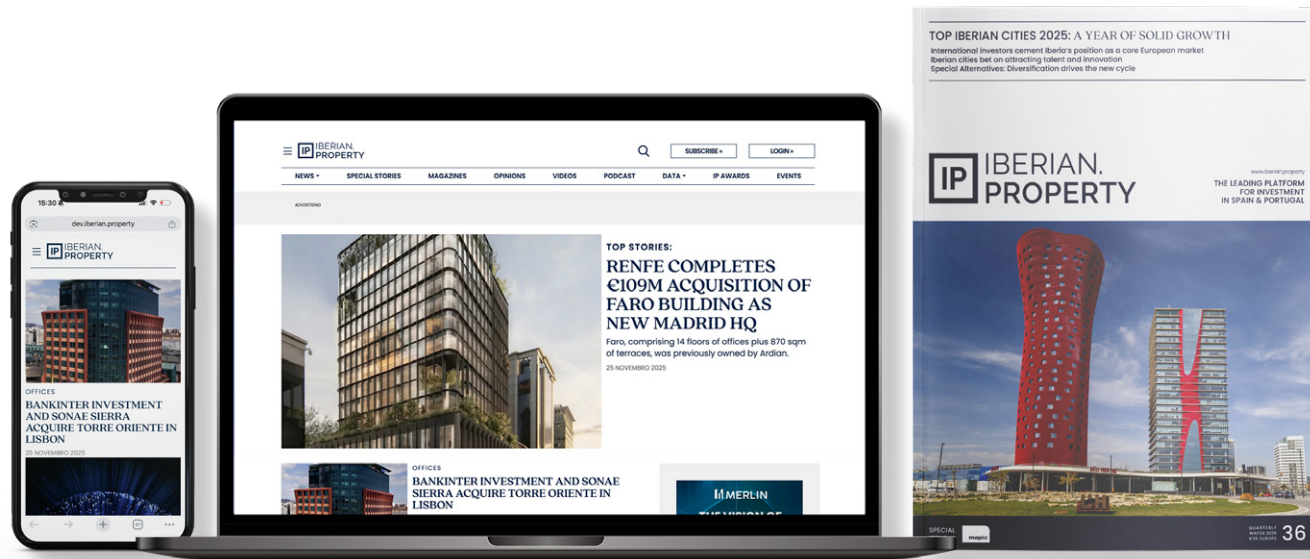




REAL ESTATE INVESTMENT IN IBERIA

MADRID • LISBON • BARCELONA



MEDIA PACK 2026



Aimed at the international community of real estate investors, Iberian Property is an innovative communication platform, in English language, which provides updated real estate intelligence and produces exclusive contents and reports on the investment market in Iberia. The printed magazine is distributed at the main international trade fairs and events of the sector; alongside Iberian Property organizes conferences and other privileged networking opportunities for decision makers.

MEDIAKIT 2026



Centros Comerciales magazine, from AECC, the Spanish Association of Shopping Centers, is the largest news platform dedicated to the retail and shopping centers market in Spain. The current themes and major trends that dominate this sector, both nationally and internationally, are monitored online on a daily basis, with a dedicated website and newsletter, and developed in detail in the monthly printed magazine, which is considered the reference publication in this sector in Spain.

MEDIAKIT 2026



Find the latest news about the Spanish real estate sector at Observatorio Inmobiliario. Founded in 2005 in Madrid, it is now one of the most prestigious media of the sector in Spain, offering a permanently updated web page, newsletter Inmobliario al día, a printed magazine with a wide range of themes and a compelling agenda of events.

MEDIAKIT 2026



With over 25 years of experience, Vida Imobiliária is the reference publication for Portuguese real estate professionals and the market leader in information and events dedicated to this sector in Portugal. Aimed at a professional audience, it follows in detail all the news updates in the sector through its monthly printed magazine, website, e-news, awards and events. Vida Imobiliária's editorial seal is also present in the Nascido do SOL weekly newspaper.


MEDIAKIT 2026

Event Calendar 2026


FEBRUARY

11 | Spanish Real Estate
Vehicles & Financing
Madrid, Spain 🇪🇸
 IBERIAN.PROPERTY

MARCH

3-5 | Urban Rehabilitation
Week of Lisbon
Lisbon, Portugal 🇵🇹
 VIDAIMOBILIÁRIA

9-13 | MIPIM
Cannes, France 🇫🇷

25 | Portuguese Hotel
Investment Conference
Lisboa, Portugal 🇵🇹
 IBERIAN.PROPERTY

APRIL

** | Portuguese Real Estate
Investment Vehicles &
Financing
Lisbon, Portugal 🇵🇹
 IBERIAN.PROPERTY

22 | ULI Spain Annual
Conference
Madrid, Spain 🇪🇸

23-25 | SIL, Real Estate Fair
Lisbon, Portugal 🇵🇹

MAY

5-6 | Spain Real Estate
Summit
Madrid, Spain 🇪🇸
 IBERIAN.PROPERTY

** | PNRU, National Urban
Rehabilitation Award
Matosinhos, Portugal 🇵🇹
 VIDAIMOBILIÁRIA

20-23 | SIMA – Salão
Imobiliário de Madrid
Madrid, Spain 🇪🇸

JUNE

16 | COPIP, Conference on
Property Development
in Portugal
Lisbon, Portugal 🇵🇹
 VIDAIMOBILIÁRIA  APII

