

MEDIA PLANNER 2023

EDITORIAL INFORMATION,
PRICING & SPECIFICATIONS

- [PropertyEU Magazine](#) 
- [PropertyEU.info](#) 
- [PropertyEU Newsletter](#) 
- [PropertyEU App](#) 
- [PropertyEU Top Investors](#) 
- [LogisticsWatch](#) 
- [RetailWatch](#) 
- [Expo Real Daily News](#) 
- [PropertyEU Video Interview](#) 
- [Events](#) 

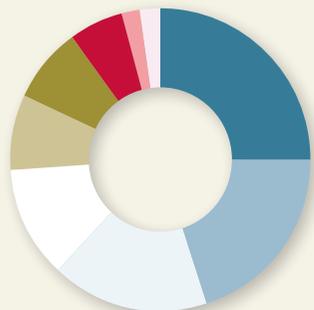
Regular Content

Section sponsorship available upon request

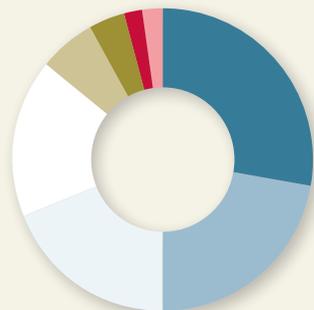
SECTION	CONTENT
Editor's Letter	Senior editor
Trending Story	Latest Industry Developments
Big Interview	Industry Leader
Special Report	In-depth Analysis
Asset Class Watch	Logistics/Retail/Office/Alternatives/Capital/Finance/Green/Technology
Regional Watch	Spotlight on a European city/country/region with a unique real estate story to tell
On the Circuit	Round up of Fairs & Events
People Moves	Who & Where
Guest Commentary	Expert Opinion(s)
Events	Coverage of PropertyEU Hosted Events

Subscribers by country

Subscribers by sector



- 25% UNITED KINGDOM
- 20% GERMANY
- 17% BENELUX
- 12% SOUTHERN EUROPE (INC TURKEY)
- 8% FRANCE
- 8% CEE REGION (INC RUSSIA)
- 6% NORDICS
- 2% USA
- 2% ASIA



- 28% INVESTOR, INVESTMENT MANAGER, ASSET MANAGER
- 22% BANKING, FINANCIALS
- 19% ADVISER, BROKER
- 17% DEVELOPERS
- 6% LEGAL
- 4% GOVERNMENT
- 2% END USERS
- 2% OTHER

Editorial planning

ISSUE	PUBLICATION	MATERIAL DEADLINE	THEME	SPECIAL FEATURE	EXTRA DISTRIBUTION
January/February	27 January	12 January	Law firm ranking	Outlook 2023	
March/April	3 March	16 February	ESG challenges	Urban development	MIPIIM 2023
May/June	21 April	6 April	Logistics developer rankings	Rising stars	Transport and Logistics 2023
July/August	2 June	18 May	Top 100 Investors: Deals & Dealmakers	Residential and living	ULI annual conference
September/October	22 September	7 September	Top 100 Investors: AUM	Office special	Expo Real
November/December	17 November	2 November	City and urban investment	Alternatives	MAPIC 2023

Themes, features and distribution are subject to change

Advertorials

Based on the same pricing structure as advertisements we can accommodate 600-700 words of text per page plus supporting logos and imagery.

Content partnerships

Depending upon editorial requirements, we may offer content partnerships based on the Themes & Special Features listed for each publication. Written by in-house journalist as a collaborative piece. There will be an additional cost associated with the use of a PropertyEU journalist.

