

MEDIA PLANNER 2024

EDITORIAL INFORMATION,
PRICING & SPECIFICATIONS

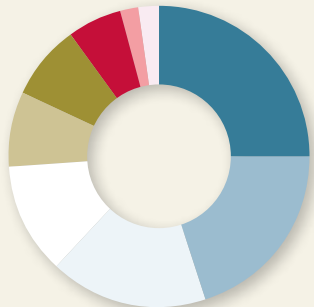
SELECT BELOW FOR MORE INFORMATION

- PropertyEU Magazine
- LogisticsWatch
- ESGWatch
- PropertyEU Newsletter
- PropertyEU.info
- PropertyEU Events
- Expo Real Daily News
- PropertyEU Multimedia
- PropertyEU Top Investors
- PropertyEU App

Regular Content

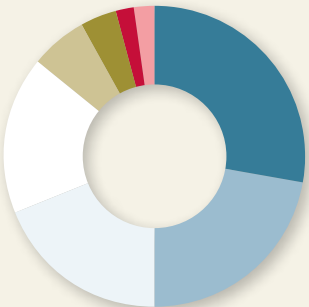
SECTION	CONTENT
Editor's Letter	Senior editor
Trending Story	Latest Industry Developments
Big Interview	Industry Leader
Special Report	In-depth Analysis
Asset Class Watch	Logistics/Retail/Office/Alternatives/Capital/Finance/Green/Technology
Regional Watch	Spotlight on a European city/country/region with 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



- 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

Subscribers by sector



- 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	23 January	16 January	Environmental, Social and Governance	Top Deals 2023 & Outlook 2024	
March/April	27 February	13 February	Urban Investment & Development	Alternative real estate	MIPIM
May/June	23 April	11 April	Logistics Developer Special (including rankings)	Young & Rising stars	ULI Conference
July/August	18 June	4 June	The living sector	Top 100 investors special report: acquisitions and disposals	The District show
September/October	24 September	10 September	Offices	Top Investors special report: assets under management	Expo Real
November/December	11 November	28 October	Retail	PropTech and AI	MAPIC

Themes, features and distribution are subject to change

PROUD TO SERVE EUROPEAN REAL ESTATE MARKETS SINCE 2008

PROPERTYEU

SEPTEMBER/OCTOBER 2023

Subscribe to our free EXPO REAL Daily Newsletter

MOVERS & SHAKERS

PLAYERS TO WATCH AS MARKET STRESS MOUNTS

UP FOR GRABS
Pressured sellers push the button

NEW ERA FOR AAREAL
German lender regains stride after takeover

TOP 100 INVESTORS
Heavyweight players lift assets despite downturn

Facts & Figures

an uncertain winter and likely recession, the divide between resilient and most vulnerable sectors is set to deepen

Winners & losers

LOGISTICS RENTS
Prime logistics rents rose 9% on average across the 10 most logistics markets in Europe in the first three months of the year, according to JLL's The Future of Real Estate. Of the most than 1,000 decision-makers surveyed globally, 72% said that logistics is a top priority for their company, up from 68% in 2022. This is a significant increase, particularly given the challenges facing the sector, including rising costs and inflation. The report also highlights the growing importance of sustainable logistics, with 65% of respondents saying they will invest in green logistics in the next 12 months.

RETIRED DEVELOPERS
Europe has a rough time in 2023, with many developers facing challenges. However, some developers are still active, particularly in the residential and commercial sectors. The report highlights the importance of diversification and the need for developers to adapt to changing market conditions.

PROPERTY BAR
The real estate bar is set high for 2024, with many developers facing challenges. However, some developers are still active, particularly in the residential and commercial sectors. The report highlights the importance of diversification and the need for developers to adapt to changing market conditions.

Quotable quote
"We should go full speed ahead with the green energy transition because it's going to save us money"

PROLOGUS LANDS LAST YEAR PORTFOLIO
Prologus has expanded its active portfolio in Europe by acquiring a portfolio of 10 logistics buildings and an industrial park in Germany. The company is also looking to expand its presence in the UK and France.

100 YEARS AND COUNTING

24

46

33

BOOST

OFFICE OF THE FUTURE?

