

PROPERTYEU

MEDIA PLANNER 2020

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About PropertyEU

PropertyEU was established in 2006 as a truly pan-European information source for real estate professionals. We provide in-depth news, data and analysis of Europe's property markets at a time of increasing cross-border investment, development and financing across the continent and beyond.

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Media Opportunities: Publications

PropertyEU Magazine is our monthly magazine published 10 times per year and filled with the latest news, analysis and research on the European Real Estate sector.

RetailWatch is the leading source of news, analysis, trends, strategies and intelligence for the pan-European retail sector. RetailWatch takes your message to the subscribers of PropertyEU and ICSC Europe, as well as the attendees at all key retail focused events including MAPIC, ICSC, Completely Retail and a host of F&B and regional events across Europe.

Firestarters is all about Proptech - identifying key technologies that will transform our industry. It highlights what the established players are doing, how Europe is faring in comparison with the rest of the world and who are the start-ups worth watching.

Top Investors In 2020 PropertyEU will again produce two ranking reports for Assets under management (AUM) and top Deals and Deal makers based on 2019 figures. The rankings will be released in our June and September PropertyEU magazines.

Media Opportunities: Online

PropertyEU Daily News our daily electronic newsletter provides the latest industry news direct to your inbox. The newsletters and news alerts are produced in English by the same team of expert journalists and researchers behind PropertyEU magazine. As well as news this daily digest gives the latest on deals, dealmakers and key movers and shakers across European real estate.

PropertyEU Website is the go to information source for industry experts. As well as housing the latest news produced across all our media formats, the PropertyEU website is home to an extensive media archive of more than 30,000 news articles and reports. It's easy search function allows almost instantaneous information to be retrieved on a given company. The website hosts a research hub and Who's Who online database identifying the key individuals and companies from across the continent. www.propertyeu.info

Media Opportunities: Expo Real

Countdown to Expo Real the official preview magazine for Europe's largest Real Estate meeting point this publication will outline What's on, Who to meet and Where at Expo Real 2020. This advertorial based publication allows you to promote your presence and expertise to all attendees and exhibitors at Expo Real as well as the PropertyEU subscriber database.

Expo Real Daily News produced on all three days of the fair, this is the official news publication for Expo Real. We report on all fair related activities, highlight upcoming events and keep visitors up-to-date with the latest news from the International Real Estate industry.

Events

In 2020 PropertyEU will build on our successful series of gatherings highlighting key topics and trends in European Real Estate. We organise panel discussions at key industry events including MIPIM, PROVADA, Expo Real and MAPIC as well as closed door roundtable forums. These events bring together thought leaders for robust discussion on the state of affairs in the industry and are extensively covered across our multi-media platform including our daily newsletter, monthly publication and via our video platform. For more information visit www.propertyeu.info

2020 Events confirmed to date:

The 2020 State of Retail Roundtable – February 2020 @ Utrecht, Netherlands

Sustainability in Logistics Roundtable – March 2020 @ MIPIM, Cannes, France

PropTech Panel event – June 2020 @ Provada, Amsterdam, Netherlands

The 2020 State of Logistics Roundtable – September 2020 @ Utrecht, Netherlands

To discuss participating, sponsoring &/or hosting a PropertyEU event please contact roche@propertyeu.info or phone +31 (0)88 776 7351

Alternative Media Opportunities

Video Interview/discussion organised with a key player from your company - produced, edited and then promoted via PropertyEU daily news, website and our PropertyTV YouTube channel - and distributed via your own media channels. Video interviews can be taken at all key industry events where PropertyEU is present or by prior arrangement.







Research Hub is a platform for companies to post their latest research reports in a space frequented by the key players within the industry. The research reports will be searchable amongst our extensive archive database for future reference.

Alternative Media Opportunities

Special Publications/Inserts PropertyEU offers the opportunity to highlight a specific theme, city, region etc in a set of editorial advertising pages written in conjunction with our journalists on the basis of information supplied by you. A separate cover and introduction is provided and can be placed in our magazine as a separate publication. Rates on request.

