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Europe Real Estate

MEDIA | NEWS | PUBLISHING



MEDIA KIT 2015

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. 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

Coverage

Events

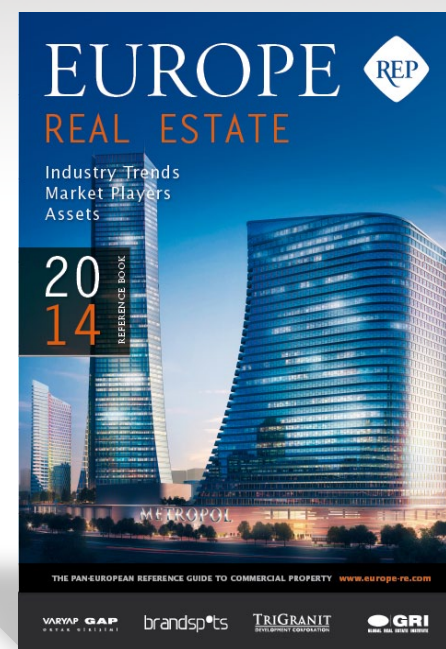
Contact

PUBLICATIONS | ONLINE
TARGET BREAKDOWN

Retail Space Europe 2016

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.

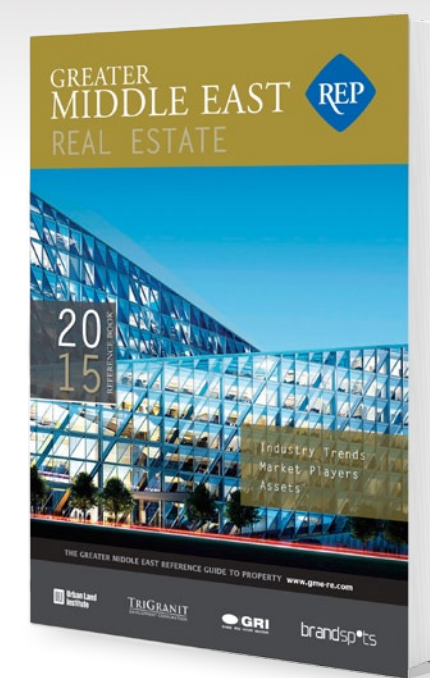
Reservation Deadline: **14 September 2015**
Launched at **MAPIC - 18th November 2015**



Europe Real Estate 2015

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.

Reservation Deadline: **20th December 2014**
Launched at **MIPIM - 10th March 2015**



Greater Middle East Real Estate 2016

Greater Middle East Real Estate offers an overview of the commercial real estate sector in the region, one of the world's most promising emerging real estate markets. The reference book includes a snapshot of various countries, industry trends, company profiles, interviews and major developments. This publication is a useful and practical guide to the GME's booming real estate market.

Reservation Deadline: **15th June 2015**
Launched - **TBA**

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 the backbone of its e-commerce success. This article provides a detailed look at how these centers operate, from the design and construction phase to the daily operations. It highlights the challenges of managing such large-scale facilities and the innovative solutions Amazon has implemented to optimize efficiency and reduce costs.

Amazon

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THOUGHT LEADERS

SINGLE PAGE ADVERTISEMENT and BACK COVER

Single Page Advertisement and Back Cover

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SPONSORED ARTICLE

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

The retail industry is changing. The physical store is no longer just a place to buy things; it's a place to experience. Pop-up shops are a key part of this trend, offering brands a way to connect with customers in a new and exciting way. This article explores the benefits of pop-up shops and how they can be used to enhance the customer experience.

EUROPE REAL ESTATE

COUNTRY PROFILE

FRANCE

COUNTRY PROFILE

This profile provides a comprehensive overview of the French real estate market. It covers key trends, challenges, and opportunities, as well as the regulatory environment. The article is designed to provide investors and developers with the information they need to make informed decisions about the French market.

EUROPE REAL ESTATE

FACT SHEET

FASHION PARK OUTLET CENTER

This fact sheet provides a detailed overview of the Fashion Park Outlet Center. It includes information about the center's location, size, and features, as well as details about the surrounding area and the center's impact on the local economy.

EUROPE REAL ESTATE

WHO IS WHO

TRIGRANT DEVELOPMENT CORPORATION

This section introduces the key members of the Trigrant Development Corporation. It provides biographies for the company's leadership team, including the CEO, CFO, and other senior executives. It also highlights the company's achievements and its commitment to sustainable development.

EUROPE REAL ESTATE

INDEX LISTING

INDEX LISTING

This index listing provides a comprehensive overview of the content in the publication. It includes a list of all the articles, sections, and pages, making it easy for readers to find the information they are looking for.

EUROPE REAL ESTATE

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

GREATER MIDDLE EAST
REAL ESTATE*

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

*This book is set to be launched for the first time this year - figures are for 2016.

