

2012 Media planner



Editorial calendar

PROPERTYEU MAGAZINE 2012

	PUBLICATION DATE:	DEADLINE:
1 February issue	31-01-2012	17-01-2012
<ul style="list-style-type: none"> • Research report & ranking Top Developers • Preview MIPIIM/ Exhibitors from outside Europe • Investment focus: Nordics 		
2 March issue	02-03-2012	17-02-2012
<ul style="list-style-type: none"> • PropertyEU 5th anniversary • MIPIIM: Country of honor Germany • City Leaders 		
3 April issue	03-04-2011	20-03-2012
<ul style="list-style-type: none"> • Special section ICSC • Top Retail Investors/Top Retail Developers • Ecommerce 		
4 May issue	01-05-2012	17-04-2012
<ul style="list-style-type: none"> • Realty Belgium, focus on Benelux • Istanbul fair, investment in Turkey 		
5 June issue	04-06-2012	22-05-2012
<ul style="list-style-type: none"> • Sustainability • Expo Italia • Focus on investment in Mediterranean countries 		
6 July issue	03-07-2012	19-06-2012
<ul style="list-style-type: none"> • Top Private Real Estate Investors 		
7 September issue	04-09-2012	21-08-2012
<ul style="list-style-type: none"> • Preview EXPO REAL • Focus on CEE/Poland • Top Brokers • Logistics 		
8 October issue	02-10-2012	18-09-2012
<ul style="list-style-type: none"> • Special section EXPO REAL • Top German financiers 		
9 November issue	06-11-2012	23-10-2012
<ul style="list-style-type: none"> • Special section MapiC • City Leaders 		
10 December issue	04-12-2012	20-11-2012
<ul style="list-style-type: none"> • Events 2013 • City Leaders • Movers & Shakers • Who's Who 		

SPECIAL PUBLICATIONS 2012

	PUBLICATION DATE:	DEADLINE:
EXPO REAL Daily News	October 8, 9 & 10 2012	01-10-2012



PropertyEU produces the Daily News, a 32-plus page publication, from our editorial office in the Media Lounge in an exclusive cooperation with EXPO REAL. Free copies of this daily publication are widely distributed across the fair, in the shuttle buses from the airport and also in the main hotels.

City Leaders	November 2012
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City Leaders contains a comprehensive overview of the 101 most relevant European cities for the international real estate market. This publication is the result of an alliance between MIPIIM and PropertyEU. The first edition was successfully presented at MAPIC 2010.

PropertyEU Who's Who 2013	December 2012
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PropertyEU Who's Who provides extended personal profiles, including contact details, in a comprehensive overview of the leading dealmakers around Europe. This must-have guide to your European real estate peers is available as an electronic database as well as in book form. Find who you're looking for, and be sure you can be found in PropertyEU Who's Who 2013. The most complete reference book of, and for, European real estate professionals.

More information: www.propertyeu.info

REAL ESTATE EVENTS 2012

EVENT	DATE	PLACE
ULI Annual Conference	January 31 – February 1	Paris
MIPIIM	March 6/ 7/ 8/ 9	Cannes
ICSC Annual Conference	April 18/ 19/ 20	Berlin
Real Vienna	May 22/ 23	Vienna
Realty	May 22/ 23/ 24	Brussels
Provada	June 5/ 6/ 7	Amsterdam
Expo Italia	June 5/ 6/ 7	Milan
ICSC Marketing Conference	June 6/ 7/ 8	Budapest
EXPO REAL	October 8/ 9/ 10	Munchen
MAPIC	November 14/ 15/ 16	Cannes

PropertyEU Magazine will be circulated at the above fairs/events

Print

PROPERTYEU MAGAZINE

IN EUROS EXCLUDING VAT PER PLACEMENT

Total circulation: 15,000 copies including paid subscriptions and theme related controlled circulation

Breakdown by sector

Developers 23% Financials 11%
 Investors 21% Government 4%
 Advisors 21% Others 1%
 End-users 19%

Breakdown by country

Germany 22% BENELUX 10%
 UK 20% Southern Europe 8%
 France 18% Nordics 7%
 CEE 11% Russian Federation 4%

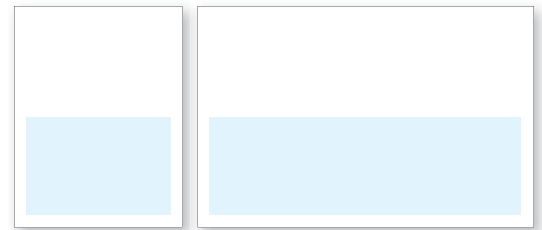
Full page rates

SIZE	2/1	1/1	1/1	1/1
PLACEMENT	inside	inside	special position	backcover
DIMENSIONS	430 x 280	215 x 280	215 x 280	215 x 280
COLOR	b/w or 4c	b/w or 4c	b/w or 4c	b/w or 4c
RATE	14,500	7,950	+20%	+25%



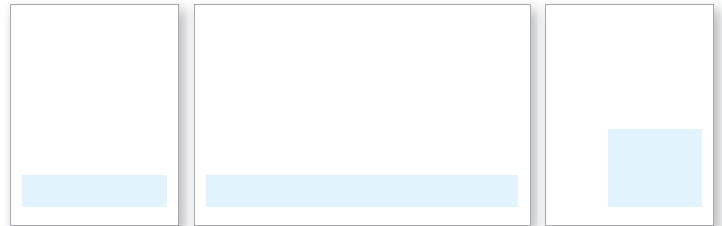
Half page rates

SIZE	1/2	1/2 SPREAD
PLACEMENT	inside	inside
DIMENSIONS	185 x 121	400 x 185
COLOR	b/w or 4c	b/w or 4c
RATE	5,000	8,600



Other size rates

SIZE	1/4	1/4 SPREAD	2 COLOM x 100MM
PLACEMENT	inside	inside	newspages
DIMENSIONS	185 x 60,5	400 x 60,5	121,5 x 100
COLOR	b/w or 4c	b/w or 4c	b/w or 4c
RATE	3,180	5,750	3,180



Inside specials (editorial advertising)

PropertyEU Magazine offers you the opportunity to highlight a specific theme, city, region, etc in a set of editorial advertising pages, written by our journalists on the basis of information supplied by you. A separate cover and an introduction are provided for specials of 4, 6 or 8 pages.

Specials should be booked minimum 8 weeks before publication date. Production takes 6 weeks.

Rates on request.



Material supply

The advertising material for PropertyEU magazine should be delivered via our website: www.propertyeu.info, click on **advertising** then on **upload your ad** and follow the instructions.

Online

WWW.PROPERTYEU.INFO

IN EUROS EXCLUDING VAT

Availability by consultation

Formats: JPEG, GIF (still standing), animated GIF, Flash, IFRAME, HTML limitations....

Banner rates

POSITION	FORMAT	PER WEEK	PER 4 WEEKS
Topbanner	234 x 60	1,500	5,000
Sidebutton	120 x 120	750	2,000
Skyscraper (homepage)	120 x 240	950	3,000



PROPERTYEU NEWSLETTER

IN EUROS EXCLUDING VAT

Availability by consultation

Formats: JPEG, GIF

Banner rates

POSITION	FORMAT	PER WEEK	PER 4 WEEKS
Sidebutton	120 x 120	950	3,000
Skyscraper	120 x 240	1,150	3,800



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