

Property Week



Property Awards



2023/24



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MEDIA PACK

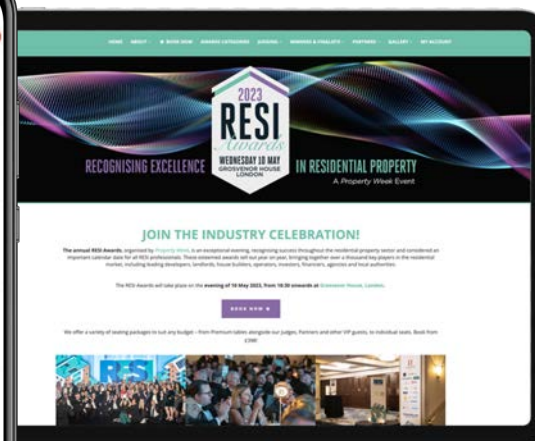
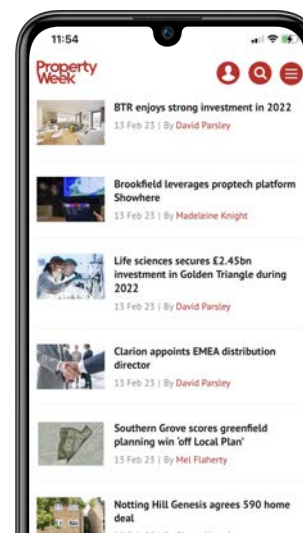
PRINT

ONLINE

SOCIAL MEDIA

BESPOKE

Readership – advertising information



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 49 times per year on Fridays, and the brand overall has an audience of over 400,000 readers each month across print, digital and social media channels



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.

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An engaged audience of over 400,000 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.

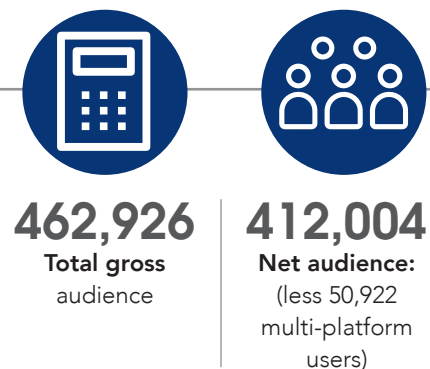
PRINT



ONLINE



TOTAL



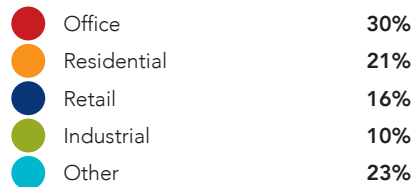
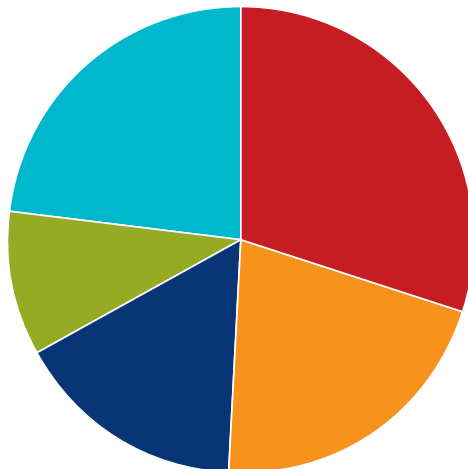
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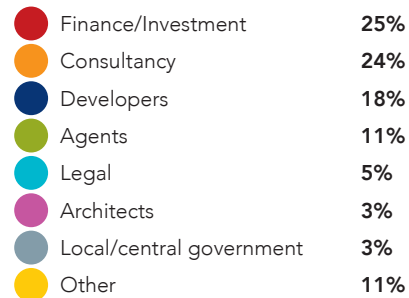
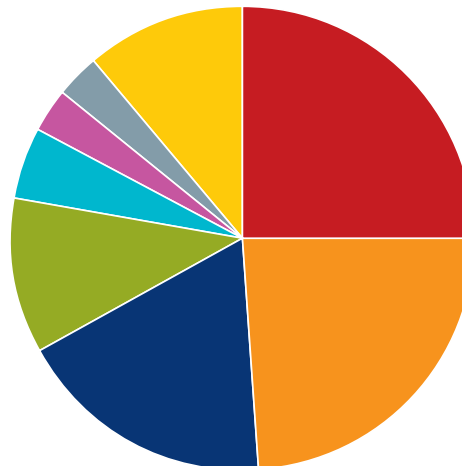
Audience breakdown

Property Week's brand audience consists of over 400,000 property professionals, spanning every sector and covering a wide variety of job areas and titles. We have the biggest audience of any commercial property news brand, spanning print, online and social media.

