



**IPE**  
INVESTMENT & PENSIONS EUROPE  
JULY/AUGUST 2009  
ipe.com

**Special Report:**  
Commodities  
*The commodities conundrum*  
Resource Equities  
Agriculture

**Briefing:** Shipping  
DC in the UK & Ireland  
How We Run Our Money

**Investing In:**  
Emerging Market Equities

**Pensions In:** Italy

**Supplements:**  
Top 400 Asset Managers  
Rebuilding Investor Trust

## Media Information 2009

July 6, 2009





## **Company Information**

**IPE International Publishers** is an independently owned company founded in 1996. IPE's key products include:

### **IPE – Investment & Pensions Europe - monthly magazine**

- 11,192 circulation\*\*: Europe ex-UK 75%, UK 20%, Other 5%
  - 80% of the circulation is to pension funds, other capital owners & consultants.
- \*\*ABC July 07 - June 08

### **IPE.com – daily web-based news service and comprehensive archive**

- 18,848 registered users (as at October 2008)
- 2.5 million plus page impressions (ad views) monthly

### **IPE-Quest – web-based manager search service**

- 660 asset managers registered globally have replied through the website
- 772 mandates valued at \$83.2 billion since launch in 1999

### **The IPE Awards – annual awards event for Europe's Pension Funds**

- 350 senior pension fund executives representing funds worth more than \$1 trillion attended in November 2008 event in Barcelona

### **IPE Real Estate – bi-monthly magazine**

- IPE Real Estate presents international capital owners with objective editorial exploring the rapid development of this asset class

### **IPE 360°**

- A new and unique venture enabling senior pension executives to meet with people in institutions facing similar opportunities and challenges. The “think-tank” approach provides members with the opportunity to build relationships and to discuss ideas and create solutions to the complex task of managing assets to meet long term liabilities.

### **IPFA – International Pension Funds and their Advisors directory**

- Listings for 3,400+ pension funds globally
- Listings for 3,000+ advisors globally



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## **IPE Magazine Introduction**

Investment & Pensions Europe is a monthly magazine targeting those responsible for running pension funds in Europe. Since our first issue was published in February 1997, IPE has built an influential position within the European institutional investor marketplace. We now have a monthly circulation of 11,192 copies, of which 75% is among readers in continental Europe.

The inspiration for the launch of IPE was the recognition that in the long term many European countries faced a serious challenge in meeting the retirement needs of their ageing populations. We realised that the long established and often over generous pay-as-you-go state pensions systems are not viable and would have to be supported by greater funding of pensions.

When IPE was launched, this crucial issue was not generally recognised. Since then, pensions have become a major concern in many countries and increased occupational and individual retirement provision is being encouraged. As a result, a major opportunity has been created for the asset management industry and others in the financial community to meet the needs of this expanding marketplace. IPE can play an important role in enabling them to deliver their message to our readers.

IPE provides an unparalleled conduit for those providing services to the European pensions community to reach this customer base effectively. We have created a unique database of pension funds country-by-country and continue to develop and refine this constantly to ensure IPE has the most comprehensive and well-targeted readership possible.

As the investment and related topics we deal with are of key interest to other financial institutions, we have a significant readership among insurance companies, investment managers and other investors, including private banks, family offices, foundations and charities. Investment and pension consultants also form an important part of our readership base.

In addition to the magazine, IPE publishes monthly supplements on a wide range of topics designed to keep readers abreast of specialist areas in greater detail. Some supplements have become authoritative sources on their area and have a regular place in the IPE editorial calendar. The 2009 supplement schedule is included, but additional topics will be added in response to market developments.



## Editorial Overview

IPE is written for Europe's institutional investment community, focusing on the issues of concern and relevance to pension funds, foundations, charities, reserve funds, investment and pensions consultants, fiduciary managers, the portfolio management and investment teams within financial institutions such as private banks, insurance companies and asset management firms. Each month topics of key interest to our readers are discussed and analysed, particularly relating to the investment choices confronting them.

