



REAL ESTATE INVESTMENT IN IBERIA

MADRID • LISBON • BARCELONA

MEDIA PACK 2024



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.



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.



OBSERVATORIO
INMOBILIARIO

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.



VIDA IMOBILIÁRIA

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.

EVENT CALENDAR 2024



FEBRUARY

6 | Iberian REIT & LISTED Conference
Madrid, Spain 
 IBERIAN.PROPERTY


MARCH

12–15 | MIPIM
Cannes, France 

APRIL

9–11 | SRU Lisbon, Urban Rehabilitation Week of Lisbon
Lisbon, Portugal 
 VIDAIMOBILIÁRIA

MAY

PNRU, National Urban Rehabilitation Award
Matosinhos, Portugal 
 VIDAIMOBILIÁRIA
2–5 | SIL, real estate fair
Lisbon, Portugal 
22–25 | SIMA, real estate fair
Madrid, Spain 
29–31 | SQUARE Ibiza
Ibiza, Spain 

JUNE

18 | COPIP, Conference on Property Development in Portugal
Lisbon, Portugal 
 VIDAIMOBILIÁRIA  APPII
25–26 | Spain Real Estate Summit
Madrid, Spain 
 IBERIAN.PROPERTY

SEPTEMBER

23–24 | Portugal Real Estate Summit
Estoril, Portugal 
 IBERIAN.PROPERTY

NOVEMBER

5–7 | SRU Porto, Urban Rehabilitation Week of Porto
Oporto, Portugal 
 VIDAIMOBILIÁRIA
11–12 | VI APEGAC Congress
Lisbon, Portugal 
 VIDAIMOBILIÁRIA 

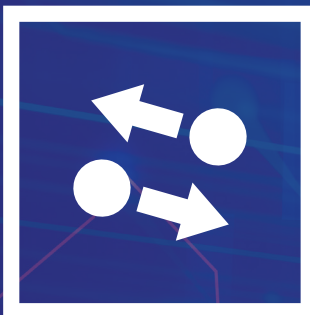
IBERIAN.PROPERTY CORPORATE PLUS SUBSCRIPTION

DEALS

+ 1 800

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

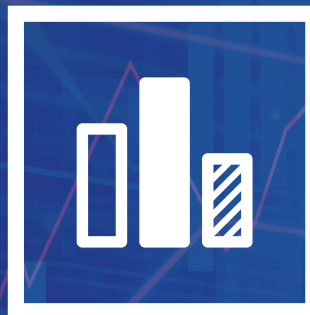
upon reliable and available information



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

+ 700

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



[MORE INFO HERE](#)

MAGAZINE //

4 PRINTED EDITIONS

SPRING EDITION

TOP IBERIAN DEALS & ESG, REITS AND LISTED REAL ESTATE

- The exclusive benchmark and analysis of all major investment deals completed in Iberia over the last 12 months.
- How is the ESG impacting investors' strategies in the Iberian Market?
- Meet the REIT & Listed real estate industry in Iberia – updated analysis and the exclusive report from the 6th Iberian REIT & Listed Conference.

SUMMER EDITION

TOP INVESTORS – SPAIN EDITION

- Iberian Property Awards 2024 – Preview & unveil of the finalists.
- Who are the major players in Spain and what are the largest deals on the market? The exclusive ranking & benchmark 2023/24.
- Spain Real Estate Summit 2024 - key trends and drivers for the Spanish commercial real estate in 2024; exclusive Market and Investment Analysis.

AUTUMN EDITION

TOP INVESTORS - PORTUGAL EDITION

- Who are the major players in Portugal and what are the largest deals on the market? The exclusive ranking & benchmark 2023/24.
- Portugal Real Estate Summit 2024: Key trends and drivers for the Portuguese real estate in 2024. Exclusive Market and Investment Analysis
- Iberian Property Investment Awards 2024 –Overview. Meet the winners and learn about about their best practices & excellence policies.

WINTER EDITION

TOP IBERIAN CITIES & ALTERNATIVE INVESTMENTS

- What's on for major Iberian cities? Exclusive market and investment analysis of Madrid, Lisbon, Barcelona, Valencia, Porto and Málaga.
- From student housing to data centres, alternative asset classes are on the rise in the Iberian market. Key Investment indicators & emerging trends in Iberia. Why to invest in alternative?



