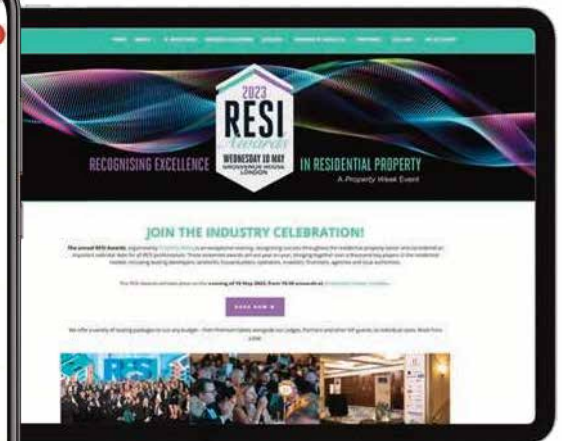
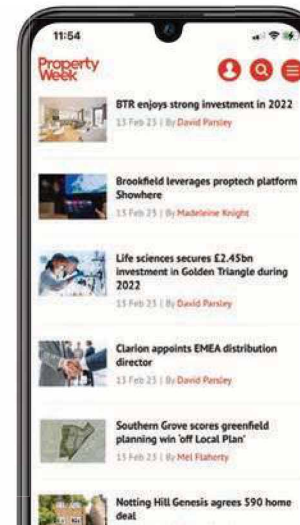


# Property Week



2025  
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MEDIA PACK  
PRINT  
ONLINE  
SOCIAL MEDIA  
BESPOKE  
Readership – advertising information



# WEEKLY PRINT & DIGITAL MAGAZINE

## Keeping the industry updated and informed

*Property Week* is the leading news magazine, website, app and social media hub for the commercial and residential property markets. Packed with news, features, opinion and analysis, *Property Week* keeps its readers fully briefed on all the latest information from the industry, including major property deals, development opportunities and investment prospects.

*Property Week's* award-winning editorial team also produces various Supplements, Sector Reports and Special Focus features, each of which concentrate on key topics from international matters to financial analysis. The magazine is published 45 times per year on Fridays, and the brand overall has an audience of over 500,000 readers each month across print, digital and social media channels.

# Property Week

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## Contents

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- 02 – Introduction
- 03 – Audience Measure
- 04 – Features Calendar
- 05 – Events Calendar
- 06 – Print Rates
- 07 – In Conversation With
- 08 – Digital Audience Measure
- 09 – Digital Rates
- 10 – Videos, Blogs & Polls
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### *A Word from the Editor*

*"Property Week is a leading source of information in the real estate industry, offering valuable insights and breaking news for property professionals. With reliable editorial content and a dedicated audience, we provide a great platform for companies to reach key decision-makers shaping the future of the property market."*

**Lem Bingley**  
Editor

## Promote your company with *Property Week* and benefit from a bespoke advertising package

Our consultative approach means we work to understand your business and marketing objectives, timeframe and budget. This enables us to provide you with a bespoke proposal including various multi-platform options, along with evidential statistics to justify our recommendation.

# Property Week

An engaged audience of over 500,000 industry professionals  
– within easy reach

*Property Week* offers clients not only one of the largest audiences of pure property professionals, but also a suite of options to enable clients to reach and engage with these lucrative contacts. From run of page print advertising and online takeovers to content sponsoring and bespoke email campaigns, we connect you to the industry's largest and most engaged cohort – including CEOs, Marketing Directors and other key decision makers.

## Readership



**9,581**  
Subscribers

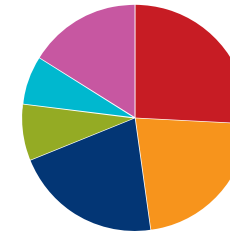


**4**  
Readers  
per copy



**38,324**  
Audience

### JOB LEVEL



Director/Partner	26%
MD/Owner	22%
Senior Manager/Manager	21%
CEO/Chairman	8%
Consultant/Advisor	7%
Other	16%