Our readers also include the leading opinion formers, particularly those in government, public service, pension associations and other professional and trade bodies, and academics, based across Europe. In addition, the readership covers the suppliers of services and products to the institutional investment community such as asset servicers, custodians, index and technology providers, among others.

### Regular feature sections

<b>News</b>	Key industry developments and people moves
<b>News Analysis</b>	Examining the significance of the month's news
<b>Brussels Report</b>	Pension, investment and related issues from the European Commission and Parliament
<b>Investment Manager Expectations</b>	IPE's survey of around 100 asset managers' outlook for equities, bonds and major currencies
<b>Pensions Forum</b>	Funds across Europe look at how they are affected by market and other developments
<b>Pensions Focus</b>	Board level reports on key areas of pension management and governance
<b>Pensions In</b>	Pension and investment developments in all key European countries and regions
<b>Investing In</b>	Extensive analysis of a major asset class
<b>Strategically speaking</b>	An interview with a senior asset management figure
<b>Asset allocation</b>	A series of regular features focussing on this key area
<b>Data Pages</b>	Manager data, fund flows and style trends <sup>2</sup>
<b>Conference Diary</b>	Listing of conferences of interest to institutional investors



## IPE Features List

<b>2009</b>	<b>Pensions in</b>	<b>Pensions Focus</b>	<b>Investing in</b>	<b>Special Reports</b>	<b>Supplements</b>
<b>Jan</b>	Central & Eastern Europe	Portability	US Small & Mid Caps	Derivatives and counterparty issues	ETF IPAsia
<b>Feb</b>	Ireland	Dealing with Investment Issues	Global Fixed Income		IPN
<b>Mar</b>	The Netherlands & Belgium	Indexation	European Equities	Europe's Pension Consultants	Convertible Bonds
<b>Apr</b>	France	Regulatory Outlook	Corporate Debt		Private Equity IPN, IPAsia
<b>May</b>	Germany & Austria	Workplace Savings Schemes	Global Equities	Risk Management	
<b>Jun</b>	Cyprus/Greece/Malta/Turkey	Best Practice in Communication	US Fixed Income	Currency Management	IPN
<b>Jul</b>	Italy	How to do DC	Emerging Market Equities	Commodities	Top 400 Asset Managers Rebuilding Trust, IPAsia
<b>Aug</b>					IPN
<b>Sep</b>	UK	Pension Associations	European Fixed Income	Securities Services	Top 1000 Pension Funds in Europe
<b>Oct</b>	Switzerland	Longevity & Pension Funds	US Large Caps	German Investment	The Netherlands - Country Report ETF, IPN, IPAsia
<b>Nov</b>	Nordic Region	Best Practice in Pension Governance	Emerging Market Debt		Alternatives and Diversified Growth
<b>Dec</b>	Spain & Portugal	Managing Your Own Money	European Small & Mid Caps	Asset Allocation	IPN
<b>2010</b>					
<b>Jan</b>	Central & Eastern Europe	Portability	US Small & Mid Caps		ETF, IPAsia



## Circulation: 11,192

IPE's circulation is expanded continuously and updated on an ongoing basis to give advertisers the best possible readership within our target market. The circulation is audited by the UK's ABC, the Audit Bureau of Circulations (see page 20), which is an independent association responsible for verifying a publication's circulations. IPE's average monthly distribution, July'07-June'08 was 11,192. The following geographic statistics have been extracted from the May 2008 audit issue:

### Circulation: Geographic Analysis

Region	Copies	Percentage
<b>United Kingdom</b>	<b>2,202</b>	<b>19.6%</b>
<b>Continental Europe</b>	<b>8,439</b>	<b>75.4%</b>
- Austria	200	
- Belgium	470	
- Denmark	301	
- Finland	263	
- France	675	
- Germany	1,306	
- Greece	35	
- Iceland	60	
- Ireland	356	
- Italy	617	
- Luxembourg	126	
- Netherlands	1,685	
- Norway	168	
- Portugal	160	
- Spain	282	
- Sweden	435	
- Switzerland	926	
- Other European countries	74	
- Central & Eastern Europe	300	
- North America	426	4%
- Rest of the World	125	1%
<b>Total circulation</b>	<b>11,192</b>	<b>100%</b>



