

www.pie-mag.com

PROPERTY INVESTOR EUROPE

Reach the smartest decision-makers in real estate



Media Pack | 2012

Update: January 2012



About | Property Investor Europe



"A great real estate investment publication delivers top-quality, accurate content that is clear and valuable for worldwide institutions, thereby also creating a large but defined community for targeted commercial interaction."

Allan Saunderson,
Founder & Managing Editor



"Property Breakfasts and PIE events add immeasurably to advertisers' choice of channels to potential clients, allowing them to demonstrate expertise and to network quickly, efficiently, and personally."

Gaby Wagner, Publisher,
Head of Events



"PIE's position in property news information is second to none - offering a powerful platform for thought-leadership in Europe. We can effectively introduce clients into PIE's global investor community who represent the top echelons of decision-makers."

David Schindler, Director,
Business Development, London



"The PIE platform, via viral HTML Dailies, Online Weeklies and the flagship PIE magazine, creates transparency for mainland European real estate, presenting a broad range of promotional tools for firms to speak directly to global investing institutions."

Frank Beinborn,
Manager, Sales



"Apart from PIE's circulation to subscribers and targeted top-level readers, distribution to PIE Property Breakfasts as well as into trade fairs and conferences ensures that clients gain wide visibility among property professionals."

Ruslana Dunajevski,
PIE Office Manager

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Property Investor Europe | The Mission

The mission of Property Investor Europe is to bring transparency to Mainland Europe real estate for US & global investment professionals. Via a magazine, Online Weekly, HTML Letter, daily intelligence, podcast and events, its hard news-analysis-commentary fosters investment capital flows in and around the continent.

A subscription-based service founded in 2005, PIE is uniquely published in English from Frankfurt, Germany, with editors around Europe. Weekly, PIE reaches over 50,000 institutional professionals via the PIE Letter, and once per month goes to 4,000-5,000 targeted subscribers and others in print (7,000 during MIPIM and Expo Real).

PIE is written for investing institutions, capital allocators and managers, banks, global REITs and other listed vehicles, funds, corporate treasurers, academics and private investors – to help understand reward, opportunity and risk in Europe’s diverse markets. PIE is recommended by the Urban Land Institute Europe and Royal Institution of Chartered Surveyors to their global memberships.

INTERNET PLATFORM: www.pie-mag.com

PROPERTY INVESTOR EUROPE reaches global real estate investor readers in many ways, in particular exploiting the ‘viral’ internet to distribute the PIE HTML Daily to all corners of the world. Sponsors can use this electronic platform, combined with the PIE website at www.pie-mag.com, to reach their audience. Feedback welcomed at: firstname.lastname@pie-mag.com.

KEY FACTS

Frequency:

Online: Daily news briefings
 Weekly newsletter (pdf)
 Print: Property Investor Europe
 Monthly (10 issues per year)

Publication type:

Subscription information service

International distribution:

Print: 4,000-9,000, Readership: 16,000-35,000+
 Online: 50,000, Readership: 110,000+

Target readership:

Senior US and international decision-makers and capital managers in property asset allocation - including institutional investors, asset managers, banks, unlisted funds, REITs, listed property firms, realtors and other intermediaries, owners, developers, government and professional services.

Distribution:

Paid subscribers. Targeted investing institutions. Attendees at conferences, exhibitions and PIE’s internal event series.

Advertising booking deadline:

16 days prior to publication



Readership | Circulation

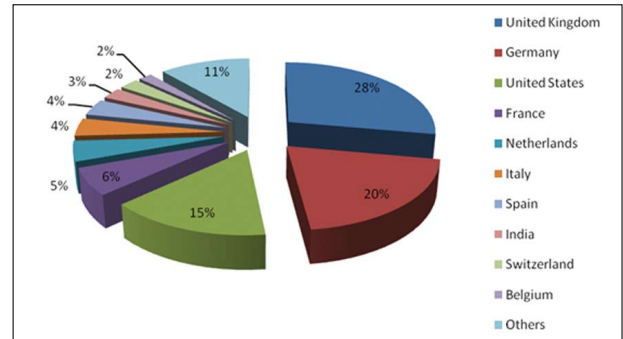
Property Investor Europe’s reader profile focuses heavily on global property decision-makers: Institutional investors, funds, banks, private investors, asset managers, REITs and other listed property vehicles, unlisted funds, traders, corporate treasurers, finance professionals, public sector officials, academics and all others focused on continental European property markets.

