



# REAL ESTATE INVESTMENT IN IBERIA

MADRID • LISBON • BARCELONA



**MEDIA PACK 2025**



## IBERIAN.PROPERTY

Aimed at the international community of real estate investors, Iberian Property is an innovative communication platform, in English language, which provides updated real estate intelligence and produces exclusive contents and reports on the investment market in Iberia. The printed magazine is distributed at the main international trade fairs and events of the sector; alongside Iberian Property organizes conferences and other privileged networking opportunities for decision makers.

**MEDIAKIT 2025**



## CENTROS COMERCIALES

Centros Comerciales magazine, from AECC, the Spanish Association of Shopping Centers, is the largest news platform dedicated to the retail and shopping centers market in Spain. The current themes and major trends that dominate this sector, both nationally and internationally, are monitored online on a daily basis, with a dedicated website and newsletter, and developed in detail in the monthly printed magazine, which is considered the reference publication in this sector in Spain.

**MEDIAKIT 2025**



Find the latest news about the Spanish real estate sector at Observatorio Inmobiliario. Founded in 2005 in Madrid, it is now one of the most prestigious media of the sector in Spain, offering a permanently updated web page, newsletter Inmobliario al día, a printed magazine with a wide range of themes and a compelling agenda of events.

**MEDIAKIT 2025**



## VIDAIMOBILIÁRIA

With over 25 years of experience, Vida Imobiliária is the reference publication for Portuguese real estate professionals and the market leader in information and events dedicated to this sector in Portugal. Aimed at a professional audience, it follows in detail all the news updates in the sector through its monthly printed magazine, website, e-news, awards and events. Vida Imobiliária's editorial seal is also present in the Público Imobiliário newspaper.



**MEDIAKIT 2025**

# EVENT CALENDAR 2025

## FEBRUARY

- 7 Iberian REIT Conference  
Madrid, Spain 🇪🇸  
 IBERIAN.PROPERTY
- 25-27 SRU Lisbon, Urban  
Rehabilitation Week  
of Lisbon  
Lisbon, Portugal 🇵🇹  
 VIDAIMOBILIÁRIA

## MARCH

- 11-14 MIPIM  
Cannes, France 🇫🇷  
 IBERIAN.PROPERTY
- 27 Portuguese Real Estate  
Investment Vehicles &  
Financing  
Lisbon, Portugal 🇵🇹  
 IBERIAN.PROPERTY



## APRIL

- 10-12 SIL, real estate fair  
Lisbon, Portugal 🇵🇹
- 23 PNRU, National Urban  
Rehabilitation Award  
Matosinhos, Portugal 🇵🇹  
 VIDAIMOBILIÁRIA

## MAY

- 6-7 Spain Real Estate Summit  
Madrid, Spain 🇪🇸  
 IBERIAN.PROPERTY
- 12-14 ULI Conference  
Denver, Colorado 🇺🇸
- 21-24 SIMA, real estate fair  
Madrid, Spain 🇪🇸

## JUNE

- 4-6 SQUARE Ibiza  
Ibiza, Spain 🇪🇸
- 17 COPIP, Conference on  
Property Development  
in Portugal  
Lisbon, Portugal 🇵🇹  
 VIDAIMOBILIÁRIA  APPII
- 18-20 SIL BARCELONA  
Barcelona, Spain 🇪🇸

## SEPTEMBER

- 23-24 Portugal Real Estate  
Summit  
Estoril, Portugal 🇵🇹  
 IBERIAN.PROPERTY
- EPRA Conference \*\*

## OCTOBER

- EXPO REAL\*\*  
Munich, Germany 🇩🇪
- BNEW BARCELONA \*\*  
Barcelona, Spain 🇪🇸
- CONGRESSO AECC \*\*  
Madrid, Spain 🇪🇸

## NOVEMBER

- 11-13 SRU Porto, Urban  
Rehabilitation Week  
of Porto  
Oporto, Portugal 🇵🇹  
 VIDAIMOBILIÁRIA
- MAPIC \*\*  
Cannes, France 🇫🇷
- SIMED \*\*  
Malaga, Spain 🇪🇸

