CRE Media Europe | Expo Real 2025

Create, Communicate, Captivate

We can help you get your message to the pan European market

CRE Media Europe is proud to be part of Expo Real 2025 and look forward to keeping our audience engaged and informed throughout the fair.

Opportunities:

- Newsletter
- Website
- Magazine
- Content Partnership
- Video Interview

Newsletter

Our team in Munich will produce a daily digest across 4 days of Expo Real, all three days of the fair, (6-8 October) plus a final summary on Thursday 9th October.

We will report on all key announcements in Munich, provide informative on site video interviews with key leaders and keep readers up-to-date with the latest news from the European real estate market.

PUBLICATION DATES
6/7/8 & 9 October 2025

FOCUS
Activities related to the fair & latest real estate industry news

DISTRIBUTION
All content produced by CRE Media Europe is based on a free subscription model. Our audience encompasses real estate investors and owners including large institutional pension funds, insurance and sovereign wealth, private investors and family offices and banks, investment managers, asset managers, developers, brokers, advisors and all other services associated with commercial real estate. We anticipate an audience reach in excess of 15,000.

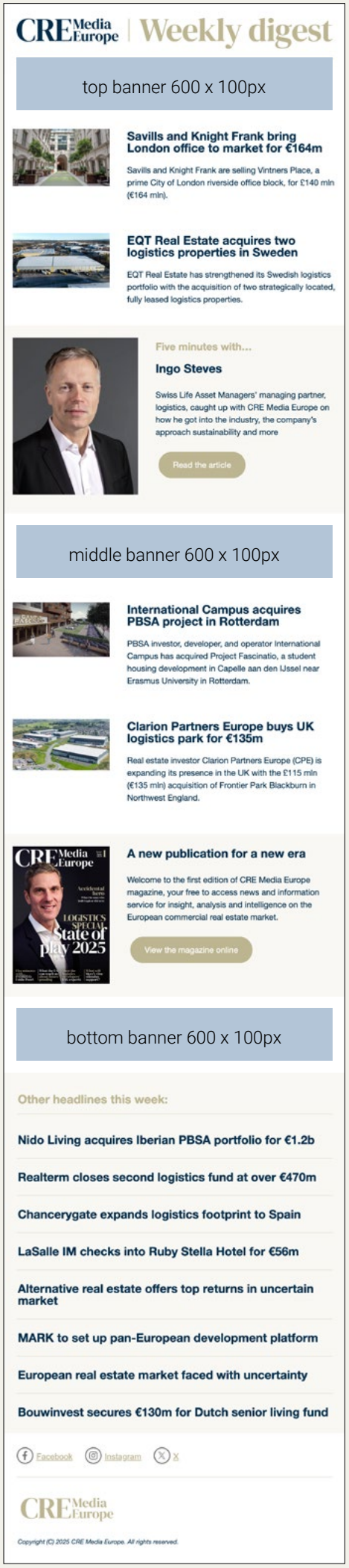
Average open rate: 39.6%

Average click thru rate (CTR): 10.1%

Banner advertising

POSITION	SIZE (px)	RATE (£)
Top banner	600x100	2950
Middle banner	600x100	2450
Bottom banner	600x100	1950