## Online



**230k**  
Page views  
per month



**21k**  
Opted in  
Subscribers to Third  
Party Emails

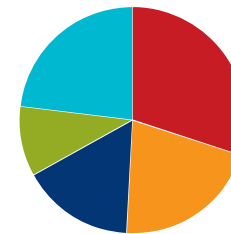


**70k**  
Subscribers  
to Editorial  
Newsletters



**41.5k**  
Client Solutions  
Subscribers

### SECTOR



Office	30%
Residential	21%
Retail	16%
Industrial	10%
Other	23%



**114k**  
Followers of  
*Property Week*



**75k**  
Followers of  
*Property Week*



**5.4k**  
Followers of  
*Property Week*

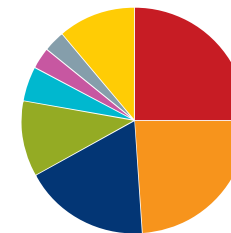


**8.9k**  
Followers of  
*Property Week*





**565.8k**  
Total  
online reach

### JOB TYPE



Finance/Investment	25%
Consultancy	24%
Developers	18%
Agents	11%
Legal	5%
Architects	3%
Local/central government	3%
Other	11%

# 2025 Features and Events List

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JANUARY 25	FEBRUARY 25	MARCH 25	APRIL 25
<ul style="list-style-type: none"> <li>17 <b>The Year Ahead: Ones to Watch</b></li> <li>24 <b>North East I&amp;L Conference preview</b></li> <li>31 <b>Workspace</b></li> </ul>	<ul style="list-style-type: none"> <li>7 <b>Shopping centres</b></li> <li>14 <b>The Midlands</b></li> <li>21 <b>Industrial and logistics Later living</b></li> <li>28 <b>Hotels</b></li> </ul>	<ul style="list-style-type: none"> <li>7 <b>MIPIM Special</b></li> <li>14 <b>South East Later Living Conference preview</b></li> <li>21 <b>Food &amp; beverage</b></li> <li>28 <b>Build to rent</b></li> </ul>	<ul style="list-style-type: none"> <li>4 <b>Creative centres</b></li> <li>11 <b>South West</b></li> <li>18 <b>Ports</b></li> <li>25 <b>Gender pay</b></li> </ul>
MAY 25	JUNE 25	JULY 25	AUGUST 25
<ul style="list-style-type: none"> <li>2 <b>Student accommodation</b></li> <li>9 <b>North West RESI Awards</b></li> <li>16 <b>UKREiiF Special Industrial and logistics</b></li> <li>23 <b>Town centres</b></li> <li>30 <b>Data centres</b></li> </ul>	<ul style="list-style-type: none"> <li>6 <b>Rail Life Sciences Clusters preview</b></li> <li>13 <b>Wales</b></li> <li>20 <b>Affordable housing</b></li> <li>27 <b>Self storage</b></li> </ul>	<ul style="list-style-type: none"> <li>4 <b>Co-living Property Awards</b></li> <li>11 <b>Scotland</b></li> <li>18 <b>Office</b></li> <li>25 <b>Luxury rental Industrial and logistics</b></li> </ul>	<ul style="list-style-type: none"> <li>1 <b>Heritage buildings</b></li> <li>29 <b>Ireland</b></li> </ul>
SEPTEMBER 25	OCTOBER 25	NOVEMBER 25	DECEMBER 25
<ul style="list-style-type: none"> <li>5 <b>Single family housing</b></li> <li>12 <b>Yorkshire &amp; Humber</b></li> <li>19 <b>Top 40 salaries study Renewable energy</b></li> <li>26 <b>Flexible offices</b></li> </ul>	<ul style="list-style-type: none"> <li>3 <b>Expo Real Special RESI Conference preview</b></li> <li>10 <b>Mixed-use developments Inspiring Women in Property Awards</b></li> <li>17 <b>London</b></li> <li>24 <b>Luxury residential Trailblazer awards ESG Edge Conference preview</b></li> <li>31 <b>Industrial and logistics Out-of-town retail parks</b></li> </ul>	<ul style="list-style-type: none"> <li>7 <b>Healthcare</b></li> <li>14 <b>East of England ESG Edge Awards</b></li> <li>21 <b>Leisure Student Accommodation Conference Preview</b></li> <li>28 <b>Last-mile logistics</b></li> </ul>	<ul style="list-style-type: none"> <li>5 <b>Urban regeneration Student Accommodation Awards</b></li> <li>12 <b>Thames Valley</b></li> <li>19 <b>Review of the Year</b></li> </ul>

# Property Week

EVENTS

2025

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Partnership enquiries  
sales@propertyweek.com

## 2025 Calendar of Events

A brochure is available for partnership enquiries for each event on request.