\*Eventos do Grupo Iberinmo

\*\* Events to be confirmed

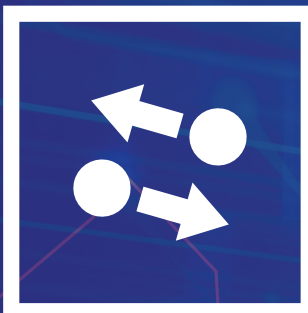
# IBERIAN.PROPERTY CORPORATE PLUS SUBSCRIPTION

## DEALS

**+ 1 800**

for each property -  
size, location, sector,  
transaction price and yields

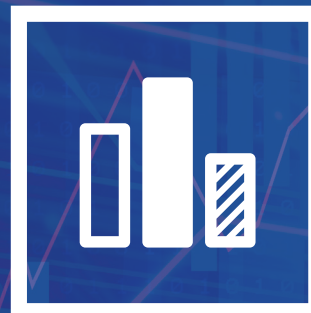
upon reliable and available information



## MARKET CONSENSUS

**+ 200**

indicators for 7 iberian  
cities for main metrics and  
from several consultants



## COMPANIES

**+ 850**

profiles for known parties,  
with short profile, main financial  
indicators, members of board,  
all related deals and news



## NEWS

**+ 200**

monthly real estate investment  
news, for major deals, players  
and market events



## REPORTS

**+ 200**

relevant market reports from  
all major consultants, sorted by  
cities, sectors and languages



## EVENTS

**+ 1000**

participants in major real estate  
investment conferences in  
Madrid, London, Paris & Estoril



[MORE INFO HERE](#)

# MAGAZINE //



4  
printed  
editions

Iberian Property is the best platform for investment in Spain & Portugal. The magazine was created for top level management, investors and decision makers who seek reliable information about players and deals happening in Iberia. Through updated database, reports, market indicators, exclusive interviews and opinion articles, we report "Who's Who" in Iberian Real Estate!

#### OUR READERS ARE:

Asset Managers, Private Equities, Global Investors, Consultants & Agents, Bank & Financing & Valuation

## Leading Decision

United Kingdom: 600  
Spain: 800  
Portugal: 300  
Mainland Europe: 300  
United States: 100  
Other in the World: 20

# MAGAZINE //

**Events distribution:  
4000 copies**  
Iberian.Property is delivered in all main RE events, including major trade fairs & Conferences.



**Mail Distribution:  
2000 copies**  
Our mail distribution is built upon unique records with free Registers on the website, contacts thru our events, and among Partners such as Vida Imobiliária, and Observatorio Imobiliário. Our Mail distribution list is growing every day!

**Own organized Conferences**  
w/ a distribution 200 – 400 copies, with exclusive distribution to all participants:

- Iberian REIT Conference, Madrid, February
- Portuguese Real Estate Investment Vehicles & Financing, Lisbon, March
- Spain Real Estate Summit, Madrid, May
- Portugal RE Summit, Estoril, September





## SPONSORED ARTICLES:

The best communication tool to present your company or to launch a new project or product. Perfect solution for Architects, Consultants, and Appraisers or to announce new Funds or Developments!

- Present your inspired vision, promoting your company in an Opinion Article format
- Present your new fund or development specifically to your target!
- Don't waste money on design, we will set it up for you in our editorial format for top return
- Integrated online and printed edition communication, allowing Video integration. Maximum return for your company and vision!