SEPTEMBER

8-10 | EPRA Re-Think
Milan, Italy 🇮🇹

14-15 | Portugal Real Estate
Summit
Estoril, Portugal 🇵🇹
 IBERIAN.PROPERTY

OCTOBER

5-7 | EXPO REAL
Munich, Germany 🇩🇪

20-22 | Urban Rehabilitation
Week of Porto
Oporto, Portugal 🇵🇹
 VIDAIMOBILIÁRIA

NOVEMBER

3-4 | MAPIC
Cannes, França 🇫🇷

IBERIAN.PROPERTY CORPORATE PLUS SUBSCRIPTION

DEALS

+ 2000

for each property -
size, location, sector,
transaction price and yields

upon reliable and available information



MARKET CONSENSUS

+ 200

indicators for 7 iberian
cities for main metrics and
from several consultants



COMPANIES

+ 900

profiles for known parties,
with short profile, main financial
indicators, members of board,
all related deals and news



NEWS

+ 200

monthly real estate investment
news, for major deals, players
and market events



REPORTS

+ 200

relevant market reports from
all major consultants, sorted by
cities, sectors and languages



EVENTS

+ 1000

participants in major real estate
investment conferences in
Madrid, London, Paris & Estoril



[MORE INFO HERE](#)

MAGAZINE //



4
printed
editions

TOP INVESTORS 2025: SPECIAL EDITION PORTUGAL

Investor's confidence sets ground in the Portuguese Real Estate
Ranking: Top 10 investors in the Portuguese market
Fundamentals of Portugal's Real Estate sectors: Research insights

IP IBERIAN.
PROPERTY

www.iberianproperty
THE LEADING PLATFORM
FOR INVESTMENT
IN SPAIN & PORTUGAL

New
Design

Iberian Property is the best platform for investment in Spain & Portugal. The magazine was created for top level management, investors and decision makers who seek reliable information about players and deals happening in Iberia. Through updated database, reports, market indicators, exclusive interviews and opinion articles, we report "Who's Who" in Iberian Real Estate!

OUR READERS ARE:

Asset Managers, Private Equities, Global Investors, Family Offices, Pension Funds, Banks & Consultants

Leading Decision

United Kingdom: 600
Spain: 800
Portugal: 300
Mainland Europe: 300
United States: 100
Other in the World: 20

SPECIAL
ISSUE:

PORTUGAL REAL
ESTATE SUMMIT

expo
real

QUARTERLY
AUTUMN 2025
€30 EUROPE 35

MAGAZINE //

Events distribution:
4000 copies
Iberian.Property is delivered in all main RE events, including major trade fairs & Conferences.



Mail Distribution: **2000 copies**

Our mail distribution is built upon unique records with free Registers on the website, contacts thru our events, and among Partners such as Vida Imobiliária, and Observatorio Imobiliário. Our Mail distribution list is growing every day!

Own organized Conferences

w/ a distribution 200 – 400 copies, with exclusive distribution to all participants:

- Iberian REIT Conference, Madrid, February
- Portuguese Real Estate Investment Vehicles & Financing, Lisbon, March
- Spain Real Estate Summit, Madrid, May
- Portugal RE Summit, Estoril, September





SPONSORED ARTICLES:

The best communication tool to present your company or to launch a new project or product. Perfect solution for Architects, Consultants, and Appraisers or to announce new Funds or Developments!

- Present your inspired vision, promoting your company in an Opinion Article format
- Present your new fund or development specifically to your target!
- Don't waste money on design, we will set it up for you in our editorial format for top return
- Integrated online and printed edition communication, allowing Video integration. Maximum return for your company and vision!

All sponsored content will be signed by the Company and shown as Sponsored.