The *Property Week* Events team produces an ever-expanding portfolio of highly-regarded events delivering the industry's premier business-information and networking events, bringing together the leading names from developers, investors, financiers, advisors and more for valuable networking opportunities. From Headline and Insight to Exhibitor we have a suite of partnerships & events to cover the market. You can choose sector specific brand alignment which can include selected speaking opportunities.

**Get ahead and mark your diaries for *Property Week's* 2025 calendar of events. Set to inform, innovate and inspire, you won't want to miss the property industry's most vibrant and insightful meetups. See you at a *Property Week* event next year!**



25 FEBRUARY 2025  
ETC VENUES COUNTY HALL, LONDON



2 APRIL 2025  
AMERICA SQUARE CONFERENCE CENTRE,  
LONDON



7 MAY 2025  
GROSVENOR HOUSE HOTEL, LONDON



24 JUNE 2025  
HILTON BANKSIDE, LONDON



1 JULY 2025  
GROSVENOR HOUSE HOTEL, LONDON



9 OCTOBER 2025  
HILTON PARK LANE, LONDON



21 - 23 OCTOBER 2025  
DEVERE WOKEFIELD ESTATE, LONDON



13 NOVEMBER 2025  
HILTON BANKSIDE, LONDON



4 DECEMBER 2025  
WEMBLEY STADIUM, LONDON

**BOOST YOUR CAREER WITH CPD ACCREDITED LEARNING AT ALL  
PROPERTY WEEK 2025 CONFERENCES!**



# Print Advertising Rates

## Corporate Advertising

DISPLAY	MONO	FULL COLOUR
Double Page Spread	N/A	£3,900
Advertorial full page	N/A	£3,450
Corporate Brand Full Page	N/A	£1,950

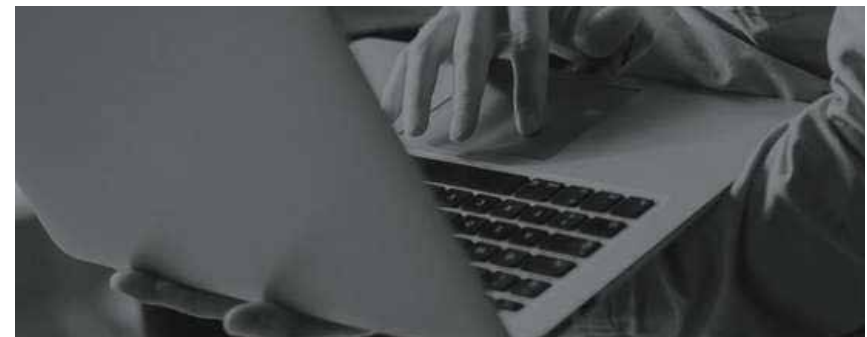
## Scheme Advertising

DISPLAY	MONO	FULL COLOUR
Full Page Scheme	N/A	£2,950
Half Page Scheme	£1,410	£1,950
Quarter Page Scheme	£750	£1,250

## Premium Positions

DISPLAY	MONO	FULL COLOUR
Full Wrap	N/A	£10,000
Front Cover Strip	N/A	£3,450
Back Page	N/A	£4,065
Digital page suite loading page, front cover strip, backpage	£7,545	

All prices excluding VAT



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# Property Week

## Scheduled Thought Leadership Opportunities: **In conversation with**

'In conversation with' is now an integral part of *Property Week's* marketing portfolio. This is a thought leadership led opportunity where by clients can discuss a topic of their choice via an interview with one of our editorial team.

You can choose the topic and it is your opportunity to discuss a particular subject in depth, and raise your profile within the industry.

It is an opportunity to showcase your knowledge, experience, and expertise on the chosen subject. The feature can be placed in an issue date of your choice to align with upcoming events or internal strategy.



### Sponsorship package includes:

- Dedicated online platform
- Double page spread
- Logo & Biopic
- About Us section
- Inclusion on an Editorial email
- News coverage on [propertyweek.com](http://propertyweek.com)
- Option to include video

**In conversation with:** 5,000+vat

With additional video Interview filmed at HQ from £6,000+vat

### Further thought leadership options include:

- **Review & Year Ahead** (December/January) £5,000 per edition

For more thought led ideas, please refer to Client Solutions.

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## Propertyweek.com

- **230k page views per month**
- **90k website visits per month**
- **7.85 sessions per user, per month**
- **142k unique email newsletter subscribers**

*Propertyweek.com* is updated throughout the day, every day, by our team of award-winning journalists with the latest breaking property news, financial reports and expert insights into the commercial and residential markets.