Special insert/supplement

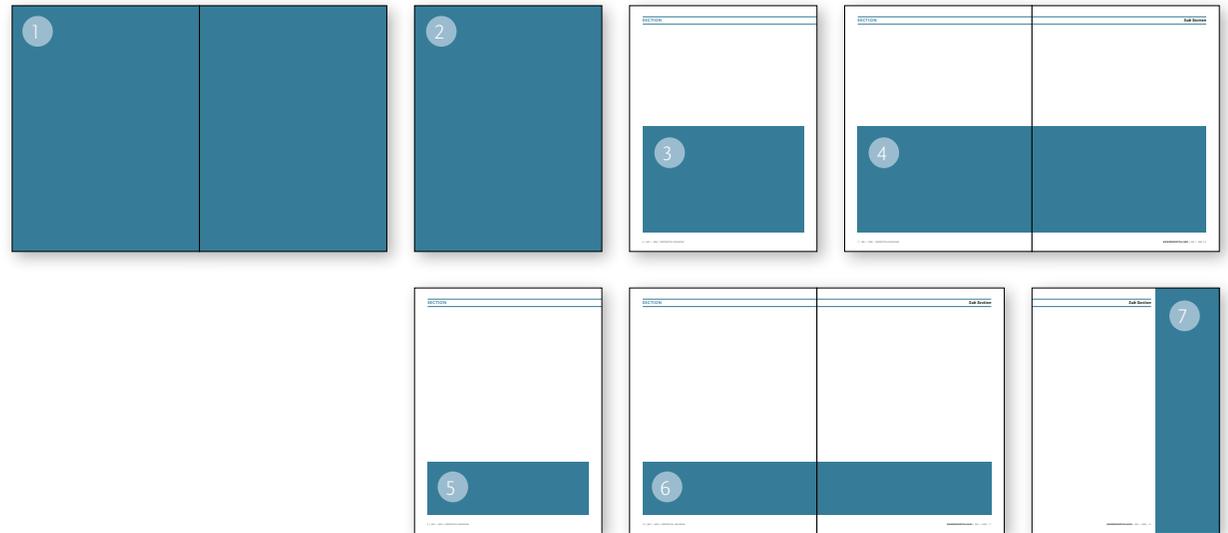
Bespoke production of your corporate supplement! Utilise the knowledge and skill set of our award-winning journalists to produce engaging content in partnership with your company. Amplify your message by extending the reach to our readership.

PropertyEU Magazine offers the opportunity to highlight a specific theme, city, region, topic, in a set of collaborative editorial content pages, written by one of our journalist(s) on the basis of information supplied by you. This can be as an insert and/or a separate supplement. A separate cover and introduction will be provided, specials typically Comprise 4,8 or 16 pages.

Specials should be booked a minimum of 8 weeks before the publication date. Production takes 6 weeks. Rates dependant upon length of publication, print costs & upon size of run & distribution (distribution of supplements will occur with standard PropertyEU magazine distribution to subscribers).

Pricing

	SIZE	POSITION	DIMENSIONS W X H (MM)	RATE (EUR)
Double Page Rates	1 2/1 page (spread)	Inside	430 x 280	14,500
	1 2/1 page (spread)	Special position	430 x 280	16,500
Full Page Rates	2 1/1 page	Inside	215 x 280	7,950
	2 1/1 page	Special position	215 x 280	9,540
	2 1/1 page	Back Cover	215 x 280	9,990
Half Page	3 1/2 page	Inside	185 x 121	5,000
	4 2 x 1/2 page (horizontal)	Inside	400 x 121	8,600
Quarter Pages	5 1/4 page	Inside	185 x 60.5	3,180
	6 2 x 1/4 page (horizontal)	Inside	400 x 60.5	5,750
	7 1/3 page column	Inside	73 x 280	3,180
Content partnership	Bespoke	Inside		Available on request
Extended Listing in Top Investors editions				3,500



All mentioned sizes are excluding 3mm bleed Prices are in € (Net)
 The advertising material for PropertyEU magazine can be delivered via our website www.propertyeu.info. Click on advertising, then on upload your ad and follow the instructions.

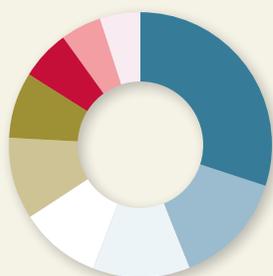


Impressions and visits and/or unique users – per month

Impressions	85,999
Visits / Sessions	47,583
Unique Visitors	36,688
Different Countries	107

Website visitors

BY COUNTRY



- 30% UNITED KINGDOM
- 14% GERMANY
- 12% ASIA
- 10% BENELUX
- 10% CEE REGION (INC RUSSIA)
- 8% SOUTHERN EUROPE (INC TURKEY)
- 6% USA
- 5% FRANCE
- 5% NORDICS

