



2012 MEDIA KIT

# MIPIM MEDIA KIT

## Official publications 2012

### Why?

- Be visible & touch all segments and leaders of the retail real estate industry
- Reach a global audience from 90 countries
- Draw attention to your new projects and services to make transactions during MIPIM
- Raise attention to your company and associate it with the premier retail real estate market

### Who?

- 18,622 participants & 6,632 exhibiting companies

### Top 10 countries:

- France: 4,708 participants
- UK: 3,207 participants
- Germany: 2,230 participants
- Russian federation: 1,263 participants
- Sweden: 998 participants
- Belgium: 789 participants
- Italy: 661 participants
- Denmark: 452 participants
- Netherlands: 432 participants
- Poland: 416 participants



FULLY  
RE-  
DESIGNED!



## MIPIM Preview magazine

- Announce your presence in advance and drive traffic to your stand.
- Sent to all registered participants and industry insiders before the market begins.
- Readers per issue: 2.7\*

## MIPIM Review magazine

- A comprehensive round up of the major events and deals from MIPIM.
- Highlights the best of the show and provides qualitative editorial content.
- Sent to all attendees 6 weeks after the show.

Promoted on MIPIM's social media platforms: Mipimworldblog, Twitter, Facebook and LinkedIn.



Also viewable on [mipim.com](http://mipim.com) year-round.

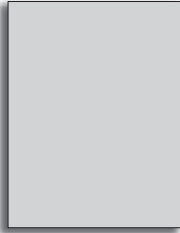
\*Based on MIPIM readers survey 2010.

*Print run: Preview: 8,000 copies – Review: 14,000 copies*

## MIPIM Preview / Review magazines — regular placements

### FULL PAGE

A full page advertisement, faced placing editorial content, provides exclusivity per spread and guaranteed visibility to readers. Guaranteed placements are available for a premium.



**Dimensions (W x H):**

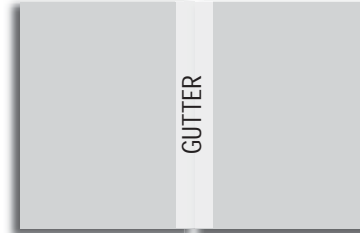
230 x 300 mm\*  
9.05" x 11.81"\*

**Price:**

€2,940

### DOUBLE-PAGE SPREAD (DPS)

The largest standard space available in the magazine offers the maximum impact for your advertising message. Guaranteed placements are available for a premium.



**Dimensions (W x H):**

460 x 300 mm\*  
18.11" x 11.81"\*

**Price:**

€4,430

### HALF PAGE

*Horizontal or vertical* half pages are placed on editorial pages, and may be placed facing another similar space on a spread. Premium placements are not available.



**Dimensions (W x H):**

206 x 125 mm\*  
8.11" x 4.92"\*

100 x 267 mm\*  
3.93" x 10.51"\*

**Price:**

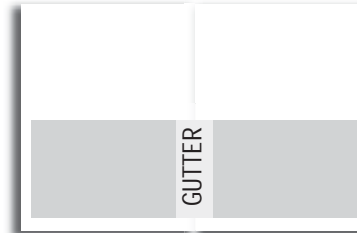
€2,215

**Price:**

€2,215

### HALF DOUBLE-PAGE SPREAD

The same exclusivity per spread as a full page, but in an eye-catching and innovative space that cannot fail to draw readers' attention. Guaranteed placements are available for a premium.



**Dimensions (W x H):**

436 x 125 mm\*  
17.16" x 4.92"\*

**Price:**

€3,705

**\*Trim size for bleed insertions, please provide 5mm (0.19") of turning crop all round.**

## MIPIM Preview / Review magazines — premium placements

### FRONT COVER

One of the highest visibility spaces available in our publications, the front cover is printed on heavier paper stock for improved reproduction quality.



