



Europe Real Estate

MEDIA | NEWS | PUBLISHING



MEDIA KIT

Europe 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. Since 1999, REP has been spreading the word about commercial real estate to industry professionals and providing the opportunity to participate and find potential partners and clients through its news, features and publications.

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 over 20,000 subscribers to its daily newsletter service, through europe-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 centres, market analysts, media agencies, universities and specialised 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 more than 30 European countries and major cities.

PROMINENT PROJECTS

Overview and promotion of leading pipeline projects across Europe.

Europe Real Estate

Products & Services

Distribution

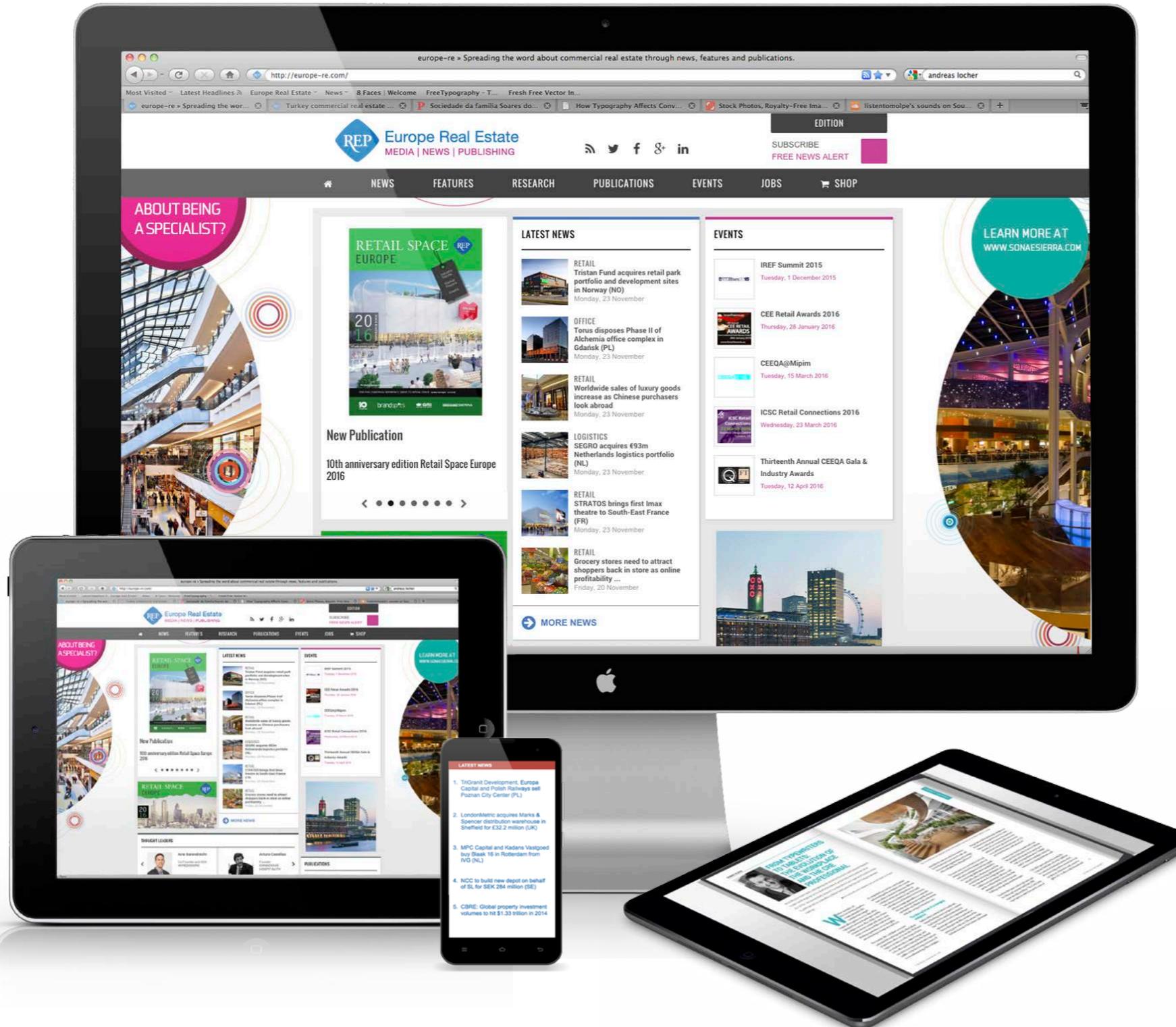
Events

Contact

PUBLICATIONS | ONLINE
TARGET BREAKDOWN

ONLINE
LIST OF BANNERS

Home Page	
Wallpaper Wrap	1,920 x 1,200
Wallpaper Wrap (mobile)	336 x 280
Rectangle	355 x 210
Square	285 x 285
News Pages	
Square	335 x 335