EDITORIAL OUTLINE //

EDITION	PUBLISHING DATE	THEME	SYNOPSIS	EVENTS
 SPRING Edition	March 2026	Top Iberian Deals & Listed Real Estate	<ul style="list-style-type: none"> • Exclusive benchmarking and analysis of all major investment deals closed in Iberia over the past year • Key indicators from the real estate transactional markets of Madrid, Lisbon, and Barcelona • Forward-looking insights for 2026: Industry leaders reveal the most promising — and most challenging — investment areas across Iberia 	MIPIM, <i>Cannes</i> Portuguese Hotels Investment Conference, <i>Lisbon</i> Portuguese Real Estate Investment Vehicles & Financing, <i>Lisbon</i> ULI Spain Annual Conference, <i>Madrid</i>
 SUMMER Edition	June 2026	Top Investors Spain & Iberian Property Awards	<ul style="list-style-type: none"> • Who are the major players in Spain and what are the largest deals on the market? The exclusive ranking & benchmark 2026 • Key trends and drivers for the Spanish commercial real estate in 2026: exclusive Market and Investment Analysis; • Iberian Property Investment Awards 2025 – Meet the Finalists 	Spain Real Estate Summit, <i>Madrid</i> SIMA, <i>Madrid</i> EPRA European Conference, <i>Milan</i> Square Ibiza Conference, <i>Ibiza</i>
 AUTUMN Edition	September 2026	Top Investors – Portugal Edition	<ul style="list-style-type: none"> • Spain Real Estate Summit 2026 - Overview • Iberian Property Investment Awards 2025 – Overview. Meet the Winners and learn about about their best practices & excellence policies • Who are the major players in Portugal and what are the largest deals on the market? The exclusive ranking & benchmark 2026; • Portugal Real Estate Summit: Key trends and drivers for the Portuguese real estate in 2026. Exclusive Market and Investment Analysis 	Portugal Real Estate Summit, <i>Estoril</i> EXPO REAL, <i>Munich</i>
 WINTER Edition	November 2026	Top Iberian Cities & Alternative Investments	<ul style="list-style-type: none"> • What's on for major Iberian cities? Exclusive market and investment analysis of Madrid, Lisbon, Barcelona, Valencia, Porto and Málaga; • From student housing to data centres, alternative asset classes are on the rise in the Iberian market. Key Investment indicators & emerging trends in Iberia. Why to invest in alternative? 	Mapic, <i>Cannes</i>

Events Calendar to be confirmed according to market conditions

SPECIAL DOSSIER //

INSERTED IN THE MAGAZINE

The ideal format to communicate the inauguration or remodeling of a Shopping Centre, to commemorate an Anniversary, or as a presentation of a company with its entire portfolio.

Special independent issue of 30-40 pages (to be defined according to the client's needs), which is inserted in the magazine and distributed in its usual print run, with the possibility of an additional print run for the advertiser.

It is a format that offers many possibilities to reinforce marketing strategies.

The budget is tailor-made according to the needs of each client.

4000
copies -
distribution

2000
mail
distribution



30-40
pages

**Dossier
inserted
in the
magazine**

WEBSITE //

WWW.IBERIAN.PROPERTY

www.iberian.property is the leading daily information source, all in English, for news & trends on investment real estate in Spain & Portugal.

News, research, online magazine, opinion... We are IBERIAN.PROPERTY.

New PODCAST & VIDEO Features

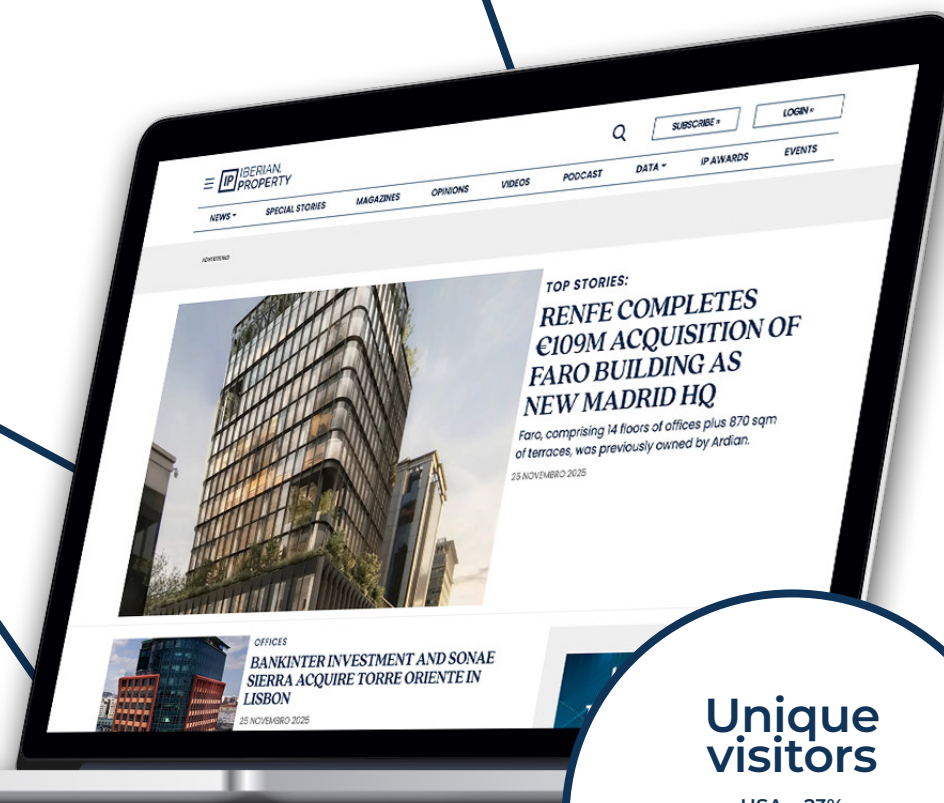
Regular multimedia content, with video interviews, events coverage, podcast episodes and insights by the industry's leaders.

