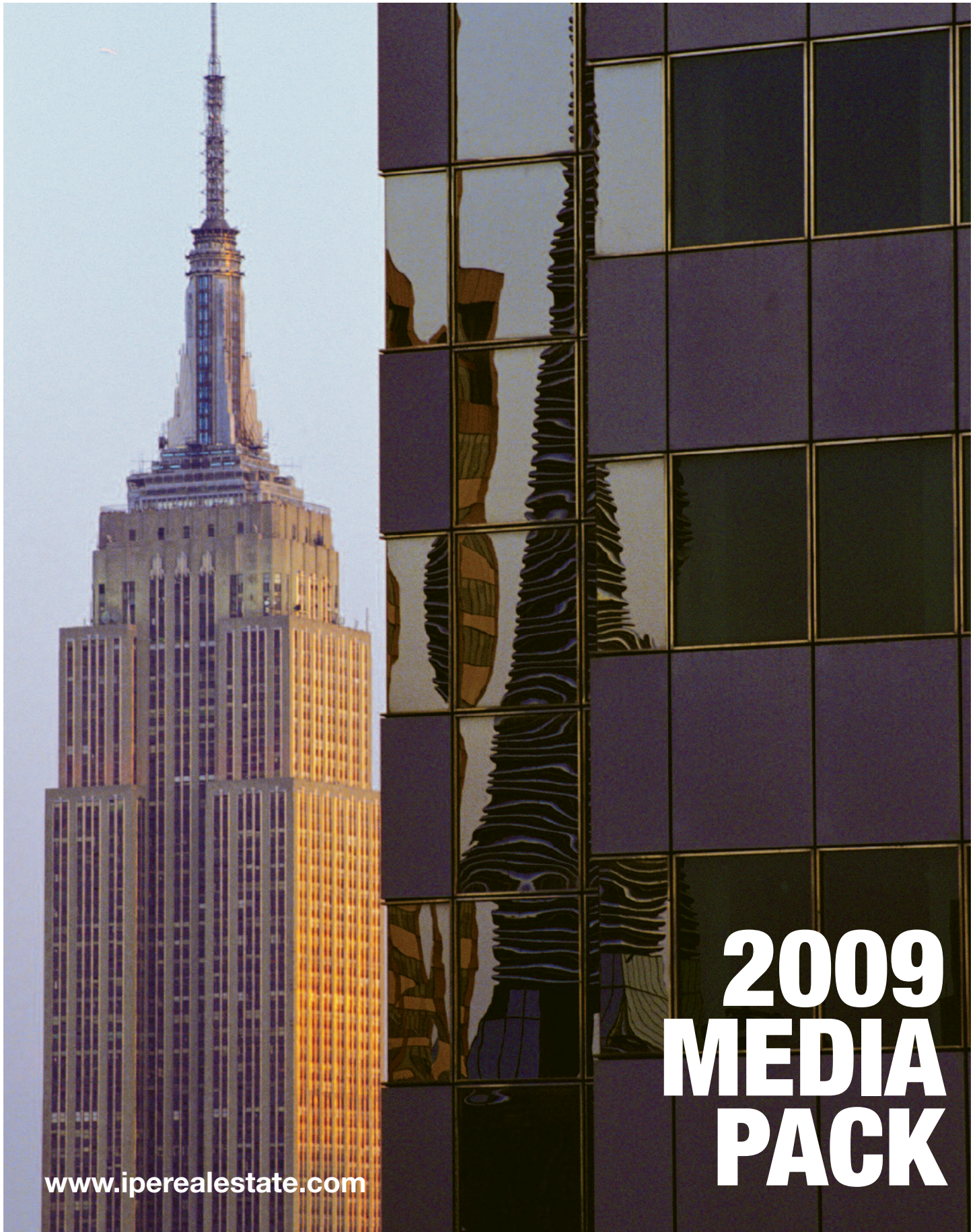


IPE REAL ESTATE



**2009
MEDIA
PACK**

www.iperealestate.com

NEWS

The latest on the activities of institutional capital owners investing in real estate and the issues facing them.

FUNDS ROUND-UP

A digest of fund launches and closures with investor views of the quality or otherwise of what's on offer.

