



Daily News

brought to you by PropertyEU

In 2023 PropertyEU will publish a digital daily newsletter across 4 days of Expo Real, all three days of the fair (4-6 October) plus a Monday morning special covering the final day. We report on all fair-related activities and keep visitors up-to-date with all the latest news from the international real estate industry.

Opportunities

Online

Live Events

Magazine



Online

Newsletter

PUBLICATION DATES 4/5/6 & 9 October 2023

FOCUS Activities related to the fair & latest real estate industry news

MATERIAL DEADLINE 14 September

DISTRIBUTION The newsletter will be distributed to all PropertyEU and PropertyNL newsletter subscribers and via the PropertyEU app. All articles will be free to read so accessible to any parties interested in the content. Link to the daily newsletter will also be distributed on all PropertyEU magazines, marketing material and social media platforms. Based on 2022 results we expect an audience reach in excess of 30,000.

BANNER ADVERTISING

| POSITION | TYPE | DIMENSIONS | RATE (€) |
|---------------------|-------------|--------------|----------|
| Small logo (top) | Jpeg or gif | 290 x 100pxl | 3,500 |
| Large logo (bottom) | Jpeg or gif | 600 x 100pxl | 3,500 |

EXAMPLE

➤ [EXPO REAL Daily News 2022](#)



Content partnerships

| POSITION | TYPE | WORD COUNT | RATE (€) |
|---------------|---------|------------|------------|
| In newsletter | Content | 500-600 | From 5,000 |

A content partnership or advertorial will feature in the daily newsletter on an agreed morning of Expo Real. The content will appear within the ‘Top stories from Expo Real’ section and on our PropertyEU app. The article will also be placed on the homepage of PropertyEU website for that day and promoted via the PropertyEU social media pages.

If preferred, we can assign a journalist to assist with content creation; either by working with you to develop an article or conducting an interview or Q&A.

EXAMPLE

➤ [Q&A Bert Hesseling, CTP](#)



Video Interview

| POSITION | TYPE | LENGTH | RATE (€) |
|--------------------|-------|-------------|------------|
| Multiple platforms | Video | 3-5 minutes | From 3,950 |

Interviews are designed to give concise opinions on developments and trends in the market from key thought leaders within the property sector. PropertyEU will have a video production crew on site at Expo Real taking the news and views from Munich in an interactive format. All interviews will be placed onto the PropertyEU website, PropertyEU app and social media channels as soon as they are edited and available (either same day or next day). They will also appear within the PropertyEU newsletter via a link to our channel. Interviews are also made available to the participant for further distribution via their own channels.

EXAMPLES

- [Expo Real: Introducing Clemens Brenninkmeijer, Redevco](#)
- [Introducing Wybo Wijnbergen, infinitSpace](#)



PropertyEU Events

PropertyEU events are unique discussions with robust commentary and deep analysis of the topics and issues facing key players in European real estate. Our events include live audience panel discussions, closed door roundtables and virtual meetings. All events are covered by the PropertyEU editorial team and are reported via our newsletter, special report or in the magazine. Where possible we will also produce video highlights to accompany.

PropertyEU will host a number of private roundtable and public panel events at Expo Real.

Details of all events will be finalised at a later date. If interested in participation in an event at Expo Real please contact Eddie Roche, Publisher roche@propertyeu.info

EXAMPLES

- ▶ [The Greek real estate case: MIPIM 2023](#)
- ▶ [The Green Roadshow: Frankfurt by PropertyEU](#)
- ▶ [The state of logistics 2021: Europe](#)



PropertyEU Magazine

PropertyEU September/October edition will be sent to Expo Real and placed in available press bins, on partner stands and within appropriate hotels, shuttles and buses.

September/October 2023 includes our annual office special, we will also be producing the ranking for the Top 100 Investors (assets under management).

For information on pricing for the magazine,

- ▶ [please review our 2023 media planner](#)