Iberian Property Data - New Research Section

Our Iberian Property Data tool provides updated real estate intelligence and produces exclusive content and reports on the investment market in Iberia.



10.678
Users / month



Unique visitors

USA – 23%
Spain – 17%
UK – 17%
Portugal – 14%
Germany – 12%

37.8%
Engagement rate

16.877
Pages views / month

SPECIAL STORY //

WWW.IBERIAN.PROPERTY

It is a new Branded Content format that combines different editorial formats.

- Editorial content.
- Photo galleries.
- Videos, Interviews.
- Banner.
- Featured headlines.
- Graphics, analysis, and questionnaires to implement BBDD.
- Landing page to the client's website.

The fundamental format in any digital strategy to achieve brand positioning.



LANDING
PAGE TO THE
CLIENT'S
WEBSITE

BANNER

VIDEOS

PHOTO
GALLERIES

EDITORIAL
CONTENT

FEATURED
HEADLINES

CUSTOMER
PULSE ANALYSIS
THROUGH
QUESTIONNAIRES

IBERIAN
PROPERTY

NEWS

SPECIAL STORIES

MAGAZINES

OPINIONS

VIDEOS

PODCAST

DATA

IP AWARDS

EVENTS



SUBSCRIBE

LOGIN

CITY'S ROLE IN FOREIGN INVESTMENT ATTRACTION

Does Barcelona's international image help or hinder long-term real estate investment? Do investors view the city as a stable and transparent real estate market?

ALEXANDRE LIMA
14/10/2025



BARCELONA — A city regaining institutional confidence

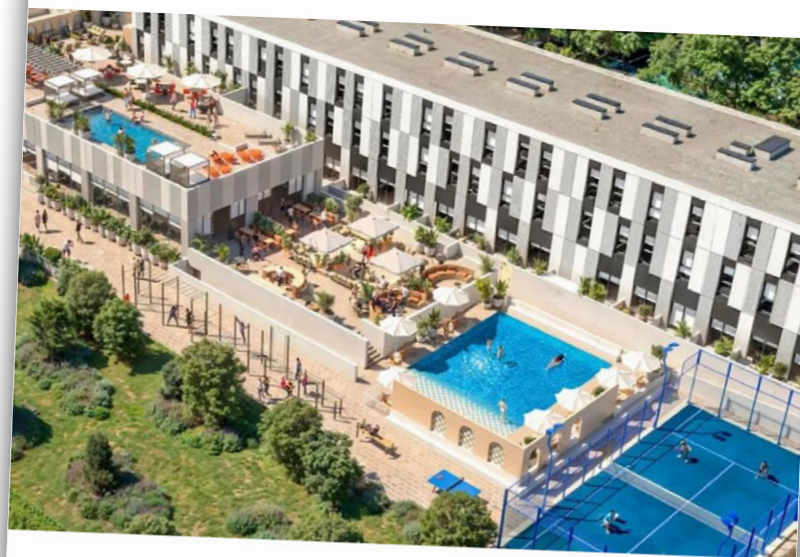
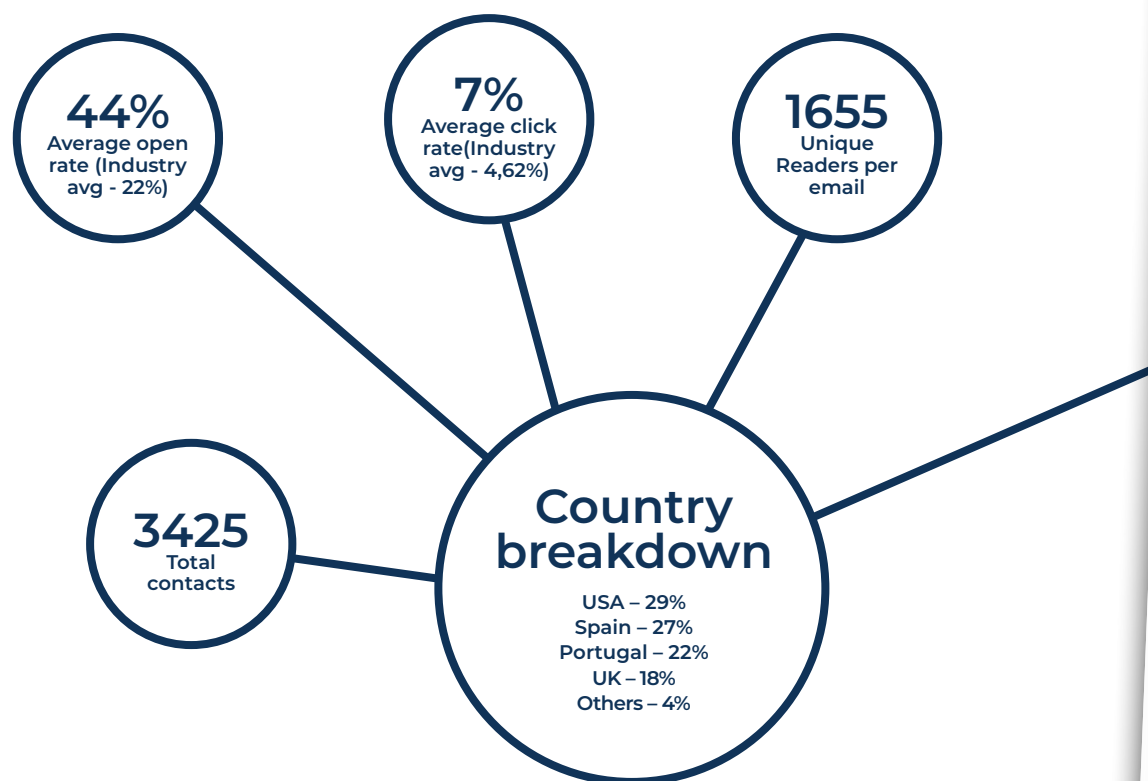
To debate this topic, Iberian Property hosted an Editorial Breakfast, with the support of Cushman & Wakefield, Barcelona Investment Office and Barcelona City Council, which took place on the 1st of October at the new C&W headquarters on Avenida Diagonal.