Portrait	335 x 470
Events pages	
Square	335 x 335
Portrait	335 x 470
Newsletter	
Rectangle A	180 x 180
Rectangle B	180 x 160
Portrait	180 x 340



Yearly visits to the sites

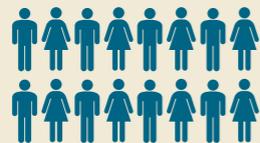
576,000

Newsletter subscribers

20,000

ONLINE

Unique views per year



Newsletter subscribers

576,000 **20,000**

Senior decision makers **78%** manager or above from agencies, financial services, investors, developers, industry professionals and occupiers.

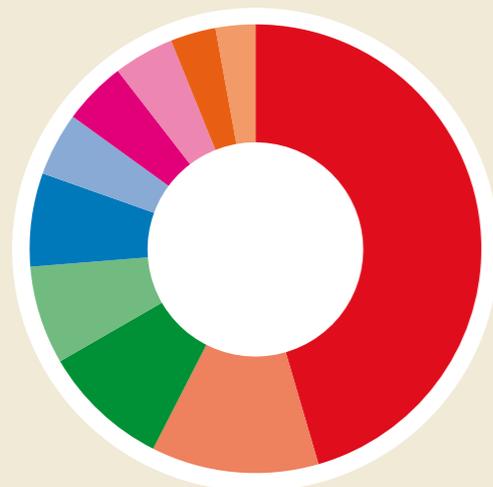
TARGET AUDIENCE

Commercial real estate professionals including high level executives and decision makers

SECTORS

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

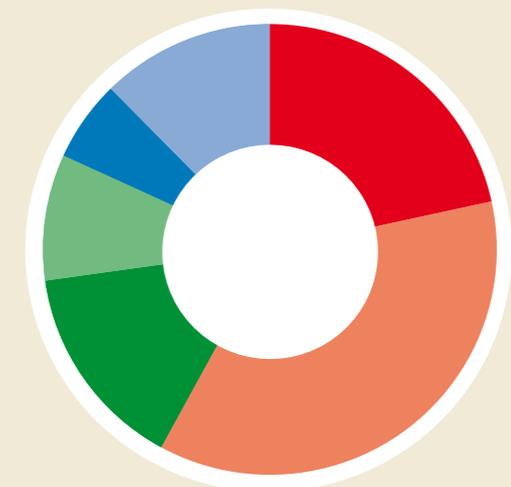
europe-re.com



1. United Kingdom	31.58%
2. Germany	8.32%
3. Netherlands	6.35%
4. United States	4.92%
5. France	4.67%
6. India	3.17%
7. Poland	3.16%
8. Spain	3.01%
9. Italy	2.26%
10. Belgium	1.97%

Interests of online readership

Real estate	36%
Investment & financial services	22%
Hotel property & accomodation	15%
Real estate employment	12%
Air travel retail	9%
Other	6%