DEBT MARKET ROUND-UP

Analysis of developments in world debt markets and how these affect investor use of leverage in their real estate investments.

INVESTOR INTERVIEW

A major capital owner discusses the construction and management of its real estate portfolio.

INVESTOR FORUM

Investing institutions discuss their reactions to a topical issue of the day.

VIEWPOINT INVESTOR

A look at how capital owners in a given country invest in real estate and a discussion of the issues in that jurisdiction affecting pension fund investment in the asset class.

CITY PROFILE

Articles written by our international network of correspondents based on supply-side research, outlining the key trends. Also discussed are the pros and cons of investing in the featured city from the point of view of the capital owners, along with the inclusion of relevant market data.

COUNTRY PROFILE

These features outline the key trends as well as the critical issues involved in investing in the country through the eyes of institutional investors. Appropriate data from the market is included.

PORTFOLIO

Cutting-edge research into investment techniques, tools and issues from the investment management industry.

IPE Real Estate is positioned at the interface of institutional investment and the real estate industry. Drawing on its international network of correspondents and supply-side research, IPE Real Estate's mission is to bring to light the views and activities of European pension funds and other capital owners, such as insurance companies, investing in real estate. Our aim is to keep investors up-to-date with the rapid evolution of real estate as a global asset class.

Real estate is established as an asset class in its own right in terms of the sophistication and range of investment options. IPE Real Estate provides an independent voice to explore the latest developments in existing and new investment choices and to assess their suitability for its core capital owner readership. IPE Real Estate's association with the main industry representative bodies located across Europe, North America and Asia ensures their vital contribution to the different debates as well as providing additional relevance and objectivity.

The magazine can also draw on the unique experience of its sister title, Investment & Pensions Europe (IPE), which has been covering European pension funds and other capital owners since its founding in 1997.

IPE Real Estate is published every two months and is supported by a twice-weekly online news service at www.iperealestate.com.

IPE Real Estate also hosts its own annual industry event – IPE Real Estate Investor Forum and Awards, which will make its fifth appearance in 2009 in the city of Amsterdam.



In association with



FEATURES SCHEDULE

ISSUE	Investor viewpoint	Investor Roundtable/ special focus	City	Country	Sector focus	Listed	Unlisted opportunity	Capital instruments	Supplements
Jan/Feb	France Asia	Valuation; taxation	London	US	Office – Asia	Asia	Europe incl. Spezialfonds	Derivatives	
Mar/Apr	Germany Austria Switzerland	Performance measurement	Munich/Hamburg	India	Retail – US	Europe	US	CDOs	Top 200 managers
May/Jun	Southern Europe; SWFs	Portfolio construction/ Liquidity	Sydney	Brazil & Mexico	Retail – Europe	US	Asia	CMBS US	Asia
Jul/Aug	Benelux Spec: US	Risk management	Istanbul	China	Office - US Niche sector Roundup	Asia	Europe incl. SICAV and similar	Derivatives	Emerging markets
Sep/Oct	UK Ireland CEE roundup	Gearing/volatility	Dubai	Southern Europe	Logistics/ Industrial	Europe	US	CMBS Europe	Top 200 Pension funds
Nov/Dec	Nordics; SWFs	Alignment of interests/ Manager selection	Paris	Japan	Residential – Asia	US	Asia	CDS	

CIRCULATION



IPE Real Estate has created a unique circulation targeted at European pension funds and other capital owners, including insurance companies, as well as investment managers, consultants and other service providers.

IPE Real Estate's current audited Audit Bureau of Circulations (ABC) average net circulation is 10,936 (July 2007 to June 2008).

The ABC was launched in 1931 in response to a demand from advertisers for independent verification of the claims made by advertising sales teams and so provides further transparency for readers and advertisers.

IPE Real Estate is published bi-monthly and is additionally distributed extensively at leading real estate conferences and exhibitions internationally, providing advertisers with additional key readers throughout the year.