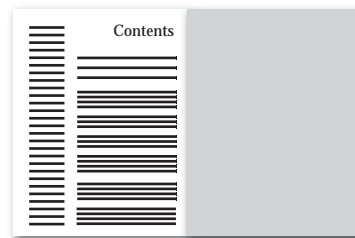
**Dimensions (W x H):**

210 x 180 mm\*  
8.26" x 7.08"\*

**Price:**

€7,500

### PAGE FACING CONTENTS



**Dimensions (W x H):**

230 x 300 mm\*  
9.05" x 11.81"\*

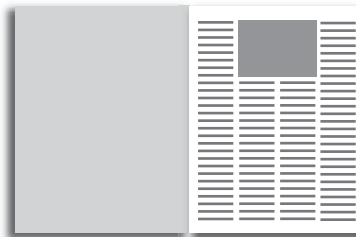
**Price:**

€4,000

### INSIDE FRONT COVER (IFC)

The inside front cover (page 2 of the magazine, or back of the editorial cover) offers a range of premium placements, with a choice of gatefolds and spreads to enable clients to choose the option that best suits their budget.

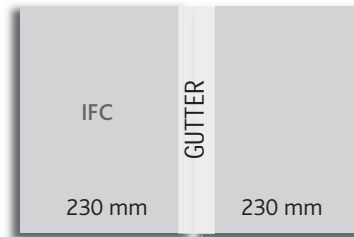
#### IFC FULL PAGE



**Dimensions (W x H): Price:**

230 x 300 mm\* €5,000  
9.05" x 11.81"\*

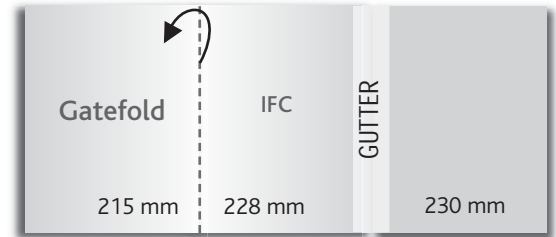
#### IFC DOUBLE PAGE SPREAD



**Dimensions (W x H): Price:**

460 x 300 mm\* €7,000  
18.11" x 11.81"\*

#### IFC DOUBLE PAGE SPREAD & GATEFOLD (equivalent to 4 pages)

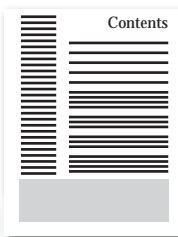


**Dimensions (W x H): Price:**

673 x 300 mm\* €10,500  
26.5" x 11.81"\*

### CONTENT PAGE STRIP

It ensures exclusivity and maximum returns for your investment.



**Dimensions (W x H):**

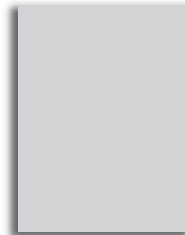
206 x 55 mm\*  
8.11" x 2.16"\*

**Bundle Price (Preview+Review):**

€5,000

### BACK COVER

One of the highest visibility spaces available in our publications, the back cover is printed on heavier paper stock for improved reproduction quality.



**Dimensions (W x H): Bundle**

230 x 300 mm\* Price  
9.05" x 11.81"\* (Preview+Review):

€11,000

### INSIDE BACK COVER (IBC)

The inside back cover offers great visibility, with the possibility of a gatefold, and is the heavier paper stock used for the cover.



**Dimensions (W x H): Bundle**

230 x 300 mm\* Price  
9.05" x 11.81"\* (Preview+Review):

€6,250

### INSERTS

Printed on heavier paper stock, a choice of different inserts are available to give your communication even more space. Only available between the third and fourth forms and thereafter. Central position only.

**Dimensions (W x H):**

Please enquire for specific information.