**All sponsored content will be signed by the Company and shown as Sponsored.**

# EDITORIAL OUTLINE //

EDITION	PUBLISHING DATE	THEME	SYNOPSIS	EVENTS
 <p><b>SPRING Edition</b></p>	March 2025	<b>Top Iberian Deals &amp; Listed Real Estate</b>	<ul style="list-style-type: none"> <li>• The exclusive benchmark and analysis of all major investment deals completed in Iberia over the last 12 months</li> <li>• Meet the REIT &amp; Listed real estate industry in Iberia – updated analysis and the exclusive report from the 7th Iberian REIT &amp; Listed Conference</li> </ul>	<b>Iberian Reit &amp; Listed RE Conference, Madrid</b> <b>MIPIM, Cannes</b> <b>Square Ibiza Conference, Ibiza</b> <b>SIMA, Madrid</b>
 <p><b>SUMMER Edition</b></p>	June 2025	<b>Top Investors – Spain Edition</b>	<ul style="list-style-type: none"> <li>• Iberian Property Investment Awards 2025 –Overview. Meet the winners and learn about their best practices &amp; excellence policies</li> <li>• Who are the major players in Spain and what are the largest deals on the market? The exclusive ranking &amp; benchmark 2024/25;</li> <li>• Spain Real Estate Summit 2025- key trends and drivers for the Spanish commercial real estate in 2025; exclusive Market and Investment Analysis.;</li> </ul>	<b>ULI European Conference, London</b> <b>Portuguese Real Estate Investment Vehicles &amp; Financing, Lisbon</b> <b>EPRA European Conference, Stockholm</b> <b>Spain Real Estate Summit, Madrid</b>
 <p><b>AUTUMN Edition</b></p>	September 2025	<b>Top Investors – Portugal Edition</b>	<ul style="list-style-type: none"> <li>• Who are the major players in Portugal and what are the largest deals on the market? The exclusive ranking &amp; benchmark 2024/25;</li> <li>• Portugal Real Estate Summit 2025; Key trends and drivers for the Portuguese real estate in 2025. Exclusive Market and Investment Analysis</li> </ul>	<b>Portugal Real Estate Summit, Estoril</b> <b>EXPO REAL, Munique</b> <b>BNEW, Barcelona</b>
 <p><b>WINTER Edition</b></p>	November 2025	<b>Top Iberian Cities &amp; Alternative Investments</b>	<ul style="list-style-type: none"> <li>• What's on for major Iberian cities? Exclusive market and investment analysis of Madrid, Lisbon, Barcelona, Valencia, Porto and Málaga;</li> <li>• From student housing to data centres, alternative asset classes are on the rise in the Iberian market. Key Investment indicators &amp; emerging trends in Iberia. Why to invest in alternative?</li> </ul>	<b>Mapic, Cannes</b>

Events Calendar to be confirmed according to market conditions

## SPECIAL DOSSIER // INSERTED IN THE MAGAZINE

The ideal format to communicate the inauguration or remodeling of a Shopping Centre, to commemorate an Anniversary, or as a presentation of a company with its entire portfolio.

Special independent issue of 30-40 pages (to be defined according to the client's needs), which is inserted in the magazine and distributed in its usual print run, with the possibility of an additional print run for the advertiser.

It is a format that offers many possibilities to reinforce marketing strategies.

The budget is tailor-made according to the needs of each client.

4000  
copies -  
distribution

2000  
mail  
distribution



30-40  
pages

Dossier  
inserted  
in the  
magazine



# WEBSITE //

## WWW.IBERIAN.PROPERTY

[www.iberian.property](http://www.iberian.property) is the leading daily information source, all in English, for news & trends on investment real estate in Spain & Portugal.

News, research, online magazine, opinion... We are IBERIAN.PROPERTY.

### New PODCAST & VIDEO Features

Regular multimedia content, with video interviews, events coverage, podcast episodes and insights by the industry's leaders.

### Iberian Property Data - New Research Section

Our Iberian Property Data tool provides updated real estate intelligence and produces exclusive content and reports on the investment market in Iberia.



**9.652**  
Users / month

**45%**  
of page views -  
returning  
visitors

**18.558**  
Pages views /  
month



**Unique visitors**

- UK – 22%
- Spain – 20%
- USA – 14%
- Portugal – 11%
- Germany – 5%
- Others – 28%

# SPECIAL STORY //

## WWW.IBERIAN.PROPERTY

It is a new Branded Content format that combines different editorial formats.