Bespoke Media Opportunities are available for clients who may wish for a mixture of the multi platform media opportunities highlighted, additionally PropertyEU will look at any alternative media opportunities/campaigns for clients with something more specific in mind. Subject to commercial meeting.

Editorial information, pricing & specifications

PropertyEU Magazine	
PropertyEU Online	
RetailWatch	
Firestarters	
Expo Real Countdown	
Expo Real Daily News	

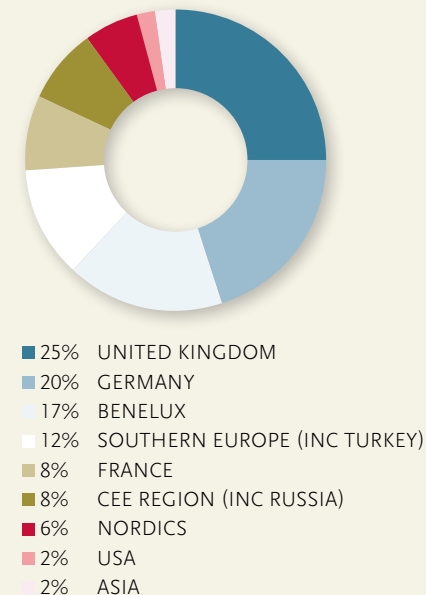
ISSUE	DEADLINE	PUBLICATION	THEME	SPECIAL FEATURE	EXTRA DISTRIBUTION
January/February	24 January	31 January	State of Market	Short term living space	ULI Conference; Hotel Investment Forum
March	25 February	3 March	Transformative Trends	Retail developer ranking	MIPIIM, ICSC Annual Conference
April	27 March	3 April	Specialist/Alternative Real Estate	Young & Rising stars	INREV
May	1 May	8 May	Occupiers	Logistics Developer Ranking	Kempen European Property Seminar; Future PropTech
June	4 June	11 June	Private real estate investing	Top100 - Deals and Deal Makers; US & Asia Markets	PROVADA; MIPIIM PropTech
July/ August	3 July	10 July	Residential & The Living Sector	Office & Co-worker developer ranking	RICS Residential Property Conference;
September	21 August	28 August	The Listed Property sector	Top100 Investors; H1 Deals; Sustainable Finance	EPRA; GSREB sustainable Finance, CEE Property Forum
October	21 September	28 September	Finance	Logistics & Industrial Roundtable	EXPO REAL; GRI Europe
November	3 November	10 November	CEE Region	Mixed use	MAPIC; GRI Residential
December	4 December	11 December	Annual Wrap	Deals of the year & law firm ranking	RICS Commercial Property Conference

Regular Content

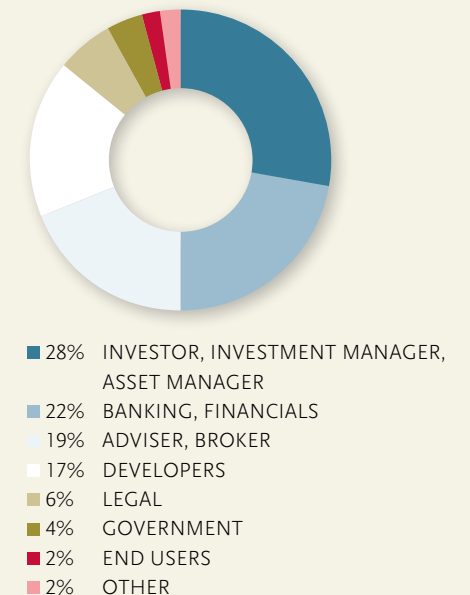
SECTION	CONTENT
Month in Review	News Analysis / Facts & Figures
Interview	Industry Leader
Column	Robin Marriott / Guest
Deals	Roundup / On the Market / Deal in Depth / Deal Analysis
Investment	Advisory Sector / Listed Sector/ Finance
On the Circuit	Round Up of Fairs & Events
People	Appointments Round up
Events	Coverage of PropertyEU hosted events