**Key Target Readers**  
**Buy Side – Investors – Capital Owners**

<b>Capital Owners - Continental Europe</b> Pension Funds, Endowments, Foundations Central Banks	<b>3,617</b>
<b>Capital Owners – UK</b> Pension Funds, Corporates Charities, Foundations	<b>617</b>
<b>Financial Institutions - Continental Europe</b> Insurance Companies; Investment Managers Regional, Smaller and Private Banks Multi-Managers	<b>2,716</b>
<b>Financial Institutions – UK</b> Insurance Companies, Investment Managers Regional, Smaller and Private Banks Multi-Managers	<b>325</b>
<b>Consultants - Continental Europe</b>	<b>841</b>
<b>Consultants – UK</b>	<b>324</b>
<b>All Buy Side - Rest of World</b> Pension Funds, Corporates, Endowments Foundations, Central Banks Insurance Companies, Multi-Managers; Banks, Private Banks	<b>403</b>
<b>Key Pensions Industry Influencers – Globally</b> Academics, Associations Governments, Regulators	<b>334</b>
<b>TOTAL BUY SIDE</b>	<b>9,177</b>



**Key Target Readers**  
**Supply Side – Vendors – Service Providers**

<b>Asset Management</b> Senior marketing professionals at financial institutions Serving Pension Funds	<b>1,359</b>
Custody & Asset Servicing	<b>205</b>
Exchanges, Index Providers	<b>118</b>
Technology & Software	<b>31</b>
Data & Information Providers	<b>27</b>
Performance Monitors & Performance Measurement	<b>9</b>
<b>Professional Services</b> Legal, Accountancy, Management Consultancy	<b>65</b>
<b>Financial Communications</b> Journalists, Media Owners, Advertising and Financial PR Specialists Conference Organisers, Press Cutting Agencies	<b>142</b>
<b>Other</b> e.g. Information Libraries, Subscription Agencies	<b>59</b>
<b>TOTAL SUPPLY SIDE</b>	<b>2,015</b>

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**BUY SIDE – SUPPLY SIDE circulation split**

Total Capital Owners	(82%)	9,177
Total Vendors & Service Providers	(18%)	2,015
<b>Total Circulation</b>	<b>(100%)</b>	<b>11,192</b>



## Advertisement Rate Card 2009

<b>Rates as at January 1<sup>st</sup> 2009</b>		<b>\$</b>
Full page	No guaranteed position	17,200
Full page.	Page 4 or 6	18,600
Full page.	First RHP page 9	18,600
Junior page		11,250
Half page		10,400
Quarter page		6,700
Double page spread.	No guaranteed position	34,400
Half page spread		20,800
<b>Guaranteed Position</b>		<b>+15%</b>
Outside back cover		21,900
Inside front cover		20,550
Inside back cover		18,400

Note: IPE reserves the right to update the rate card in line with fluctuations in the international currency markets.

<b>Multiple Insertion Discounts</b>	<b>3+</b>	<b>6+</b>	<b>9+</b>	<b>11+</b>
Per Page Booked	5%	10%	15%	20%

**Notice for cancellation not less than one month prior to copy date. We reserve the right to invoice for insertions cancelled within one month of the material due date.**



## Mechanical Data & Publishing Schedule 2009

### Mechanical Data

Dimensions	Width (Inches)	Height (Inches)
Double page spread – bleed	19.68	13.58
Double page spread – trim	19.29	13.18
Full page – bleed	10.04	13.58
Full page – trim	9.64	13.18
Junior page (4 column format)	5.82	8.34
Half page – horizontal	8.26	5.51
Half page – vertical	3.93	11.41
Mini page – (5 column format)	4.92	7.00
Quarter page – horizontal	8.26	2.55
Quarter page – vertical	3.93	5.51
Eighth page – horizontal	8.26	11.81