4
printed
editions

4000
copies -
distribution

**Leading
Decision**

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

2000
mail
distribution

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 //

DISTRIBUTION (4000 COPIES)

EDITION	PUBLISHING DATE	THEME	EVENTS
 SPRING Edition	March 2024	Top Iberian Deals & Esg, Reits and Listed Real Estate	Iberian Reit & Listed RE Conference, Madrid MIPIM, Cannes Square Ibiza Conference, Ibiza SIMA, Madrid
 SUMMER Edition	June 2024	Top Investors – Spain Edition	ULI European Conference, to be announced Iberian Investment Briefing, London EPRA European Conference Spain real estate summit
 AUTUMN Edition	September 2024	Top Investors – Portugal Edition	Portugal Real Estate Summit, Estoril EXPO REAL, Munique BNEW, Barcelona
 WINTER Edition	November 2024	Top Iberian Cities & Alternative Investments	Mapic, Cannes

Our readers are:

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

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
- Iberian Investment Briefing, London, June
- Portugal RE Summit, Estoril, September

Events Calendar to be confirmed according to market conditions

SPECIAL DOSSIER //

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 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.



6.700
Users / month



45%
of page views -
returning
visitors

17.000
Pages views /
month

Unique visitors

UK - 18%
Portugal - 15%
Spain - 14%
USA - 12%
Germany - 6%
Netherland - 4%

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.



CUSTOMER
PULSE ANALYSIS
THROUGH
QUESTIONNAIRES

FEATURED
HEADLINES

EDITORIAL
CONTENT

PHOTO
GALLERIES

VIDEOS

BANNER

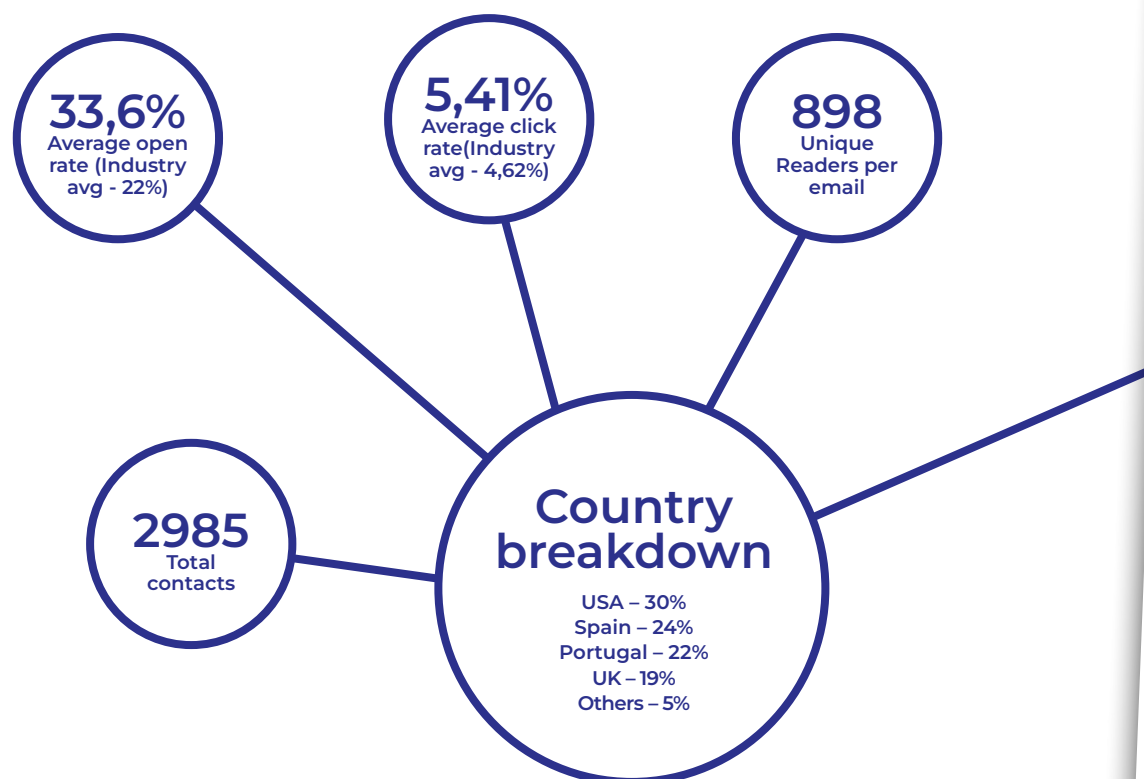
LANDING
PAGE TO THE
CLIENT'S
WEBSITE



IP NEWS //

WEEKLY NEWS

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





19/07/23

Portugal Real Estate Summit returns to Estoril on September 19



PORTUGAL REAL ESTATE SUMMIT

LISBON 2023 SEPTEMBER 19/20

Portugal Real Estate Summit, the largest real estate investment event in the Iberian Peninsula, is back at the Hotel Palácio Estoril from September 19 to 20, in Portugal. In 2023, the 7th edition of the Portugal Real Estate Summit takes place in another year of great global uncertainty, but with the Portuguese economy registering positive (...)