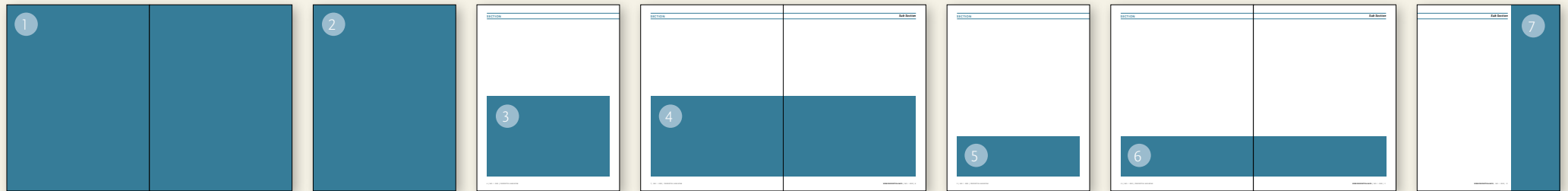
Subscribers by country



Subscribers by sector



	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
Extended Listing**				3.500



Special insert/supplement

PropertyEU Magazine offers the opportunity to highlight a specific theme, city, region, topic. In a set of editorial advertising pages, written by our journalist(s) on the basis of information supplied by you. A separate cover and introduction are provided for specials of 4, 6 or 8 pages. This can be as an insert and/or a separate supplement.

Specials should be booked a minimum of 8 weeks before the publication date. Production takes 6 weeks. Rates upon request.



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.

** For September Top Investors edition only

Impressions and visits and/or unique users – per month

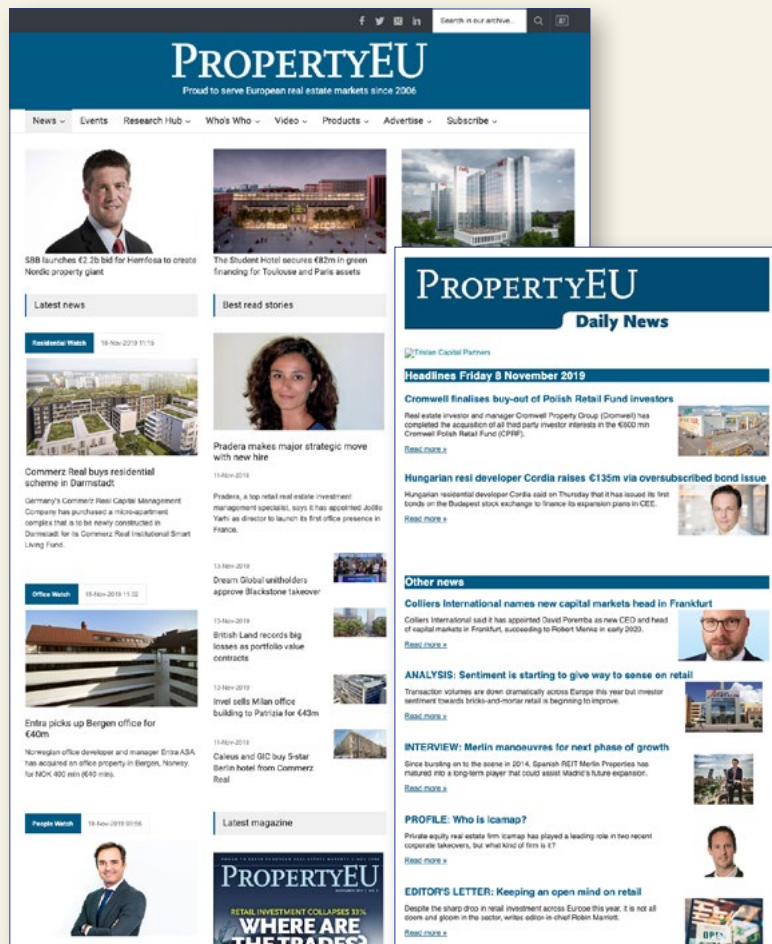
Impressions	65,400
Visits / Sessions	30,500
Unique Visitors	13,725
Different Countries	183