**Price (2 pages):**

one full page, front and back sides

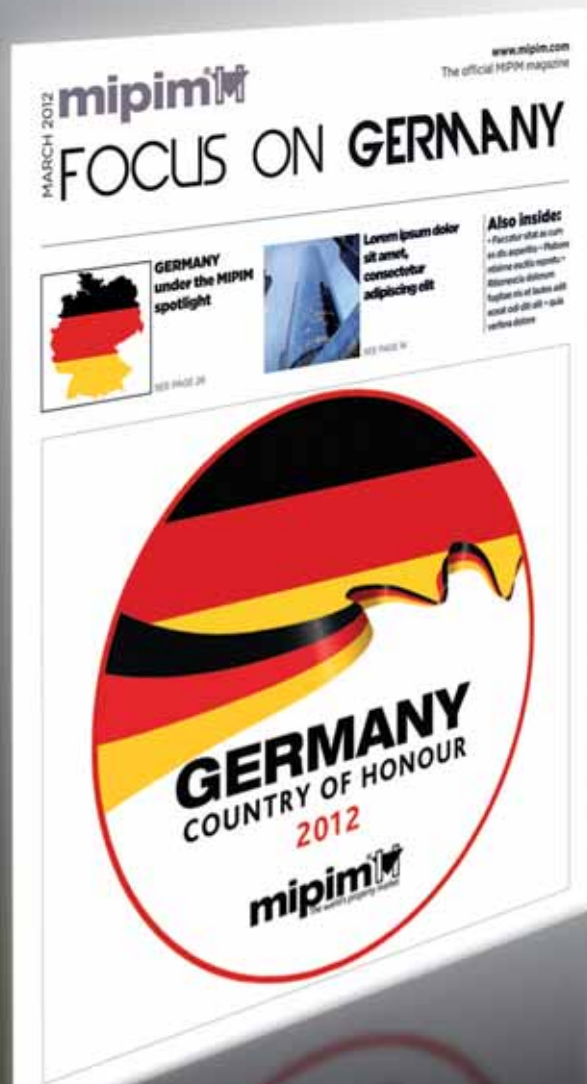
€7,500

**Price (4 pages):**

one full page, with gatefold front and back sides

€12,000

**\*Trim size for bleed insertions, please provide 5mm (0.19") of turning crop all round.**



## Focus on Germany

- Distributed with the Daily News 2 and tying in with Germany Country of Honour, this informative supplement will tell you everything you need to know about Germany.
- The "Focus on Germany" will be available to all delegates at the market and will benefit from the same distribution as the news. (Please refer to previous page for distribution details)

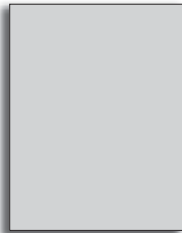
*Print run: 7,000 copies*

## MIPIM Focus on Germany

### regular placement

#### FULL PAGE

A full page advertisement, faced placing editorial content, provides exclusivity per spread and guaranteed visibility to readers. Guaranteed placements are available for a premium.



**Dimensions (W x H):**

**Price:**

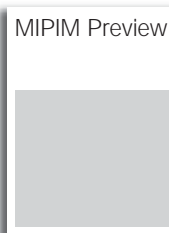
230 x 300 mm\*  
9.05" x 11.81"\*

€2,250

### premium placements

#### FRONT COVER

One of the highest visibility spaces available in our publications, the front cover is printed on heavier paper stock for improved reproduction quality.



**Dimensions (W x H):**

**Price:**

210 x 180 mm\*  
8.26" x 7.08"\*

€6,500

#### CONTENT PAGE STRIP

It ensures exclusivity and maximum returns for your investment.



**Dimensions (W x H):**

**Price:**

206 x 55 mm\*  
8.11" x 2.16"\*

€2,500

#### PAGE FACING CONTENTS



**Dimensions (W x H):**

**Price:**

230 x 300 mm\*  
9.05" x 11.81"\*

€3,250

#### INSIDE FRONT COVER (IFC)

The inside front cover (page 2 of the magazine, or back of the editorial cover) offers a range of premium placements, with a choice of gatefolds and spreads to enable clients to choose the option that best suits their budget.

#### IFC DOUBLE PAGE SPREAD



**Dimensions (W x H):**

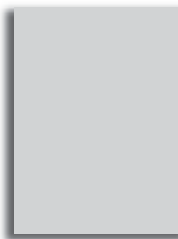
**Price:**

460 x 300 mm\*  
18.11" x 11.81"\*

€5,500

#### BACK COVER

One of the highest visibility spaces available in our publications, the back cover is printed on heavier paper stock for improved reproduction quality.



**Dimensions (W x H):**

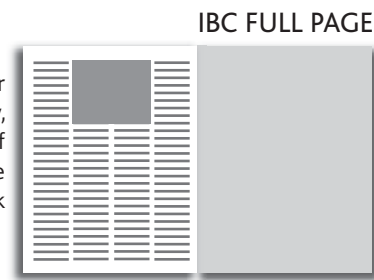
**Price:**

230 x 300 mm\*  
9.05" x 11.81"\*

€7,000

#### INSIDE BACK COVER (IBC)

The inside back cover offers great visibility, with the possibility of a gatefold, and is the heavier paper stock used for the cover.