**Advertising Material** – Press optimised PDF. Should be high resolution (at least 300 dpi) and CMYK.

**PLEASE NOTE** When supplying a PDF the OPI settings must be switched **OFF**

### Publishing Schedule

Issue	Copy date for Advertorials	Copy date for Adverts	Mailing date
<b>January</b>	12/05/08	12/12/08	12/19/08
<b>February</b>	01/09/09	01/16/09	01/23/09
<b>March</b>	02/06/09	02/13/09	02/20/09
<b>April</b>	03/06/09	03/13/09	03/20/09
<b>May</b>	04/10/09	04/17/09	04/24/09
<b>June</b>	05/08/09	05/15/09	05/22/09
<b>July/ August</b>	06/12/09	06/19/09	06/26/09
<b>August</b>			
<b>September</b>	08/14/09	08/21/09	08/28/09
<b>October</b>	09/11/09	09/18/09	09/25/09
<b>November</b>	10/09/09	10/16/09	10/23/09
<b>December</b>	11/06/09	11/13/09	11/20/09
<b>January 2010</b>	12/04/09	12/11/09	12/18/09



## IPE Events

This page will be updated for the 2010 event in March 2010.

### IPE Awards 2009 - Dublin

The IPE Awards is the event that sets the industry benchmark for excellence in the management of Europe's pension funds – an event that recognises and rewards the hard work and creative thinking of both the pension funds and their executives.

The IPE Awards will be held in Dublin on 18 November 2009.

#### Categories

<b>Gold Awards</b>	Best European Pension Fund, Consultant of the year, Outstanding Industry Contribution
<b>Silver Awards</b>	Best Corporate Pension Fund Best Industry-Wide Pension Fund Best Public Pension Fund Best Small Pension Fund
<b>Themed Awards 2008 included:</b>	DB/DC, Innovation, Hedge Funds, Real Estate, Portfolio Construction. Commodities, S.R.I., Equities, Fixed Income, etc...
<b>Country Awards</b>	Austria, Belgium, Denmark, Finland, France, Germany, Iceland, Ireland, Italy, Netherlands, Norway, Portugal, Spain, Sweden, Switzerland, UK, CEE.

#### **Attendees in 2008: 611 guests inc. 284 pension fund executives**

IPE Awards provides the sponsors with the unique exposure to the leading pension funds and consultants throughout Europe.

<b>Company Type</b>	<b>%</b>	<b>Geographical</b>	<b>%</b>
Pension Funds	47	Aut/Swi	14
Sponsors	32	BeLux	5
Consultants	7	CEE	6
IPE Staff	6	France	5
Press	2	Germany	12
Others	6	Italy	10
		Netherlands	10
		Nordic	8
		Spa/Por	3
		UK	22
		Other	5

**For further information contact Frederic Monteil (fred.monteil@ipe.com, +44 20 7261 4616) or click on [www.ipe.com/awards](http://www.ipe.com/awards)**



## **IPE.com**

### **Europe's Premier Pensions Daily**

IPE.com is a resource designed for professionals in the pan-European institutional investment and pensions industries. The service provides a daily e-mailed news service requested by over 16,000 registered users. Launched in 1999, the service provides the latest pan – European news, industry analysis, webcasts, tv, events and white papers.

**Audience:** 18,848 registered users (as at October 2008)

#### **Geographic breakdown**

- United Kingdom & Ireland: 7,660
- Benelux: Belgium, Luxembourg, Netherlands: 2,887
- Switzerland, Germany, Austria: 2,234
- United States: 2,019
- Scandinavia & Nordic's: 968
- France: 652
- Southern Europe: 546
- Rest of the world: 1,882

#### **Users by Occupation**

- Institutional Investors & Consultants: 5,128
- Investment Managers: 5,683
- Investor Services: 2,830
- Media/PR: 731
- Influencers: 676
- Professional Services: 357
- Other: 2,095

### **Advertising**

IPE.com provides advertisers with an environment to connect with an influential decision making audience in a trusted and engaging editorial environment.