Under the theme "City's role in foreign investment attraction," investors shared their thoughts on how Barcelona's unique characteristics shape investment strategies and market dynamics. The conversation delved into the weight of city branding, the impact of municipal regulation, and the broader perception of Barcelona's competitiveness on the global stage.



IP NEWS // WEEKLY NEWS

Our Iberian Weekly News is available by free register in the Website.



GREYSTAR BUYS THREE STUDENT RESIDENCES FROM MERKEL CAPITAL FOR €120M

The assets, located in Pamplona, Sabadell and Seville and with more than 1,200 beds in total, will operate under the Canvas brand following a transaction financed by PBB (...)

[READ MORE >>](#)



ICG REAL ESTATE BUYS 24 LIDL SUPERMARKETS FOR €203.5M

[READ MORE >>](#)



Awarded by MSCI, Euromoney and

SOCIAL NETWORKS //

Iberian Property is present on the main social networks, standing out for the volume and creativity of the content being shared while reinforcing its position as a professional platform for information on the real estate market! Be an Iberian Property Partner and increase your visibility on Social Networks!

HOW CAN WE HELP?

- Iberian Property follows and interacts with Partners' Social pages
- Iberian Property shares exclusive content in video format and identifies Partners in the posts
- The partners of Iberian Property events have innovative and up-to-date content to share and increase their reach!