Website banner rates

POSITION	TYPE	DIMENSIONS (PX)	WEEKLY RATE (€)	MONTHLY RATE (€)
1 Latest News (Col 1)	Box	330x330	1,250	4,500
2 Best Read Stories (Col 2)	Box	330x330	1,250	4,500
5 Editor's Letter (Col 2)	Box	330x330	1,250	4,500
3 Watch Section (Col 1)	Box	330x330	1,250	4,500
4 Events Section (Col 3)	Rectangle	330x100	1,000	3,500

Online content partnership/advertorial [Click to see](#)

A content partnership is a great way to showcase your company to our audience through an online story, article or interview. All online content partnerships are featured in the daily newsletter on the date of being added to the website (or the following day depending upon the time of publishing).

The content will also appear on the home page of PropertyEU website and will move down position as new articles are added.

We can assign a journalist to assist with content creation; this can take the form of working with you to develop an article or conducting an interview etc. Should completed content for an article be provided it will be checked over by our editors. The editor will retain the final decision on required amendments before publishing.

CONTENT	RATE (€)
600/700 words + supporting images + logos	5,000
1,200/1,400 words + supporting images + logos	8,000
1,800/2,100 words + supporting images + logos	10,000

Report spotlight [Price available on request](#)

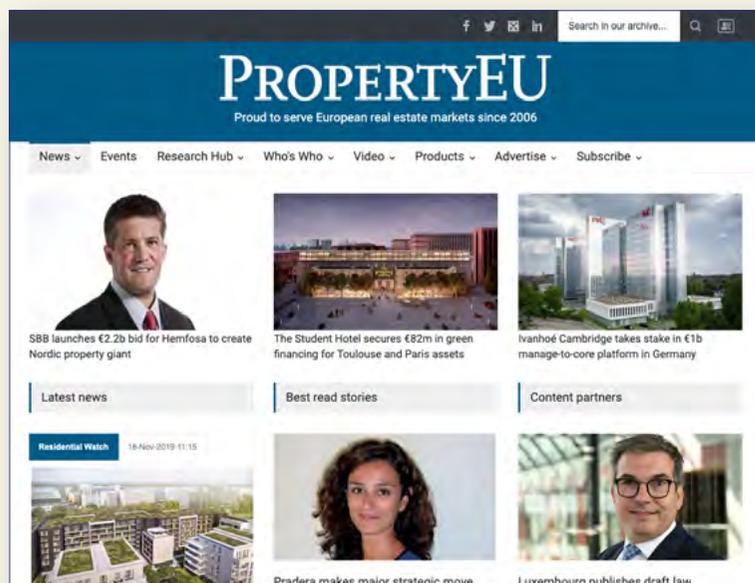
Significantly increase the exposure of your reports by spotlighting them through the PropertyEU newsletter & website

- Reports promoted on the PropertyEU newsletter
- A link to the external hosting of the report
- Hosting of the report in the PropertyEU research hub
- Promotion via social media channels

Event spotlight [Price available on request](#)

Inform industry peers about your upcoming corporate event/ webinar by spotlighting on PropertyEU website & newsletter

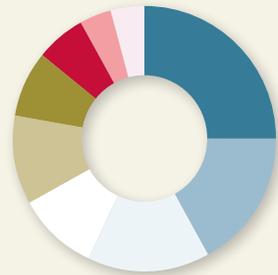
- 1 announcement on the PEU newsletter
- Promoted via our social media
- Booked as an add on to website/ newsletter banners



PropertyEU newsletter is received by over 12,000 recipients every weekday and is relied upon by real estate professionals across sectors. Advertising in the PropertyEU newsletter enables you to reach key market participants.

Newsletter subscribers

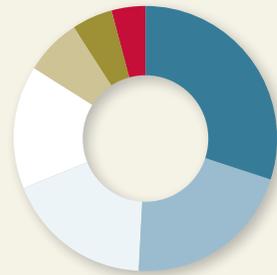
BY COUNTRY



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Newsletter subscribers

BY SECTOR



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- 21% BANKING, FINANCIALS
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Newsletter banner rates

POSITION	TYPE	DIMENSIONS (PX)	WEEKLY RATE (€)	MONTHLY RATE (€)
Large	Stripe	600x100	1,500	5,250
Small	Logo	300x100	950	3,250

PropertyEU Data Sheets

The PropertyEU data sheet is our most widely read news item each week. It provides a concise snapshot of the week's activities across Europe. This easily digestible format is designed to provide data in a way that can be quickly referenced, providing you with quantifiable information on a weekly basis.

