

# SPH newsletter

## Media Kit

### SPH Newsletter

informs about trends and tendencies in the Central and Eastern as well as South Eastern real estate and investment markets and in Russia and the Commonwealth of Independent States CIS. According to the name the reader finds current “news“, but the columns “background“, “special“, and “opinion“ as well. This is so because “news“ can only be understood and valued in the content of the “bigger picture“. The same occurs for Eastern markets. Thus, the content of the columns is primarily for these markets, but not only. Topics like for example green buildings, sustainable investments, real estate asset management or core properties are hot spots in the Western world as well. Information about “events“ and “book reviews“ complete the offer of SPH Newsletter.

SPH Newsletter is a digital media in an English as well as German edition each and is sent out via e-mail as a pdf data.

“SPH“ is in short „Schiller Publishing House“ as the company, in which the newsletter is published.

### Schiller Publishing House

publishes and distributes special publications regarding real estate topics as well as city and regional development. The main focus is on topics of architecture and planning, of development and investment as well as on operating and serving properties. Location related and site specific publishing completes the spectrum. In especially the dialogue between Western European and North American market players on the one side and Central as well as Eastern European and Russian companies and organisations on the other side shall be strengthened. Schiller Publishing House arose from the long-term activities of its CEO and Founder Andreas Schiller.

### Andreas Schiller

concentrates himself on topics of the real estate industry and of city development since the middle of the 90s – first in Germany and Western Europe, but soon in Central Eastern Europe and Russia. Thus, long and strong relations contain companies and their management in the real estate industry, organisations, public authorities as well as publishing colleagues and companies. Writing and publishing over many years lead to a level of contacts and knowledge helping to identify topics and appropriate persons. Last but not least this experience did lead into cooperation with important real estate trade fairs.

### Target audience

includes all, who are seriously busy in the wide sector of investments in real estate as well as in city and regional development. This audience includes institutional and private investors, investment initiators like closed-end and open real estate funds as well as special funds, tenants and landlords of office, retail, hotel, logistics and residential real estate, public authorities, investment managers, developers, banks and other financing companies and institutions, planners and architects as well as advisors and agents. Valuers, lawyers, and auditors complete the spectrum.

## Distribution and mailing list

contain exclusive and qualified contacts out of the spectrum of the industry described above. In its mailing list SPH Newsletter counts on quality. It does not want to reach „everybody“, but the right contacts. These are decision makers in the industry, especially in investment. The mailing list contains more than 1,200 contacts – in 22 countries, half in the Western, half in the Eastern world. Most of the readers are investors and investment managers, followed by developers as well as banks and other financing institutions. With all contacts known by name and updated regularly there is no waste circulation.

## Dates of publication

depend on content. The usual publication date varies. This variation is explained by the fact that the content and some key events of the industry are more important than following an internal plan of monthly procedures only. Content comes first. This is why actuality and content also may necessitate small changes sometime, and why the issues mentioned in the following list can be complemented by special formats. Finally the market gives the rules.

Issue	Publication date	Special / Background
1 (Nr. 17)	25.02.2013	MIPIM 2013 / Turkey / Russia
2 (Nr. 18)	10.04.2013	Czech Republic / Hotels and Resorts
3 (Nr. 19)	06.05.2013	GREET Vienna 2013 / Serbia / Financing
4 (Nr. 20)	18.07.2013	Croatia / Review GREET Vienna 2013
5 (Nr. 21)	22.08.2013	International players in CEE / Developments
6 (Nr. 22)	26.09.2013	EXPO REAL 2013 / Poland
7 (Nr. 23)	04.11.2013	MAPIC 2013: Retail / Review EXPO REAL
8 (Nr. 24)	16.12.2013	Review 2013 and Outlook 2014 / Bulgaria

Subject to change

## Advertisement formats and inserts

1/1 page	bled off: 210 x 297 mm
1/2 page vertically	bled off: 210 x 148 mm

Other formats on request.

Analogue to inserts in printed media we do offer this opportunity as well when e-mailing. Together with the pdf of SPH Newsletter other electronic inserts can be sent out. But due to being polite to the recipients the size is limited to maximum 12 pages and maximum 2 MB. For the same reason maximum two inserts can be sent out with one SPH newsletter mailing. Too, competitor exclusion is a guarantee. (For example: Bank and law firm is OK, two banks not.)

## Advertisement prices

The prices excluding V.A.T. are per advertisement

1/1 page	€ 1.500
1/2 page	€ 900

As we are keen of a long-term partnership, there is a price discount, when the advertisement is booked for the period of a whole year. Price per each advertisement will be reduced to

1/1 page	€ 1.000
1/2 page	€ 500

If you want send an „electronic insert“, the price is once

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€ 3.500

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Not every mail should have the same inserts. Therefore we do offer a staggered request discount for a long-term partnership:

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Two times insert	each € 3.000
Three times insert	each € 2.500
Four times insert	each € 2.000

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If special issues are published, all regular advertisement clients will be informed beforehand and offered special conditions.

### **Advertisement material deadline**

is two days before the publication date of SPH Newsletter.

### **Data delivery**

as pdf, tiff, jpg or eps. If the data are stored as Illustrator-eps, please make sure, that fonts are sent as well or are converted into paths. Other data formats can be accepted only after information before. Inserts as a pdf data can only be accepted with a maximum size up to 2 MB.

### **General terms and conditions**

The current general terms and conditions (“AGB”) of Schiller Publishing House apply.

### **Validity**

The price list is valid until cancelled, which will be announced to the recipients before.

### **Contact**

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