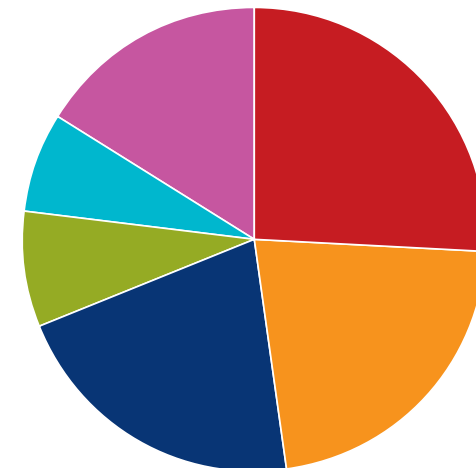
SECTOR



JOB TYPE



JOB LEVEL



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2023 Features List

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SEPTEMBER 23

- 1 **MMC**
- 8 **Yorkshire & Humber**
Student
- 15 **Biodiversity net gain**
- 22 **Mixed-use developments**
PW Perspectives
- 29 **Diversity and inclusion**

OCTOBER 23

- 5 **Later living**
Inspiring Women in Property
- 6 **Workspace**
Build to rent
- 13 **London**
- 27 **Climate**
Industrial and logistics

NOVEMBER 23

- 3 **Student accommodation**
- 10 **East of England**
Proptech
- 17 **Build to rent**
- 24 **Urban regeneration**
PW Perspectives

DECEMBER 23

- 1 **Single family rental**
- 8 **Thames Valley**
- 15 **Review of the Year**
Student Accommodation Awards
- 22 No issue
- 29 No issue



Supplements • International issues • Sector Reports • Regional Features • Special Focus features • PW award features

Print Advertising Rates

DISPLAY	MONO	TWO COLOUR	FULL COLOUR
Double Page Spread	£4,590	£5,300	£6,900
Full Page	£2,230	£2,650	£3,450
Half Page	£1,410	£1,850	£2,585
Quarter Page	£850	£1,220	£1,890

Special Positions

Full Wrap		£13,060
Gatefold inc. 1st DPS		£13,060
Mini Wrap		£6,400
Back Cover		£4,065
Front cover strip		£3,450

All prices excluding VAT



**Property
Week**

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Advertising in *Property Week* magazine
puts you in front of an audience of
almost 30,000 key decision makers*

*Source: ABC



- | BREAKING NEWS
- | FINANCIAL REPORTS
- | INTERVIEWS
- | INVALUABLE DATA
- | THINK PIECES BY SECTOR EXPERTS
- | REGIONAL AND SECTOR-SPECIFIC MARKET REPORTS
- | ALL THE LATEST JOB VACANCIES

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- 476,431 page views per month
- 151,736 unique users per month
- 2.12 sessions per user, per month
- 62,370 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.



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Digital Rates:

Site Takeovers

Exclusive takeover of all advertising positions for a one-week tenancy (including wallpaper, banner, MPU, jumbo MPU and Undernav)

Standard Home Page Takeover	£3500
Standard News Page Takeover	£2750
Premium Home page takeover (Includes Toblerone Motion Advert & Video)	£4250
Premium News Page takeover (Includes Toblerone Motion Advert & Video)	£3500

Other available sections include Finance, Resi, Industrial, Retail, Office and Auctions - £POA

CPM Advertising

Ad Position	Cost per thousand
MPU	£60 per thousand
Wallpaper	£150 CPM
Wallpaper / side bar with Video	£180 per thousand
Wallpaper / sidebars	£140 per thousand
Billboard	£100 per thousand
Video Billboard	£140 per thousand
Leaderboard	£80 per thousand
UnderNav	£85 CPM
Jumbo MPU	£50 per thousand

Target specific news content across our website with one of the above ad options, delivering your chosen number of impressions across the news sectors of your choice.

