

# Europe Real Estate

MEDIA | NEWS | PUBLISHING



## MEDIA KIT 2014

**E**urope Real Estate (REP) is an independent media and marketing platform that offers an extensive overview of real estate developments in more than 30 European countries, including the markets of Central and Eastern Europe, Russia and Turkey. For over 14 years, REP has been spreading the word about commercial real estate to industry professionals and provides the opportunity to participate and find potential partners and clients through its news, features and publications.

### Publications

REP provides up-to-date information in its annual Real Estate and Retail reference books, which are launched and are freely distributed at all the major real estate events across Europe as well as some major events in the Middle East.

### Online

REP collates the latest real estate/property deals, company reports, new developments and research on europe-re.com, which acts as a hub for information on upcoming events, news, and deals and features interviews with leading industry players as well as project and company profiles. REP reaches a total of over 20,000 subscribers to its daily newsletter service, through europe-re.com, turkey-re.com and gme-re.com (Greater Middle East real estate).

### Partners

REP works with a selection of pan-European Commercial Real Estate organizations, Property Owners, Real Estate Companies, Shopping Centers, Market Analysts, Media Agencies and Specialized Event companies.

### EDITORIAL FOCUS

#### LEADERSHIP

Interviews and opinions by leading real estate professionals.

#### INDUSTRY TRENDS

The latest trends in all real estate segments.

#### DEALS

Detailed news and lists of major real estate transactions.

#### MARKETS

Analysis of the real estate market in over 30 European countries and major cities.

#### PROMINENT PROJECTS

Overview and promotion of prominent pipeline projects across Europe.

Europe Real Estate

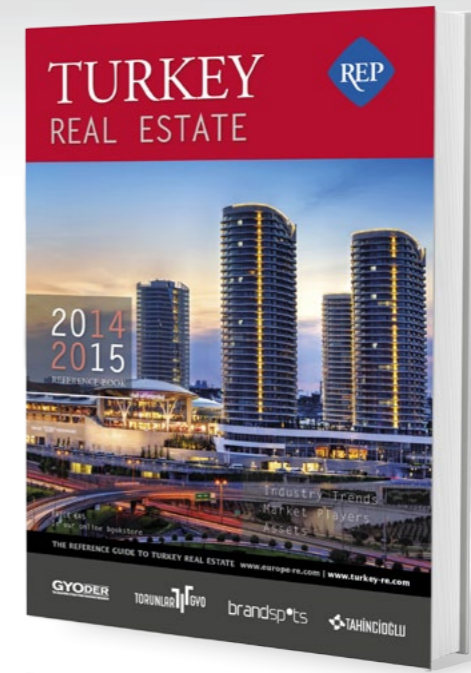
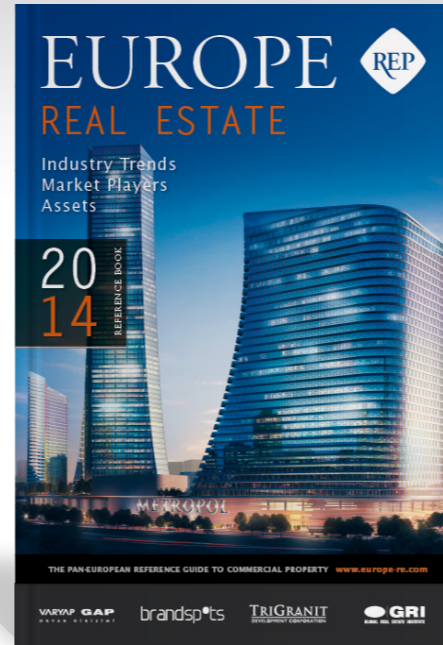
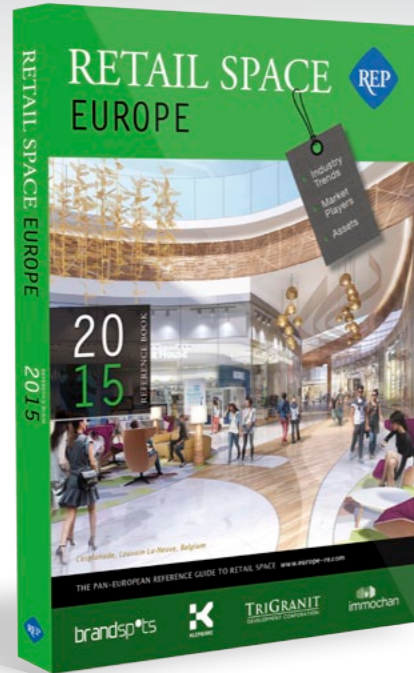
Products & Services