**Dimensions (W x H):**

**Price:**

230 x 300 mm\*  
9.05" x 11.81"\*

€4,000

#### INSERTS

Printed on heavier paper stock, a choice of different inserts are available to give your communication even more space. Only available between the third and fourth forms and thereafter. Central position only.

**Dimensions (W x H):**

Please enquire for specific information.

**Price (4 pages):**

one full page, with gatefold front and back sides

€10,000

**\*Trim size for bleed insertions, please provide 5mm (0.19") of turning crop all round.**

New larger size!

24 cm

33 cm



FULLY  
RE-  
DESIGNED!

## MIPIM Official Daily News

- 27,500 copies distributed over 4 days.
- Written and printed in Cannes by our team of industry journalists and photographers.
- Covers the most up-to-date news & latest transactions being done at the show.
- Delivered to all the main Cannes hotels every day before breakfast and also available at the Palais this is your best way to reach the 17000 + delegates at MIPIM during the market.

### Why advertising works?

#### The best live coverage available at the market

- Daily News: Drive traffic to your stand or promote your event and be top of mind during MIPIM.
- Readers per issue: 3.7\*

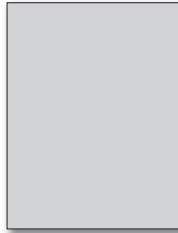
\*Based on MIPIM News readers survey 2010.

**Print run: News 1, 2 & 3: 7,000 copies – News 4: 6,000 copies**

## MIPIM News — regular placements

### FULL PAGE

A full page advertisement, faced placing editorial content, provides exclusivity per spread and guaranteed visibility to readers. Guaranteed placements are available for a premium.



**Dimensions (W x H):**

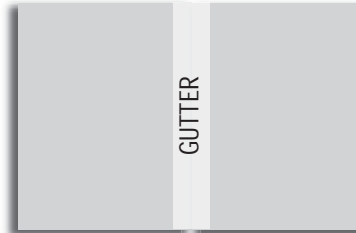
240 x 330 mm\*  
9.45" x 13"\*

**Price:**

€2,250

### DOUBLE-PAGE SPREAD (DPS)

The largest standard space available in the magazine offers the maximum impact for your advertising message. Guaranteed placements are available for a premium.



**Dimensions (W x H):**

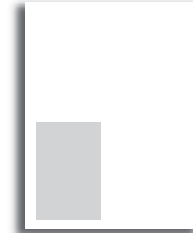
480 x 330 mm\*  
18.9" x 13"\*

**Price:**

€3,150

### QUARTER PAGE

Entry-level quarter pages are placed on editorial pages, and may be alongside a similar space, and/or facing similar spaces on a spread. Premium positions are not available.



**Dimensions (W x H):**

106 x 137 mm\*  
4.17" x 5.39"\*

**Price:**

€999

### HALF PAGE

*Horizontal or vertical* half pages are placed on editorial pages, and may be placed facing another similar space on a spread. Premium placements are not available.



**New size!**

**Dimensions (W x H):**

216 x 137 mm\*  
8.50" x 5.39"\*

106 x 282 mm\*  
4.17" x 11.10"\*

**Price:**

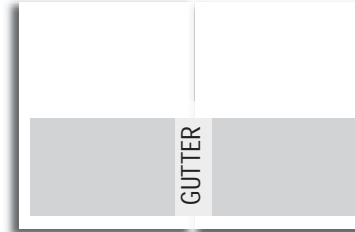
€1,600

**Price:**

€1,600

### HALF DOUBLE-PAGE SPREAD

The same exclusivity per spread as a full page, but in an eye-catching and innovative space that cannot fail to draw readers' attention. Guaranteed placements are available for a premium.



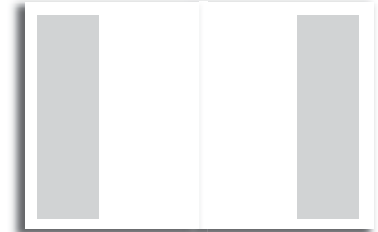
**Dimensions (W x H):**

456 x 137 mm\*  
17.95" x 5.39"\*

**Price:**

€2,600

### FACE TO FACE VERTICAL HALF PAGES



**New size!**

**Dimensions (W x H):**

106 x 282 mm\*  
4.17" x 11.10"\*

**Price:**

€2,600

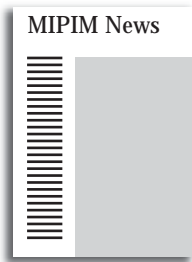
x2

**\*Trim size for bleed insertions, please provide 5mm (0.19") of turning crop all round.**

## MIPIM News — premium placements

### FRONT COVER

The first placement in The News, this unique space ensures that your company, artist or product is literally on the cover, and offers enviable visibility.