[READ MORE](#)

EVENTS

PORTUGAL REAL ESTATE SUMMIT

19th-20th september | LISBON

[APPLY HERE](#)



PORTUGAL REAL ESTATE SUMMIT

LISBON 2023 SEPTEMBER 19/20

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!

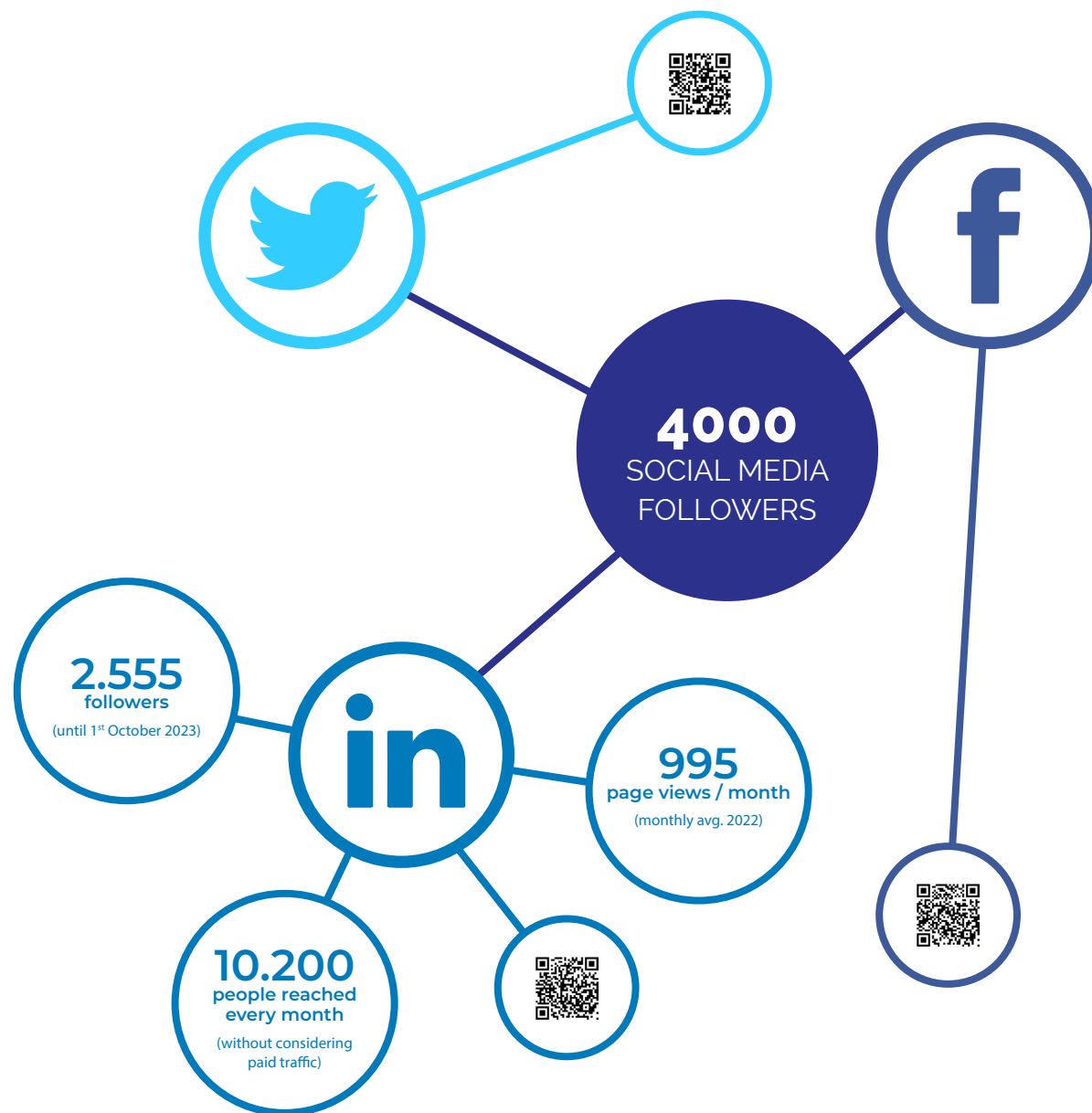