Events

Coverage

Contact

PUBLICATIONS | ONLINE | TARGET BREAKDOWN



**Retail Space Europe**

Retail Space Europe focuses on the latest developments in the retail market across Europe, including Russia and Turkey. It offers an in-depth view of the market in over 30 European countries, looking at the latest trends in shopping centers, factory outlets, retail parks and high streets. Featuring a wide range of forecasts and opinions by major associations and business leaders, it is an invaluable reference for retail professionals.

**Launched at MAPIC - 19 November 2014**  
Content Deadline: **17th OCTOBER**

**Europe Real Estate**

Europe Real Estate examines the state of the real estate market across Europe, including the markets of Russia and Turkey. This annual reference book examines the latest trends, projects and developments in all real estate segments in over 30 European countries and offers opinions and forecasts from key scholars, industry players and business leaders.

**Launched at MIPIM - 10 March 2015**  
Content Deadline: **9th JANUARY**

**Turkey Real Estate**

Turkey Real Estate offers an overview of the real estate market in Turkey, one of the world's most promising emerging real estate markets. Including detailed overviews of the market in Turkey's major regions and cities, company profiles and a comprehensive company index, this publication is a useful and practical guide to Turkey's booming real estate market.

**Launched - GYODER Event - 4 November 2014**  
Content Deadline: **29th SEPTEMBER**

**EDITORIAL SECTIONS**

**THOUGHT LEADERS**

Interviews with high-level executives and opinion articles by leading real estate professionals and associations

**INDUSTRY TRENDS**

In-depth overviews of the latest trends dominating the real estate landscape

**COUNTRIES/REGIONS**

Detailed analysis of all real estate segments in over 30 European countries, including largest deals, major players, latest developments and pipeline projects

**WHO'S WHO**

Company profiles including corporate, project and personnel information for major international players in the European real estate and retail sector

**DEALS | LISTINGS**

Listings of the top real estate deals, companies, awarded projects and largest shopping centers

**INDEX**

Comprehensive index listing companies in the fields of consultancy, development, finance, investment and management

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PUBLICATIONS | ONLINE | TARGET BREAKDOWN

**THOUGHT LEADERS**

**RETAIL LOGISTICS: A CLOSER LOOK AT AMAZON'S FULFILLMENT CENTERS**

Amazon's fulfillment centers are a key part of its success. This article provides an in-depth look at how these centers are designed and operated, highlighting the company's focus on efficiency and customer service.

THOUGHT LEADERS

SINGLE PAGE ADVERTISEMENT and BACK COVER

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**POP-UP SHOPS: THE 'COOL' FACTOR IN CUSTOMER EXPERIENCE**

Pop-up shops are becoming a popular trend in retail. This article explores how these temporary storefronts can enhance customer experience and drive sales for brands.

COUNTRY PROFILE

**FRANCE**

**COUNTRY PROFILE**

France is a key market for real estate investors. This profile provides an overview of the country's economy, demographics, and real estate market trends.

FACT SHEET

**FASHION PARK OUTLET CENTER**

This fact sheet provides detailed information about the Fashion Park Outlet Center, including its location, size, and key features.