#### **Advertising Formats**

Top Banner 468 x 60 pixels

Skyscraper 120 x 600 pixels

Tile 120 x 60 pixels

**Accepted Formats Website:** JPG, GIF & Flash

**Accepted Formats Daily Email:** JPG & GIF

**Looping:** 15 second limit; no continuous looping; looping is limited to 3 loops, for a total of 15 seconds

**Maximum File Size:** 40k



### **Daily Emailed News Advertising Rates**

#### **Sponsorship Rates Top Banner in GBP (468 x 60)**

Monthly rate: £10,000

Weekly rate: £2,500

Daily rate: £500

#### **Sponsorship Rates Skyscraper in GBP (120 x 600)**

Monthly rate: £7,500

Weekly rate: £1,500

Daily rate: £250

#### **Sponsorship Rates Tile in GBP (120 x 60)**

Monthly rate: £5,000

Weekly rate: £1,500

Daily rate: £250

### **Impression based campaigns on the IPE.com Website**

**Advertising Campaigns on IPE.com website are based on CPM rates (Cost Per Thousand Views)**

#### **Sponsorship Rates Top Banner in GBP (468 x 60)**

Audience: pan European Institutional Investors

£75cpm

Audience: pan European Asset Managers

£65cpm

Audience: Run of Site / General Registered Users

£55cpm



### **Sponsorship Rates Skyscraper in GBP (120 x 600)**

Audience: pan European Institutional Investors

£65cpm

Audience: pan European Asset Managers

£55cpm

Audience: Run of Site / General Registered Users

£45cpm

### **Sponsorship Rates Tile in GBP (120 x 60)**

Audience: pan European Institutional Investors

£55cpm

Audience: pan European Asset Managers

£45cpm

Audience: Run of Site / General Registered Users

£40cpm

### **How to book advertising**

- 1. Choose your format ie Banner, Skyscraper or Tile**
- 2. Choose the volume of impressions / ad views you wish to purchase**
- 3. Pick a start and end date to the campaign (this can be any date, does not have to be the first and last day of the month)**

**Costing Example:** Top Banner / UK & European Institutional Investors / 75cpm

Volume of impressions / ad views: 100,000

Cost: £7,500



## **IPE.com Webcasts**

Our webinar format is typically a live and archived or pre-recorded 'session' of no more than an hour. It is streamed live via a custom-branded player which features the speaker photograph, voice, slides and customisable tabs including Q&A/Feedback, Support etc.

This format brings with it a number of benefits for the parties involved:

Hosts – sticky content, easily and quickly created, added value, accessible knowledge transfer for your audience.

Attendees/Delegates – increased knowledge, no travel costs, no time out of the office, minimum system requirements, no plug-ins required, easy access, archived webcasts accessible at any time.

Speakers - no travel required, no time out of the office, only a maximum of 60 minutes on the live day or on the day of recording, interact live with the international community, easy access.

Sponsors – sophisticated prospecting, international outreach, no travel costs, no time out of the office, easy access, increased management intelligence as a result of attendee statistics.

To view examples of past IPE.com webcasts please visit [www.ipe.com/webcasts/](http://www.ipe.com/webcasts/)

## **IPE TV**

IPE is delighted to announce our NEW Online TV Services. Video-based interview, presentation and or round table debates which are pre-recorded to 'enrich' your online communications. This could include an interview at your office or a recorded presentation in our London studio for stand-alone online content.

