



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 targeted, senior, global Buyside deployers of capital.

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

WHAT OTHERS SAY ABOUT US

“Incredible publication, without question the best real estate focused I’ve ever encountered.” - BJ Feller, Managing Partner, Stan Johnson Co, Chicago, USA

“Real intellectual weight but not too worthy ... Fantastic range of articles from a diverse range of authors... if you are involved in Real estate and are looking for something more thought provoking than the usual fare, you really should be reading Property Chronicle.” - John Nevin , Partner , Real Estate , Slaughter and May

“It's a great publication...” -Vanessa Hale, Chair, Urban Land Institute and Director, Research, BNP Paribas Real Estate

“Stylish, quirky, thoughtful, different, aspirational; posh, moneyed.” – Peter Bill, former editor of Estates Gazette, writer for Property Week and author of Planet Property.

“Fantastic range of articles and columnists - Real intellectual Edge but fun too.” – Hugh Lenon, Chair of Phoenix Equity Partners

“Beautifully put together, a serious new voice in the Real Estate and investing worlds.” – Russell Field, Head of Global Real Estate & Construction at BDO

“This is a must read for anyone interested in Real Estate and alternatives. I love its variety.” – Phil Clark, European Head of Property Investment Kames Capital & AEGON Asset Management - Europe

“The Property Chronicle provides an exceptional breadth of coverage for real assets and listed real estate which, combined with economics and finance, is a compelling read.” – Robert Fowlds, Robert Fowlds Consulting

“The Property Chronicle is a breath of fresh air. In a world of sound bites and random opinions, it is wonderful to read erudite, insightful and pertinent expositions on real estate and aligned topics by experts in their respective fields.” – Nick French, Real Estate Valuation Theurgy, Property Education

“...thoughtful, original.” – Professor Andrew Baum

“A major breakthrough for the industry, combining academic rigour with practitioner viewpoints, in a varied and entertaining format. Great work!” – Alex Moss, Director Real Estate Research Centre, Cass Business School

“A great read.” – Mathew Roberts, CEO, Intu Group

“Brilliant, thoughtful content. ” – Anna Harper, co-founder of Anglo residential and Host of The Return: Property and Investment Podcast



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” - 15,000 opted in senior global investors;

“The Audio” - distribution as above;

“The Quarterly” - 100 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 3million 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 January 2021 survey)

A senior , global , professional , predominantly buy side readership:

- * 86% involved in Real estate and/or Real assets investing
- * 67% are capital deployers
- * 46% in the business for over 20 years (70% over 10 years)
- * 61% either Institutional investor (12%) , Property investment company (37%) or Fund Management (12%)
- * 6% in Prop Tech , 10% research or Academic
- * 36% Adviser / Sell side
- * Main area of investment business:
 - 22% Global, EMEA 62%, Americas 11%, Asia Pacific 5%;

Private as well as Professional investors:

- * 52% are private investors as well as professional;
- * Where our readers invest privately (not limited to one answer):
 - 50% direct residential;
 - 32% direct commercial;
 - 30% listed property companies and REITs;
 - 20% Other real estate and /or real assets;
 - 18% non Real estate;
 - 9% Alternative real assets;

How our readers come across The Property Chronicle:

- *60% Referred by someone (eg contributor , Partner or friend/ colleague) ;
- *19% via social media;
- *21% via Internet search.



BENEFITS OF GLOBAL PARTNERSHIP

OUR GLOBAL CHANNELS

DIGITAL:

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

Distribution: 15,000 individual subscribers

- **The Audio:** subscribers can listen to their favourite contributors read their own articles.

Distribution: As above

- **The Quarterly:** 100 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/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



THE HISTORIAN



THE ARCHITECT



GOLDEN OLDIE



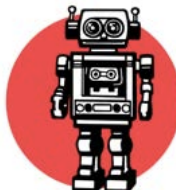
ALTERNATIVE ASSETS



THE AUCTIONEER



UNCORKED



TECHNOLOGY



ASTROPHYSICIST



AUDIO



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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;
 - 15,000 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 £384
 - Regional Partner: Weekly cost £288
 - (+UK VAT)

*Minimum period of 6 months.

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