WHO IS WHO

**TRIGRANT DEVELOPMENT CORPORATION**

**WHO IS WHO**

Meet the key members of the Trigrant Development Corporation team, including executives and board members.

INDEX LISTING

**INDEX LISTING**

A comprehensive index listing of all content included in the media kit, including articles, advertisements, and contact information.

PRINT

DISTRIBUTION BREAKDOWN

EUROPE REAL ESTATE

Number of events distributed:	25
Hardcopies distributed:	10,000
Digital books sales per year (approx):	500
Flipbook reach:	20,000

RETAIL SPACE EUROPE

Number of events distributed:	25
Hardcopies distributed:	10,000
Digital books sales per year:	550
Flipbook reach:	20,000

TURKEY REAL ESTATE

Number of events distributed:	25
Hardcopies distributed:	5,000
Digital books sales per year (approx):	230
Flipbook reach:	20,000

\*Approximate figures as sales vary slightly. Hardcopy distribution are FREE COPIES distributed at major events and also available for sale in the webshops.

ADVERTISEMENTS

- Full Page / preferred position\*
- Double spread advertisement
- Full Page inside front or back cover\*
- Full Page back cover\*
- Index listing

\*Check availability

Europe Real Estate

Products & Services

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PUBLICATIONS | ONLINE | TARGET BREAKDOWN

# ONLINE

## LIST OF BANNERS

### Home Page

Wrap	1630x1200
Leaderboard	940x100
Motion Leaderboard	940x200
Rectangle	260x225

### News Story & Reveal Pages

Leaderboard	940x100
Rectangle	260x225
Portrait A	200x300
Portrait B	200x300

### Events pages

Leaderboard	940x100
Rectangle	260x225
Square A	200x200
Square B	200x200
Square B	200x200

### Webshop Page

Webshop banner	686x272
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### Newsletter

