

Advertising Media Kit

Institutional Real Estate Europe



Institutional Real Estate Europe is the only magazine on the market today that takes you into the mind of the institutional investor in the pan-European region. By reading what they read, you will be better equipped to align your products with their needs. Every month it provides readers with industry news and insights on private equity real estate, helping property investors and other decision makers understand market trends and issues and shape their strategy accordingly. The data and information as well as commentary from thought leaders throughout Europe is valuable information that you just can't get anywhere else.

Frequency: 11x

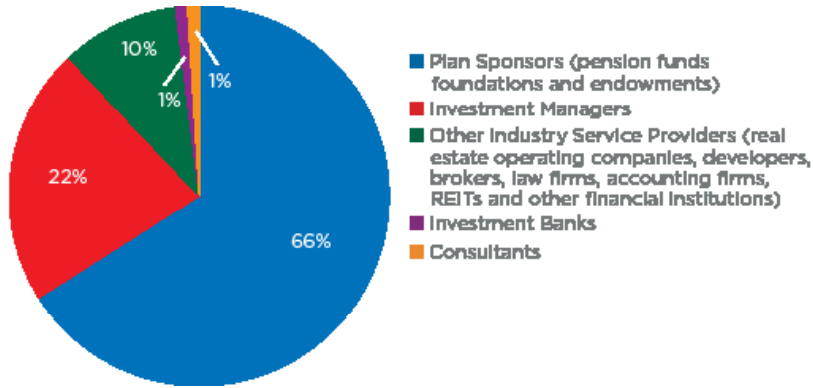
Circulation: 1,200 (print and online)

Distribution: by mail and email alert for online version

Supplements: *Institutional Real Estate FundTracker*

Subscription rate: \$295

Firm-Type Breakdown

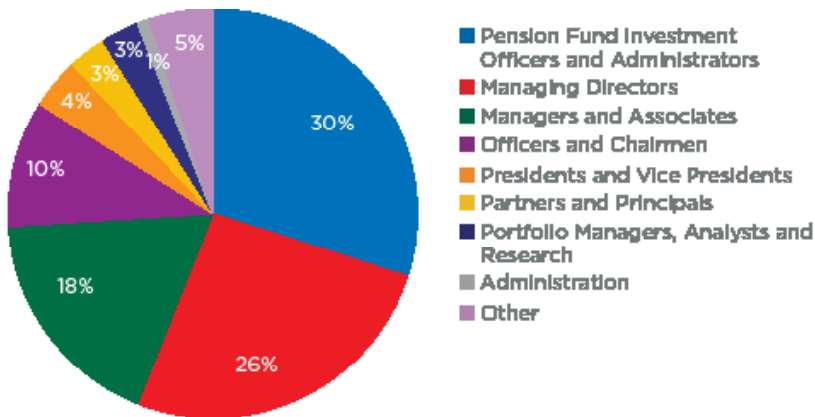


Bonus Distribution:

We have marketing alliances with conference producers throughout the industry, which allows us to distribute *Institutional Real Estate Europe* to the attendees of some of the biggest and best known events. Check out the link below to see our current roster of events.

www.irei.com/ireeu-bd

Title Breakdown

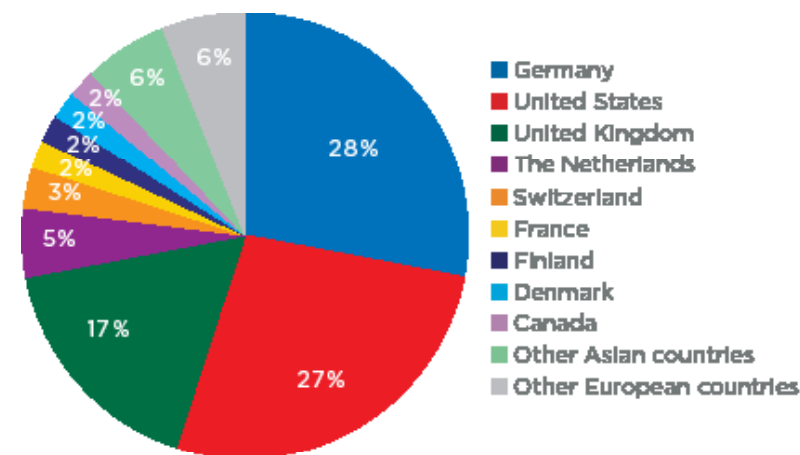


Editorial Calendar:

Our editorial calendar shows topics that are scheduled to be featured in the upcoming months. You can use this as an additional guide to help you select the best months to place your ads.

www.irei.com/ireeu_editorialcalendar

Geographic Breakdown



Editorial Advisory Board Members:

Institutional Real Estate Europe has a board of industry experts who meet annually to discuss the critical issues that the industry is facing. The candid discussions that take place at these meetings help formulate the content for the publication.