GEOGRAPHIC DISTRIBUTION

REGION	COPIES	%
Europe	9,593	88
Austria	209	
Belgium	301	
Denmark	221	
Finland	237	
France	535	
Germany	1,267	
Greece	28	
Iceland	71	
Italy	578	
Luxembourg	72	
Netherlands	1,176	
Norway	153	
Portugal	204	
Rep Of Ireland	285	
Spain	289	
Sweden	427	
Switzerland	769	
United Kingdom	2,489	
Other European countries	282	
Rest of the World	1,343	12
North America	977	
Others	366	
Total circulation	10,936	100

ABC July 2007 to June 2008



DEMOGRAPHIC DISTRIBUTION

The magazine is targeted at three sectors: capital owners, consultants and service providers. A full breakdown is shown below:

COMPANY TYPES	COPIES	%
Capital owners	7,760	76
Pension funds	4,061	
Charities, foundations, endowments, family offices	518	
Insurance companies	618	
Institutional real estate investors	2,163	
Public bodies involved in developments incl. regional & local authority)	185	
Banks (including commercial, regional & private)	215	
Pension fund consultants	667	6
Suppliers & providers of services	1,847	18
Investment managers	829	
Brokers, agents, advisers (including bankers) & appraisers	638	
Accountants & legal professionals	195	
Rating agencies & index providers	31	
Larger developers	74	
Associations & industry bodies	56	
Financial communications	24	
Total circulation	10,284	100

BONUS DISTRIBUTION AT CONFERENCES

The magazine will be distributed at many of the leading international real estate events. A sample of events with the applicable edition of IPE Real Estate:

● January/February

IMN Winter Forum on Real Estate Opportunity & Private Fund Investing (**Laguna Beach, CA**)

– Jan 21-23

GRI Turkey GRI 2009 (**Istanbul**) – Jan 20

ULI Reinventing Retail and Mixed Use (**Los Angeles**) – Feb 4-5

GRI USA GRI 2009 (**New York**) – Feb 26

● March/April

GRI Asia GRI 2009 (**Singapore**) – Mar 4-5

MIPIM The world's property market (**Cannes**) – Mar 10-13

PREA Spring Conference (**Washington**) – Mar 25-26

Real Estate Investment World China (**Shanghai**) – Mar 23-26

Infrastructure Investment World Americas (**New York**) – April 27-30

Real Estate Investment World Russia (**London**) – Apr TBA

Real Estate Investment World India (**Mumbai**) – Apr 27-30

GRI The Deutsche GRI (**Frankfurt**) – April 27-28

● May/June

GRI World Summit (**London**) – May 5-6

IMN 9th Annual Real Estate Opportunity & Private Fund Investing Forum (**New York**) – May

TBA

IPE Real Estate Investor Forum & Awards (**Amsterdam**) – May 28-29

GRI The China GRI (**Shanghai**) – June 2-3

TERRAPINN Real Estate Investment World Asia (**Singapore**) – June 22-25

● September/October

GRI India GRI 2009 – 23-24 September

PREA 19th Annual Plan Sponsor Real Estate Conference (**Beverly Hills**) – Oct 27-29

EXPO REAL (**Munich**) – Oct 5-7

Infrastructure Investment World Europe 2009 (**London**) – Nov 17-20

REGULAR FEATURES (continued)

FEATURE: PRIVITY OF ALLOCATION

Irrational delay

They move too slowly. They take too long. They lose out as a result. Are pension funds so sidebound by their own rules that they are missing the chance to generate returns? **Shayla Walmley** finds out

The pension industry has been slow to embrace the idea of private equity. The industry's slow response to the private equity boom has been a major factor in its failure to capture the high returns that have been achieved by public equity investors. The industry's slow response to the private equity boom has been a major factor in its failure to capture the high returns that have been achieved by public equity investors. The industry's slow response to the private equity boom has been a major factor in its failure to capture the high returns that have been achieved by public equity investors.



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40 IPE REAL ESTATE

SECTOR FOCUS

We outline the key trends as well as the pros and cons of investing in the featured sector (such as Asian retail, US office) from the point of view of the capital owner, along with relevant market data.

UNLISTED FUNDS

Key opportunities for investors and the issues they face in the private fund market.

LISTED FUNDS

Real estate on the world's stockmarkets monitored and analysed.

STRUCTURED PRODUCTS

Exploring opportunities in derivatives, mortgage backed securities, debt and CDOs.