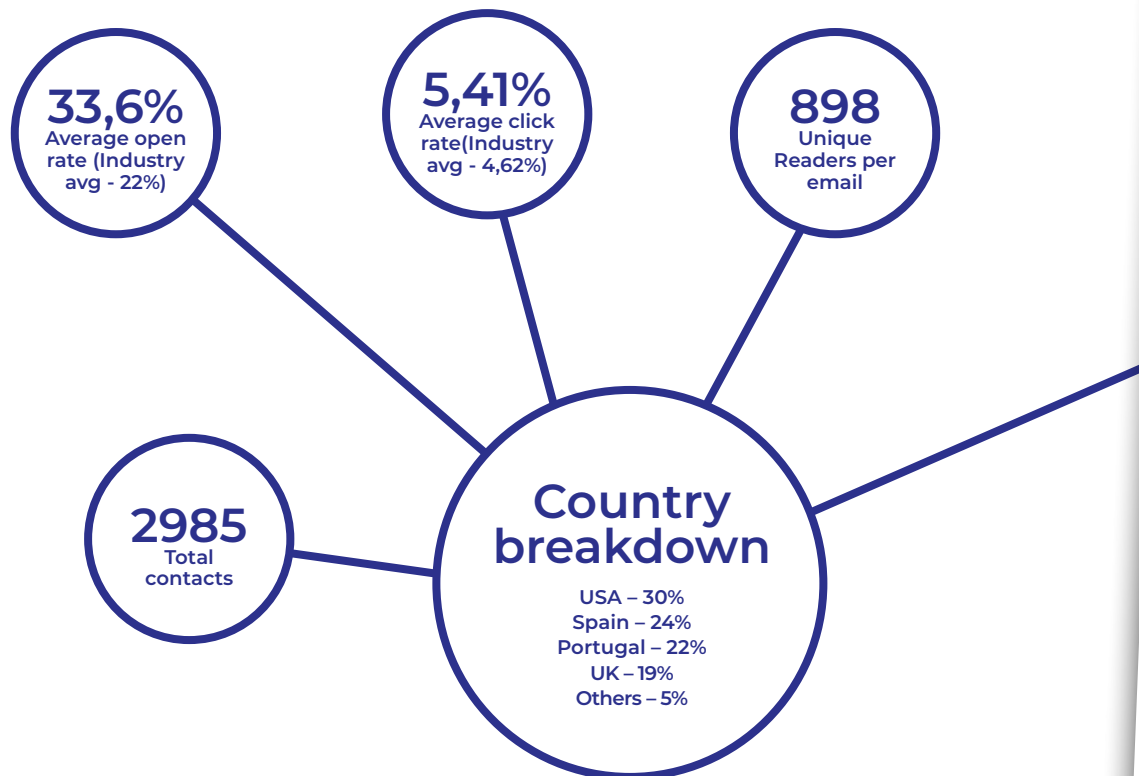
- Editorial content.
- Photo galleries.
- Videos, Interviews.
- Banner.
- Featured headlines.
- Graphics, analysis, and questionnaires to implement BBDD.
- Landing page to the client's website.

The fundamental format in any digital strategy to achieve brand positioning.



# IP NEWS // WEEKLY NEWS

Our Iberian Weekly News is available by free register in the Website.



20/06/24

## Close to 300 attendees confirmed for the Spain Real Estate Summit



With less than one week left for the kick-off, the Spain Real Estate Summit has the confirmed presence of 37 speakers, the majority with an international background being true references in the world of economics and investment in the real estate sector (...)

[READ MORE](#)

## Impar buys the former McKinsey headquarters from Colonial



# SOCIAL NETWORKS //

Iberian Property is present on the main social networks, standing out for the volume and creativity of the content being shared while reinforcing its position as a professional platform for information on the real estate market! Be an Iberian Property Partner and increase your visibility on Social Networks!

## HOW CAN WE HELP?

- Iberian Property follows and interacts with Partners' Social pages
- Iberian Property shares exclusive content in video format and identifies Partners in the posts
- The partners of Iberian Property events have innovative and up-to-date content to share and increase their reach!

## SOCIAL MEDIA POSTS OF SPONSORED CONTENT

Marketing service created to increase the visibility of your content and promote your brand, events or launches, creating opportunities for interaction with your target audience.

Contact us to learn more:

[nmunoz@iberinmo.com](mailto:nmunoz@iberinmo.com)

[pfernandes@iberinmo.com](mailto:pfernandes@iberinmo.com)



# EVENTS //

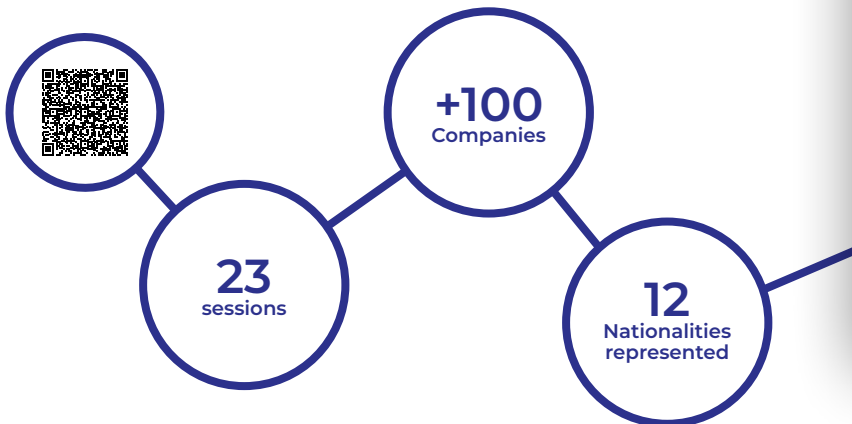
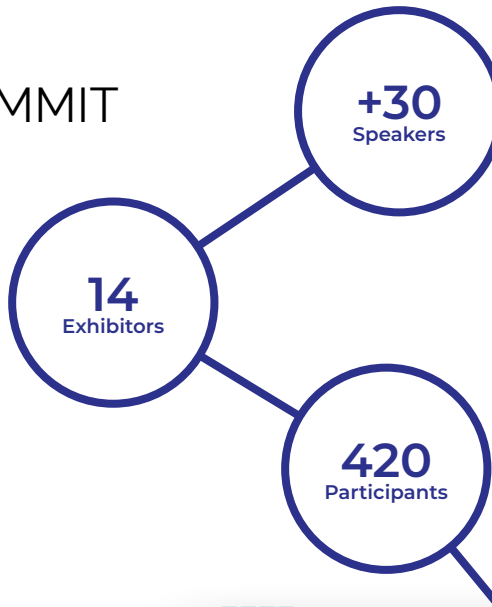
## PORTUGAL REAL ESTATE SUMMIT