Rectangle A	180x 160
Rectangle B	180x160
Long banner	180x340

### Newsletter subscribers

20,000

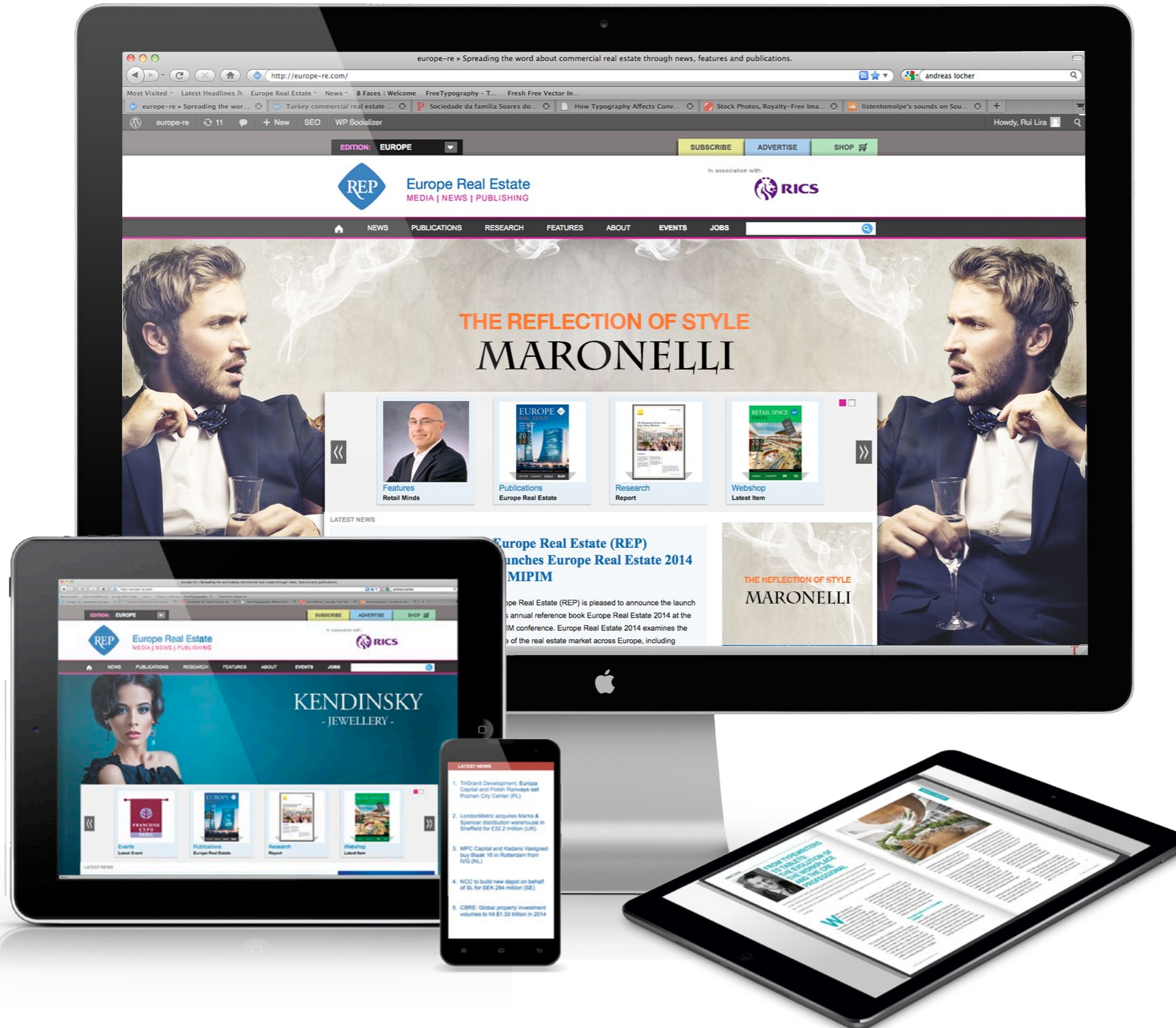
### Yearly visits to the sites

576,000

europe-re.com

turkey-re.com

gme-re.com



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TARGET AUDIENCE

# ONLINE

Unique views per year



576.000

Newsletter subscribers

20.000

Senior decision makers **78%** manager or above across agencies, finance/investors, developers, professionals and occupiers.

## Commercial real estate professionals Europe Real Estate (REP) TARGETING:

High level executives and decision makers (among them CEO's & Chairmen)

### SECTORS

Development | Investment | Retail Architecture | Service Companies RE Property owners | Brokers | Tenants | Investors | Researchers Pension funds | City councils, marketing