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

ADVERTISEMENTS

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Full Page inside front or back cover**
Full Page back cover**
Index listing

**Check availability

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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
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



Newsletter
subscribers

576,000 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 | City Marketing

HARD COPY

Circulation
3 publications

EUROPE REAL ESTATE
RETAIL SPACE EUROPE
GME REAL ESTATE

10.000
10.000
5.000



25,000

DISTRIBUTED
AT 28+ EVENTS

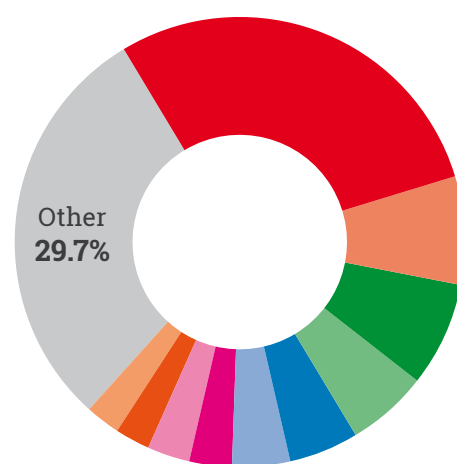
60,000+

130,000

VISITORS

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

Visits by Country (2014)*



1. United Kingdom	28.91%
2. Germany	7.95%
3. Netherlands	7.42%
4. United States	5.79%
5. France	5.10%
6. India	4.02%
7. Poland	3.27%
8. Spain	3.04%
9. Italy	2.49%
10. Belgium	2.33%
Other	29.7%

Attendees of the events where books are distributed

Retailers	23%
Investors	17%
Developers	35%
Consultants	8%
Brokers	7%
Law firms	5.4%
Local authorities	5%
Other	7.5%



* General for euroep-re.com, turkey-re.com, gme-re.com

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28 MEDIA PARTNERS



VISITORS TO 28+ EVENTS

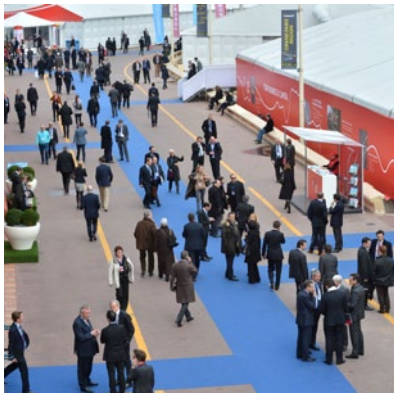
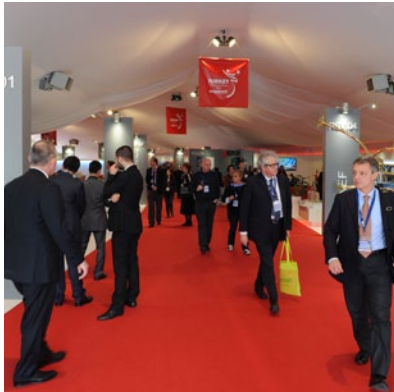
130,000

COMPANIES

5,200+

CEO's

3,000+



DISTRIBUTION

30+

EVENTS WITHIN

EUROPE

AND THE

MIDDLE EAST



DESCRIPTION | TARGET BREAKDOWN

MIPIM
Mixed | 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, healthcare, sport, logistics and industrial.

MIPIM UK
Mixed | London | Attendees: 3,000+
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.

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

International Property Show
Mixed | 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.

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DESCRIPTION | TARGET BREAKDOWN

**Franchise Expo Paris****Retail | Paris | Attendees: 32,780**

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

**Expo Italia Real Estate (EIRE)****Mixed | Milan | Attendees: 10,000+**

The Italian and international Real Estate Community meets, recognizes and compares in a space designed in the best Italian style.

**International Conference - Real estate market in Croatia****Mixed | Zagreb | Attendees: 5000**

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

**Barcelona Meeting Point****Mixed | Barcelona | Attendees: 2500+**

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

**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.

**World Retail Congress****Retail | Changes Yearly | Attendees: 1200+**

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

**CEEQA****Investment | Changes Yearly | Attendees: 600+**

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

**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.

**AYD SC Investment Conference****Retail investment | Istanbul | Attendees: 400+**

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

**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.

**IPD European Property Investment Summit****Investment | Changes Yearly | Attendees: 500+**

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

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

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

**ICSC European Conference****Retail | Changes Yearly**

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

**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.

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

Part of IMN's industry leading series of global opportunity fund conferences, this event brings the top real estate practitioners.

**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.

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

The 8th annual Summit will bring together global investors, occupiers, lenders and developers to discuss the exciting prospects of the UK property market.

**Real Estate Investor Forum****Mixed | London | Attendees: 500+**

Real Estate Investor Forum will feature key players, who will share their experience, providing a glimpse at the investment strategies likely to drive deals in 2015.

**Europaproperty – CEE Retail Awards****Retail | Warsaw | Attendees: 500+**

Heralded as the market benchmark for retail success in Central and Eastern Europe, EuropaProperty is proud to host the 7th

**Internet Retailing Expo**

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

**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.

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PLEASED TO MEET YOU :)

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Some of our clients and partners