LISBON, SEPTEMBER 2023

The most recognized investor's event - Portugal Real Estate Summit - returns to the ravishing Hotel Palácio Estoril in September, celebrating its VII edition as a prime international investment event.

The real estate investment meeting invites each year the main international investment leaders to get together and discuss the best investment opportunities across sectors and regions, in an uncertain period for Europe.

Presenting a compelling program and a panel of reputed industry experts, the event attracts the real estate key players and decision-makers and will offer valuable insights on boosting investment strategies and new dynamics, currently emerging. The networking moments provided will also be engaging experiences, allowing participants to establish new connections and to further extend the debate.



PORTUGAL  
REAL ESTATE  
SUMMIT

LISBON 2023  
SEPTEMBER  
19/20

# EVENTS //

## SPAIN REAL ESTATE SUMMIT

MADRID, JUNE 2024

Iberian Property, in collaboration with CBRE and JLL, brings you this flagship event, which is relevant to all those, who invest in real estate in Spain or who are contemplating to do so. The event bring together sector leaders over 2 days, giving everyone the opportunity to learn, share and network in Madrid.

The Spain Real Estate Summit aims to provide an overview of the economic and political outlook, while featuring sessions to debate trends in the various investment sectors, taking a transverse view of the many challenging aspects of "live", "work" and "play"!



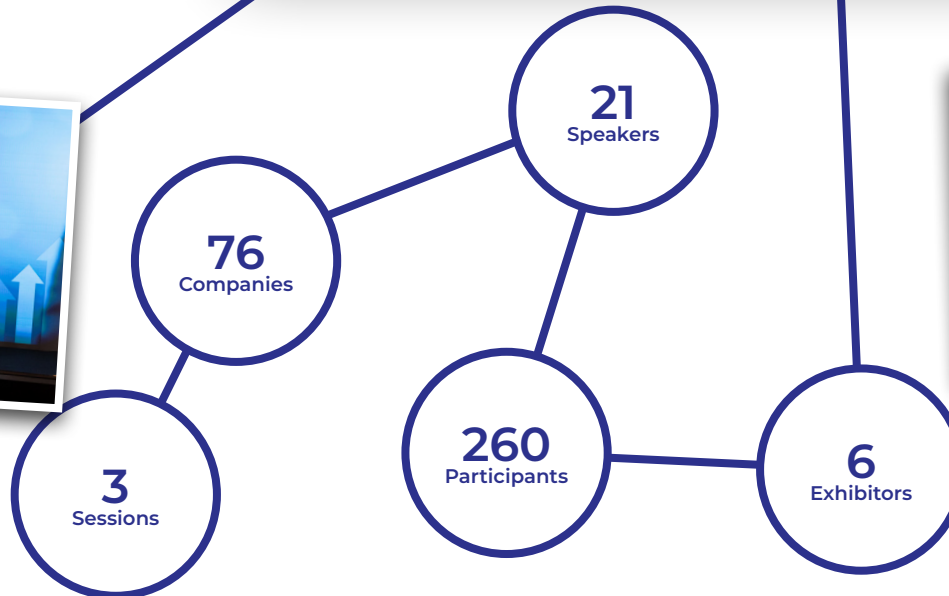
# EVENTS //

## IBERIAN REIT CONFERENCE

**MADRID**  
**FEBRUARY 2024**

Real estate is a long-term investment, with the best return on adjusted risk, allowing inflation coverage for main institutional investors. The listed real estate companies are the most transparent and sustainable to make the most of the real estate market momentum!