**Dimensions (W x H):**

165 x 245 mm\*  
6.5" x 9.65"\*

**Bundle**

**Price (all 4 issues):**

€20,000

### CONTENT PAGE STRIP

It ensures exclusivity and maximum returns for your investment.



**Dimensions (W x H):**

216 x 60 mm\*  
8.5" x 2.36"\*

**Bundle**

**Price (all 4 issues):**

€7,000

### INSIDE FRONT COVER (IFC) DOUBLE PAGE SPREAD

The inside front cover DPS (pages 2 and 3 of the magazine) offers a range of premium placements, with a choice of gatefolds and spreads to enable clients to choose the option that best suits their budget.



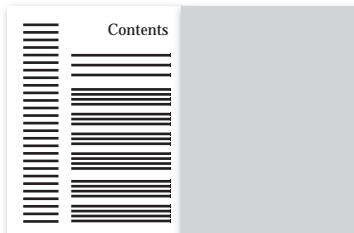
**Dimensions (W x H):**

480 x 330 mm\*  
18.9" x 13"\*

**Price (one issue):**

€6,000

### PAGE FACING CONTENTS



**Dimensions (W x H):**

230 x 300 mm\*  
9.05" x 11.81"\*

**Price (one issue):**

€3,490

### BACK COVER

One of the highest visibility spaces available in our publications, the back cover is printed on heavier paper stock for improved reproduction quality.



**Dimensions (W x H):**

240 x 330 mm\*  
9.45" x 13"\*

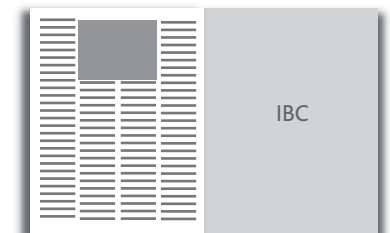
**Bundle**

**Price (all 4 issues):**

€16,000

### INSIDE BACK COVER (IBC)

The inside back cover offers great visibility, with the possibility of a gatefold, and is the heavier paper stock used for the cover.



**Dimensions (W x H):**

240 x 330 mm\*  
9.45" x 13"\*

**Bundle**

**Price (all 4 issues):**

€10,000

### INSERTS

Printed on heavier paper stock, a choice of different inserts are available to give your communication even more space.

Only available between the third and fourth forms and thereafter.

Central position only.

**Dimensions (W x H):**

Please enquire for specific information.

**Price (4 pages):**

€10,000

**\*Trim size for bleed insertions, please provide 5mm (0.19") of turning crop all round.**



## MIPIM Guide

- More than a participant directory, it is used by thousands to network from one market to the next.
- It is a corporate communication tool.
- Sections: Alphabetical List of Companies, List of Companies by Country, Alphabetical List of participants).

### Why advertising works?

- The MIPIM Guide is the "Who's who" of the global real estate industry worldwide. It is a valuable investment for year-round visibility.

### Facts\*

- 3.6 users per guide
- Users keep the guide an average of 2 years
- Users consult the guide an average of 10 times

\*Based on MAPIC readers survey 2010.

*Print run: 8,000 copies*

## MIPIM Guide — regular placements

### FULL PAGE

A full page in the guide provides added visibility for participants and exhibitors, especially when placed in a specific country section.



**Dimensions (W x H):**

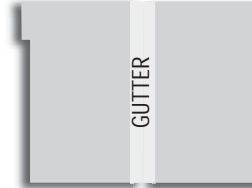
160 x 240 mm\*  
6.3" x 9.45"\*

**Price:**

€2,320

### DOUBLE-PAGE SPREAD (DPS)

Placed in the "blue pages" (listing by country of origin), this is the largest standard space. Advertisements may be placed in a specific country section.