Website banners 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)				
3 Watch Section (Col 1)				
4 Watch Section (Col 1)				
5 Editor's Letter (Col 2)	Box	330x330	1,250	4,500
	Rectangle	330x165	850	3,000

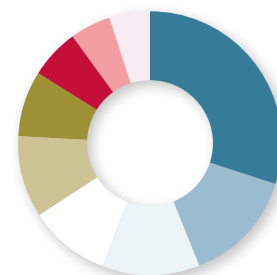
Newsletter banners rates

POSITION	TYPE	DIMENSIONS (PX)	WEEKLY RATE (€)	MONTHLY RATE (€)
6 Top	Stripe	600x100	1,400	4,950
7 Middle	Stripe	600x100	1,400	4,950
8 Bottom	Logo	300x100	950	3,250



Website visitors

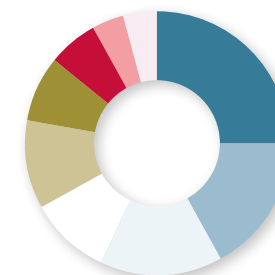
BY COUNTRY



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

Newsletter subscribers

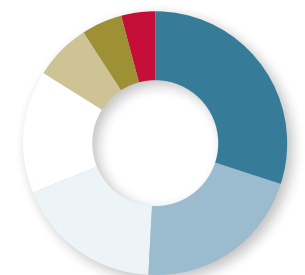
BY COUNTRY



25%	UNITED KINGDOM
17%	BENELUX
15%	GERMANY
10%	FRANCE
11%	SOUTHERN EUROPE (INC TURKEY)
8%	CEE REGION (INC RUSSIA)
6%	NORDICS
4%	ASIA
4%	USA

Newsletter subscribers

BY SECTOR



30%	INVESTOR, INVESTMENT MANAGER, ASSET MANAGER
21%	BANKING, FINANCIALS
18%	ADVISER, BROKER
15%	DEVELOPERS
7%	LEGAL
5%	GOVERNMENT
4%	END USERS

ISSUE 1

March

DEADLINE

25 February

EXTRA DISTRIBUTION

ICSC ReCon

ISSUE 2

November

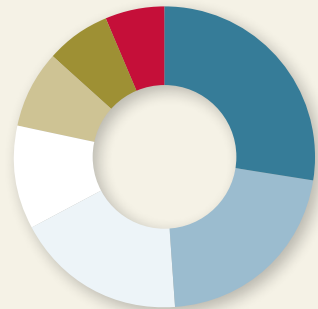
DEADLINE

3 November

EXTRA DISTRIBUTION

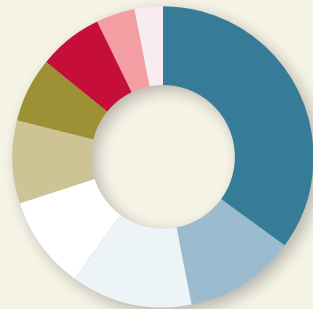
ICSC Annual Conference, MIPIM, Completely Retail London, MAPIC Italy, MAPIC Food & Beverage, Provada, REDI Poland, EPRA, Completely Retail London, Completely Retail Prague, ICSC Retail Innovation Forum, MAPIC

Readers by country



27% UNITED KINGDOM
21% GERMANY
18% BENELUX
11% SOUTHERN EUROPE (INC TURKEY)
8% FRANCE
7% CEE REGION (INC RUSSIA)
6% NORDICS