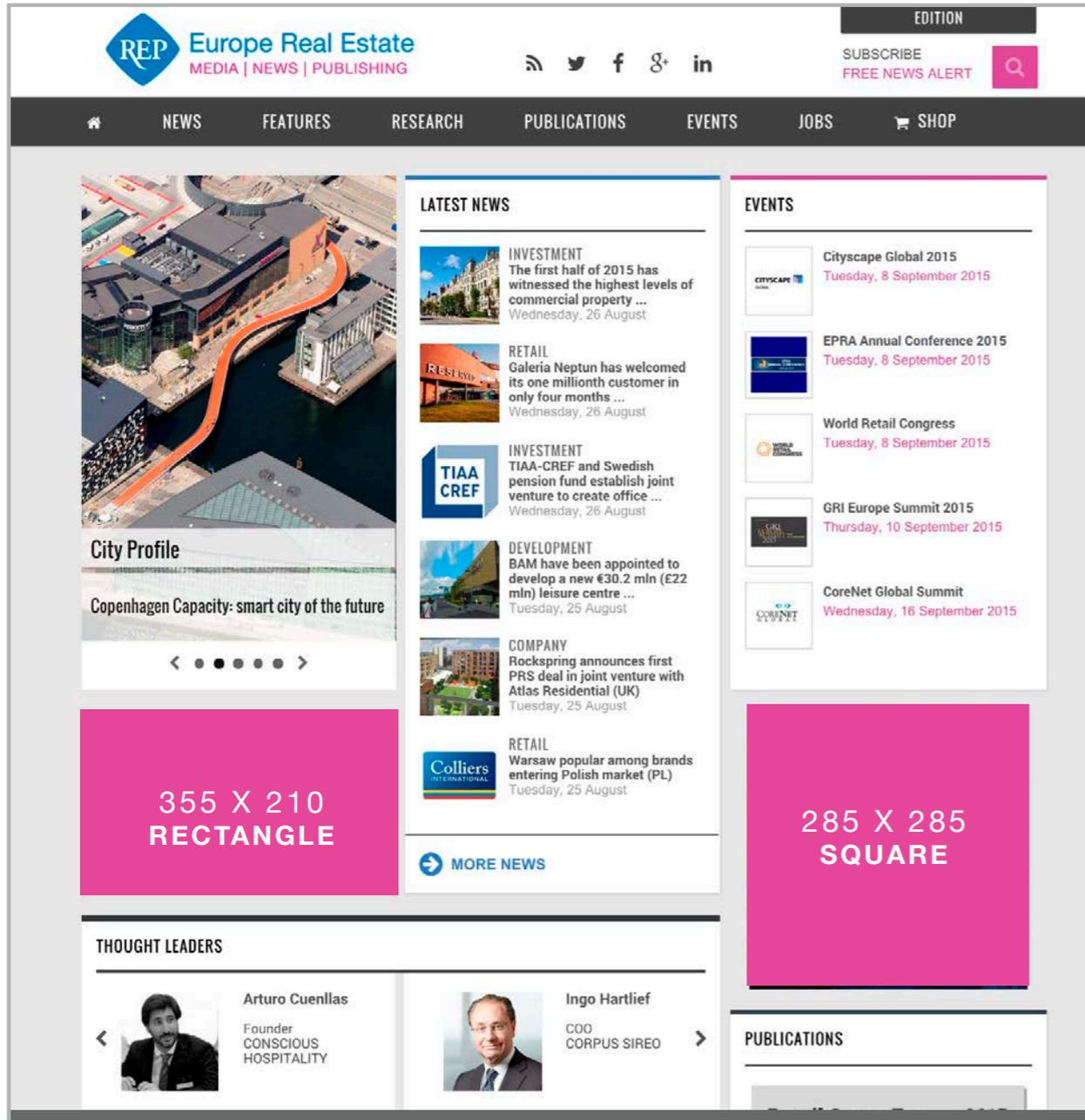
HOMEPAGE BANNERS

1 RECTANGLE

355 x 210

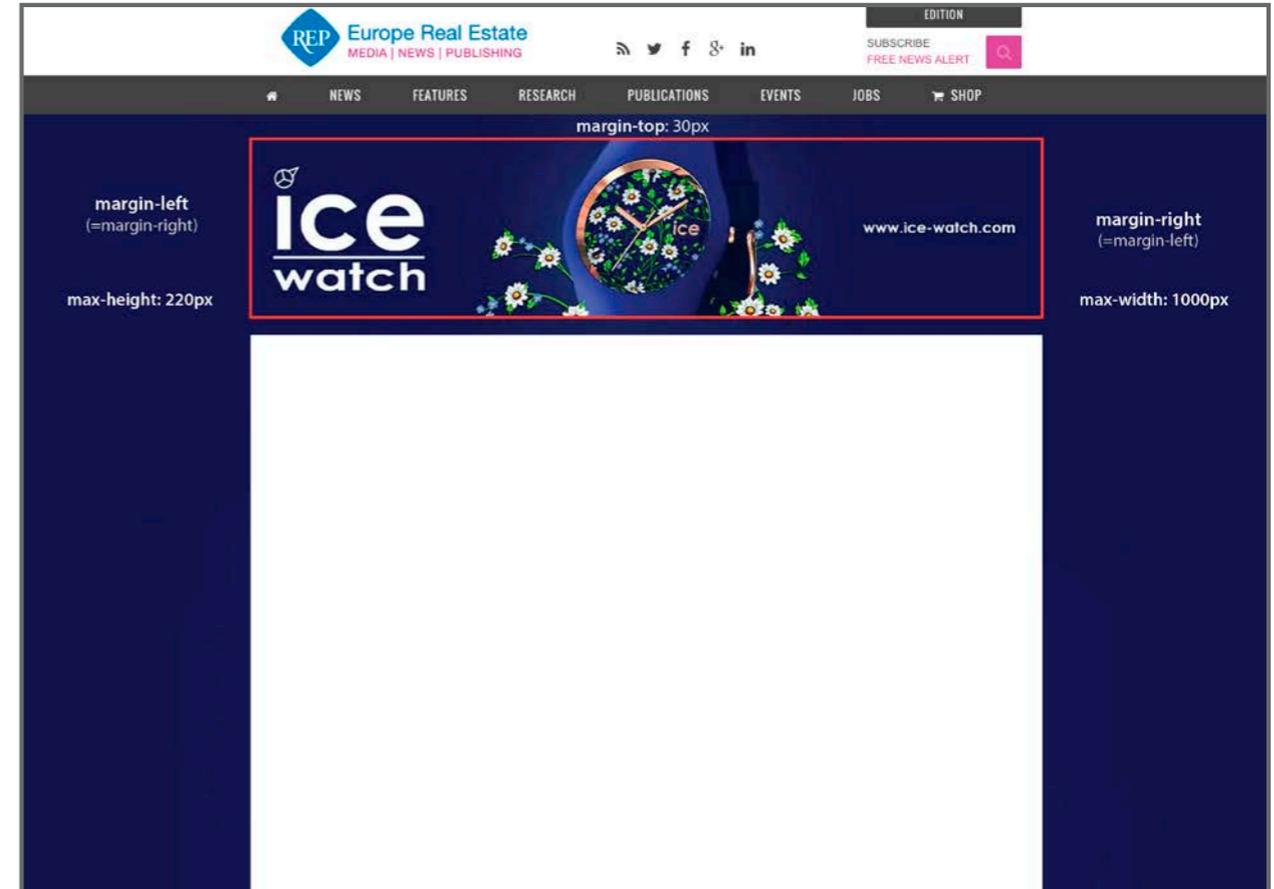