SOCIAL MEDIA POSTS OF SPONSORED CONTENT

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

pfernandes@iberinmo.com



EVENTS //

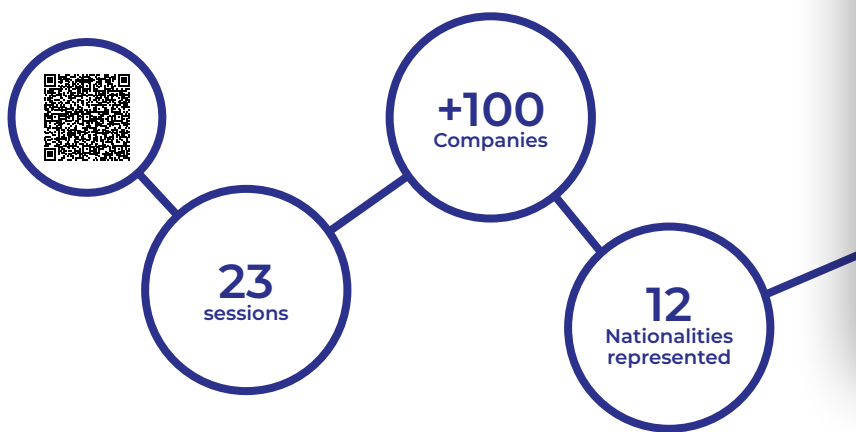
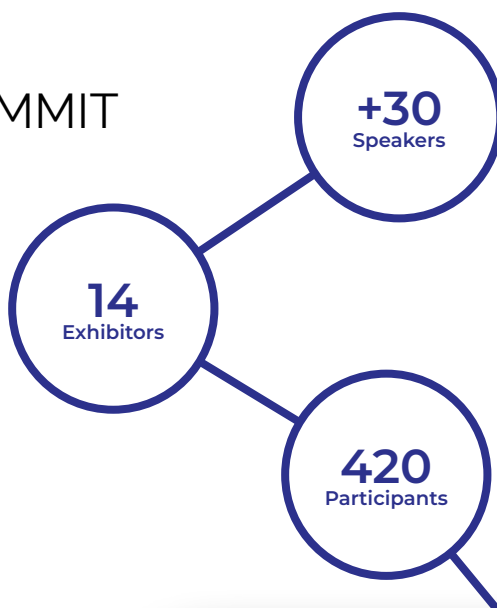
PORTUGAL REAL ESTATE SUMMIT

