Reference Hub now has its own dedicated section for **Investment Managers in Infrastructure, Agriculture and Forestry**.

You can take an online profile in the Infrastructure section of the IPE Reference Hub in combination with a print profile in our June 2023 Top 100 Global Infrastructure Managers Issue.

REIM GUIDE 2023

LISTINGS COST PER REGION	£
1 listing	7,260
2 listings	12,980
3 listings	15,290
4 listings	17,050

+VAT where applicable

INFRASTRUCTURE

RATE CARD	£
Profile listing	7,260

MAKE YOUR EXPERTISE KNOWN IN THE PENSIONS MARKET

realassets.ipe.com Online Advertising

OFFERS:

A highly effective digital platform to reach global investors and managers.

Leaderboard, MPU and Half page MPU formats plus expandable MPU.



KEY ANALYTICS



63,961

AVERAGE MONTHLY
UNIQUE USERS



7,547

AVERAGE MONTHLY
LOYAL USERS*



125,742

AVERAGE
MONTHLY PAGE
IMPRESSIONS



1m 05s

AVERAGE VISIT
DURATION



25%

OF VISITS WERE
MADE VIA MOBILE



75%

OF VISITS WERE
MADE VIA DESKTOP

All figures based across a 12 month period (Jan 1st 2022 - Oct 31st 2022) * Four or more visits per month.

IPE Real Assets Daily News Email Advertising

Deliver your message directly into the inbox of your target market on the IPE Real Assets Daily News Email service that reaches **24,129 recipients**.

Choose either the top and bottom banner package or a Sponsored link to promote your message.

22%**AVERAGE
OPEN RATE****24,129****AVERAGE NO.
OF RECIPIENTS
PER DAY****8.1%****AVERAGE
CLICK THRU
RATE (CTR)**

IPE Real Assets Webcasts

- For each webcast, IPE Real Assets appoints an independent moderator to chair and host the event and help the client manage the Q&A interaction plus open and close the webcast.
- A minimum six-week lead-time is required on all webcasts to help IPE Real Assets achieve the best possible audience.
- The webcast can be hosted either remotely from multiple locations or centrally from one office location.
- The webcast format is a live-recorded 'session' of no more than one hour.
- Each webcast is streamed live via a custom-branded player which features the speaker's photograph, voice, slides and customisable tabs including Q&A/feedback, the facility to ask your own pre-agreed questions of the audience and user support.
- A recording of the webcast is available for anyone unable to attend the live broadcast and is available on the platform for 12 months following the live broadcast.

IPE Real Assets webcasts are an increasingly popular and innovative way of showcasing manager expertise with an engaged online audience. IPE markets the client webcast via email and captures the registered subscriber details that are delivered back to the webcast client post event. The captured webcast subscriber details include job title, phone number and email addresses (subject to data protection rules).



**IPE REAL ASSETS
WEBCAST EVENTS
AN AVERAGES OF 461
REGISTRATIONS PER
WEBCAST**

IPE Real Assets Online Advertising Rates

ONLINE ADVERTISING

- Run of site leaderboard and MPU £50 cpm
- Half page MPU and expandable £72 cpm
- Floor Ad £110 cpm
- Site takeover (inc 1 email promotion) £7,000 per day



TECHNICAL SPECIFICATIONS

- Leader Board 728 x 90
- MPU 300 x 250
- Half Page MPU 300 x 600
- Expandable MPU 300 x 250
(expanding to 600 x 250). Must expand left.
- Expandable Leader Board 728 x 90
(expanding to 728 x 180). Must expand down.
- Floor Advertisement 728 x 90

Accepted formats

JPG, GIF, FLASH, HTML

IPE REAL ASSETS DAILY NEWS EMAIL

- Top and Bottom banner £700 per daily email
- Sponsored Link £1,650 per daily email



TECHNICAL SPECIFICATIONS

- Top and Bottom banner 728 x 90
- Sponsored Link logo (125 x 35)
100 characters of text plus linking url

WEBCAST

- Each webcast includes pre event marketing;
event and post event subscriber registration details £14,850



Events



IPE REAL ESTATE

GLOBAL CONFERENCE & AWARDS 2023

IPE REAL ESTATE GLOBAL CONFERENCE & AWARDS 16 MAY 2023, MILAN

Now in its 19th year, the IPE Real Estate Global Conference & Awards is firmly established in the Real Estate event calendar and has become the premier event for institutional investors.

The full-day conference in Milan **16 May 2023**, is a forum for investors to examine the key issues facing the industry. The evening Awards ceremony will recognise and reward best practice, outstanding performance and innovation among real estate investors.



For more information please contact

Janet Pearch T: +44 20 3465 9303 E: janet.pearch@ipe.com

IPE REAL ASSETS



BREAKFAST SERIES 2023

REAL ASSETS BREAKFAST SERIES MARCH 2023

An exciting high-level informal marketing and networking opportunity with decision makers at pension funds and other institutional investors in selected key European regions.

Copenhagen
Amsterdam
Munich

IPE REAL ASSETS & Infrastructure

GLOBAL INVESTOR CONFERENCE & AWARDS

REAL ASSETS & INFRASTRUCTURE GLOBAL INVESTOR CONFERENCE 14 SEPTEMBER 2023, AMSTERDAM

IPE's Real Assets and Infrastructure Global Investor Conference in Amsterdam **14 September 2023** will explore these fast growing asset classes.

This event will bring together investment decision makers at global pension funds, experts from the asset management community' leading consultants and academics.



Contacts

COMMERCIAL EUROPE

Janet Pearch/Publisher

T +44 (0)20 3465 9303 E janet.pearch@ipe.com

Fiammetta Veronesi/Sales Manager

T +44 (0)20 3465 9347 E fiammetta.veronesi@ipe.com

Rayner Adap/Sales Manager

T +44 (0)20 3465 9306 E rayner.adap@ipe.com

Sam Smith/Production Manager

T +44 (0)20 3465 9332 E sam.smith@ipe.com

Jeremiah Ogang/Online Reference Hub

T +44 (0) 20 3465 9316 E jeremiah.ogang@ipe.com

COMMERCIAL NORTH AMERICA

Erik Vander Kolk/Head of North American Business

T +1 203-550-0385 E erik.vanderkolk@ipe.com

COMMERCIAL ASIA PACIFIC

Terry Rayner/Head of Asia Pacific Business

T +61 402 433 222 E terry.rayner@ipe.com

EDITORIAL

Richard Lowe/Editor

T +44 (0)20 3465 9323 E richard.lowe@ipe.com

Razak Musha Baba/News Editor

T +44 (0)20 3465 9312 E razak.baba@ipe.com

Lauren Mills/Private Markets Editor

T +44 (0)20 3465 9302 E lauren.mills@ipe.com