2 SQUARE

285 x 285



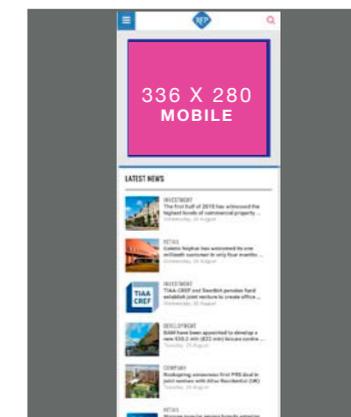
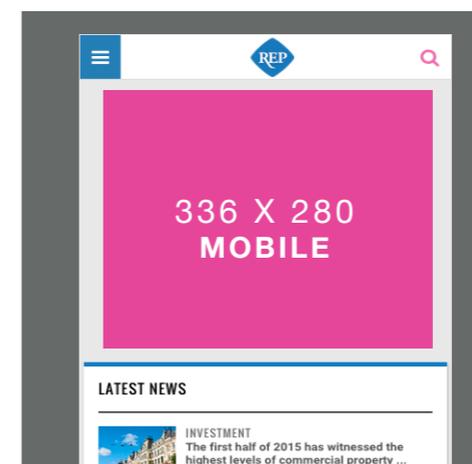
3 WRAP - DESKTOP