By strictly focusing on premium content, PIE has captured a news-analysis-commentary niche second to none, delivering value-added investment intelligence in European commercial real estate. This firm editorial profile delivers to the advertiser the most powerful decision-makers in institutional real estate markets - with the greatest spending and allocation power. PIE’s worldwide subscribers count among the highest levels of management:

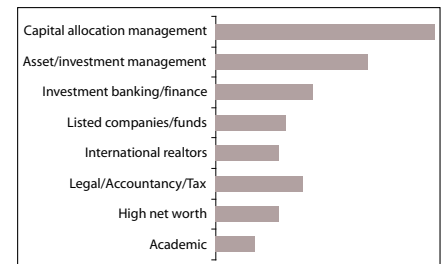
CEOs, CIOs, CFOs, group presidents, MDs and principals, senior decision-makers controlling budget allocation, investment strategy, business partnerships, and financing.

PIE readers are among the most difficult to reach with traditional media advertising – most print or online trade titles do not deliver PIE’s investment value-add. Top professionals make time to read PIE due to its efficient, insider, value-add briefing on key issues impacting their real-time day-to-day decisions.

PIE delivers... Your property message direct to your target professional audience.



Readership by region



Readership Profile

Publication | Schedule 2011-2012

ISSUE	DATE	PUBLICATION
223	5 Sep	Print Edition
224	12 Sep	Online Weekly
225	19 Sep	Online Weekly
226	26 Sep	Online Weekly
227	3 Oct	Print Edition
228	10 Oct	Online Weekly
229	17 Oct	Online Weekly
230	24 Oct	Online Weekly
231	31 Oct	Online Weekly
232	7 Nov	Print Edition
233	14 Nov	Online Weekly
234	21 Nov	Online Weekly
235	28 Nov	Online Weekly
236	5 Dec	Print Edition
237	12 Dec	Online Weekly
WINTER BREAK		
238	9 Jan	Online Weekly
239	16 Jan	Online Weekly
240	23 Jan	Online Weekly
241	30 Jan	Online Weekly

ISSUE	DATE	PUBLICATION
242	6 Feb	Print Edition
243	13 Feb	Online Weekly
244	20 Feb	Online Weekly
245	27 Feb	Online Weekly
246	5 Mar	Print Edition
247	12 Mar	Online Weekly
248	19 Mar	Online Weekly
249	26 Mar	Online Weekly
250	2 Apr	Print Edition
251	9 Apr	Online Weekly
252	16 Apr	Online Weekly
253	23 Apr	Online Weekly
254	30 Apr	Online Weekly
255	7 May	Print Edition
256	14 May	Online Weekly
257	21 May	Online Weekly
258	28 May	Online Weekly
259	4 Jun	Print Edition
260	11 Jun	Online Weekly
261	18 Jun	Online Weekly
262	25 Jun	Online Weekly
263	2 Jul	Print Edition

ISSUE	DATE	PUBLICATION
264	9 Jul	Online Weekly
265	16 Jul	Online Weekly
SUMMER BREAK		
266	13 Aug	Online Weekly
267	20 Aug	Online Weekly
268	27 Aug	Online Weekly
269	3 Sep	Print Edition
270	10 Sep	Online Weekly
271	17 Sep	Online Weekly
272	24 Sep	Online Weekly
273	1 Oct	Print Edition
274	8 Oct	Online Weekly
275	15 Oct	Online Weekly
276	22 Oct	Online Weekly
277	29 Oct	Online Weekly
278	5 Nov	Print Edition
279	12 Nov	Online Weekly
280	19 Nov	Online Weekly
281	26 Nov	Online Weekly
282	3 Dec	Print Edition

ISSUE	DATE	PUBLICATION
283	10 Dec	Online Weekly
284	17 Dec	Online Weekly
WINTER BREAK		
285	14 Jan 2013	Online Weekly
286	21 Jan 2013	Online Weekly
287	28 Jan 2013	Online Weekly
288	4 Feb 2013	Print Edition

Advertising Deadlines

Advertising deadlines for PIE Print Editions are 10 days prior to publication dates, and for PIE Online Weeklies, seven days in advance. PIE takes two breaks in its annual publication schedule, during mid-summer and over the year-end festive season.