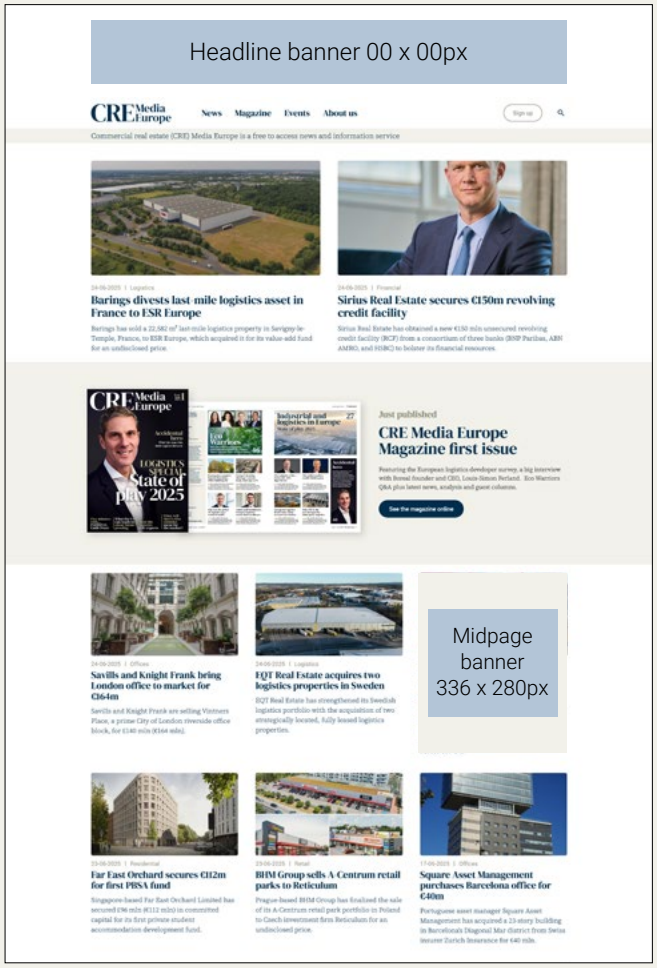
MATERIAL DEADLINE
19 September



Website

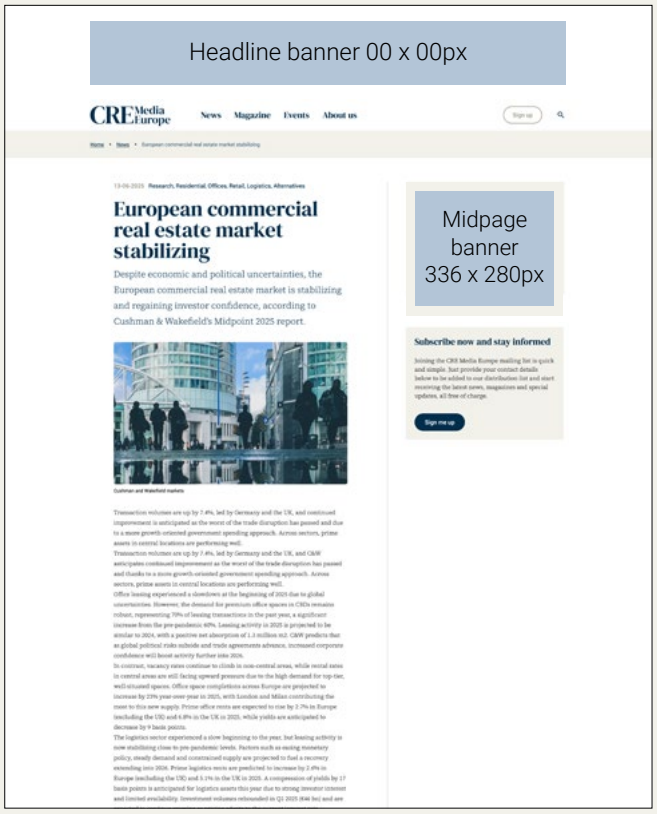
Homepage

POSITION	SIZE (px)	RATES (£): WEEK	/ MONTH
Headline banner (Leaderboard)	≤1304 x 250	950	3,500
Mid page banner	≤336 x 280	950	3,500
Exclusive combination			5,000



Tracking banner

POSITION	SIZE (px)	RATES (£): WEEK	/ MONTH
Headline banner (Leaderboard)	≤1304 x 250	950	3,500
Mid page banner	≤336 x 280	950	3,500



Magazine

Edition two will be distributed extensively at Expo Real as a print magazine, as well as full digital distribution via the daily digest.

Material deadline
5 September

Publication
23 September

Specifcations

POSITION	SIZE (w x h mm)*	RATES (£)
Double page 2/1 Cover	420x297	11,950
Double page 2/1 Inside	420x297	9,950
Full page 1/1 Cover	210x297	8,950
Full page 1/1 Inside	210x297	7,950
Half page 1/2 Inside	187x128	5,500

* all material needs to be supplied with 3mm bleed

Content partnership Inside 600 words per page As per page


Content Partner | CTP

CTP | Content Partner

Why CEE is the new hotspot for third-party logistics

For a multitude of reasons, Central and Eastern Europe has become a beacon for third party logistics companies, yet it has only around half as much Grade A space as Western Europe. That presents a huge opportunity for real estate companies, writes Bert Hesselink

'More multinationals are regionalising their supply chains to be closer to their customers'

Contents | SUB SECTION

SUB SECTION | Contents

CRE Media Europe

Eco Warriors
Meet the ESG experts helping industrial and logistics developers deliver greener, more efficient assets 48

Industrial and logistics in Europe 27
State of play 2025

Pontegadea acquires famous Barcelona office building
9 Spanish businessman Amancio Ortega has purchased Grupo Planeta's Barcelona headquarters from Blackstone through his investment firm Pontegadea

Europe's housing shortage worsens in Q1; rents up 2.4%
10 Europe's housing shortage worsened in the first quarter of 2025, with rents rising significantly, up 2.4% over the past six months

Five minutes with... Swiss Life AM's Ingo Steves
14 Swiss Life Asset Managers' managing partner, logistics, caught up with CRE Media Europe on how he got into the industry, sustainability and more

The outlet market: retail's hidden gem
19 Dan Mason, managing director of Multi-Real, argues that successful outlets are the product of truly dynamic partnerships