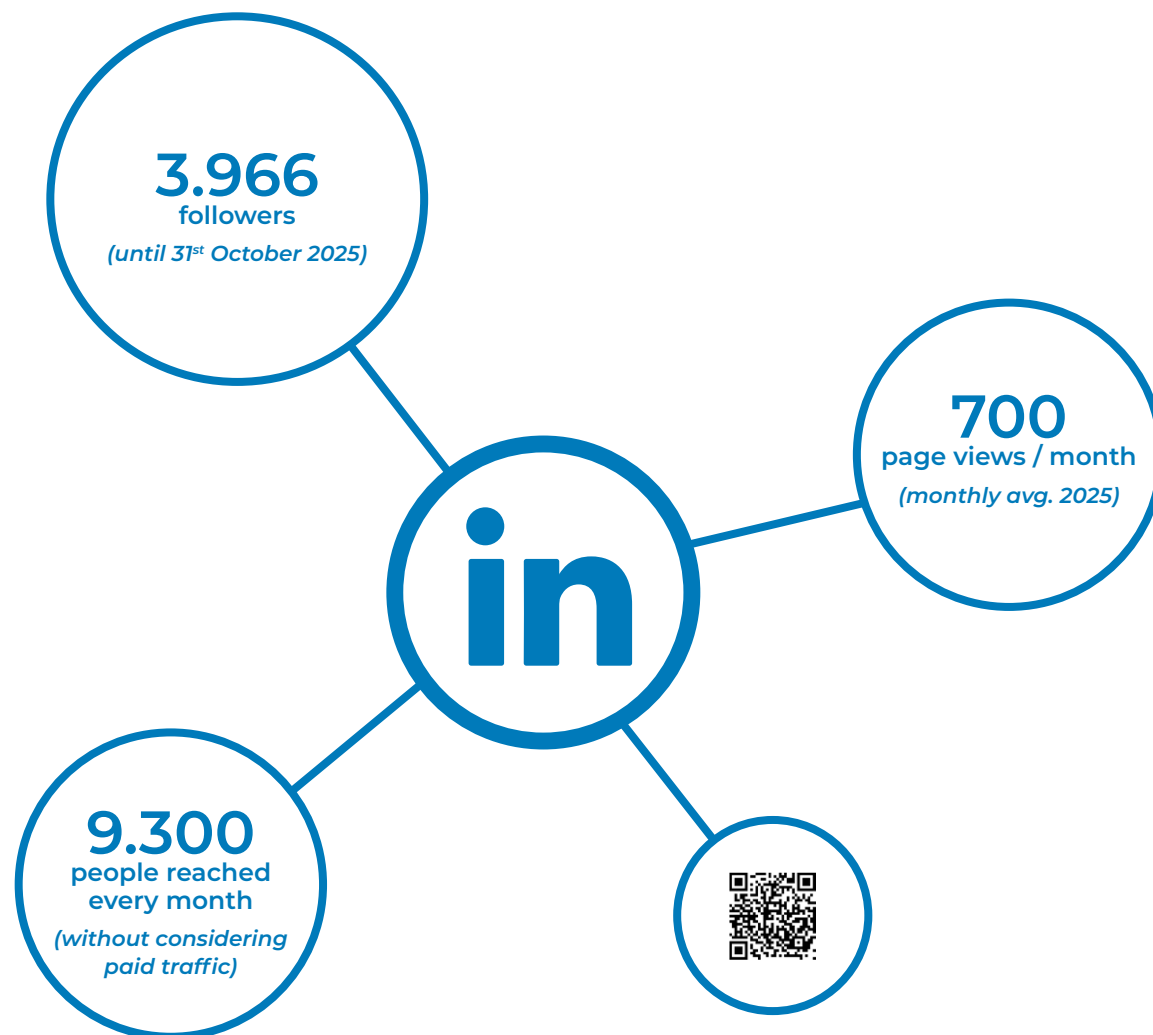
SOCIAL MEDIA POSTS OF SPONSORED CONTENT

Marketing service created to increase the visibility of your content and promote your brand, events or launches, creating opportunities for interaction with your target audience.

Contact us to learn more:

nmunoz@iberinmo.com

pfernandes@iberinmo.com



EVENTS //

PORTUGAL REAL ESTATE SUMMIT

LISBON, SEPTEMBER 2025

The most recognized investor's event - Portugal Real Estate Summit - returns to the ravishing Hotel Palácio Estoril in September, celebrating its IX edition as a prime international investment event.

The real estate investment meeting invites each year the main international investment leaders to get together and discuss the best investment opportunities across sectors and regions, in an uncertain period for Europe.

Presenting a compelling program and a panel of reputed industry experts, the event attracts the real estate key players and decision-makers and will offer valuable insights on boosting investment strategies and new dynamics, currently emerging. The networking moments provided will also be engaging experiences, allowing participants to establish new connections and to further extend the debate.



+40
Speakers

14
Exhibitors

400
Participants



21
sessions

+100
Companies

20
Nationalities
represented



EVENTS //

SPAIN REAL ESTATE SUMMIT

MADRID, MAY 2025

Iberian Property, in collaboration with CBRE and JLL, and the institutional support of Invest in Madrid, brings you this flagship event, which is relevant to all those, who invest in real estate in Spain or who are contemplating to do so. The event bring together sector leaders over 2 days, giving everyone the opportunity to learn, share and network in Madrid.

The Spain Real Estate Summit aims to provide an overview of the economic and political outlook, while featuring sessions to debate trends in the various investment sectors, taking a transverse view of the many challenging aspects of "live", "work" and "play"!



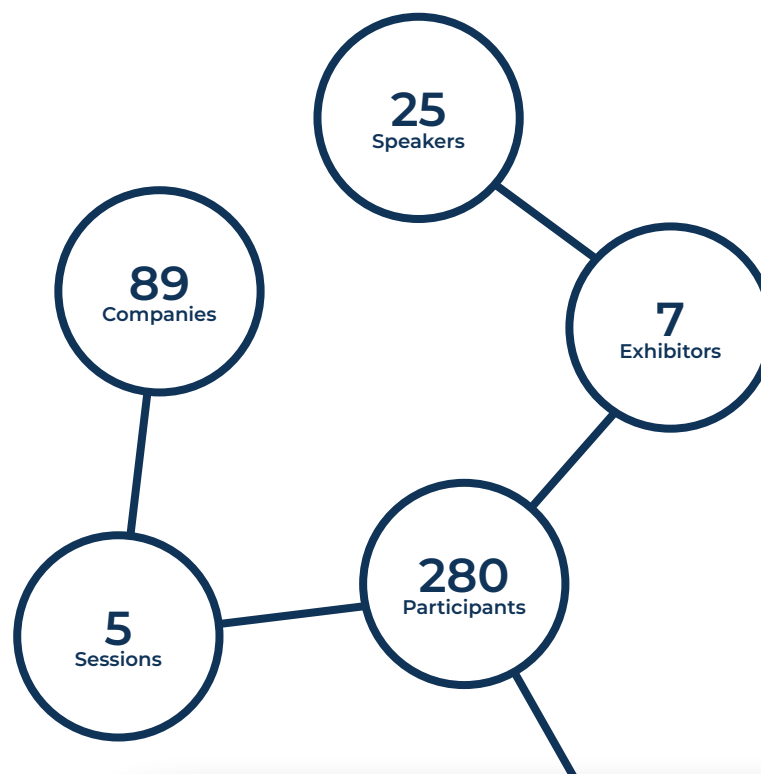
EVENTS //

IBERIAN REIT CONFERENCE

MADRID
FEBRUARY 2025

Real estate is a long-term investment, with the best return on adjusted risk, allowing inflation coverage for main institutional investors. The listed real estate companies are the most transparent and sustainable to make the most of the real estate market momentum!