**To discuss IPE.com advertising opportunities please contact**

<b>Shannon Calvin</b>	<b>1 954 784 1290</b>	<b>scalvin@karengleason.com</b>
<b>Richard Marx</b>	<b>1 610 649 0898</b>	<b>rmarx@karengleason.com</b>
<b>Karen Gleason</b>	<b>1 312 993 4111</b>	<b>kgleason@karengleason.com</b>



## IPE-Quest

IPE-Quest is designed to connect institutional investors and asset managers. It provides institutional investors with easy-to-use web-based technology that delivers a manager long-list pre-RFP. And it allows asset managers to place their capabilities in any given asset class in front of potential clients.

772 mandates valued at some US \$83.2 billion have been placed on IPE-Quest since its launch in July 1999.

Investors announce their manager searches – Quests – free of charge and anonymously on the IPE-Quest site. Registered asset managers are able to view the Quests and decide whether or not to reply. Responding via the online application form attached to each Quest costs asset managers approximately EUR 100 per response.

We don't screen. We don't consult. We simply collect and deliver data.

While most institutional investors and consultants request anonymity when using IPE-Quest, those organisations named here have very kindly agreed to let us state that they have used IPE-Quest and were satisfied with the service:

ABP Investments - Netherlands	Kottmann Advisory - Switzerland
AHV - Switzerland	Lærernes Pension - Denmark
Alpha Portfolio Advisors – Germany	MBS Capital Advice – Switzerland
Amonis - Belgium	National Treasury Management Agency - Ireland
APK – Austria	Nomura Asset Management – UK
BAE Systems – UK	Norges Bank Investment Management - Norway
Bank Leu - Switzerland	Parex Asset Management - Latvia
Complementa - Switzerland	Pen-Sam – Denmark
Cordares – Netherlands	Pensioenfonds Metaal - Belgium
Danske Bank - Denmark	Pensionskasse Manor - Switzerland
DIP – Denmark	PensPlan - Italy
Doctors Pension Fund Services - Netherlands	PKA - Denmark
EDS – Belgium	Procordias - Sweden
FSE Construction - Belgium	PUBLICA - Switzerland
Fund Consulting - UK	Robert Bosch - Germany
Goris Advies - Netherlands	Sampension – Denmark
Industriens Pension - Denmark	SFB Vermogenbeheer BV - Netherlands
Investment Solutions - UK	Spaengler KAG - Austria
JOEP – Denmark	TKP Investments - Netherlands
Kempen Capital Management - Netherlands	TRW (Lucas Verity) - UK
Kieger - Switzerland	VKG - Belgium
Kirstein Finans - Denmark	West Of England – Luxembourg

### **For further information regarding IPE-Quest contact:**

Jayna Vishram	Manager	+44 20 7261 4630	<a href="mailto:jayna.vishram@ipe-quest.com">jayna.vishram@ipe-quest.com</a>
Liz Clarke	Admin	+353 43 3329 560	<a href="mailto:liz.clarke@ipe-quest.com">liz.clarke@ipe-quest.com</a>



## **IPE 360°**

**IPE 360°** is a series of top-level meetings for those responsible for running Europe's pension funds and their advisers.

The IPE 360° initiative is a new and unique venture enabling senior pensions people to meet with those in funds facing similar opportunities and challenges. The 'think-tank' approach provides its members with the opportunity to build relationships in a relaxed and strictly enforced 'non-selling' environment, and to discuss ideas and create solutions to the complex task of managing assets to meet long term liabilities.

The first two events were held in the UK and Spain, and the third meeting will be in Belgium.

If you would like to join this forum please contact:

Lindy Bird  
Director, IPE 360°

+44 (0)20 7261 0666  
lindy.bird@ipe.com



## ‘The Red Book’ – the leading guide

***International Pension Funds and their Advisers***, “The Red Book”, is the authoritative guide to details of thousands of pension funds across Europe, North America and Australasia, their suppliers and their advisers. The directory is unrivalled in its reputation, and is published by AP Information Services Ltd. (publishers of the UK “blue book”, *Pension Funds and their Advisers*) in association with IPE International Publishers Ltd publishers of Investments & Pensions Europe. The 2009/10 edition is being fully revised and updated for publication in July 2009. Each year, 2,100 copies of the directory are requested and distributed to key decision-makers from major pension funds in Europe and others globally. The book is always on hand to these leading pensions professionals as a practical tool for sourcing services from pensions advisers.