Accidental hero
In his time at Blackstone, Louis-Simon Fortland found great success with his work on Logicor, something that laid the foundations for the launch of his own company. While never having set out to work in logistics, he tells CRE Media Europe why Boreal is uniquely placed to take advantage of the sector's undoubted tailwinds
42

The case for prime UK logistics in a world of tariffs
23 Charles Allen, head of European real estate at Fiera Real Estate, says that the tariff environment shows that property opportunities are uneven

Amid tariff turbulence, Europe's logistics sector finds resilience
25 Radu Mircea, head of investment strategy at PATRIZIA, says investors need a more selective approach to weather the current headwinds

European Logistics Real Estate: Time to Enter the Market
40 In an interview with CRE Media Europe, Jan Philipp Daun argues that the logistics market in Europe is showing clear signs of recovery

Why CEE is the new hotspot for third party logistics
46 Bert Hesselink, group business director at CTP, makes the case that Central and Eastern Europe has become a beacon for 3PL companies

Content Partnership

POSITION
In newsletter

TYPE
Content

WORD COUNT
500-600

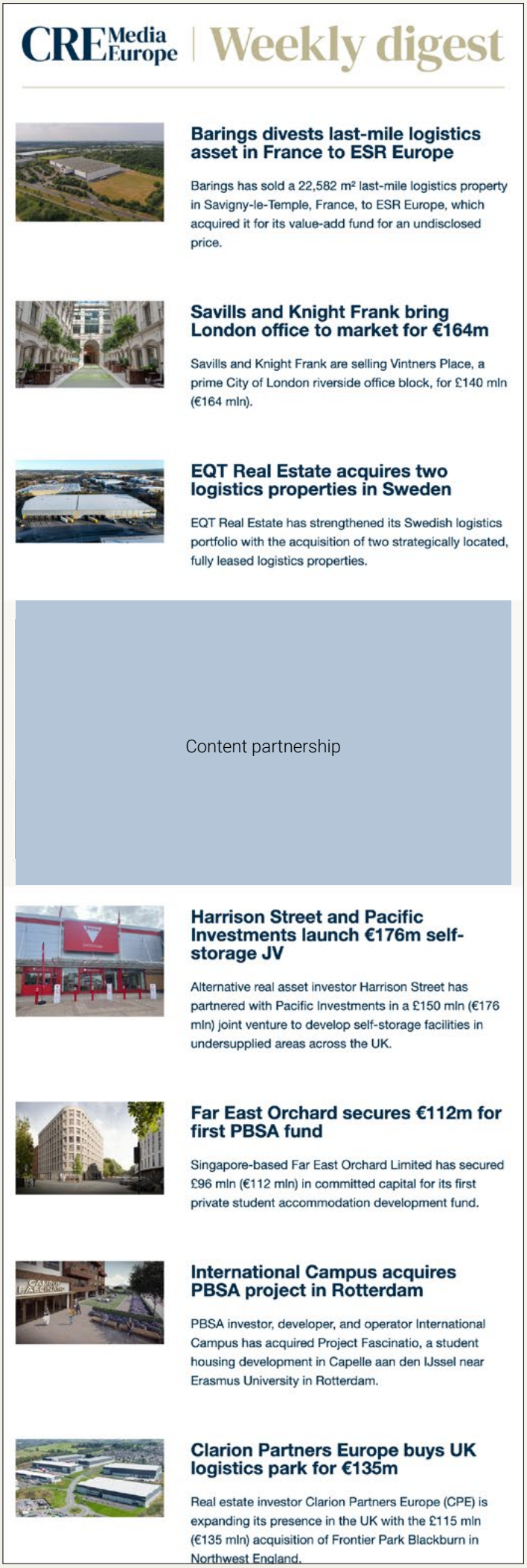
RATE (£)
From 3,500

An online content article to feature in the Expo Real daily digest on an agreed morning of Expo Real.

The article will also be placed on the CRE Media Europe website and promoted via social channels.

If requested, we can assign a journalist to assist with content creation; either by working with you to develop an article or conducting an interview or Q&A.

MATERIAL DEADLINE
1st October



Multimedia

Video interview

PUBLICATION
Online

LENGTH
3-5 minutes

RATE (£)
From 3,500

In person interviews conducted onsite at Expo Real enable partners to provide opinion, promote their business and/or introduce a new person, product or service to the European real estate market.

All interviews will be placed on the CRE Media Europe website, daily digest and social media channels. Interviews are also made available to the participant for distribution via their own channels.

Filmed event or roundtable

We can provide video highlights of your event or roundtable which will encompass coverage of the discussions, pre, during and post as well as sideline interviews with key personnel featured in the event. We can also work with you on more bespoke event projects including the sourcing of moderators, speakers and guests.

RATE (£)
From 7,500

Bespoke media collaborations

If you have other, unique ideas for your business needs we are happy to collaborate with you on projects tailored to you.

RATE (£)
upon request