# HARD COPY

Circulation 3 publications



EUROPE REAL ESTATE 10.000  
RETAIL SPACE EUROPE 10.000  
TURKEY REAL ESTATE 5.000

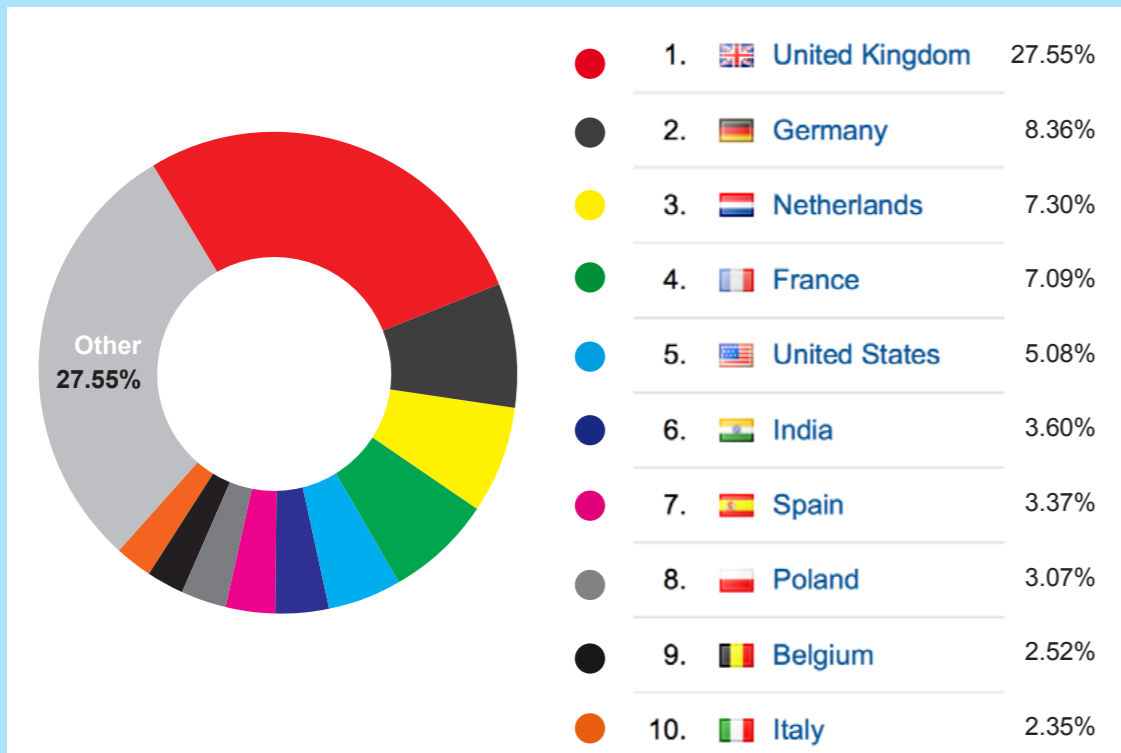
25.000 +60.000

DISTRIBUTED AT 28 EVENTS

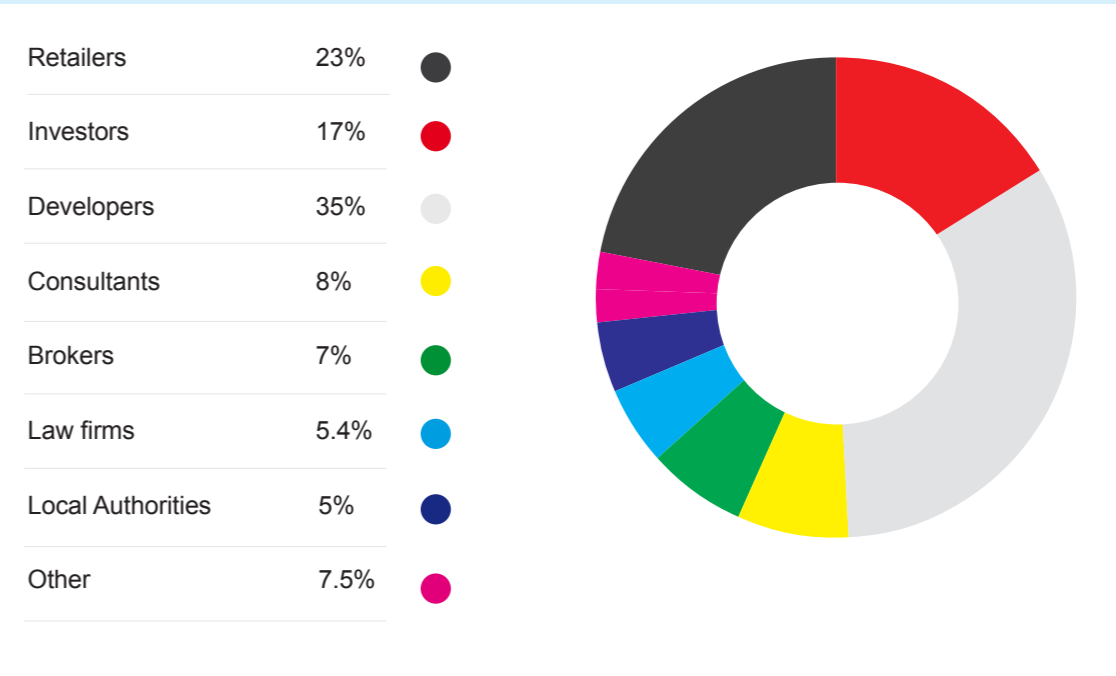
130.000 VISITORS

BONUS - Digital Book circulation for all editions (20.000 each)