*Property Week* breaks over 100 news stories every week, posting daily updates online to keep you up to speed with every shift, change, trend or challenge taking place in property.



# Digital Rates

Takeovers are a solus opportunity to secure all ad spaces on for the duration of your tenancy. All ad spaces are clickable, this is an opportunity to enhance your brand to the industry and drive traffic back to your own site.

**Standard Home Page Takeover** £3,500 + vat per week

**Standard News Page Takeover** £2,750 + vat per week

**Tenancy on sector pages select from:**

Retail, Auctions, Student, Insight, Finance, Industrial & Logistics, BTR, Offices, Retail, Residential, Life Science & Technology, Hospitality & Leisure £500 + vat per week

All prices are net of VAT

**Benchmarks**

Our Homepage achieves 46k impressions weekly, with a 0.10% CTR.  
Our Newspaper achieves 8,000 impressions weekly with a 0.09% CTR.

## CPM Advertising

Ad Position Cost	Per 1000
MPU	£30
Billboard	£50
Leaderboard	£40



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# Video, Blogs & Polls

<b>Interview at <i>Property Week</i> HQ</b>	From £1,500
<b>Interview on location</b>	From £5,000
<b>Sponsored content (blog)</b>	From £3,000
<b>Podcast at <i>Property Week</i> HQ</b>	POA
<b>LinkedIn Poll</b>	£3,000

**Includes pre-event promotion across all *Property Week* platforms**  
**All prices are net of vat**



## *Blog*

Blog opportunities showcase your expertise & knowledge to the industry. Our blogs are an opportunity for our clients to talk about a subject on which they are the experts. Our blogs are supplied by you, by lined by an author and include two images and a clickable URL to downloadable content or back through to your own website.

**Average Page views: 484**  
**Average Unique users: 389**

## *Video Interviews*

Video Interviews can be conducted at our *Property Week* HQ or on location led by our video journalist team. The client will be interviewed on a subject of their choosing and the team will edit the content & supply the finished video ready to be hosted on *Property Week's* dedicated video platform.

## *LinkedIn Poll*

Our LinkedIn Polls reach our 100,000 LinkedIn followers, which is growing every day. Following the strict guidelines from LinkedIn, you can compose a question and 3-4 answer options to our LinkedIn audience, who in turn will be able to vote on your poll. It's a great new way to engage with and gain traction amongst one of the UK's largest communities of property professionals.



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## Newsletter

The below is our Newsletter send frequency, any adverts would be on all these newsletters. 42% of our users reach our website via our newsletters.

**Newsletter Sponsorship: £3,500 + vat per week**

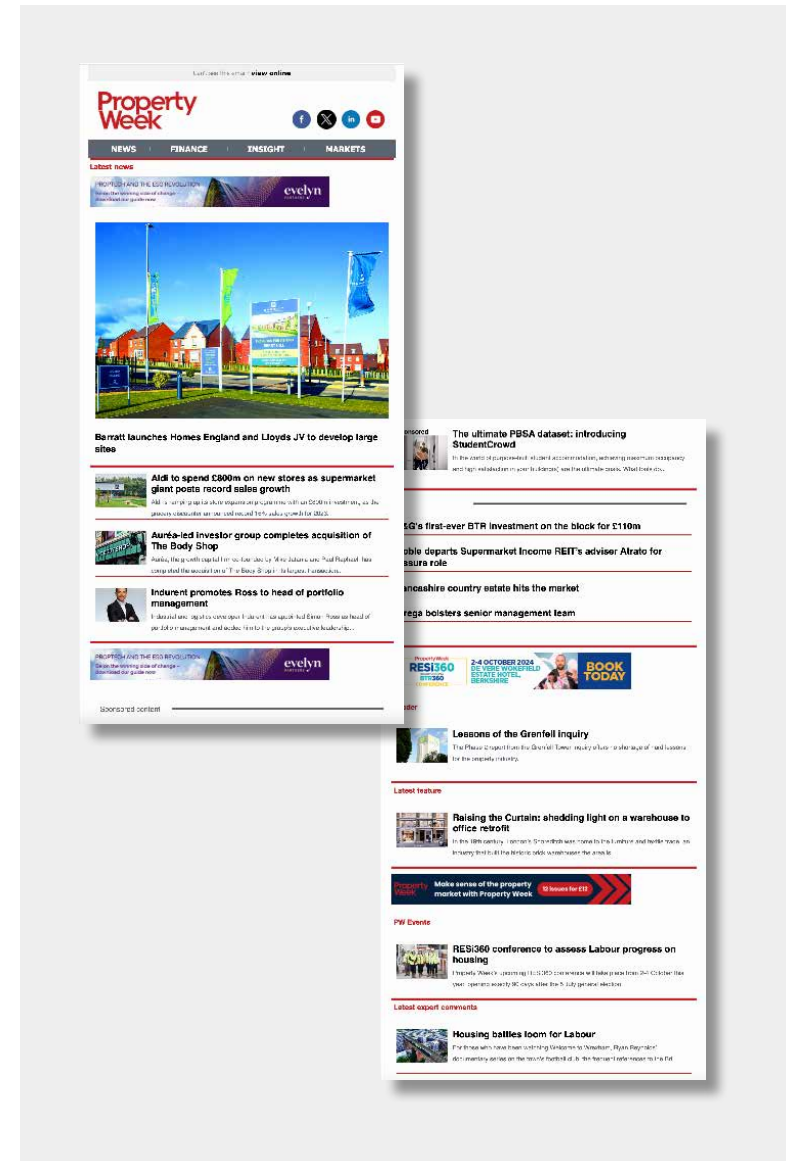
Includes two banners & an MPU across Daily News, Finance Daily, Editors Picks & Weekly Newsletter.