We can now offer the opportunity to align your company with this functional data sheet by way of an annual sponsorship. This will be limited to one sponsor whose banner will be incorporated into the report sheet.

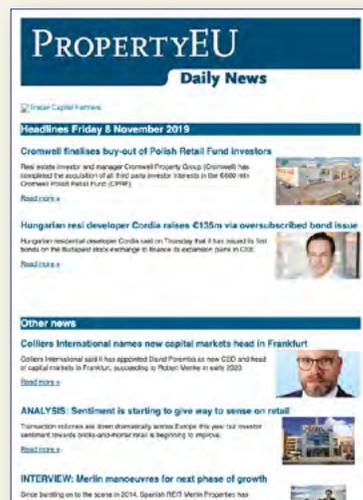
POSITION	TYPE	DIMENSIONS (PX)	ANNUAL RATE (€)
Estimated 30+ data sheets per annum	Stripe	600x100	15,000

PropertyEU News Alerts

Often we receive breaking news or exclusive stories which we will inform the market about as soon as possible. We do this by sending a breaking news alert to all newsletter subscribers.

We offer a unique opportunity to sponsor PropertyEU news alerts. The sponsor will receive an exclusive banner on all news alerts published during the set time-frame. There will be only one sponsor at a time so no other banners placed upon the news alerts.

POSITION	TYPE	DIMENSIONS (PX)	RATE (€)
H1 25 plus Alerts	Stripe	600x100	7,500
H2 25 plus Alerts	Stripe	600x100	7,500



The PropertyEU app delivers Europe's pre-eminent real estate publication and news source to your phone with mobile optimization for easy consumption.

Up to the minute news can be found on the app, all magazines are available and archived while the special publications present all the PropertyEU special magazines including Logistics Watch, Green Watch and Retail Watch as well as Event coverage and occasional third party resources.

Available opportunities

Sponsored content

Branded article which will appear as the lead article in the PropertyEU app. Also reproduced in PropertyEU daily newsletter.

Price available on request

Banner advert

Top line banner to appear across in all latest news articles. Can be combined with newsletter banner advert.