1920 x 1200



4 WRAP - MOBILE

336 x 280

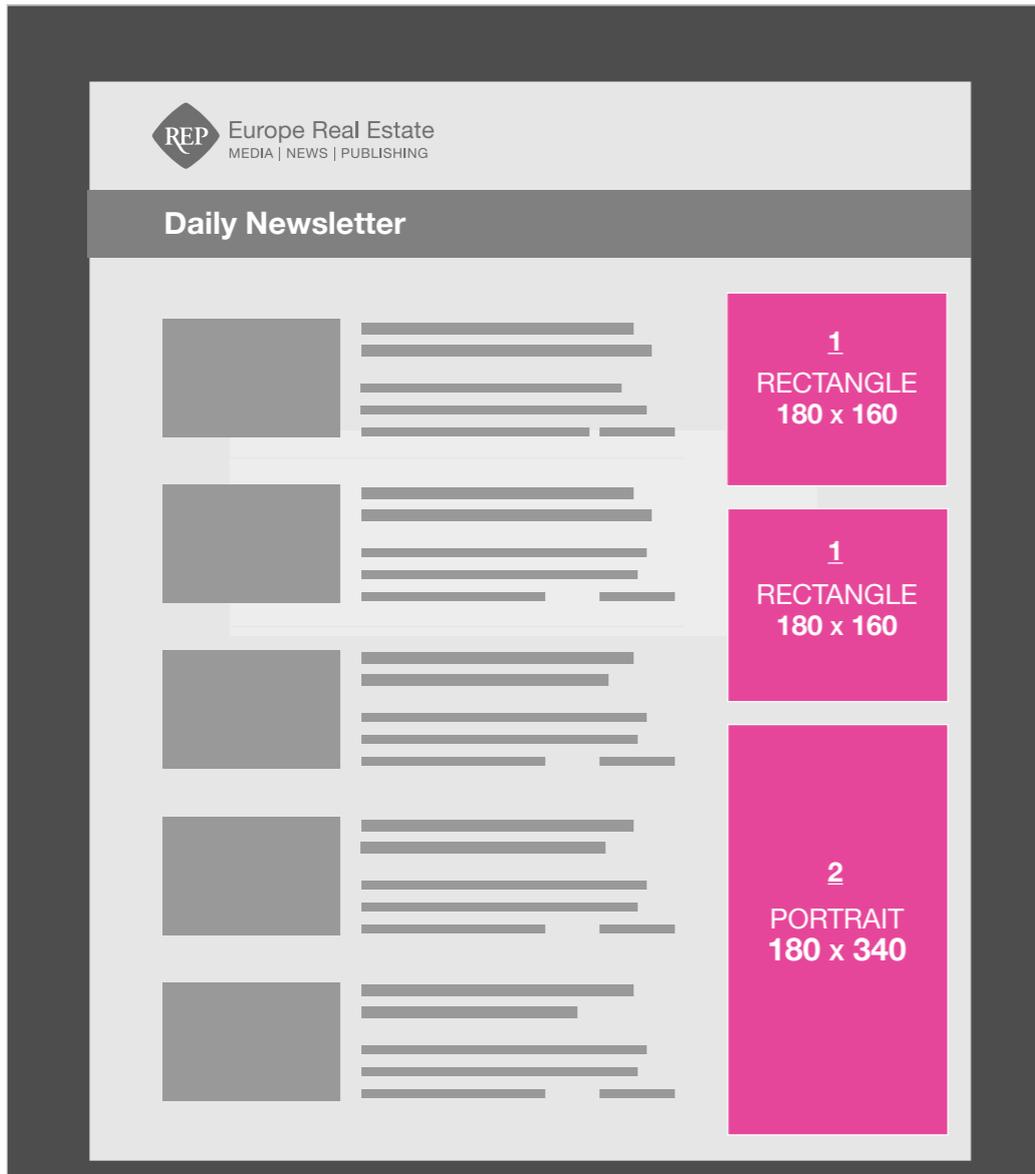


NEWS STORY PAGES & EVENT PAGES BANNERS

- 1 **SQUARE** 335 x 335
- 2 **PORTRAIT** 335 x 470

- 1 **SQUARE** 335 x 335
- 2 **PORTRAIT** 335 x 470

NEWSLETTER BANNERS & FEATURES PAGES OPTIONS



- 1** **RECTANGLE A & B** 180 x 160
- 2** **PORTRAIT** 180 x 340

The REP Europe daily newsletter is sent out every business day morning to over 20,000 subscribers who look forward to the latest real estate news. To ensure we have plenty of interesting news to share, we encourage you to send your press releases to: newsdesk@europe-re.com

WHO'S WHO

Company profiles and key decision makers in the real estate industry.

INDUSTRY TRENDS

Top analysts highlight the latest trends across the European real estate market.

THOUGHT LEADERS (INTERVIEW)

Leading CEOs and associations share their views on the real estate market.

PROMINENT PROJECTS

Major ongoing projects or projects in pipeline with photos and relevant details.