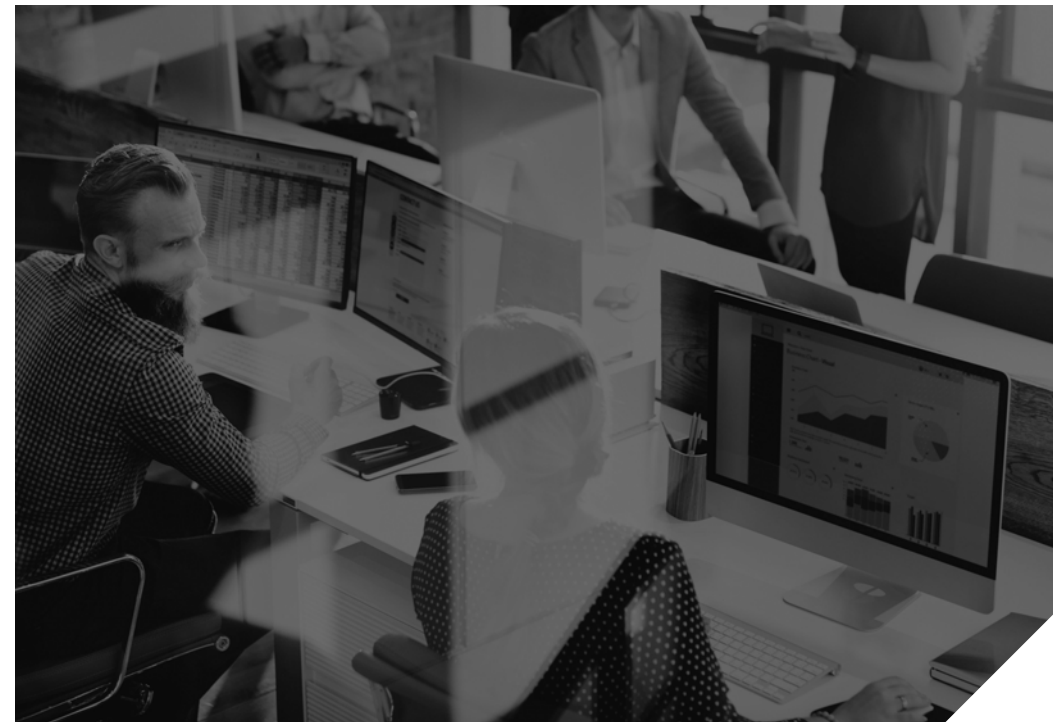
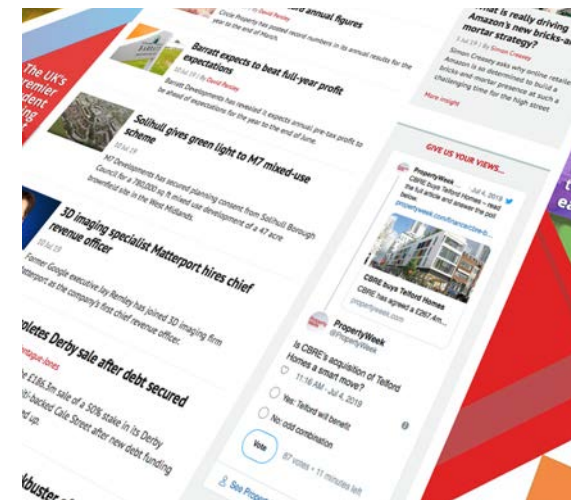
Video and Blogs

Interview at Property Week HQ:	From £1,500
Interview on location:	From £5,000
Sponsored content (blog):	From £3,000
Podcast at Property Week HQ:	POA

Includes pre-event promotion across all Property Week platforms

All prices are net of VAT at 20%

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Video

The goal of *Property Week* video is to educate, inform and inspire. We deliver authoritative content with integrity, which addresses the issues shaping this industry. Reach your audience wherever they are and position yourself as a thought leader in front of our audience, 24/7. Video can be shot in our own studio or on location.

Our video platform *Property Week TV* is home to all our filmed content, including panel debates, interviews and profiles as well as think tanks and content from our portfolio of *Property Week* events. Bookmark **tv.propertyweek.com** to ensure you stay up to date with the latest news and insight from the commercial, residential, industrial, logistics and property industries.



Blogs

Blogs are the perfect way to share your content, thought leadership pieces and expertise with our online audience. They appear as part of our insight platform.



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Social Media Reach – LinkedIn Poll

New for 2022: Property Week is now able to share another huge part of its audience - our 100,000 LinkedIn followers, which is growing every day, in the form of a LinkedIn Poll.

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.