MONDAY	TUESDAY	WEDNESDAY
11am – Finance Daily	11am – Finance Daily	11am – Finance Daily
1pm – Daily News	1pm – Daily News	1pm – Daily News
5pm – People Moves	5pm – Deals	5pm – Editor’s Picks
THURSDAY	FRIDAY	SATURDAY
11am – Finance Daily	11am – Finance Daily	8am – Weekly news
1pm – Daily News	1pm – Daily News	
5pm – Weekly Digital Edition	5pm – Residential	

### Approximate mailing list sizes

Finance Daily: 14.5k	Digital edition: 5.5k
Daily News: 22.5k	Residential: 17k
People Moves: 15.5k	Weekly news: 35.6k
Deals: 6k	
Editor’s Picks: 23.5k	

\*Price excluding VAT





# Property Week

## Email Sponsorship

Reach over 140,000 opted-in subscribers across our portfolio of news-based and promotional email newsletters.

42% of our users reach our website via our newsletters.

Our Daily Newsletter average send reaches 22,500 recipients with an open rate of 29.2% and CTR of 2.7%.

Our Finance Newsletter average weekly send reaches 14,500 recipients with an open rate of 28.7% and CTR is 2.5%.

**Newsletter Sponsorship: £3,500 + vat per week**

Includes two banners & an MPU across Daily News, Finance Daily, Editors Picks & Weekly Newsletter.

**Third Party Email: £2,500 + vat per send**

Drive awareness of your products and services. Deliver your message to our opted in subscribers via email content and utilise the *Property Week* brand to share information with a targeted audience. The emails are sent in HTML format with the content of the email being decided by you.

These reach 21,000 recipients with an average open rate of 28.9% and CTR of 0.8%.

## Client Solutions

### Bespoke to your requirements

Are you looking for a bespoke solution - something different from the traditional marketing approach?

Perhaps you want to gather a certain number of property professionals to discuss a particular theme, or you could be looking for some assistance in producing a piece of research around a particular topic? Or could it be that you are now a converted virtual guru and want to hold a webinar around a particular area of your choice?

Whatever your preference, we can provide that bespoke solution, expertly delivered by our specialist Client Solutions team. From round tables, think tanks and custom publishing, to research and larger campaigns, we have it covered.

#### Client Testimonial

*"We've been working with Property Week's Client Solutions team for quite a few years now and find them really easy to work with. They guide us through each event and make it a success treading the fine line between keeping us involved but not over-burdened in the organisation of each event. Professional, personable, connected and helpful they are worth the investment and we could not want for more. We hope to be working with them for many years to come"*

#### Darren Williamson

Partner  
Freeths



To view the Client Solutions media pack [click here](#)  
For further information about Client Solutions please contact us at [clientsolutions@propertyweek.com](mailto:clientsolutions@propertyweek.com)  
**All prices are net of vat**



**Round Tables:** **From £15k**  
Bring together 10-12 industry experts, including a client representative to discuss your chosen topic during lunch or dinner. Chaired by a senior *Property Week* journalist or editor. Up to four pages of editorial print and online coverage and bespoke promotion for the campaign.