REPORTS

A selection of research reports by leading real estate associations, consultants and brokers.

Easily searchable articles online with images, text and links to pdfs/urls and/or email addresses. For more information on these options please contact the sales team: sales@europe-re.com

PRIORITY PRESS RELEASE PACKAGES

Europe Real Estate can guarantee your press release is published on our website.*

Benefits of Priority Press Releases with Europe Real Estate:

- Guaranteed publishing upon receiving payment.
- Control over content of press release.
- Content sourced to a number of worldwide commercial real estate resources.

* Valid for a period of 3 months

Please note: Press releases must be in English. Editing to text will occur in order to fit the news format used on the site. Any additional editing can incur a cost.

EMAIL BLASTS

With **20,000** subscribers to our daily newsletter, it's a great way to send a message to a specific target audience. To find out more contact our sales team.

PRICE LIST & TECHNICAL SPECIFICATIONS

Newsletter			
1 - RECTANGLE (A AND B)	180 x 160	1 Week	€370 (each)
2 - PORTRAIT	180 x 340	1 Week	€450
Features Pages			
WHO'S WHO		1 Week - homepage - searchable indefinitely	€3,500
INDUSTRY TRENDS		1 Week - homepage - searchable indefinitely	€3,500
THOUGHT LEADERS (INTERVIEWS)		1 Week - homepage - searchable indefinitely	€3,500
PROMINENT PROJECTS		1 Week - homepage - searchable indefinitely	€3,500
REPORTS		1 Week - homepage - searchable indefinitely	€900
CITY FEATURE		1 Week - homepage - searchable indefinitely	€750
Priority press releases packages			
ONE PRESS RELEASE	Latest news section & e-newsletter	Within a 3 month period	€250
TWO PRESS RELEASES	Latest news section & e-newsletter	Within a 3 month period	€400
THREE PRESS RELEASES	Latest news section & e-newsletter	Within a 3 month period	€580
Event listing	Event listing and calendar listing	Until the event takes place (upto 8 month in advance)	€1,200
Email blasts	To all e-newsletter subscribers	Please contact us for more information	Please contact sales@europe-re.com

CONTACT US

Europe Real Estate (REP)
Damrak 357
1012 ZJ Amsterdam
The Netherlands

T: +31 (0)20 655 88 55
www.europe-re.com

Media & Press
newsdesk@europe-re.com
media@europe-re.com

Advertising and Sales
sales@europe-re.com
T: +31 (0)20 655 88 55

Visit our WEBSHOP
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Products & Services

Distribution

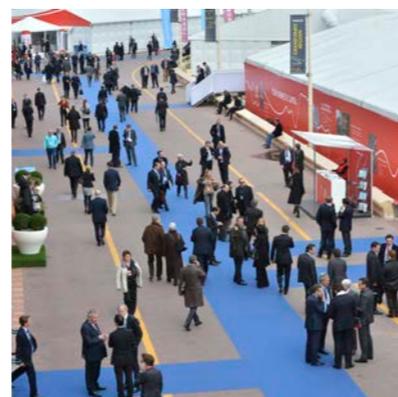
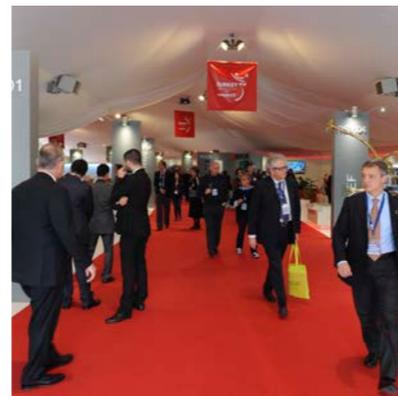
Events

Contact

MEDIA PARTNERS



VISITORS TO 30+ EVENTS
205,000+
COMPANIES
5,200+
CEO's
3,000+



DISTRIBUTION
30+
EVENTS WITHIN
EUROPE
AND THE
MIDDLE EAST



DESCRIPTION | TARGET BREAKDOWN



MIPIM

Mixed | Cannes | Attendees: 21,400+

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, healthcare, sport, logistics and industrial.



MIPIM UK

Mixed | London | Attendees: 4,500+

MIPIM UK is the 1st UK property trade show gathering all professionals looking to close deals in the UK property market: investors, developers, local authorities, occupiers, corporate end-users, hotel groups, agents and business service providers.