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Movers & shakers 14

With a potential liquidity crunch looming, we profile the players to watch as opportunities emerge in the new investment era

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

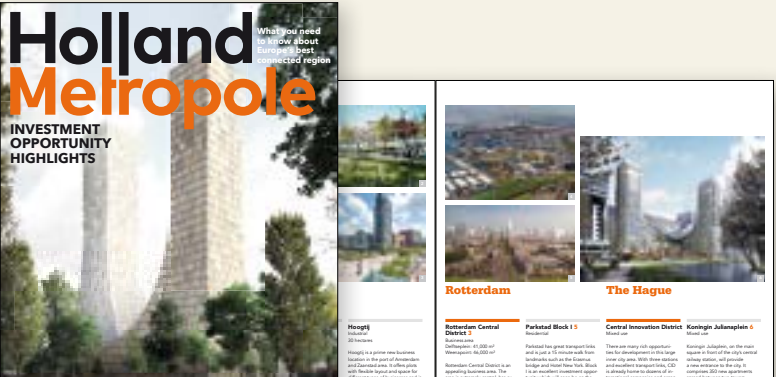
Depending upon editorial requirements, we may offer content partnerships based on the Themes & Special Features listed for each publication. Written by in-house journalist as a collaborative piece. There will be an additional cost associated with the use of a PropertyEU journalist.

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.

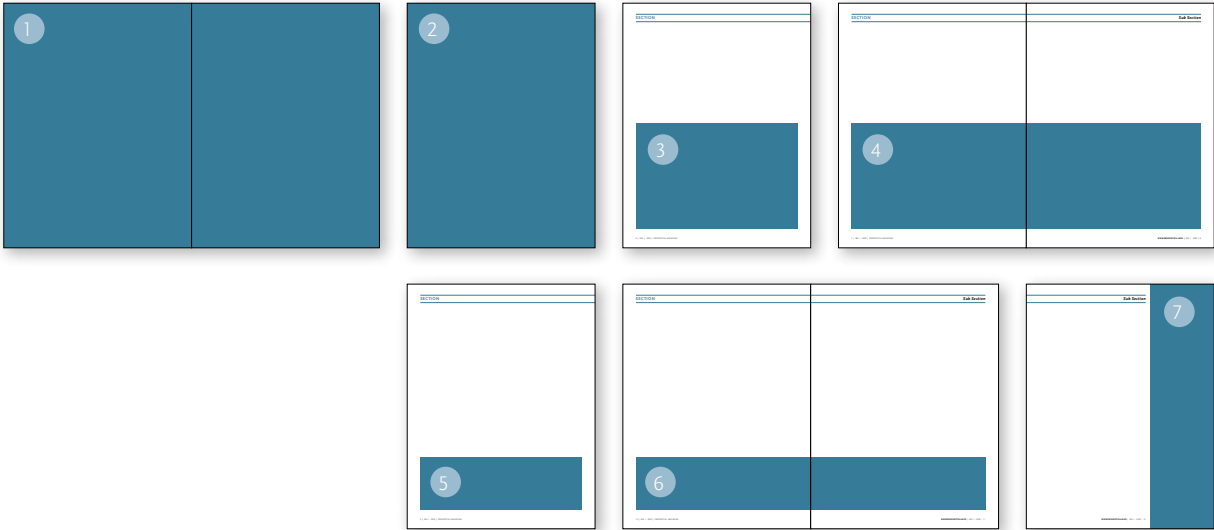
PropertyEU Magazine offers the opportunity to highlight a specific theme, city, region, topic, in a set of collaborative editorial content pages, written by one of our journalist(s) on the basis of information supplied by you. This can be as an insert and/or a separate supplement. A separate cover and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

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

The publication covers trends, new concepts and new participants to the sector. 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

5 July

MATERIAL DEADLINE

21 June

EXTRA DISTRIBUTION

Expo Real

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



A special publication showcasing real estate developers, investors, financiers, asset managers and advisors active in Europe who are focusing increasingly on the climate transition and Environment, Social and Governance (ESG). The magazine provides insight on trends and innovations, key facts and figures and expert guidance on a topic that is now firmly in the sights of all those active in the European property sector.

ISSUE 1

Special report
23 January

DEADLINE

16 January

EXTRA DISTRIBUTION

MIPIM

ISSUE 2

10 September

DEADLINE

28 August

EXTRA DISTRIBUTION

Expo Real, The District show

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

PROPERTYEU ◆◆◆ SEPTEMBER 2023

ESGWATCH

TRENDS, STRATEGIES, CONCEPTS, RESEARCH & INTELLIGENCE

BEST IN CLASS?

NREP SCHEME MEETS ALL 17 UN GOALS

MEET THE ADVISORS

THE NEW GENERATION DRIVING CHANGE IN REAL ESTATE

GAME ON

CAN GAMIFICATION RADICALLY REDUCE EMISSIONS?