**Dimensions (W x H):**

320 x 240 mm\*  
12.6" x 9.45"\*

**Price:**

€3,480

## MIPIM Guide — premium placements

### FRONT COVER BOX

Placed on the front cover, this unique space ensures that everybody who sees the Guide — at the show and throughout the year — cannot fail to see your message.



**Dimensions (W x H):**

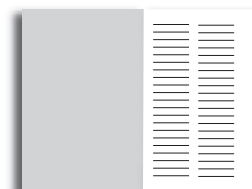
100 x 80 mm\*  
3.93" x 3.15"\*

**Price:**

€9,310

### INSIDE FRONT COVER (IFC)

The inside front cover offers a great placement for guaranteed visibility, with the potential for a gatefold offering options to suit different budgets.



**Dimensions (W x H):**

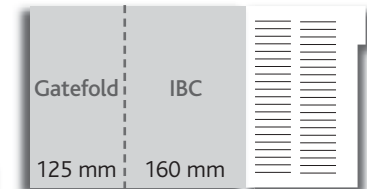
160 x 240 mm\*  
6.3" x 9.45"\*

**Price:**

€6,800

### IFC & GATEFOLD

(equivalent to 3 pages)



**Dimensions (W x H):**

285 x 240 mm\*  
11.22" x 9.45"\*

**Price:**

€11,500

### BACK COVER

One of the highest visibility spaces available in our publications, the back cover is printed on heavier paper stock for improved reproduction quality.



**Dimensions (W x H):**

160 x 240 mm\*  
6.3" x 9.45"\*

**Price:**

€11,630

### INSIDE BACK COVER (IBC)

The inside back cover offers strong visibility, with the possibility of a gatefold, and is printed on the heavier paper stock used for the cover.



**Dimensions (W x H):**

160 x 240 mm\*  
6.3" x 9.45"\*

**Price:**

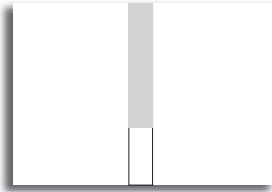
€3,500

**\*Trim size for bleed insertions, please provide 5mm (0.19") of turning crop all round.**

## MIPIM Guide — premium placements

### SPINE

One of the premium exterior placements, the spine is often the most visible space once a publication is placed on a shelf for reference after the market.



#### Dimensions (W x H):

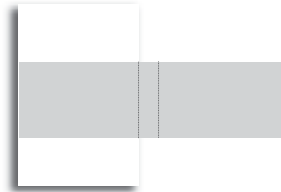
32 x 165 mm\*  
1.25" x 6.5"\*

#### Price:

€6,000

### WRAP

Before clients get inside the publications and use them, they have to remove the belly band... A high-impact one-shot space which is ideal for creative communications.



#### Dimensions (W x H):

365 x 102 mm\*  
14.37" x 4"\*

#### Price:

€7,500

### BOOKMARK

With so many pages, different sections and contacts to try and keep track of, it's easy to understand why bookmarks get used over and over again by our clients.



#### Dimensions (W x H):

60 x 180 mm\*  
2.36" x 7.08"\*

#### Prices:

Production by client	Production by Reed MIDEM
€5,810	€8,110

### DIVIDERS

Printed on heavier paper stock, dividers separate the different sections in The Guide, and offer exceptional visibility.

#### Dimensions (W x H):

##### Front

148 x 180 mm\*  
5.82" x 7.08"\*

##### Back

160 x 240 mm\*  
6.3" x 9.45"\*



### SECTIONS

#### Section 1

"Pink pages": Alphabetical List of Companies

#### Section 2

"Blue pages": List of Companies by Country

#### Section 3

"White pages": Alphabetical List of Participants

#### Bundle Prices (all 3 sections):

##### Front

€7,500

##### Back

€6,250

**\*Trim size for bleed insertions, please provide 5mm (0.19") of turning crop all round.**



## MIPIM Pocket Guide

- The pocket guide that's in everyone's hands during the event.
- Contains official schedule of conferences and events and exhibitor information.
- Provides maximum visibility during the show.
- Ensures increased brand awareness through premium advertising placement.

*Print run: 12,000 copies*

## MIPIM Pocket Guide — premium placements

### FRONT COVER BOX

Placed on the front cover, this unique space ensures that everybody who sees the Pocket Guide cannot fail to see your advertising message every time.