In addition there is also an online version of *International Pension Funds and their Advisers* available ([www.pensionfundsonline.co.uk](http://www.pensionfundsonline.co.uk)). Pension fund managers with free access use [www.pensionfundsonline.co.uk](http://www.pensionfundsonline.co.uk) to source pensions advisers in the same way they do with the print directory.

*International Pension Funds and their Advisers* offers you a fantastic opportunity to promote your company through two powerful media – both in print and online.

<b>Rates</b>	<b>US \$</b>	<b>US \$</b>
	<b>Black &amp; White</b>	<b>Color</b>
<b>Standard Positions</b>		
Enhanced Impact Entry	1,472	N/A
Front Section	1,702	N/A
Half page	4,976	7,015
Full page	9,451	11,275
Half page facing entry	7,228	N/A
Full page facing entry	11,451	N/A
<i>Guaranteed Position</i>		
<b>Special Positions</b>		
Opp. Intro/Forwd/Contents	N/A	13,619
Page 1	N/A	14,323
Opposite Title Page	N/A	14,323
Inside Back Cover	N/A	13,902
Inside Front Cover	N/A	14,606
Outside Back Cover	16,697	N/A
Outside Front Cover	17,264	N/A
Spine	13,619	N/A
Bookmark (Max 3*)/ Divider	N/A	14,606
Tabbed Divider	N/A	14,606
* Plus Fixing Fee		

For more information please contact Marcus Levi, Senior Product Manager, AP Information Services. Tel: 020 7549 2548 Email: [marcus@apinfo.co.uk](mailto:marcus@apinfo.co.uk)



## Contacts

### Advertising: USA

Shannon Calvin	Karen Gleason	+1 954 784 1290	scalvin@karengleason.com
	& Assoc. (KGA)		
Richard Marx	KGA	+ 610 649 0898	rmarx@karengleason.com
Karen Gleason	KGA	+1 312 993 4111	kgleason@karengleason.com

### Advertising: Europe

#### **IPE & IPN Magazines and IPE.com**

		+44 (0)20 7261 0666	
Eric S Davis	Director	+44 (0)20 7261 4607	eric.davis@ipe.com
Kissima Traore	Regional Head	+44 (0)20 7261 4624	kissima.traore@ipe.com
Fanni Javor	Sales Admin	+44 (0)20 7261 4608	fanni.javor@ipe.com

### **IPE Real Estate**

Mark Cottington	Sales	+31 (0)6 1353 4955	mark.cottington@ipe.com
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### **Events**

Fred Monteil	Director	+44 (0)20 7261 4616	fred.monteil@ipe.com
Lindy Bird	Director 360°	+44 (0)20 7261 4604	lindy.bird@ipe.com

### Editorial

#### **IPE Magazine**

		+44 (0)20 7261 0666	
Liam Kennedy	Editor	7261 4601	liam.kennedy@ipe.com
Martin Steward	Investment Editor	7261 4621	martin.steward@ipe.com
Nina Roehrbein	Reporter	+44 (0)20 7261 4612	nina.roehrbein@ipe.com

### **Investment & Pensions Nederland**

Mariska van der Westen	Editor	+32 3 257 7737	mariska.vanderwesten@ipe.com
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### **IPE.com**

		+44 (0)20 7261 0666	
Julie Henderson	Editor	7261 4602	julie.henderson@ipe.com
Nyree Stewart	Senior Reporter	+44 (0)20 7261 4618	nyree.stewart@ipe.com

### **IPE Real Estate**

Martin Hurst	Editor	+44 (0)20 7261 4623	martin.hurst@ipe.com
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### **IPAsia**

Richard Newell	Managing Editor	+64 9 529 1611	richard.newell@ipe.com
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### Publisher

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