INDUSTRY DATA

CONFERENCE DIARY

EXPECTATIONS INDICATOR

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Sponsored Statement



[www.iperealestate.com/
InvestorForumView.asp](http://www.iperealestate.com/InvestorForumView.asp)

ADVERTISING RATE CARD 2009

RATES (As of January 2009)	1x\$	3x\$	6x\$
Display			
Full page	15,900	15,100	13,300
Junior page	10,250	9,750	9,250
Half page	9,600	9,100	8,600
Quarter page	6,100	5,800	5,500
Double page	31,700	30,150	28,550
Half page spread	19,150	18,200	17,250
Guaranteed position	+15%		
Outside back cover	20,300	19,300	18,250
Inside front cover	19,150	18,200	17,250
Inside back cover	17,250	16,400	15,700
Real Estate Investment Managers Guide 2009/0			
Per annum/geographic region	10,300		

Sponsored Editorial

Sponsored statements are an ideal opportunity for companies to provide the readership of IPE Real Estate with promotional, educational or other editorial, research or corporate profiles.

IPE Real Estate Investor Forum and Awards – Berlin 2008

Each year we host our annual showcase event – the IPE Real Estate Investor Forum and Awards – to recognise excellence on the part of pension funds investing in real estate. The event held in Berlin in 2008 attracted nearly 183 attendees representing 20 countries. Over 30% of our attendees were capital owners (pension fund, insurance companies) making the event a resounding success.

The Awards in 2009 will consist of a seminar on the first day followed by a networking cocktail reception and the Awards dinner in the evening. Investors will also have the opportunity to attend an advanced real estate investor workshop the following morning.

Real Estate Investment Managers Guide 2009/10

The Real Estate Investment Managers Guide 2009/10 publication and searchable website are designed to give IPE Real Estate readers an at-a-glance view of the services provided by investment managers individually. It offers investment managers a unique marketing service. Company profiles are divided into the three main regions: Europe, Asia and North America, enabling international real estate investment managers to profile their regional product ranges and services offered. The uniform design format provides capital owners and consultants with a detailed overview of individual investment managers. The guide is distributed to all IPE Real Estate readers. It will be published in September 2009.

IPE REAL ESTATE PUBLISHING SCHEDULE

Issue 2009	Materials Deadline	Mailing Date
Jan/Feb	January 9	January 16
Mar/Apr	February 17	February 24
May/Jun	May 1	May 8
Jul/Aug	July 3	July 10
Sep/Oct	September 4	September 11
Nov/Dec	October 30	November 6

■ Advertisement Material

Material to be provided as an Acrobat PDF file optimised for press. Ensure that the OPI settings are turned off. Please make sure all files are CYMK. Do not supply as RGB or any other colour format as no liability will be accepted for colour variation.

We also need a hard copy colour proof or tear sheet of the ad for identification and copy approval.

Text should be sent as a Microsoft Word file. Images/logos etc. should be sent as high resolution (300 dpi) images. These can be sent in the following formats: TIF, JPEG or EPS files. Please do not put any password or security setting on electronic files such as PDFs.

■ Sponsored Statements

Text to be supplied in Microsoft Word on clearly labelled floppy disc, with a printout for checking and identification.

Text can be e-mailed to mark.cottington@ipe.com as an attachment with clear identification of the material in the body of the message. Copy may be edited to fit to length and/or conform to the IPE Real Estate's house style.

Pictures and illustrations can be supplied as either colour prints/transparencies, or as high resolution electronic files in Photoshop or TIF/JPEG format (Mac), by e-mail to mark.cottington@ipe.com, or on Mac-formatted floppy discs/zip discs.

■ Real Estate Investment Managers Guide

All text and images to be loaded directly via the profile form which is available online with a step by step guide via www.iperealestate.com. Each profile entry is protected with an individual pass code – this is available on completed booking confirmation.

MECHANICAL DATA

DIMENSIONS (inches)	HEIGHT	WIDTH
Double page spread – type area	11½	17¼
Double page spread – bleed	13¾	20
Double page spread – trim	13¼	19½
Full page – type area	11½	8¼
Full page – bleed	13¾	10
Full page – trim	13¼	9¾
Junior page (4 column format)	8	6
Half page – horizontal	5½	8¼
Quarter page – horizontal	2½	8¼
Quarter page – vertical	5¾	4

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