www.irei.com/ireeu_boardmembers

Advertising Mechanical Sizes and Rates

Institutional Real Estate Europe

	1x	3x	6x	9x	12x	18x
1 pg 4/C	\$4,700	\$4,400	\$4,200	\$4,100	\$4,000	\$3,900
1/2 pg 4/C	\$3,100	\$2,900	\$2,750	\$2,650	\$2,550	\$2,450
1/4 pg 4/C	\$2,000	\$1,900	\$1,800	\$1,700	\$1,600	\$1,500
1 pg B/W	\$4,150	\$3,850	\$3,650	\$3,550	\$3,450	\$3,350
1/2 pg B/W	\$2,550	\$2,350	\$2,200	\$2,100	\$2,000	\$1,900
1/4 pg B/W	\$1,450	\$1,350	\$1,250	\$1,150	\$1,050	\$950
Jr pg 4/C	\$3,900	\$3,600	\$3,400	\$3,300	\$3,200	\$3,100
Jr pg B/W	\$3,350	\$3,050	\$2,850	\$2,750	\$2,650	\$2,550
Dbl pg 4/C	\$7,100	\$6,500	\$6,300	\$6,200	\$6,100	\$6,000
Dbl pg B/W	\$6,000	\$5,400	\$5,200	\$5,100	\$5,000	\$4,900

COVER 2 and 3: Add \$200

BLEEDS: Add 10%

Insert & Brochure Rates

Inserts and Brochures Upon Request

Reprints of Ads Upon Request

Payments & Deadlines

A 15% commission will be granted to recognised advertising agencies on space, colour, bleed and position charges only. We do not pay commissions on charges for artwork or reprints.

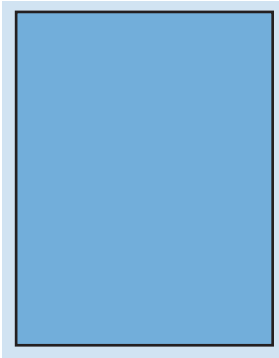
Terms: 30 days net. Interest will accrue at a rate of 1.5% per month. Electronic wire transfer available.

Copyright & Contract Policy

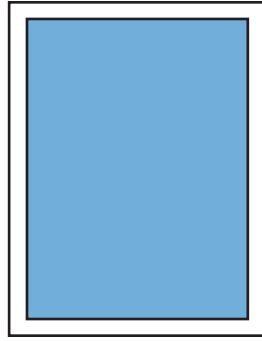
Advertisers and advertising agencies assume liability for all content of advertisements printed and also assume liability for any claims arising therefrom made against the Publisher. The Publisher reserves the right to reject any advertising materials the Publisher deems not suitable for the Publication's audience or in keeping with the Publication's standards. The Publisher also reserves the right to insert the words "advertising" or "advertorial" into copy that the Publisher deems to resemble editorial matter.

Mechanical Requirements

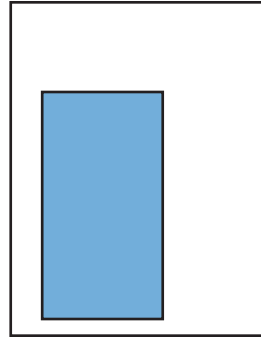
The Publication trim size is 8.5" wide x 11" high



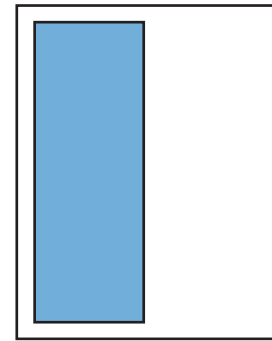
Full-Page Bleed
8-3/4" wide x 11-1/4" high



Full-Page
7" wide x 10" high



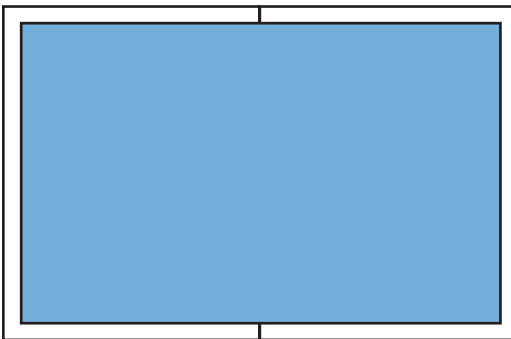
Junior Page
3-7/8" wide x 7-2/5" high



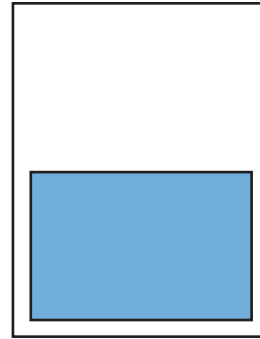
12-page Vertical
3-3/8" wide x 10" high

OR

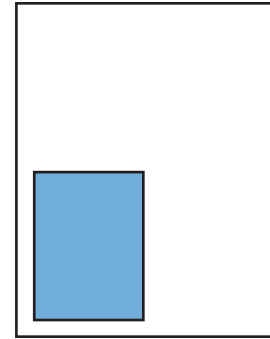
8.5" wide x 11" high +
0.125" bleed



Double-Page Spread
15-1/2" wide x 10" high



12-page Horizontal
7" wide x 4-5/8" high



1/4-page
3-3/8" wide x 4-5/8" high

Double-Page Spread Bleed
17-1/4" wide x 11-1/4" high

Artwork

All artwork should be submitted as a press-ready PDF processed through Adobe Acrobat.

If you are unable to send us artwork in this format, please contact us. We may be able to accommodate your placement, but there will be additional fees incurred for the conversion.

Contacts

Advertising Sale Inquiries

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Shipping Instructions

Electronic shipping: Email files to Michelle Raab at m.raab@irei.com

FTP Site: If you would like to access our FTP site, please contact Susan Sharpe at s.sharpe@irei.com for instructions.

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