**Dimensions (W x H):**

80 x 65 mm\*  
3.14" x 2.55"\*

**Price:**

€7,500

### INSIDE FRONT COVER (IFC)

The inside front cover offers a great placement for guaranteed visibility.



**Dimensions (W x H):**

110 x 205 mm\*  
4.33" x 8.07"\*

**Price:**

€6,200

### BACK COVER

One of the highest visibility spaces available in our publications, the back cover is printed on heavier paper stock for improved reproduction quality.



**Dimensions (W x H):**

110 x 205 mm\*  
4.33" x 8.07"\*

**Price:**

€8,000

### INSIDE BACK COVER (IBC)

The inside back cover offers great visibility, and is printed on the heavier paper stock used for the cover.



**Dimensions (W x H):**

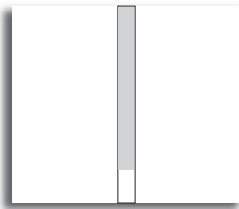
110 x 205 mm\*  
4.33" x 8.07"\*

**Price:**

€6,000

### SPINE

One of the premium exterior placements, the spine is often the most visible space once a publication is placed on a shelf for reference after the market.



**Dimensions (W x H):**

Please enquire for specific information

**Price:**

€6,000

### BOOKMARK

With so many pages, different sections and contacts to try and keep track of, it's easy to understand why bookmarks get used over and over again by our clients.



**Dimensions (W x H):**

80 x 180 mm\*  
3.14" x 7.08"\*

**Prices:**

Production by client	Production by Reed MIDEM
€7,150	€8,110

### DIVIDERS

Printed on heavier paper stock, dividers separate the different sections in the Pocket Guide, and offer exceptional visibility.

**Dimensions (W x H):**

**Front**  
110 x 165 mm\*  
4.33" x 6.5"\*

**Back**  
110 x 205 mm\*  
4.33" x 8.07"\*



### SECTIONS

1 Conferences & Events
2 Exhibitors list
3 Guide to MIPIM
4 Guide to Cannes

### Bundle

**Prices (all 4 sections):**

**Front**  
€12,000

**Back**  
€6,500

### BOOKLET

Stand's list and map.

**Dimensions (W x H):**

Please enquire for specific information

**Price:**

€4,500

**\*Trim size for bleed insertions, please provide 5mm (0.19") of turning crop all round.**

# 2012 publication calendar

## Pre-show publications

MIPIM Preview Magazine

February 2012

**Preview Magazine advertising sales deadline:**

**Wednesday 18 January 2012**

## Guides

MIPIM Guide

March 2012

MIPIM Pocket Guide

March 2012

**Guide & Pocket Guide advertising sales deadline:**

**Monday 13 February 2012**

MIPIM Focus on Germany

March 2012

**Focus on Germany advertising sales deadline:**

**Wednesday 22 February 2012**

## On-site publications

MIPIM News 1

Tuesday 6 March 2012

MIPIM News 2

Wednesday 7 March 2012

MIPIM News 3

Thursday 8 March 2012

MIPIM News 4

Friday 9 March 2012

**Daily News advertising sales deadline:**

**Wednesday 29 February 2012**

## Post-show publication

MIPIM Review Magazine

April 2012

**Review Magazine advertising sales deadline:**

**Monday 26 March 2012**

## Technical specifications for your artwork

**Preferred Format:** Adobe Acrobat high resolution PDF.

**Colour:** All artwork must be 4-colour process, standard (cyan, magenta, yellow, black). RGB, index and LAB colours are not acceptable.

A key constraint with recycled paper: in your background colours, the cumulative values of the four primary colours must not exceed 320% (e.g. C100 M100 Y100 K20).

**Images:** Resolution for all artwork should be 300 dpi at 100%.

Any artwork under 150 dpi is not considered print quality. Low-resolution materials (including 72 dpi images from the internet) may appear bitmapped or blurry and are not acceptable for print reproduction.