## Visits by Country (2013-14)



## Attendees of the events where books are distributed



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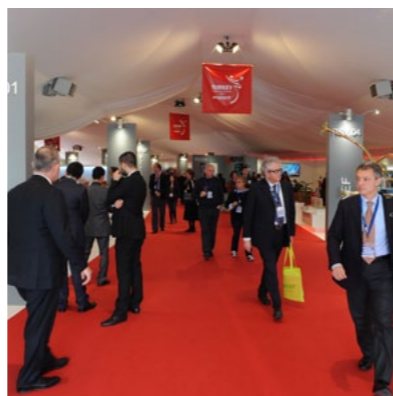
Contact

28 MEDIA PARTNERS

DESCRIPTION | TARGET BREAKDOWN



VISITORS TO 28 EVENTS  
**130.000**  
 COMPANIES  
**5.200**  
 CEO's  
**3.000**



**MIPIM**

**Category:** Mixed | **Location:** Cannes | **Attendees:** 20,000+

The world's property market, takes place in Cannes, France each year and brings together the most influential players from all international property sectors - office, residential, retail, health-care, sport, logistics and industrial.

**MAPIC**

**Category:** Retail | **Location:** Cannes | **Attendees:** 8,300+

MAPIC is the key meeting point for retailers looking for partners, and property developers and owners looking for retailers to enhance their sites. It consists of tailored meetings, expert-led conferences and a premium exhibition area for industry leaders.



**Expo Real**

**Category:** Mixed | **Location:** Munich | **Attendees:** 36,000

The International Trade Fair for Property and Investment, has been held every October since 1998 in Munich Germany. The entire sector gathers together in one location for three days at this unmissable business platform.

**Cityscape Global**

**Category:** Mixed | **Location:** Dubai | **Attendees:** 32,500+

Firmly established as the leading real estate exhibition in the Middle East, Cityscape Global has supported the growth of local and international real estate companies in the region for over 12 years.



**GRI Annual Meetings**

**Category:** Mixed | **Location:** Various | **Attendees:** 20,000+

The GRI Meetings attract the most senior decision makers in real estate and attendance is open to both members and non-members. Among the most important meetings organized annually in Europe are: GRI Europe Summit, British GRI, Deutsche GRI, GRI Russia and GRI Turkey.



**International Property Show**

**Category:** Mixed | **Location:** Dubai | **Attendees:** 20,000+

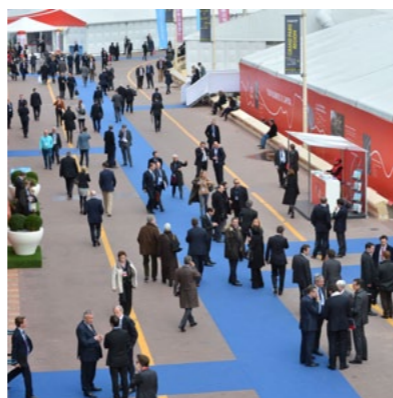
The IPS offers the perfect platform for real estate investors, developers, regional and international investment promotion authorities and other real estate professionals to drive growth in real estate investment and development across the Middle East.



**Franchise Expo Paris**

**Category:** Retail | **Location:** Paris | **Attendees:** 32,780

International hub connecting investors from 83 countries with the most renowned franchisors looking to expand their concept worldwide.