**Think Tanks:** **From £9k**  
A topical discussion, normally held over breakfast, chaired by a senior *Property Week* journalist or editor. Sponsor would have a place at the table plus 4-5 industry guests invited by *Property Week*, no audience, closed session. Editorial print and online coverage and bespoke promotion for the campaign.

**Webinars:** **From £10k**  
Promoted as *Property Week* webinars in association with the client, webinars are mediated by a senior journalist. This includes a client presentation and a live Q&A with 2 or 3 additional panellists based on specialities.

**Surveys:** **From £10k**  
10- 15 questions in consultation with a *Property Week* journalist advising on wording, promotion via email and social media. With a double page spread of coverage.

**Networking Events:** **From £10k**  
These are bespoke, high-profile events that will position your brand as a leader on the chosen topic for the event. This involves a panel discussion with 4-5 panellists, chaired by a senior *Property Week* journalist. Editorial print and online coverage including a sponsored feature, and bespoke promotion for the campaign. We can also arrange networking drinks events and provide video coverage.

**Podcast:** **From £25k**  
12 monthly podcasts by *Property Week* and the client sponsor in one year. The client will partner on 10/12 iterations of the *Property Week* podcast sponsored episodes. There will be 3 client theme-led episodes and these versions will include a client host, client representative and/or client. A minimum of 5 online news articles will be published by *Property Week* relating to the podcast or topics discussed on the podcast throughout the course of the contract.

# DEMAND GENERATION

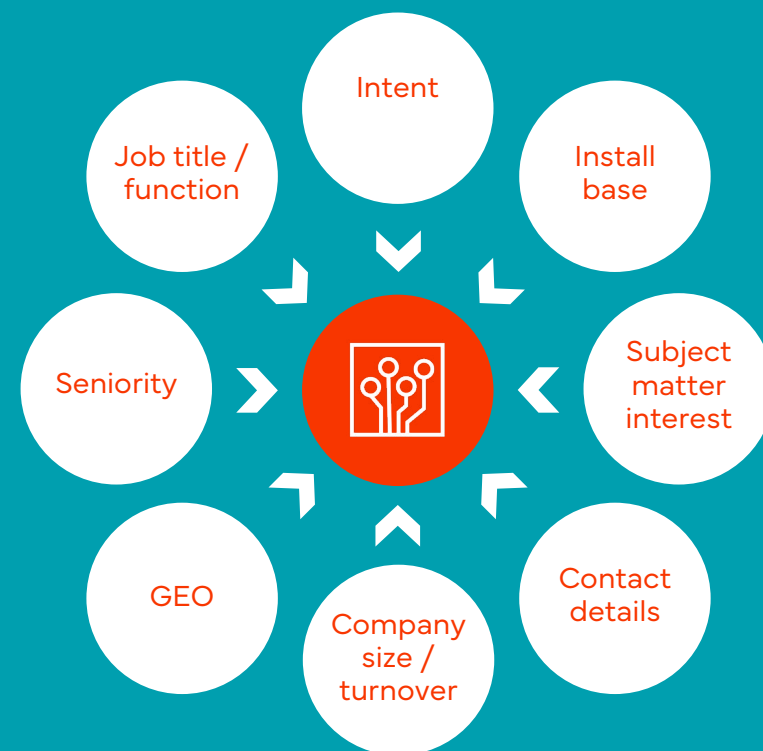
EDGE is a centralised demand generation engine across EMAP which:

- is brand agnostic
- has centralised data and data capabilities
- is a central repository for lead capture and reporting
- has delivery expertise

Digital footprint  
**3.3m**

Data records  
**1.1m**

Awards attendees  
**90k+**



## Introduction

Introducing EDGE, a new dedicated demand generation engine from EMAP. It offers a robust lead generation solution with a cost-per-lead model. Clients receive Marketing Qualified Leads (MQLs) of senior B2B personnel who are actively engaged and have consented through EMAP's content journey. These leads are verified through interactions with EMAP's high-quality content, ensuring a relevant, engaged audience for your campaigns.

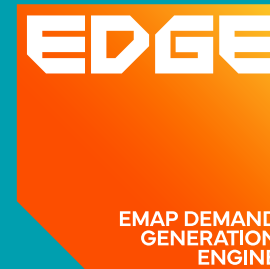
## How?