EPRA – European Public Real Estate Association and IBERIAN PROPERTY are pleased to present for the fifth time in Madrid an in-depth debate directed towards the national and international investment community.



JOINTLY PRESENTED:



IBERIAN REIT&LISTED CONFERENCE MADRID 2025

IT WENT LIKE THIS!

MAIN SPONSORS

ORGANIZED BY

EVENTS //

IBERIAN PROPERTY INVESTMENT AWARDS

Iberian Property is committed to promote Iberian Investment Real Estate Market recognising most prominent players and best practices. An Awards initiative backed by IberianProperty & Partners is a definitive contribution for our project of empowering Iberian Real Estate Investment.

This high-impact initiative has no commercial sponsorship, counting with a broad jury made up of more than 40 prestigious professionals to guarantee total independence..

Adding new categories on the second edition, investment transactions and ESG practices remained some of the traditional elements evaluated. Specifically, in 2024 Iberian and International investors have shown their commitment to the Iberian Property Awards initiative in the following 8 categories:

- Deal of the Year in Spain
- Deal of the Year in Portugal
- Green Asset Initiative of the Year
- Social Impact Initiative of the Year
- Commercial Leasing of the Year
- Research Report of the Year
- Marketing Initiative of the Year
- Financial Innovation of the Year

+40
Jury Members



400
Participants



IBERIAN PROPERTY TALKS

The Iberian Property Talks, usually celebrated under an Editorial Breakfast format, are an important forum for analysis and debate on key issues for the evolution of the real estate sector in Iberia.

Comprised by a group of between 10-12 leading professionals together with an Iberian Property moderator, an intense debate comes up to tackle challenges and formulate common solutions that might improve Iberia's attractiveness, with the end goal of providing valuable networking and partnership moments between the present investors.

Iberian Property will hold 4 Talks throughout 2026, having the commitment of hosting them both in Spain and Portugal.

A full coverage of these contents will be distributed throughout the month following the event, in multimedia formats in the different communication channels of Iberian Property (web, social networks, newsletter and printed and digital magazine).

In addition, a complete digital report ("Special Story") with a compilation of the contents and videos of each gathering will also be sent to all Iberian Property's contact base.



2025 debated themes

- Investment vehicles & capital raising activity
- Mixed-use developments in lisbon
- City's role in foreign investment attraction
- Digital infrastructure & smart cities

RATES // MAGAZINE

Magazine Premium Positions – 2.500€ + VAT

- Back cover / Inside Back Cover / Inside Front Cover
- Double page in opening position
- Central double page

Non-Premium Pages – 1.800€ + VAT

- Right-Hand page after page 7

Sponsored Articles – 1.800€ + VAT

- Double page – Iberian Property layout
(6000 characters, word format and illustrative pictures)

CONTACT: info@iberinmo.com



Page Dimensions – 225 x 287 mm + 5 mm bleed

All files must be sent in PDF format (preferably), TIF or JPEG in high resolution (at least 300 DPI's).

SPECIAL YEAR PACK:

MAGAZINE + ONLINE

- 4 printed editions (*non premium pages or sponsored articles*)
- 3 months Gold Web Banner Position
- 3 months Platina Newsletter Banner
- 1 year Iberian.Property Corporate Plus Subscription*

7.500€ + VAT

MAGAZINE

- 4 printed editions
(*non premium pages or sponsored articles*)
- 1 year Iberian.Property Corporate Plus Subscription*

6.600€ + VAT

IP CORPORATE PLUS SUBSCRIPTION

IT INCLUDES:

IBERIAN PROPERTY DATA: Exclusive Portuguese and Spanish investment deals database and profile pages for more than 700 investors - 10 users

EVENTS: Seat reserved in Vida Imobiliária events (PT) and Observatorio Inmobiliario events (ES) - 2 participants

PRINTED MAGAZINE: 2 addresses / 4 editions Iberian. Property

EXCLUSIVE NEWS: Access to closed news from vidaimobiliaria.com, observatorioinmobiliario.es and iberian.property - 10 users

RATES // ONLINE

WEBSITE:

1 | Billboard banner (1200 x 200 pixels) –

2.000€ + VAT / Month

- First position of the Website / Max 4 entities

2 | Platina Web banner (300 x 250 pixels) –

1.500€ + VAT / Month

- Upper right corner / Max. 4 entities

3 | Gold Web banner (300 x 250 pixels) –

800€ + VAT / Month

- Positioned in the Residential/Offices/Logistics content blocks
- No limit of entities

