



THE  
**PROPERTY**  
C H R O N I C L E

ESTD. 2017

*Real estate, alternative real assets and other diversions*



*For the global, intellectually curious  
investor.*

**EACH WEEK:** Reach **41,000** targeted, senior, global deployers of capital.

**EACH QUARTER:** Give your clients and prospects a beautiful publication of real value.

[WWW.PROPERTYCHRONICLE.COM](http://WWW.PROPERTYCHRONICLE.COM)

# WHAT OTHERS SAY ABOUT US

“The Property Chronicle has become one of my ‘must read’ property publications.”

**PETER PEREIRA GRAY**

Emeritus Partner, Wellcome Trust Investment Division and Chair of FTSE 250, UK Commercial Property REIT

“Analytical and readable: some of the best real estate journalism around.”

**RICHARD BARKHAM**

CBRE’s Global Chief Economist and leads team of over 600 researchers worldwide

“I have been a fan and subscriber since launch and think that anyone who invests in, advises on or values real estate and assets should be reading The TPC at least every quarter... plus ‘Other Diversions’ is always fun and quirky.”

**SIMON HOPE**

Vice Chair Ironstone, non-Exec Tilstone and Senior Consultant at Savills

“Property Chronicle provides a broad church of real estate and economic views from private equity to public markets, direct market trends, banking, development, with the added ‘specials’ from wine to horse racing, all well written and opinionated and beautifully presented.”

**ALAN CARTER**

Special Adviser at Stifel. Alan has worked for over 40 years in the City as a sell-side analyst and salesman on UK real estate companies, and thinks he’s seen it all, but never has

“The crisp pages of the Property Chronicle’s quarterly magazine are worth pausing to savour and read properly. Twice. A hard copy not to be read diagonally.”

**ANDY WATSON**

Fund Manager at Europa and manager of Europa Capital France

“If TPC was just about property it would still be required reading for any financial professional, or investors wanting to know what’s happening to their assets.”

**BILL BLAIN**

Strategist, Shard Capital and author of the Morning Porridge

“The TPC is always an insightful and thought-provoking read.”

**CHARLES MAUDSLEY FRICS**

Strategic Advisor to Bridgepoint and various other investors, family offices and Operating platforms

“The Property Chronicle – incisive, relevant and cogent reporting from industry leaders and academics, for the benefit of all those at the ‘coal face’ of the property market.”

**IAN MALDEN FRICS**

Former Head of Valuation and Business Development Director for Savills Valuation Team; specialist advisors to Lenders, Private Clients and Funds



## SUMMARY: BENEFITS OF PARTNERSHIP

- \*Keep your business in the mind, and good books, of your clients and prospects by sending them *The Property Chronicle* Quarterly magazine , print and PDF forms, with your compliments;
- \*Your branding on our Global channels and publications;
- “**The Weekly**” - 41,000 opted in senior global investors;
- “**The Quarterly**” - 68 page full colour magazine in print and PDF;
- \*Leverage off our global social media connections : we are digitally connected via member / invitation-only groups to 3 million global investors;
- \*Project your intellectual thought leadership alongside our other contributors from Oxford, Cambridge, LSE, UCL, Harvard plus the world’s top investors and thinkers.



## **The Property Chronicle:**

### **Our Readers (based on the April 2022 survey)**

- \* 71% Real estate or Real assets' investors
- \* 74% plan to buy or sell Real estate or Real assets over next 12 months
- \* 61% Residential Real estate capital deployers

And/or

- \* 53% Commercial Real estate capital deployers

And/or

- \* 26% Alternative assets capital deployers
- \* 63% Investors and/or C-suite
- \* 30% Advisors to capital
- \* 17% Academic / research



# BENEFITS OF GLOBAL PARTNERSHIP

## OUR GLOBAL CHANNELS

### DIGITAL:

- **The Weekly:** beautifully designed E- magazine with ten short articles of global relevance and interest .

**Distribution:** 41,000 individual subscribers

**Distribution:** As above

- **The Quarterly:** 68 page, full colour magazine on beautiful paper, with sections on Up Front, Macro, Real estate and real assets and other diversions.

**Distribution:** via Partners , contributors and subscribers.

### SOCIAL MEDIA:

- 5,000 LinkedIn followers;

- 3 million + via member-only global groups.

### WEB:

Four Global websites : [www.propertychronicle.com](http://www.propertychronicle.com) /Global / Americas / EMEA / Asia-Pacific

### PRINT

The Quarterly: see above



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## SOME OF OUR CATEGORIES



**PROP. NOTES**



**THE ANALYST**



**THE MACRO VIEW**



**THE ECONOMIST**



**RESIDENTIAL INVESTOR**



**FACE TO FACE**



**THE PROFESSOR**



**POLITICAL INSIDER**



**THE AGENT**



**THE HEADHUNTER**



**THE ARCHITECT**



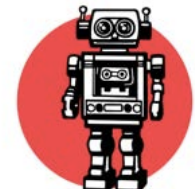
**INVESTOR'S NOTEBOOK**



**GOLDEN OLDIE**



**UNCORKED**



**TECHNOLOGY**



**THE AUCTIONEER**



**THE HISTORIAN**



**ALTERNATIVE ASSETS**



**ASTROPHYSICIST**



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# OUR FRONT PAGE COVERS

- by New Yorker illustrator John Tomac





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## **PARTNER WITH US**

### **WHAT YOU GET AS A PARTNER OF THE PROPERTY CHRONICLE**

- ❖ The Quarterly magazine, print and PDF, to send to your clients and prospects;
- ❖ your branding in front of a targeted, global, buy side readership;
- ❖ 41,000 opted in subscribers each week;
- ❖ Access to over 3 million via our social media reach;
- ❖ Your articles alongside global, intellectual thought leaders.
- ❖ Global Partner: Weekly cost £577 (+ UK VAT)
- ❖ Minimum period 6 months

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