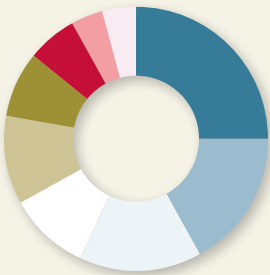
GREEN SKY THINKING

LAURA JOCKERS ON HOW SHE BAGGED THE TOP JOB AT M&G

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

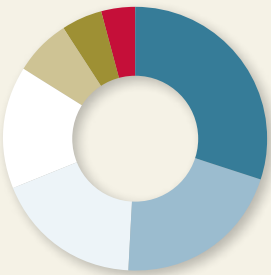
BY COUNTRY



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- 17% BENELUX
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- 10% FRANCE
- 11% SOUTHERN EUROPE (INC TURKEY)
- 8% CEE REGION (INC RUSSIA)
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- 4% ASIA
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Newsletter subscribers

BY SECTOR



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- 21% BANKING, FINANCIALS
- 18% ADVISER, BROKER
- 15% DEVELOPERS
- 7% LEGAL
- 5% GOVERNMENT
- 4% END USERS

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

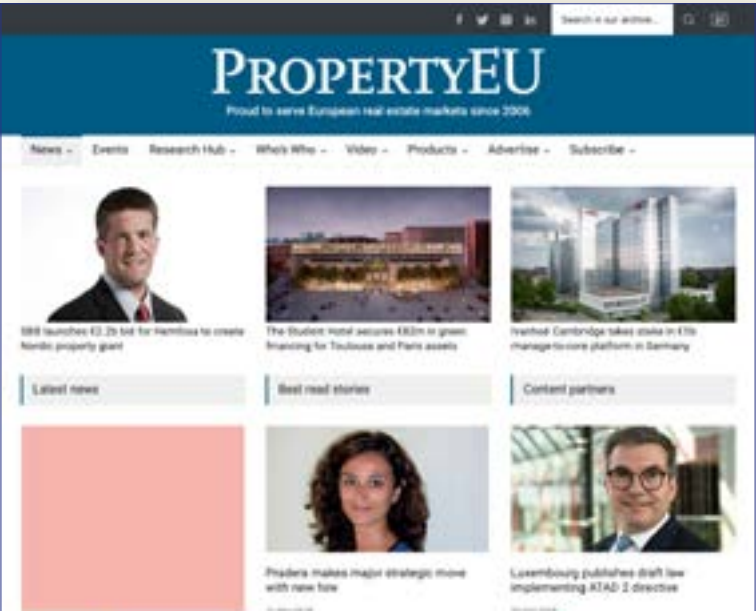
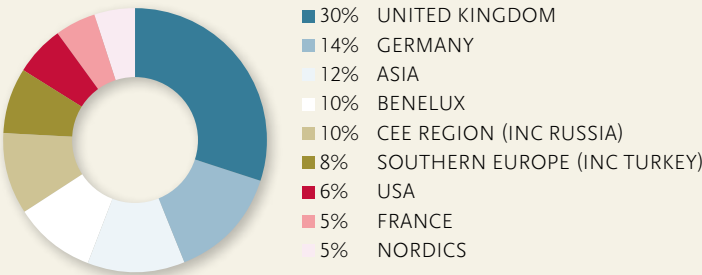


Impressions and visits and/or unique users – per month

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

Website visitors

BY COUNTRY



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).

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. Should completed content for an article be provided it will be checked over by our editors.

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 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.

Upcoming events

MARCH

MIPIM series

Panel events in Cannes.

Topics include: Urban investment and development, Residential: student and micro living.

APRIL

The green roadshow:

PropertyEU events will visit a series of venues across Europe in a roadshow breakfast series on ESG and how it's impacting investment across Europe

JUNE

Provada

Investment in the Netherlands event from Provada 2024

SEPTEMBER

The state of logistics

Our annual take on the European logistics sector and the sentiment in the market.

OCTOBER

Expo Real series

Event series held from Munich during Expo Real. Topics TBC.

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

sales@propertyeu.info

ESG roadshow



State of Logistics



Enterprise Greece @ MIPIM



PropertyEU produces a digital daily newsletter across all three days of the fair, plus an extra dose on the morning after day three 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 ➡ see 2023 example

