

Trends barometer of the belgian real estate markets

Showcase of real estate projects

Investment & property management best practices



Download and leaf through the previous edition of the "Belgium Real Estate Showcase" guide via www.pro-realestate.be/BRES2013

→ 4 editorial focus



© Image - Atenor Group

Victor Towers, Midi district, Brussels



© Image - Mesteven - Eurocare

Mons station district

TOWN PLANNING

Residential densification in cities, mixed-use districts, rehabilitating old industrial wastelands, accessibility and mobility... the construction or renovation of a building (offices or housing), of a shopping centre; of hotels, hospitals, public buildings, logistics or semi-industrial parks, all of these have to fit into the vision of the sustainable development of a district, a city and a region.



© Image - Alfin

Chambon, Brussels



© ASSAP Architects

Realex, Brussels

MARKET & PROJECTS

Analysis of the real estate market in the major cities of Belgium : offices, shopping centres, high streets, logistics and semi-industrial buildings.

Analysis of sales and letting prices, take-up, vacancy, available buildings, projects under development.



REAL ESTATE INVESTMENT, PROPERTY & FACILITY MANAGEMENT

Legislation, tax optimisation, trends and best management practices. Key information so that investments in real estate are efficient both in terms of purchase or letting terms, and in operating and maintenance costs.



REAL ESTATE NETWORK

Profile of key players in the real estate industry and suppliers who can assist developers in achieving their real estate projects and help real estate end-users to best perform in their property and facility management.

The directory is enlisting the major players in the Belgian real estate industry classified according their field of activities. It is a selection of the full listing available on www.pro-realestate.be/network

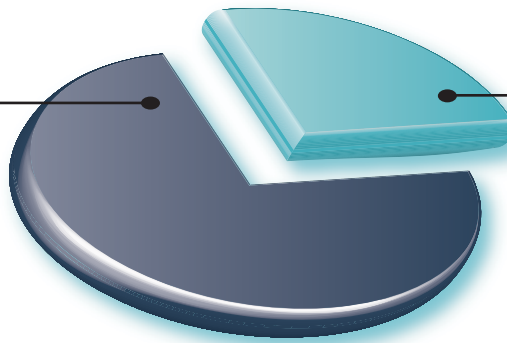
→ Readers: 5,000 professionals involved in real estate investment and management

▶ Target groups:

74%

Companies involved in Belgian real estate development, investment, sale and management

- real estate developers & investors
- local & public authorities involved in town planning and urban regeneration
- architects
- real estate advisers
- legal & finance advisers
- study bureaux (special techniques, environment)
- services providers for property and building management (security, energy management, HVAC, maintenance,...)



26 %

Corporate end-users

(owner and/or occupier) of office, retail and logistic real estate
End-users from both private and public sector, including non-profit organizations.

▶ Circulation:

3,000 copies of the 'Belgium Real Estate Showcase 2014' distributed at REALTY Exhibition in Brussels from May 13th to 15th May + 2,000 copies sent by post mainly to corporate end-users on June 10th with Profacility magazine.

→ PREVIEW PROJECTS - special 2014 MIPIM edition

A preview of the outstanding town planning and real estate projects will be published exclusively for the MIPIM. Digital edition to be send in a newsletter to 6.500 Pro-realestate.be and Profacility.be subscribers. Print edition to be distributed at MIPIM in Cannes from 11 to 14th March 2014.

To be published on 6th March 2014. Issue based on real estate projects description published online on www.pro-realestate.be/projects



Discover last year special MIPIM edition > www.pro-realestate.be/bres2013-preview

➔ Advertising opportunities

BE VISIBLE...

when a company is searching for a supplier and a partner in your field of activities. Show your company's expertise and the real estate projects in which you are involved, in the **'Belgium Real Estate Showcase 2014' guide** and on www.pro-realestate.be

Ad – Property to let / Property for sale | Print



- ▶ 1/2 ou 1/1 Advertorial page in the **'Belgium Real Estate Showcase 2013' guide**

Presentation of properties to let, or for sale, with agent contact details (up to 2 properties description in a half page, 4 in a full A4 page). The layout of the advertising will be made by Bimedia according to a standard template. Text, logo and photos have to be delivered for 21/03/2014.

- ➔ ½ page 1,350 EUR
- ➔ 1 page 1,850 EUR

Advertising Page | Print



- ▶ 1/1 A4 Advertising page in the **'Belgium Real Estate Showcase 2014' guide**

Advertising material to be delivered to kverhegge@bimedia.be
 PDF file high resolution 100% - 300 DP I
 Size : 210x297mm + 5 mm cutting edge

➔ 2,250 EUR

Company Profile | Print & Web



- ▶ Company Profile - 1/1 A4 page in the **'Belgium Real Estate Showcase 2014' guide**
- ▶ e-Company Profile on www.pro-realestate.be/network for 1 year

Company Profile describing your company's activities, services, expertise along with real estate projects your company is involved in. Presentation of your company's management board and contact person, your client references.

➔ Package price : 2,800 EUR instead of ~~3,800 EUR~~

Tweasy Package 2x1 | Print & web



- ▶ 1/1 Advertising page in the **'Belgium Real Estate Showcase 2014' guide**
- ▶ **1/1 advertising page in the 2014 MIPIM Special Edition**
- ▶ 1/1 Company Profile in the **'Belgium Real Estate Showcase 2014' guide** - company profile positioned next to the advertising page, right side
- ▶ e-Company Profile on www.pro-realestate.be/network for 1 year

Company Profile's texts, logo and photos to be delivered via our intranet www.pro-realestate.be/intranet. Advertising page : material to be delivered to kverhegge@bimedia.be. PDF file High resolution 100% - 300 DPI - size : 210x297mm + 5 mm cutting edge

➔ Package price : 3,850 EUR instead of ~~6,050 EUR~~

Please pay attention to the advertising reservations closing dates :

31/03/2014 for 'ready-made' advertisements (11/04/2014 material delivery) - 21/03/2014 for company profiles (04/04/2014 layout approved for printing)

ADVERTISING ORDER FORM

Please send back this form completed before 31st March 2014. Fax : +32 (0)2 626 37 17

Belgium Real Estate Showcase 2014 guide
www.pro-RealEstate.be



Discover the previous edition of the 'Belgium Real Estate Showcase' on www.pro-realestate.be/BRES2013 and see the different advertising possibilities on www.pro-realestate.be/advertising

- Advertising ½ page 1,690 EUR
- Advertising 1/1 page 2,250 EUR
- Advertising 2/1 pages 3,650 EUR
- Advertorial – Property to let / Property for sale 1/2 page..... 1,350 EUR
- Advertorial – Property to let / Property for sale 1/1 page..... 1,850 EUR

- Package Company Profile Print & Web 1/1** ~~3,800 EUR~~ **2,800 EUR**
 Company Profile – 1/1 page in the 'Belgium Real Estate showcase 2014' guide
 + e-Company Profile on www.pro-realestate.be/network for 1 year

- 'Tweasy package' Print & Web 2/1** ~~6.050 EUR~~ **3,850 EUR**
 Advertising 1/1 page in the 'Belgium Real Estate Showcase 2014' guide
 + Company Profile 1/1 page in the 'Belgium Real Estate Showcase 2014' guide
 + e-Company Profile on www.pro-realestate.be/network for 1 year

All prices are exclusive of 21% VAT

Surname / Name _____

Job title _____

Company _____

Address _____

Postal code / City _____

Tel _____

e-mail _____

VAT _____

Date _____

Signature _____

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