Visitors by country



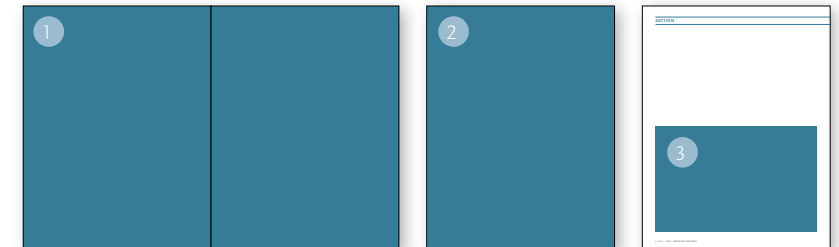
35% UNITED KINGDOM
12% BENELUX
13% GERMANY
10% CEE REGION (INC RUSSIA)
9% FRANCE
7% SOUTHERN EUROPE (INC TURKEY)
7% NORDICS
4% USA
3% ASIA

Advertising rates

	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
Content Partnership	Bespoke	Inside	N/A	Available on request

Website banner rates

POSITION	TYPE	DIMENSIONS (PX)	WEEKLY RATE (EUR)	MONTHLY RATE (EUR)
Top	1 Banner 1	330x330	1,250	4,500
Top	1 Banner 2	330x330	1,250	4,500
Top	1 Banner 3	330x330	1,250	4,500
Bottom	1 Banner 4	330x100	750	2,800
Bottom	1 Banner 5	330x100	750	2,800
Bottom	1 Banner 6	330x100	750	2,800



Firestarters is a 100% PropertyEU publication, working in the tradition of bringing transparency to the European property sector from an independent source

Do you wish your firm to rightfully stand out for its contribution to Innovation and Technology? Perhaps you feel your company has something to shout about and wonder how to find an independent media partner to explain it in an intelligent and creative way? We have made it our task to publish Firestarters to provide necessary guidance to our readers helping them to navigate the proptech landscape. Which start-ups can claim to be successful? Who has the solution to what problem? How is technology and innovation in various companies providing a different experience to clients?

ISSUE 1

DEADLINE

4 June

PUBLICATION

11 June

ISSUE 2

DEADLINE

20 September

PUBLICATION

27 September

EXTRA DISTRIBUTION

PropertyEU subscribers & EXPO REAL

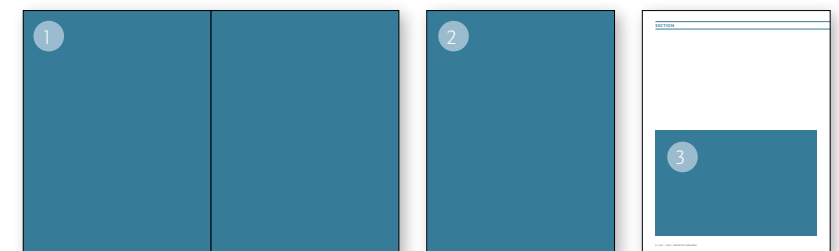


Advertising rates

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	2 1/1 page	Back Cover	215 x 280	9.990
Half Page	3 1/2 page	Inside	185 x 121	5.000
Content Partnership	Bespoke	Inside	N/A	Available on request

Website banner rates

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Bottom	1 Banner 5	330x100	750	2,800
Bottom	1 Banner 6	330x100	750	2,800



What’s on, Who to meet & Where to go.

This publication is based on important topics in the international real estate market. These topics can be sponsored. Are you an important layer in a specific sector or country? Via this advertorial-based publication, you can highlight your expertise towards all exhibitors and registered visitors of EXPO REAL.

Official Publishing partner of EXPO REAL

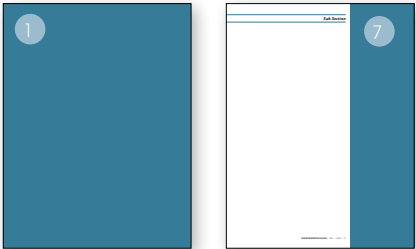
DEADLINE
20 August

PUBLICATION
4 September

DISTRIBUTION
PropertyEU subscribers & all exhibitors of Expo Real

Advertising rates

	SIZE	POSITION	DIMENSIONS W X H (MM)	RATE (EUR)
Full Page Rates	1/1 page	Cover 2	215 x 280	5,000
	1/1 page	Cover 3	215 x 280	5,000
	1/1 page	Back Cover	215 x 280	5,000
Topic Sponsor	200 words	Inside		3,500



WHAT'S NEW?