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



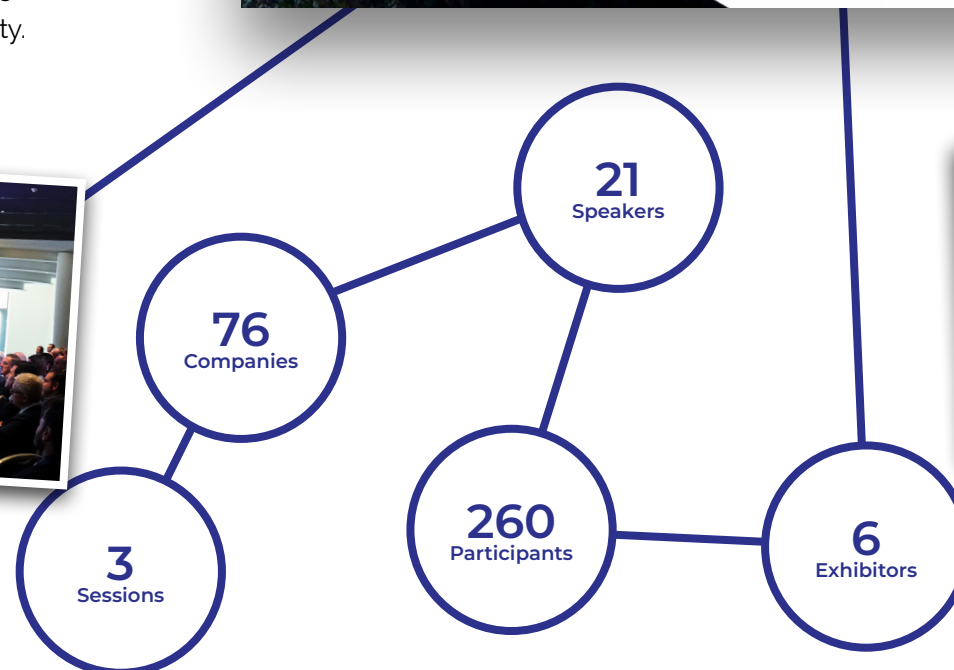
EVENTS //

IBERIAN REIT CONFERENCE

MADRID
FEBRUARY 2023

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:



EVENTS //

IBERIAN INVESTMENT BRIEFING

LONDON // PARIS // BERLIN
DATE TO BE ANNOUNCED

Iberian Property and Real Asset Media are pleased to resume the successful series of investment-related events, with the IBERIAN INVESTMENT BRIEFING, a half-day conference, which will bring the real estate investment community to discuss the most pertinent and prevailing issues affecting real estate markets.

Join senior leaders in the real estate market and benefit from high-level market insights, and discuss the outlook, pricing, risks, and opportunities in both the traditional and alternative sectors. Meet the Iberian Real Estate markets in one highly efficient half-day conference!



JOINTLY PRESENTED:



ICEX

**realasset
MEDIA**

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 Iberian Property & 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.

After debuting with five categories of investment transactions and ESG elements, for its second edition Iberian Property launches 2 new categories.

Specifically, Iberian and International investors can shown their commitment to the Iberian Property Awards initiative in the following:

- Deal of the Year in Spain
- Deal of the Year in Portugal
- Green Asset Initiative of the Year (E)
- Social Impact Initiative of the Year (S)
- Investor Reporting of the Year (G)
- Commercial Leasing of the Year
- Research Report of the Year

+40
Jury Members

400
Participants



The winners of the Iberian Property Investment Awards first edition were announced at an impressive ceremony held at the Estoril Casino on September 2023, which brought together international and Iberian real estate professionals.

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



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, observatorioinmobiliario.es and 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

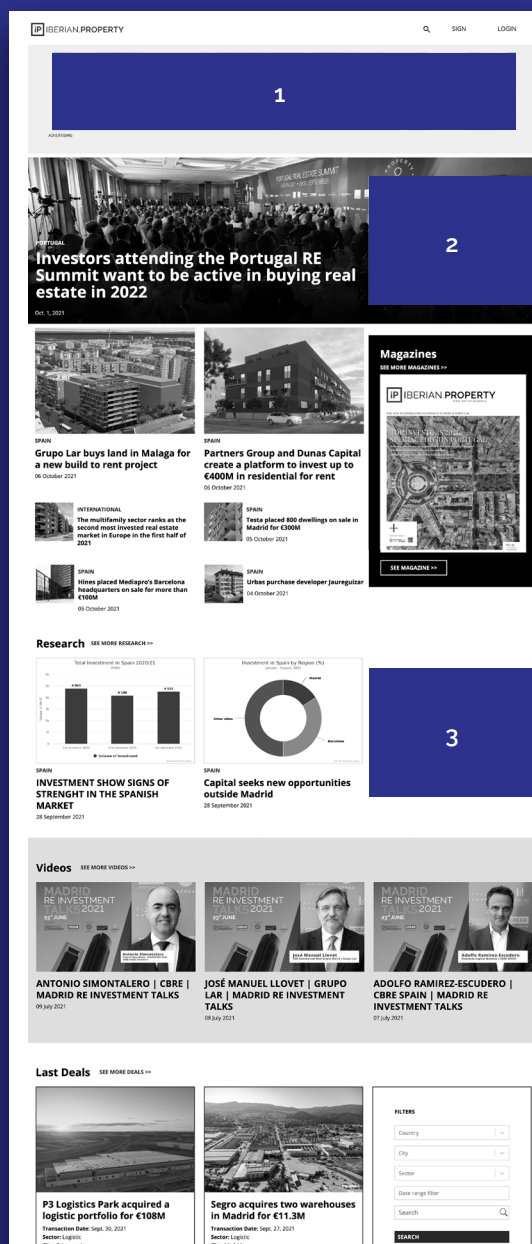
4 | Silver Web banner (300 x 100 pixels) –

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



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



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

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