DISTRIBUTION  
**+30**  
 EVENTS WITHIN  
**EUROPE**  
 AND THE  
**MIDDLE EAST**



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DESCRIPTION | TARGET BREAKDOWN



**Expo Italia Real Estate (EIRE)**

**Category:** Mixed | **Location:** Milan | **Attendees:** 10,000+  
The Italian and international Real Estate Community meets, recognizes and compares in a space which has been designed in line with best Italian style.



**AYD SC INVESTMENT CONFERENCE**

**Category:** Retail investment | **Location:** Istanbul | **Attendees:** 400+  
AYD's annual Shopping Center Investment Conference takes place every year in Istanbul and attracts local and international executives of the shopping center industry.



**International Conference - Real estate market in Croatia**

**Category:** Mixed | **Location:** Zagreb | **Attendees:** 5000  
The annual international conference on the real estate market in Croatia addresses topics such as commercial real estate, sustainability, energy and infrastructure and attracts participants from over 30 countries.



**Visions, Insights & Perspectives Europe**

**Category:** Investment | **Location:** Changes yearly | **Attendees:** 500+  
An invitation-only event organized by IREI and intended to provide active European real estate investors thought-provoking panels, interactive peer-to-peer roundtables and quality networking opportunities.



**Barcelona Meeting Point**

**Category:** Mixed | **Location:** Barcelona | **Attendees:** 2500+  
The only international and professional real estate exhibition in Spain. Taking place on an annual basis, since its founding in 1997, it has become a mandatory meeting for the real estate industry.



**IPD European Property Investment Summit**

**Category:** Investment | **Location:** Changes yearly | **Attendees:** 500+  
IPD's annual European Property Investment Conference focuses on global real estate markets trends, international economics and finance, and global investment allocation approaches.



**FIABCI World Congress**

**Category:** Mixed | **Location:** Changes yearly | **Attendees:** 1,500+  
International summit attended by 1500+ real estate decision makers from more than 60 countries. Its program includes conferences held by international renowned speakers, experts' workshops, debates and an exhibition area.



**Corenet Global EMEA Summit**

**Category:** Office | **Location:** Changes yearly | **Attendees:** 500+  
Organized annually and offer participants opportunities to network, learn and be recognized for their achievements.



**World Retail Congress**

**Category:** Retail | **Location:** Changes yearly | **Attendees:** 1200+  
The World Retail Congress is the world's largest and most prestigious annual forum for retail CEOs and leaders to share, debate and network with both domestic and global peers.



**ICSC European Conference**

**Category:** Retail | **Location:** Changes yearly | **Attendees:** 600+  
The ICSC European Conference is a professional retailer marketing platform where shopping centres can converse with retailers.



**CEEQA**

**Category:** Investment | **Location:** Changes yearly | **Attendees:** 600+  
The role of CEEQA is to recognize business excellence in the sector, as well as to promote the activities, achievements and key market operators to the international investment arena.



**EPRA Annual Conference**

**Category:** Listed Real Estate | **Location:** Changes yearly | **Attendees:** 500+  
EPRA's annual conference brings together Europe's listed real estate, its coverage and finance.



**European Real Estate Opportunity & Private Fund Investing Forum**

**Category:** Investment | **Location:** London | **Attendees:** 400+  
Part of IMN's industry leading series of global opportunity fund conferences, this event brings the top real estate practitioners.



**ULI Annual Conference**

**Category:** Mixed | **Location:** Paris | **Attendees:** 500+  
With 80% Senior delegates, ULI's Annual Conference in Paris, which continues to be viewed by many industry leaders as the must-attend real estate gathering in Europe, attracts over 500 industry leaders from 25 countries.



**Airport Trading Conference and Exhibition**

**Category:** Airports | **Location:** Changes yearly | **Attendees:** 400+  
The ACI EUROPE Airport Trading Conference and Exhibition brings together key airport commercial executives, operators and brands, as well as key business partners from airport retail, food & beverage, travel services, media and other enterprises from around the world.

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PLEASURE TO MEET YOU :)

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Some of our clients and partners