MAPIC

Retail | 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.



MAPIC Italy

Retail | Milan

MAPIC, the world's leading retail real estate deal-making, conference and networking event, is making its Italian debut in May 2016.



Expo Real

Mixed | Munich | Attendees: 37,857

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

Mixed | Dubai | Attendees: 40,000+

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

Mixed | 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 organised annually in Europe are: GRI Europe Summit, British GRI, Deutsche GRI, GRI Russia and GRI Turkey.



International Property Show

Mixed | Dubai | Attendees: 15,000+

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.

Europe Real Estate

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DESCRIPTION | TARGET BREAKDOWN



Franchise Expo Paris
Retail | Paris | Attendees: 37,000

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



Visions, Insights & Perspectives Europe Investment | Changes Yearly | Attendees: 500+

Visions, Insights & Perspective Europe by IREI provides thought-provoking panels, interactive roundtables and quality networking opportunities.



Europroperty – CEE Retail Awards
Retail | Warsaw | Attendees: 500+

Heralded as the market benchmark for retail success in Central and Eastern Europe.



International Conference - Real estate market in Croatia
Mixed | Zagreb | Attendees: 5,000

International Conference-Real estate market in Croatia addresses topics such as commercial real estate, sustainability, energy and infrastructure.



IPD European Property Investment Summit
Investment | Changes Yearly | Attendees: 400+

IPD's Summit focuses on global real estate markets trends, international economics and finance, and global investment allocation approaches.



Internet Retailing Expo
Retail | Birmingham

IRX explores the multi-channel era by blending marketing with technology, logistics with customer-facing design, mobile with in-store experience.



Airport Trading Conference and Exhibition
Airports | Changes Yearly | Attendees: 400+

ACI's event brings together airport commercial executives, operators and brands from airport retail, food & beverages, travel services, media from around the world.



Corenet Global EMEA Summit
Office | Changes Yearly | Attendees: 500+

Organized annually and offer participants opportunities to network, learn and be recognized for their achievements.



ERES Annual Conference
Mixed | Changes Yearly

The ERES Annual Conference promises topics pertaining to global real estate issues and a diverse audience from Europe & globally.



Barcelona Meeting Point
Mixed | Barcelona | Attendees: 2,500+

A key meeting for the real estate industry, Barcelona Meeting Point is the only international and professional real estate exhibition in Spain.



ICSC European Conference
Retail | Changes Yearly

The ICSC European Conference is a professional retailer marketing platform where shopping centres can converse with retailers.



Annual Retail Industry Dinner
Retail | London | Attendees: 1,100

The Annual Retail Industry Dinner promises to be the most illustrious night in the retail calendar. Each year the Grosvenor is impressively transformed to host the biggest night in retail and every year the event grows in size and influence.



FIABCI World Congress
Mixed | Changes Yearly | Attendees: 1,500+

The international summit combining workshops, debates and an exhibition area brings together real estate decision makers from more than 60 countries.



EPRA Annual Conference
Listed Real Estate | Changes Yearly | Attendees: 500+

EPRA's annual conference brings together Europe's listed real estate, its coverage and finance.



Shopping Center Forum
Retail | Warsaw | Attendees: 1,400

Shopping Center Forum is the largest event of its kind in Central Eastern Europe, providing networking, deal making and educational opportunities for retail industry professionals. Attendees include retail chain representatives, developers and companies that provide technological support.



CEEQA
Investment | Changes Yearly | Attendees: 700+

CEEQA recognizes business excellence, promotes the activities, achievements and key market operators to the international investment arena.



World Retail Congress
Retail | Changes Yearly | Attendees: 1,200+

The World Retail Congress is the largest and most prestigious annual forum for retail CEOs and leaders to share, debate and network.



Hotelforum
Hospitality | Munich

One of the leading European hospitality conferences for hotel and real estate professionals. It is organised in line with the real estate trade fair EXPO REAL.



ULI Annual Conference
Mixed | Paris | Attendees: 500+

ULI's Annual Conference is the must-attend real estate gathering attracting over 500 industry leaders and 80% senior delegates from 25 countries.



Financial Times Annual Property Summit
Mixed | London | Attendees: 600+

The annual Summit brings together global investors, occupiers, lenders and developers to discuss the exciting prospects of the UK property market.