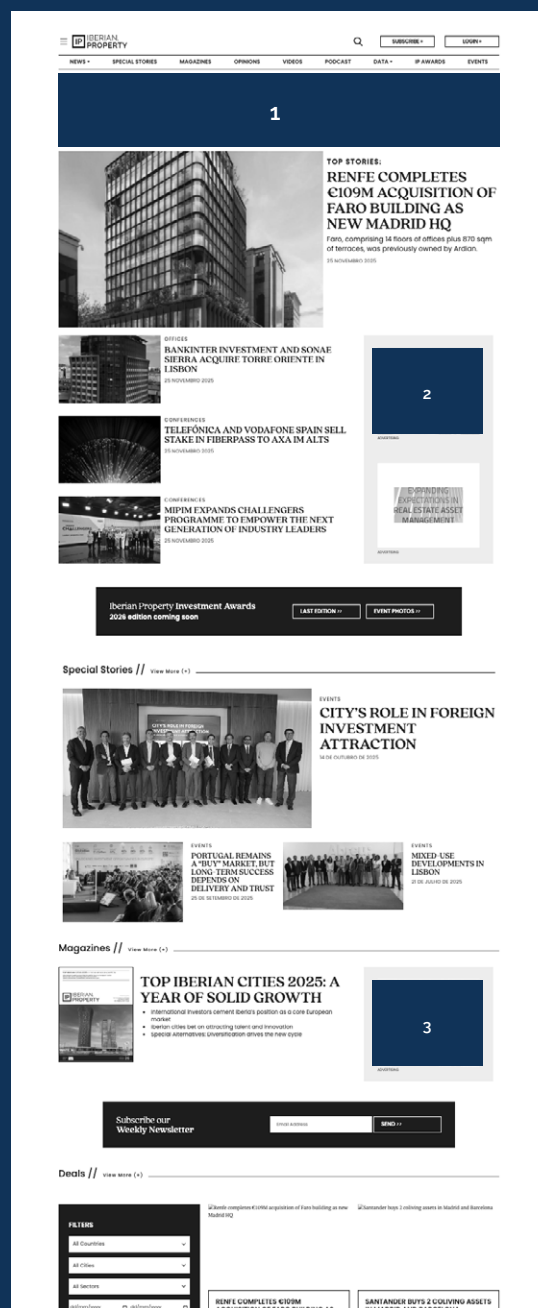
4 | Silver Web banner (300 x 100 pixels) –

600€ + VAT / Month

- Positioned in the Main News content block
- No limit of entities

T | Sponsored Articles - 900€ + VAT

- Organized in different categories, depending on the topic
- One time publication in the Iberian Property weekly Newsletter



SPECIAL STORY:

1 Special Story: 3.000 € + VAT .

2 Special Stories: 4.500 € + VAT.

3 Special Stories: 5.500 € + VAT.

4 Special Stories: 6.000 € + VAT.

Possibility of using the same content in different Iberinmo Group publications.



NEWSLETTER:

1 | Platina Newsletter Banner (180 x 120 pixels) –

800€ + VAT / Month

- First 4 positions

2 | Gold Newsletter Banner (180 x 120 pixels) –

500€ + VAT / Month

- No guaranteed position

CONTACT: info@iberinmo.com

SPECIAL SUBSCRIPTIONS FOR ADVERTISERS



CONTRACTS OVER 1 500€ / YEAR

IBERINMO
CORPORATE

EVENTS

2 participants

Seat reserved in Vida Imobiliária events (PT) and Observatorio Inmobiliario events (ES)

PRINTED MAGAZINE

2 addresses

4 editions Iberian.Property

EXCLUSIVE NEWS

10 users

Access to closed news:
vidaimobiliaria.com
observatorioinmobiliario.es
iberian.property

CONTRACTS OVER 5 000€ / YEAR

IBERINMO
CORPORATE PLUS

IBERIAN PROPERTY DATA

10 USERS

Exclusive portuguese or spanish investment deals database and profile pages for more than 700 investors

EVENTS

2 participants

Seat reserved in Vida Imobiliária events (PT) and Observatorio Inmobiliario events (ES)

PRINTED MAGAZINE

2 addresses

4 editions Iberian.Property

EXCLUSIVE NEWS

10 users

Access to closed news:
vidaimobiliaria.com
observatorioinmobiliario.es
iberian.property

CONTRACTS OVER 10 000€ / YEAR

IBERINMO
CORPORATE PLUS

**UNLIMITED ACCESS TO ALL
EMPLOYEES SIGNED UP WITH YOUR
CORPORATE EMAIL DOMAIN*

IBERIAN PROPERTY DATA

10 USERS

Exclusive portuguese or spanish investment deals database and profile pages for more than 700 investors

EVENTS

2 participants

Seat reserved in Vida Imobiliária events (PT) and Observatorio Inmobiliario events (ES)

PRINTED MAGAZINE

2 addresses

4 editions Iberian.Property

EXCLUSIVE NEWS

Unlimited*

Access to closed news:
vidaimobiliaria.com
observatorioinmobiliario.es
iberian.property



IBERIAN.PROPERTY

www.iberian.property

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IBERINMO
GRUPO

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