EDGE begins by analyzing a client's ideal customer profile (ICP) and taps into EMAP's centralized data pool of all EMAP brands. This data is matched with campaign criteria and promoted through multiple publishing mechanisms. Prospects engage with editorial content during their journey, which might be consumed through digital, email, social channels or through our events, generating leads which align with their interests and your goals.

## Why now?

EDGE is committed to providing tangible ROI to clients. We're looking to push our audience as much as possible to become more relevant to our clients. EMAP has built a comprehensive ecosystem with a critical mass of engaged B2B audiences across various sectors.

Delivery timeline - 6-8 weeks  
Fixed Cost-Per-Lead (CPL) - from £75, guaranteeing your ROI  
Minimum spend of £10,000



# Property Week

## Meet the Team

### EDITORIAL:

Editor  
**Lem Bingley**  
lem.bingley@propertyweek.com

Deputy Editor  
**Melanie Flaherty**  
melanie.flaherty@propertyweek.com

Features Editor  
**Andy Hillier**  
andy.hillier@propertyweek.com

### GROUP SUBSCRIPTION TEAMS:

Davide Liverino  
Davide.liverino@emap.com

### COMMERCIAL TEAM:

Commercial Director  
**Ben Miller**  
ben.miller@propertyweek.com

Commercial Partnerships Director  
**Sara Thomas**  
sara.thomas@propertyweek.com

Account Director  
**Renzo Latella**  
renzo.latella@propertyweek.com

Head of Client Solutions  
**Joanna Knight**  
joanna.knight@propertyweek.com

Client Solutions Executive  
**Ada Ughanwa**  
ada.ughanwa@propertyweek.com

Sales Support Executive  
**Paul Molyneux**  
paul.molyneux@emap.com

Print & Design Executive  
**Julian Cresswell**  
Julian.cresswell@emap.com



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## Print Specifications

DISPLAY FORMAT AND SIZE	BLEED	TRIM	TYPE
Double Page Spread (DPS)	293 x 466mm*	287 x 460mm	257 x 436mm
Full Page	293 x 236mm	287 x 230mm	257 x 208mm
Half Page Horizontal	n/a	124 x 208mm	n/a
Half Page Vertical	n/a	254 x 101mm	n/a
Half Page DPS	n/a	117 x 436mm	n/a
Quarter Page	n/a	124 x 101mm	n/a
Mini Wraparound (page 1 and 2)	158 x 118mm	155 x 125mm	n/a
Mini Wraparound (page 3 and 4)	158 x 128mm	155 x 115mm	n/a
Full cover wrap (page 1)	216 x 233mm	213 x 230mm	n/a
Full cover wrap (page 2 and 3)	290 x 463mm	287 x 460mm	n/a
Full cover wrap (page 4)	290 x 233mm	287 x 230mm	n/a

All sizes are Height x Width \*add a further 6mm gutter allowance

## Production Details

Digital copy only. High resolution Acrobat v1.3 PDF Files of PDF X-1a:2001 format created to PPA Pass4Press specification. (Note: Ensure a transparency flattener is applied to the PDF preset when creating PDFs with Adobe InDesign)

Please refer to <http://www.pass4press.com/> for further information. Property Week cannot be held responsible for any errors occurring if the PDF is not supplied to these specifications.

Printing Process: Web offset, saddle-stitched. CMYK Colour only. NO SPOT/PANTONE colours.

Cancellation period: All cancellations made within 6 weeks of publication will be charged at 50% of rate card. Any cancellations made within 2 weeks of Publication will be charged at 100% of the rate card.

Copy deadlines: A ll Copy to arrive no later than Tuesday, ten days prior.

Terms and conditions: Please refer to order acknowledgement form.



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## Digital Specifications

### Newsletter specification

Dimensions	Banners - 468px w x 60px h MPU -175px w x 125px h
Format	Static GIF, JPEG or PNG
Max. file size	39KB
URL	An active URL must be supplied for the ad to link to. We can accept tracking URLs
Additions	No 3rd party tags or pixeltracking accepted.
<b>NOTE</b>	If Residential newsletter of Finance daily please also supply high-res PDF logo.

### Digital Ad specification

Type	Dimensions [w x h]	GIF/JPEG (File Size)	HTML5 Max file size	3rd Party Tag
Leaderboard	728x90	200kb	200kb	HTTPS
MPU	300x250	200kb	200kb	HTTPS
Billboard	970x250	200kb	200kb	HTTPS