Mediterranean Hotel and Resort Forum
Hospitality | Madrid

This event brings together an international audience of resort and hotel owners, those responsible for investment into resort infrastructure and real estate and other key decision makers from hotel development & operation, master-planning and Government organisations.



AYD Shopping Centres Conference
Retail investment | Istanbul | Attendees: 400+

AYD's annual Shopping Centre Investment Conference in Istanbul attracts local and international executives of the shopping centre industry.



IREF Summit
Mixed | London

The IREF Summit prides itself on being industry led and industry focused and over the years has established itself as the foremost gathering based on its ability to bring together the leading industry experts and institutions to explore the key issues impacting the sector and its future development.

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RATES/RESERVATIONS

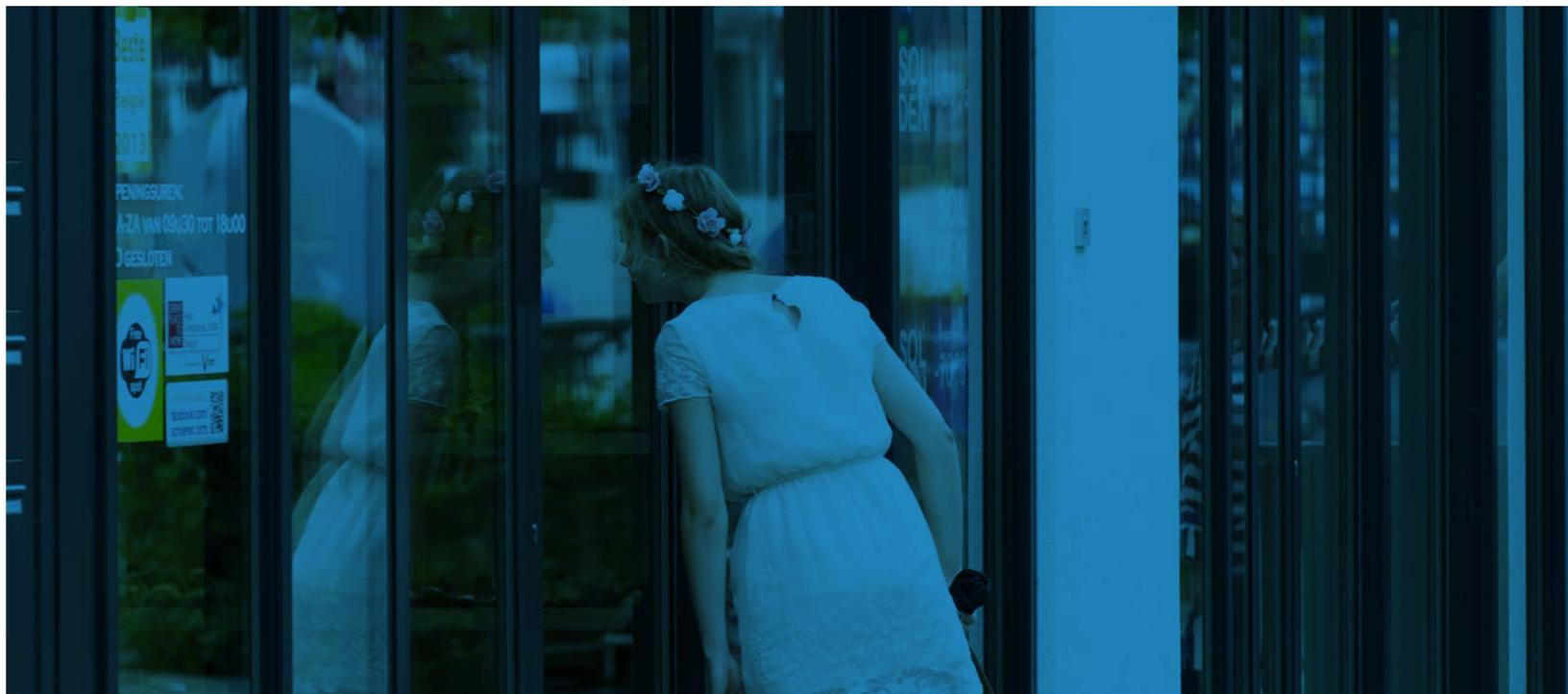
+31 20 655 8855

Marketing Department

Ilona Taillade

Marketing Director

ilona@europe-re.com



Some of our clients and partners