EPRA – European Public Real Estate Association and IBERIAN PROPERTY are pleased to present for the fifth time in Madrid an in-depth debate directed towards the national and international investment community.



JOINTLY PRESENTED:



**EPRA**  
EUROPEAN PUBLIC  
REAL ESTATE ASSOCIATION

# EVENTS //

## IBERIAN PROPERTY INVESTMENT AWARDS

Iberian Property is committed to promote Iberian Investment Real Estate Market recognising most prominent players and best practices. An Awards initiative backed by IberianProperty & Partners is a definitive contribution for our project of empowering Iberian Real Estate Investment.

This high-impact initiative has no commercial sponsorship, counting with a broad jury made up of more than 40 prestigious professionals to guarantee total independence.

Adding new categories on the second edition, investment transactions and ESG practices remained some of the traditional elements evaluated. Specifically, in 2024 Iberian and International investors have shown their commitment to the Iberian Property Awards initiative in the following 8 categories:

- Deal of the Year in Spain
- Deal of the Year in Portugal
- Green Asset Initiative of the Year
- Social Impact Initiative of the Year
- Commercial Leasing of the Year
- Research Report of the Year
- Marketing Initiative of the Year
- Financial Innovation of the Year

**+40**  
Jury Members



**400**  
Participants





# IBERIAN PROPERTY TALKS

The Iberian Property Talks, usually celebrated under an Editorial Breakfast format, are an important forum for analysis and debate on key issues for the evolution of the real estate sector in Iberia.

Comprised by a group of between 12-15 leading professionals together with 2 moderators, an intense debate comes up to tackle challenges and formulate common solutions that might improve Iberia's attractiveness, with the end goal of providing valuable networking and partnership moments between the present investors.

Iberian Property will hold 4 Talks throughout 2024, having the commitment of hosting 2 in Spain and also 2 in Portugal.

A full coverage of these contents will be distributed throughout the month following the event, in multimedia formats in the different communication channels of Iberian Property (web, social networks, newsletter and printed and digital magazine).

In addition, a complete digital report ("Special Story") with a compilation of the contents and videos of each gathering will also be sent to all Iberian Property's contact base.



## 2024 debated themes

- Listing alternatives for spanish REITS
- Assets transitioning
- 2024 Portugal investment outlook

# RATES // MAGAZINE

## Magazine Premium Positions – 2.500€ + VAT

- Back cover / Inside Back Cover / Inside Front Cover
- Double page in opening position
- Central double page

## Non-Premium Pages - 1.800€ + VAT

- Right-Hand page after page 7

## Sponsored Articles - 1.800€ + VAT

- Double page - Iberian Property layout  
(6000 characters, word format and illustrative pictures)

CONTACT: [info@iberinmo.com](mailto:info@iberinmo.com)



Page Dimensions – 225 x 287 mm + 5 mm bleed

All files must be sent in PDF format (preferably), TIF or JPEG in high resolution (at least 300 DPI's).

## SPECIAL YEAR PACK:

### MAGAZINE + ONLINE

- 4 printed editions (*non premium pages or sponsored articles*)
- 3 months Gold Web Banner Position
- 3 months Platina Newsletter Banner
- 1 year Iberian.Property Corporate Plus Subscription\*

7.500€ + VAT

### MAGAZINE

- 4 printed editions  
(*non premium pages or sponsored articles*)
- 1 year Iberian.Property Corporate Plus Subscription\*

6.600€ + VAT

## IP CORPORATE PLUS SUBSCRIPTION

### IT INCLUDES:

**IBERIAN PROPERTY DATA:** Exclusive Portuguese and Spanish investment deals database and profile pages for more than 700 investors - 10 users

**EVENTS:** Seat reserved in Vida Imobiliária events (PT) and Observatorio Inmobiliario events (ES) - 2 participants

**PRINTED MAGAZINE:** 2 addresses / 4 editions Iberian Property

**EXCLUSIVE NEWS:** Access to closed news from [vidaimobiliaria.com](http://vidaimobiliaria.com), [observatorioinmobiliario.es](http://observatorioinmobiliario.es) and [iberian.property](http://iberian.property) - 10 users