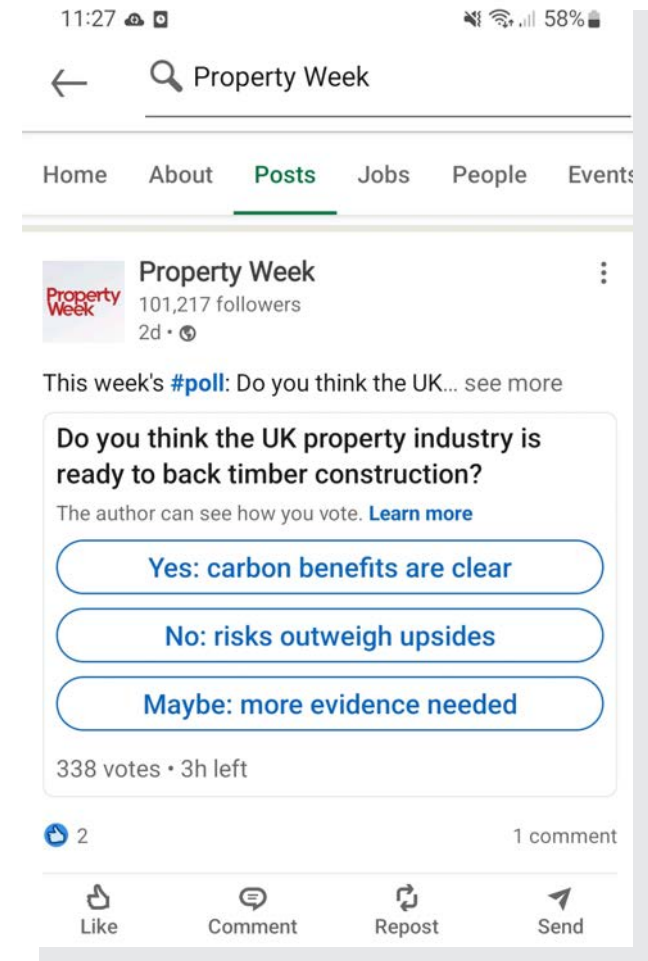
We only publish one client poll per week to ensure maximum response rates and your poll will stay live for 4 days. We will then share the results with you, and an editorial piece will be written up about the survey and results by one of our journalists. This is then published online at propertyweek.com.

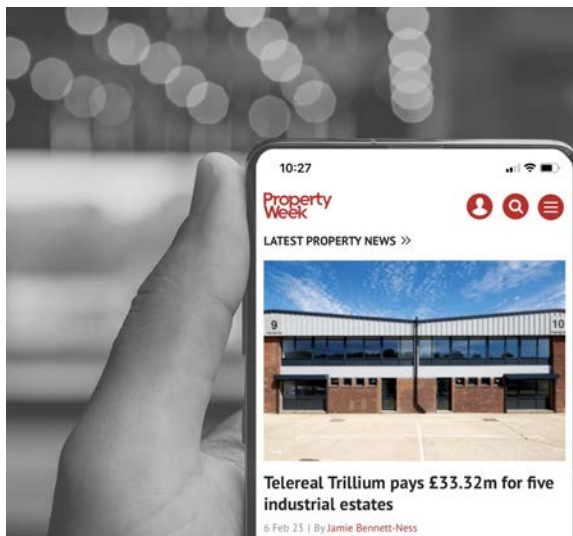
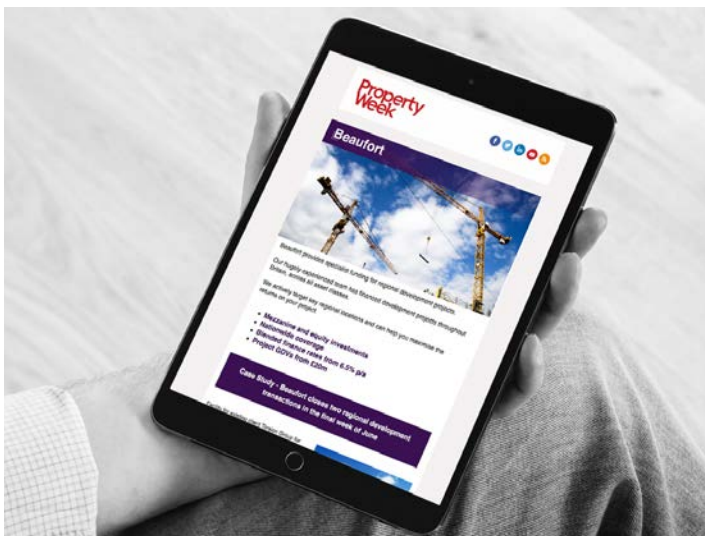
It's a great new way to engage with and gain traction amongst one of the UK's largest communities of property professionals.