GET A GLIMPSE OF THE REAL ESTATE FUTURE IN NOVA3

Innovation in the real estate sector will once again come under the spotlight at EXPO REAL. This year, to keep up with the rapid pace of change, the organisers have developed a new concept hall – NOVA3 – to focus on how the industry can benefit from new technologies and the digital age.

First stop for the Expo Real Innovation Focus will take visitors to the new concept hall, which brings the most cutting-edge of real estate technology to the event. In addition, the NOVA3 Hall will also feature a series of workshops and seminars, as well as a series of round tables and panel discussions. The hall will also feature a series of round tables and panel discussions. The hall will also feature a series of round tables and panel discussions.

HEALTHY APPETITES

THERE'S GREAT FOOD AT GRAND PLAZA

There are lots of places to eat in the exhibition hall and grounds, but some conference guests are not aware that you can also enjoy a range of food and drink options. With the new Grand Plaza, visitors can enjoy a range of food and drink options. With the new Grand Plaza, visitors can enjoy a range of food and drink options.

ONLINE INFORMATION

STARTUP NETWORKING AT EXPO REAL

Networking with other like-minded entrepreneurs and startups is a key part of the Expo Real experience. The Expo Real Startup Networking event is a key part of the Expo Real experience. The Expo Real Startup Networking event is a key part of the Expo Real experience.

NOVA3

Expo Real Innovation Focus

HEALTHY APPETITES

Grand Plaza

ONLINE INFORMATION

Startup Networking

FINANCE & INVESTMENT

BREXIT DOES IT STILL PLAY A ROLE IN REAL ESTATE?

Boris Johnson has pledged to take the UK out of the European Union by October 31, no matter what. Sabine Barthäus, a member of the board at Deutsche Hypo, is taking part in the opening debate at EXPO REAL, entitled 'Europe and the spectre of Brexit'.

THE IMPORTANCE OF THE UK AND LONDON WILL NOT CHANGE

London is a global financial hub and a key player in the real estate market. Despite Brexit, London remains a key player in the real estate market. Despite Brexit, London remains a key player in the real estate market.

THE UK PAVILION IS OPEN TO INVESTORS

The UK Pavilion is open to investors. The UK Pavilion is open to investors. The UK Pavilion is open to investors.

NEW INVESTMENT LOCATIONS

There are many new investment locations. There are many new investment locations. There are many new investment locations.

We publish a daily news magazine on all three days of the fair. We report on all fair-related activities and keep visitors up-to-date with all the latest news from the international real estate industry.

DEADLINE

30th September

PUBLICATION

5/6/7 October

FOCUS

Activities related to the fair & latest real estate industry news

DISTRIBUTION

Free copies will be distributed widely throughout the fair as well as in the hotels and the shuttle buses to the fair.

Advertising rates

	SIZE	POSITION	DIMENSIONS W X H (MM)	DAILY RATE (EUR)	ALL 3 DAYS RATE (EUR)
Special positions	1 Logo	Front cover	50 x 72	n/a	6,500
	2 Strip	Front cover	195 x 50	n/a	9,000
Double Page Rates	3 2/1 page (spread)	Inside	430 x 280	14,500	20,000
Full Page Rates	4 1/1 page	Inside	215 x 280		
	4 1/1 page	Inside cover	215 x 280	4,500	11,000
	4 1/1 page	Back cover	215 x 280	n/a	13,750
Half Page	5 1/2 page	Inside	185 x 121	2,500	6,500
1/3 Page	6 1/3 page	Inside	60 x 235	2,000	5,000
1/4 Pages	7 1/4 page	Inside	185 x 60.5	1,500	4,000
	8 2 x 1/4 page (horizontal)	Inside	400 x 60.5	3,000	7,500