# RATES // ONLINE

## WEBSITE:

1 | Billboard banner (1200 x 200 pixels) – 2.000€ + VAT / Month

- First position of the Website / Max 4 entities

2 | Platina Web banner (300 x 250 pixels) – 1.500€ + VAT / Month

- Upper right corner / Max. 4 entities

3 | Gold Web banner (300 x 250 pixels) – 800€ + VAT / Month

- Positioned in the Residential/Offices/Logistics content blocks
- No limit of entities

4 | Silver Web banner (300 x 100 pixels) – 600€ + VAT / Month

- Positioned in the Main News content block
- No limit of entities

T | Sponsored Articles - 900€ + VAT

- Organized in different categories, depending on the topic
- One time publication in the Iberian Property weekly Newsletter

The screenshot displays the Iberian Property website interface with several key areas highlighted by numbered blue boxes:

- 1:** A large blue billboard banner at the top of the page.
- 2:** A blue banner in the upper right corner of a news article titled "Investors attending the Portugal RE Summit want to be active in buying real estate in 2022".
- 3:** A blue banner in the right-hand column of a "Research" section, positioned next to a donut chart titled "Investment in Spain by Region (%)".

Other visible content includes a "Magazines" section with a "SEE MORE MAGAZINES" button, a "Videos" section with three "MADRID RE INVESTMENT TALKS" thumbnails, and a "Last Deals" section with property listings like "P3 Logistics Park acquired a logistic portfolio for €108M" and "Segro acquires two warehouses in Madrid for €11.3M". A search filter sidebar is visible on the right side of the "Last Deals" section.

## SPECIAL STORY:

- 1 Special Story: 3.000 € + VAT .
- 2 Special Stories: 4.500 € + VAT.
- 3 Special Stories: 5.500 € + VAT.
- 4 Special Stories: 6.000 € + VAT.

*Possibility of using the same content in different Iberinmo Group publications.*



## NEWSLETTER:

1 | Platina Newsletter Banner (180 x 120 pixels) – 800€ + VAT / Month

- First 4 positions

2 | Gold Newsletter Banner (180 x 120 pixels) – 500€ + VAT / Month

- No guaranteed position

CONTACT: info@iberinmo.com

# SPECIAL SUBSCRIPTIONS FOR ADVERTISERS



IBERIAN.PROPERTY



OBSERVATORIO  
INMOBILIARIO



VIDAIMOBILIÁRIA

## CONTRACTS OVER 1 500€ / YEAR

IBERINMO  
CORPORATE

### EVENTS

#### 2 participants

Seat reserved in Vida Imobiliária events (PT) and Observatorio Inmobiliario events (ES)

### PRINTED MAGAZINE

#### 2 addresses

4 editions Iberian.Property

### EXCLUSIVE NEWS

#### 10 users

Access to closed news:  
vidaimobiliaria.com  
observatorioinmobiliario.es  
iberian.property

## CONTRACTS OVER 5 000€ / YEAR

IBERINMO  
CORPORATE PLUS

### IBERIAN PROPERTY DATA

#### 10 USERS

Exclusive portuguese or spanish investment deals database and profile pages for more than 700 investors

### EVENTS

#### 2 participants

Seat reserved in Vida Imobiliária events (PT) and Observatorio Inmobiliario events (ES)

### PRINTED MAGAZINE

#### 2 addresses

4 editions Iberian.Property

### EXCLUSIVE NEWS

#### 10 users

Access to closed news:  
vidaimobiliaria.com  
observatorioinmobiliario.es  
iberian.property

## CONTRACTS OVER 10 000€ / YEAR

IBERINMO  
CORPORATE PLUS

*\*UNLIMITED ACCESS TO ALL  
EMPLOYEES SIGNED UP WITH YOUR  
CORPORATE EMAIL DOMAIN*

### IBERIAN PROPERTY DATA

#### 10 USERS

Exclusive portuguese or spanish investment deals database and profile pages for more than 700 investors

### EVENTS

#### 2 participants

Seat reserved in Vida Imobiliária events (PT) and Observatorio Inmobiliario events (ES)

### PRINTED MAGAZINE

#### 2 addresses

4 editions Iberian.Property

### EXCLUSIVE NEWS

#### Unlimited\*

Access to closed news:  
vidaimobiliaria.com  
observatorioinmobiliario.es  
iberian.property



# IBERIAN.PROPERTY

www.iberian.property

A BRAND OF



**IBERINMO**  
GRUPO

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