### High-resolution PDF specifications

For detailed technical informations on how to create the high-resolution PDFs to our printers specifications, please consult:

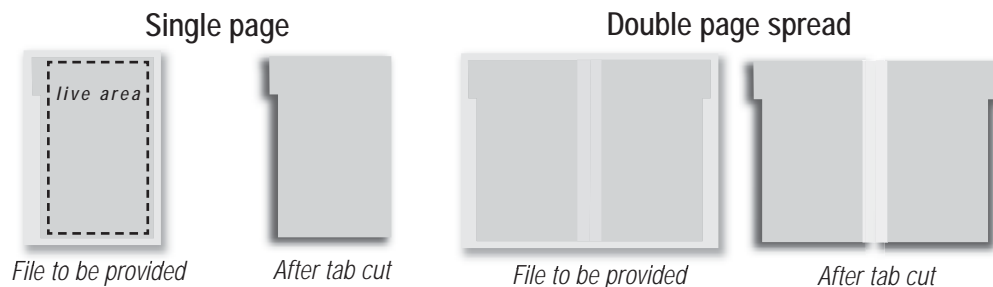
<http://www.riccobono-presse.fr/ricco-v3/Files/SupportClients/RICCOBONO.joboptions.zip>

### The Guide — Tab cuts

The Guide has tabs cut out from every page (left- and right-hand).

Please ensure that all text and visuals are located within the live area, and are centred for either left or right-hand placements.

*The dimensions (width x height) of the live area in the Guide are 135 x 230 mm (5,3" x 9").*



### All publications — Double-page spread & Half double-page spread advertisements

Please allow 20 mm (7,87") for the central gutter (10 mm — 3,93" — each side of centre) for all spread advertisements.

## Ad material delivery

**Please clearly label all files:**

**MIPIM 2012 / Company name / Publication name / File or artwork name**

### • By FTP

Please use a FTP software as Filezilla or Cyberduck.

<ftp://rmp2.reedmidem.com>

Username: [ftp.advertiser.mipim](mailto:ftp.advertiser.mipim)

Password: mipim

*Please confirm upload of artwork to the FTP site by email to:  
[mipim.publishing@reedmidem.com](mailto:mipim.publishing@reedmidem.com)*

### • By email

*(maximum file size 5Mb):*

Please send to:

[mipim.publishing@reedmidem.com](mailto:mipim.publishing@reedmidem.com)

using StuffIt or WinZip compression

**For additional technical information, please contact the Publications Department:**

**Tel: 33 (0) 1 41 90 45 92**

**Fax: 33 (0) 1 41 90 46 37**

**email: [mipim.publishing@reedmidem.com](mailto:mipim.publishing@reedmidem.com)**

# Advertising Price list

	MIPIM Preview / Review	Focus on Germany	MIPIM News	MIPIM Guide	MIPIM Pocket Guide
<b>Regular placements</b>					
Full page	2,940	2,250	2,250	2,320	
Double-page spread	4,430		3,150	3,480	
Horizontal or vertical half page	2,215		1,600		
Half double-page spread	3,705		2,600		
Quarter page			999		
<b>Premium placements</b>					
<b>Front cover</b>					
Front cover	7,500	6,500	20,000 (4 issues)		
Contents page strip	5,000 (Preview + Review)	2,500	7,000 (4 issues)		
Cover box				9,310	7,500
Page facing contents	4,000	3,250	3,490		
<b>Inside front cover (IFC)</b>					
IFC Full page	5,000			6,800	6,200
IFC Double-page spread	7,000	5,500	6,000		
IFC Full page & gatefold (equivalent to 3 pages)				11,500	
IFC Double-page spread & gatefold (equivalent to 4 pages)	10,500				
<b>Back cover</b>					
Back cover	11,000 (Preview + Review)	7,000	16,000 (4 issues)	11,630	8,000
<b>Inside back cover (IBC)</b>					
IBC Full page	6,250 (Preview + Review)	4,000	10,000 (4 issues)	3,500	6,000
<b>Inserts</b>					
2 pages (one full page, front and back sides)	7,500				
4 pages	12,000	10,000	10,000		
<b>Spine</b>					
				6,000	6,000
<b>Wrap</b>					
				7,500	
<b>Bookmark</b>					
(delivered ready for insertion by client)				5,810	7,150
(to be printed by Reed MIDEM)				8,110	8,110
<b>Dividers</b>					
All 3 sections front				7,500	
All 3 sections back				6,250	
All 4 sections front					12,000
All 4 sections back					6,500
<b>Booklet stand's list and map</b>					
					4,500