Banner advertising

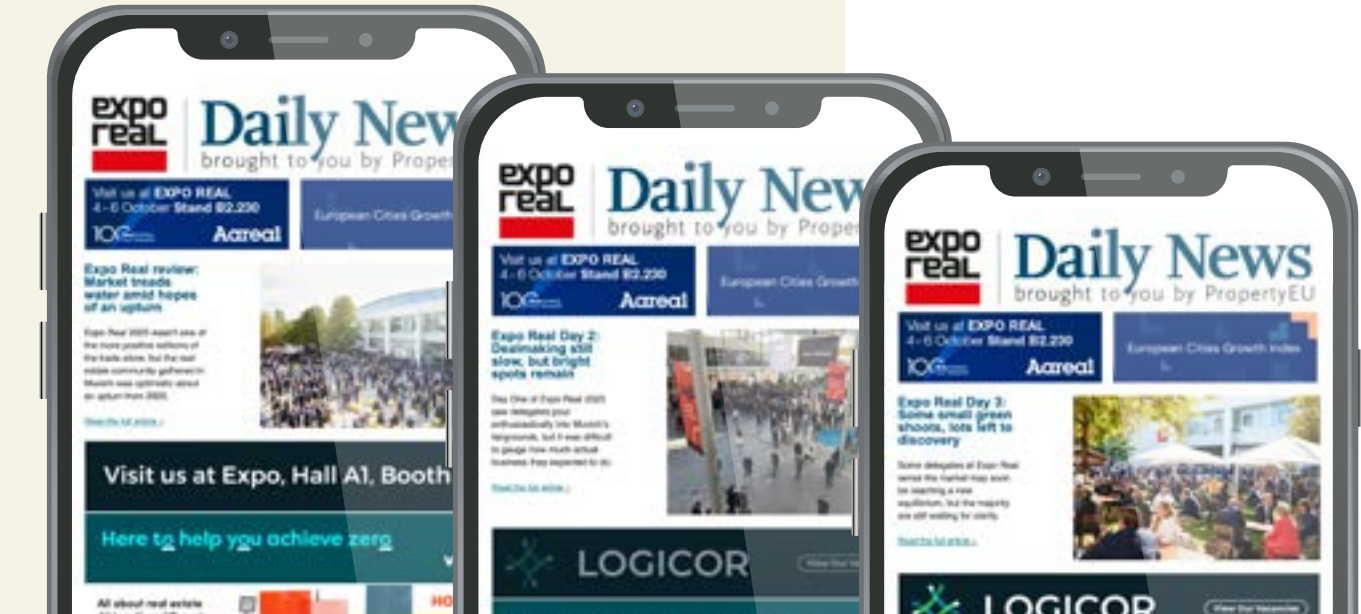
POSITION	TYPE	DIMENSIONS	RATE (€)
Small logo (top)	Jpeg or gif	290 x 100px	4,500
Large logo (bottom)	Jpeg or gif	600 x 100px	3,950

Online content partnerships

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

Video Interview [See examples next page](#)

POSITION	TYPE	LENGTH	RATE (€)
Multiple platforms	Video	3-5 minutes	From 4,500



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

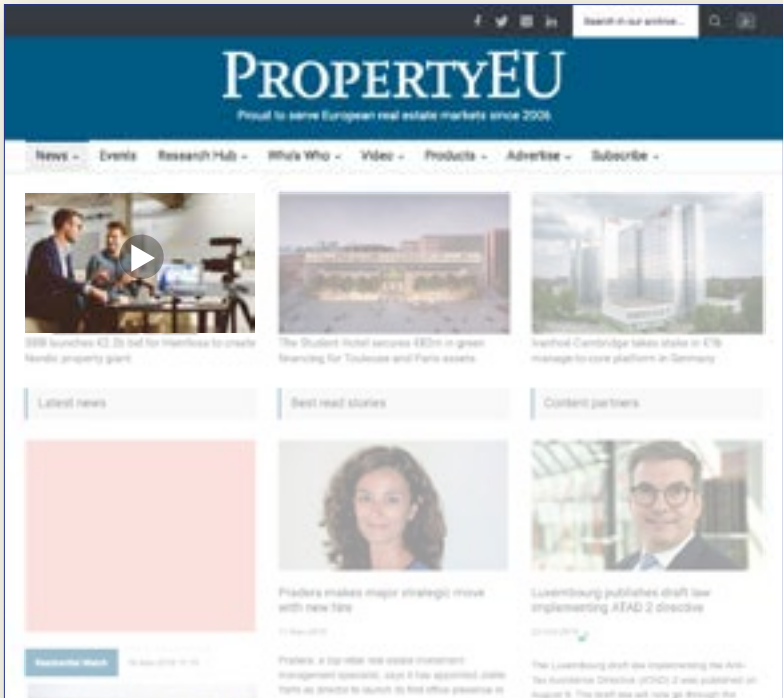
Interviews are hosted on the PropertyEU website and distributed via PropertyEU social media channels. Interviews are also made available to the participant for further distribution via their own channels.



PropertyEU meets: Katherine Beisler, Director ESG consulting, Hollis - YouTube



Insight from Expo Real: Holger Matheis and Per Erikson, Swiss Life Asset Managers - YouTube



Multimedia options

TYPE		RATE (EUR)
Online video interview	Short one-on-one interview conducted online with one of our editorial team of up to 5 minutes in duration.	3,500
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
Podcast series sponsorship	PropertyEU will run Podcast series in 2024 on some of the major topics outlined in our editorial plan (Rising stars, Top Investors, Top developers). A series sponsorship includes advertising on all marketing material and promotion during the podcasts. Min 4 podcasts in each series. Rate: Available upon request	Available upon request



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/July) 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 (September/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 multimedia

Podcast/video interview series available.
Price available on request

Top Investors report sample



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](#)