The cost is £3,000 plus vat per Poll.



Property Week





Email Sponsorship

Reach over 160,000 opted-in subscribers across our portfolio of news-based and promotional email newsletters

Daily newsletter sponsorship: £2,895
(includes Breaking, Daily)

Finance Daily newsletter Sponsorship £1,500

Weekly newsletter sponsorship: £1,050
(includes Weekly, People and Residential newsletters)

Monthly sector email sponsorship: £800
(choose from Offices or Auctions newsletters)

Third-party email: £2,500
(reach a database of users who have opted to receive third-party promotional messages)

All prices are net of VAT at 20%

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Scheduled Thought Leadership Opportunities: **Perspectives**

Property Week regularly publishes thought leadership essays from some of the biggest names in the industry. In collaboration with our editorial team, this is an opportunity for you to position yourself or your company as a thought leader in your sector, and it provides you with a platform to showcase your expertise.



Sponsorship package includes:

- Dedicated online platform
- Double page spread
- Logo & Biopic
- About Us section
- Inclusion on an Editorial email
- News coverage on propertyweek.com
- Option to include video

Perspectives: (February/May/September/November) £5,000 per edition

Further thought leadership options include:

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

All prices are net of VAT at 20%

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

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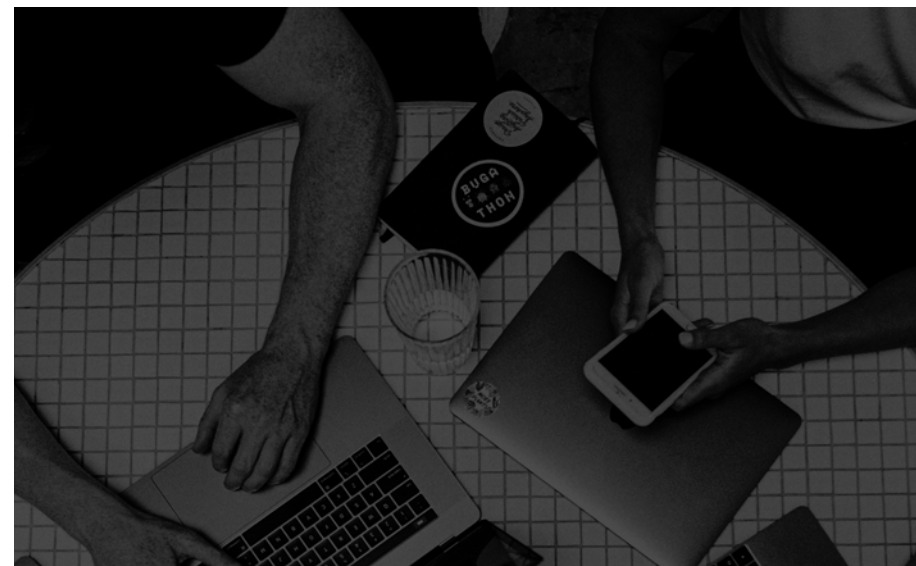
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Client Solutions – Bespoke to your requirements

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.



For further information about Client Solutions please contact us at clientsolutions@propertyweek.com

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

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

In Conversation With – Video interview with sponsor and senior PW journalist or Editor discussing subject agreed in advance. Edited video hosted online plus two pages of editorial print and online coverage.

Survey – 10- 15 questions in consultation with a PW journalist advising on wording, promotion via email and social media. With a double page spread of coverage.

Webinars – Promoted as Property Week webinars in association with the client, webinars are mediated by a senior journalist, Includes a client presentation and a live Q&A with 2 or 3 additional panellists based on specialities.

Events

Mark your calendars and enquire now for partnership opportunities across all new and existing commercial and residential *Property Week* Events

12-13 SEPTEMBER 2023



Providing leading organisations in the residential market with the insights and networking essential to driving sustainable growth. Every year since 2006!

LANDMARK LONDON VENUES

5 OCTOBER 2023



The IWIP Awards honour the people and organisations empowering women in real estate and overcoming the challenges of intersectionality.

NEW EVENT

10 OCTOBER 2023



Connecting BTR leaders, providing unrivalled networking opportunities and a chance to celebrate outstanding industry achievements at this 1-day strategic Conference, Showcase and evening Awards.

NEW EVENT COMING SOON

5 DECEMBER 2023



Join the UK's premier student housing conference, exhibition and awards for a day of quality networking, executive thought-leadership, peer-to-peer debates and discovery in the newly expanded exhibition space.