Price available on request

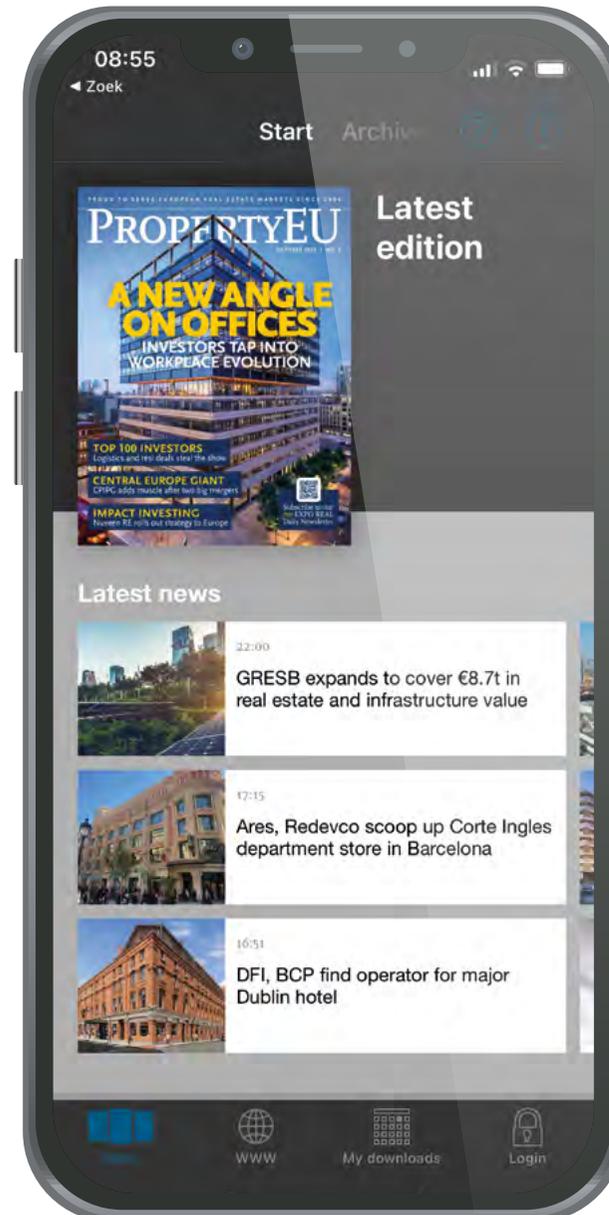
Report placement

If you want to share your report/research with the PropertyEU audience, we can place in the Special publications section of the PropertyEU app.

Price available on request

The easy way to stay infomed on the go.

[Download here](#)



The annual PropertyEU Top Investor rankings are presented twice a year - as both standalone special reports on our website, newsletter and PropertyEU app and also inside the June and October magazine editions.

The first report (June) looks at the acquisitions and disposals for the previous year, highlighting which companies bought and sold the most real estate across Europe.

The second report (October) covers the firms with the most assets under management within the previous calendar year.

ISSUE 1
MATERIAL DEADLINE
18 May 2023

PUBLICATION
2 June 2023

EXTRA DISTRIBUTION
PropertyEU subscribers

ISSUE 2
MATERIAL DEADLINE
7 September 2023

PUBLICATION
22 September 2023

EXTRA DISTRIBUTION
PropertyEU subscribers
& EXPO REAL

Available opportunities

Top 100 report sponsor:

Includes front cover banner and page advert.
Price available on request.

Content partnership

Bespoke report inside.
Price available on request.

Extended Listing in Top Investors editions

price 3,500 per edition.

Top Investors report sample

TOP100 INVESTORS

TOP 100 INVESTORS

ASSETS UNDER MANAGEMENT

Swiss Life tops ranking for third year in a row

AUM of Top100 companies exceeds €2 tln

Germany reinforces position as biggest investor domicile

M&A wave shakes up residential sector

Office share of AUM slips as retail holds steady

WWW.PROPERTYEU.INFO | NR. 5 - OCTOBER 2022 | 61

Launched in 2021, Logistics Watch puts the spotlight on all things industrial and logistics related in European real estate.

The publication covers new trends, new concepts and new participants to this space. We cover regional differences, the ongoing emergence of data centres, last mile storage facilities and how PropTech, AI and robotics are impacting the future design and development of sheds.

PUBLICATION

30 June

MATERIAL DEADLINE

20 June

EXTRA DISTRIBUTION

Expo Real

Advertising rates [See price and sizing guide](#)

PROPERTYEU ▶▶▶ ISSUE 1 | 2022

LOGISTICS WATCH

TRENDS, STRATEGIES, CONCEPTS

REALITY BITES

IS THE DAY OF RECKONING FINALLY HERE FOR THE LOGISTICS SECTOR?

FREEPORT BRITAIN
FLYING THE FLAG FOR COASTAL LOCATIONS

PLUG & PLAY
TENANTS DEMAND TECH-READY FACILITIES

THE CARBON CHALLENGE
THE CONSTRUCTION REVOLUTION KICKS OFF

EKATERINA AVDONINA
CEO MIRASTAR

RetailWatch is the leading source of news, analysis, trends, strategies and intelligence for the pan-European retail sector.

With a unique readership, RetailWatch can take your message to the market-leading members and subscribers of PropertyEU as well as the attendees at all the key retail-focused events including MIPIM, MAPIC & Completely Retail plus a host of F&B and regional events across Europe.