NEW FOR 2023 - THE SHOWCASE BECOMES AN EXHIBITION

Partnership opportunities at our
Awards and Events from £6k

For partnership opportunities,
email sales@propertyweek.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 applies 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: All Copy to arrive no later than Tuesday, ten days prior.

Terms and conditions: Please refer to order acknowledgement form.

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 pixel tracking accepted.
NOTE	If Residential newsletter of Finance daily please also supply high-res PDF logo.



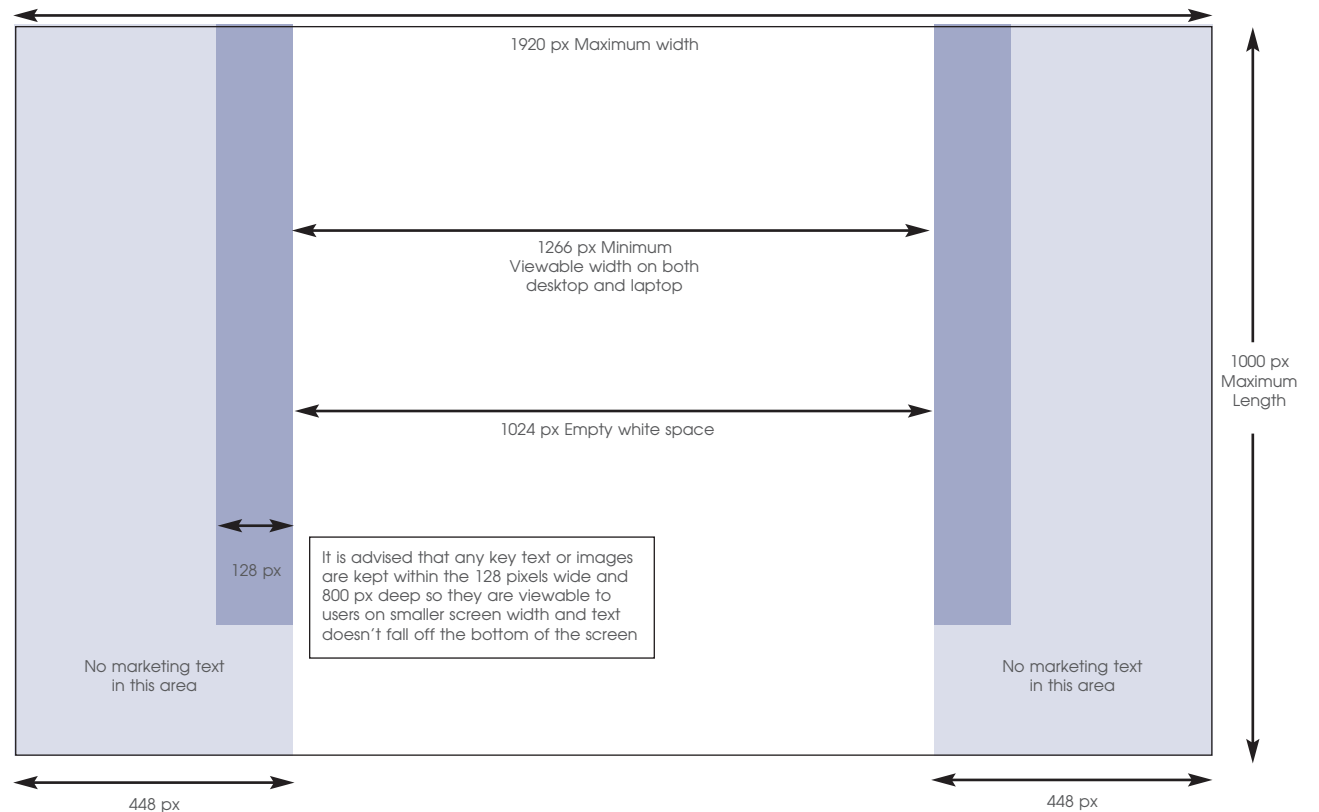
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Digital Ad specification

Type	Dimensions [w x h]	GIF/JPEG (File Size)	HTML5 Max file size	3rd Party Tag	DPI
Leaderboard	728x90	200kb	200kb	HTTPS	72
MPU	300x250	200kb	200kb	HTTPS	72
DMPU	300x600	200kb	200kb	HTTPS	72
Billboard	970x250	200kb	200kb	HTTPS	72

Wallpaper (Sidebar) specification



Meet the Team

EDITORIAL:

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Group Subscriptions Manager

John Richards

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