ISSUE 1

10 November

DEADLINE

2 November

EXTRA DISTRIBUTION

Dependant upon event confirmation- includes but not limited to: MIPIM, Completely Retail London, MAPIC Italy, MAPIC Food & Beverage, Provada, REDI Poland, EPRA, Completely Retail London, Completely Retail Prague, MAPIC

Advertising rates [See price and sizing guide](#)

PROPERTYEU ▶▶▶ ISSUE 1 | 2021

RETAILWATCH

TRENDS, STRATEGIES, CONCEPTS, RESEARCH & INTELLIGENCE

THE RETAIL REMIX

INGKA'S CINDY ANDERSEN
EXPLAINS WHY THE
FUTURE IS MIXED-USE

EAT ME
F&B'S POWERFUL PULL

BOXING CLEVER
RETAIL WAREHOUSES MAKE IT BIG

FASHION CONSCIOUS
SUSTAINABILITY CATCHES UP
WITH THE RAG TRADE

PropertyEU produces a digital daily newsletter across all three days of the fair, plus an extra dose on the Friday to capture all the action from the final day. Our team of journalists in Munich report on all fair-related activities and keep visitors (and those who cannot attend) up to date with the latest news, views and the mood from this important international real estate fair.

DEADLINE

20 September

PUBLICATION

3/4/5/6 October

FOCUS

Activities related to the fair & latest real estate industry news

DISTRIBUTION

Free newsletter distributed to approximately 25,000 readers across European real estate.

Advertising opportunities

Banner advertising

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

Online content partnerships

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

Video Interview [See examples next page](#)

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



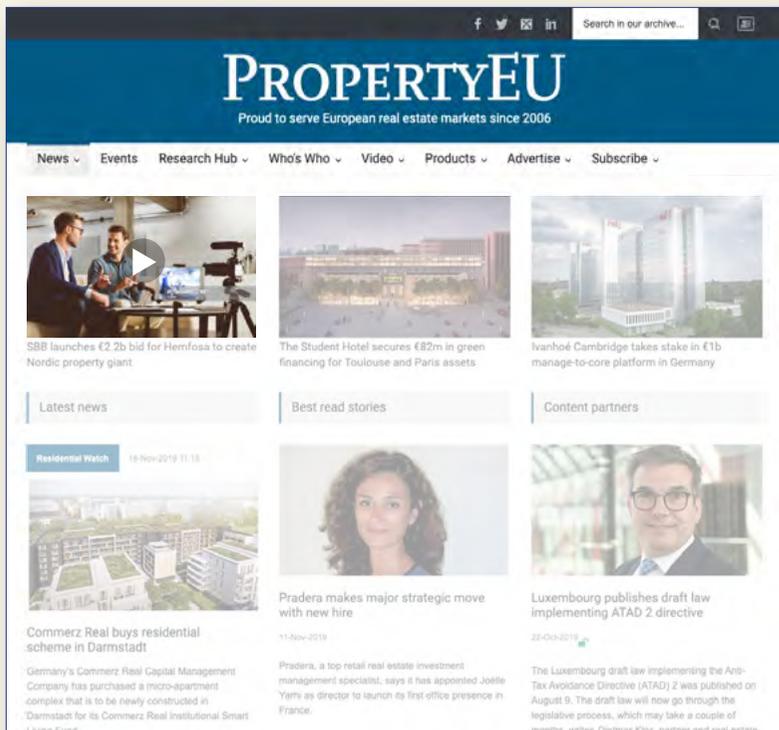
PropertyEU interviews are designed to give concise opinions on developments and trends in the market from key thought leaders within the property sector.

Interviews are hosted on the PropertyEU website and distributed via PropertyEU social media channels. Interviews are also made available to the participant for further distribution via their own channels.



Video interview rates

TYPE		RATE (EUR)
Zoom based interviews	Short one-on-one interview conducted online with one of our editorial team of up to 5 minutes in duration.	2,500
In person interviews	Conducted onsite at fairs & exhibitions where PropertyEU is in attendance, short one-on-one interviews of up to 5 minutes in duration.	5,000



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. We limit our events schedule to a maximum of 10 per year.

Upcoming events

MARCH

MIPIM series

Panel events in Cannes.

Topics include: Investment in the Netherlands, Residential: student and micro living.

JUNE

The green roadshow:

PropertyEU events will visit London, Amsterdam and Frankfurt in a roadshow breakfast series on ESG and how it's impacting investment across Europe

SEPTEMBER

The state of logistics

Our annual take on the European logistics sector and the sentiment in the market. Live event from Amsterdam

To discuss participation in the above events or to collaborate on new events please contact the team:

sales@propertyeu.info

Panel events



Roundtable events



Virtual meetings