PIE Events | Bringing European Thought Leaders Together

Since 2007, PIE Property Breakfasts have brought together leading European operators, investors and financiers, presenting local expertise to discuss key market issues with senior investment professionals in Europe's largest financial centre. The Property Breakfast series attracts a key audience for you: 80-120 investors, real estate managers, investment bankers and intermediaries. Each event focuses on market opportunities, risks, valuations, financing and the investment challenge.

Six leading figures discuss the key issues in a lively 1-1/2-hour free-ranging exchange of views, plus audience Q&A. Each investment event starts at 8 a.m. with sit-down breakfast during panel discussion from 8.30-10 a.m., ending with coffee and networking – an opportunity to make high-level connections in a relaxed, informal atmosphere. PIE Events are a partnership with panelists, who benefit over 2-3 months from PIE's extensive promotional reach, pre-event, in-event, post-event.

NEW FOR 2012! PIE has broadened its Property Breakfasts/Briefings beyond London into other European cities – offering bilateral exchange and information expert seminars from one European market to capital providers in another. In 2011, London and French market players informed the important German investor community in Frankfurt. PIE also took its expert seminar series to New York for the first time. In 2012, PIE has added Spain, Poland and Distressed Property to Breakfast/Briefing themes, keeping very current with market interests and need for value-added, informative briefings.



Some PIE Breakfast Panelists

Aberdeen Asset Management, Affine, Catella, Altarea Cogedim, CA Immo, Castellum, CB Richard Ellis, Colonia, Cushman & Wakefield, DLA Piper, Eurohypo, Fair Value REIT, Foncière Paris France, Foncière des Régions, Helaba, Henderson Global Investors, ING REIM, Jones Lang LaSalle, Multi Corporation, Prime Office, Prologis, Société de la Tour Eiffel, Spar-kasse Immobilien, TMW Pramerica, Valad, Westimmo.



PIE Events | Schedule 2012

Month	Date	Market/Sector/Theme	Event Type	Location
January	27	CEE-Balkans	Breakfast	London
February	14	Germany*	Breakfast	Stockholm
February	22	Distressed Assets	Breakfast	London
March	21	France	Breakfast	London
April	17	Germany	Breakfast	London
May	3/4	CEE, with IPD	All day	Vienna
May	15	Italy**	Briefing	London
May	24	Nordics	Breakfast	Frankfurt
June	13	Swiss	Breakfast	Frankfurt
June	20	Russia	Breakfast	London
September	19	Spain	Briefing	London
September	20	Poland	Breakfast	London
October	17	France	Briefing	London
October	18	Retail***	Breakfast	London
November	21	Germany	Briefing	London
November	22	Distressed Assets	Breakfast	London

Dates may be subject to change. PIE is also reviewing panels on European real estate in Stockholm, Oslo, Tel Aviv, Abu Dhabi, Hong Kong and Singapore. We welcome your input at events@pie-mag.com

* Package advertising appears in PIE March, MIPIM-Germany Country of Honour Supplement; ** Package advertising appears in PIE June, EIRE Expo Italia Real Estate Edition; *** Package advertising appears in PIE November, Mopic Edition



Property Breakfast | Sponsorship Package

PROPERTY INVESTOR EUROPE
Property Investor Europe proudly presents
the first in its expert seminar series:

German Property Breakfast

Will Germany's stellar economy, attracting capital into its real estate, provide a global safe haven asset in an unstable world?

SPEAKERS:

- JAMES BAUER**
Managing Director, REAG Germany, Frankfurt, Member of the Advisory Board, REAG
Member of the Advisory Board of the German Real Estate Association (VERBUND) and the German Real Estate Association (VERBUND). He is also a member of the Advisory Board of the German Real Estate Association (VERBUND) and the German Real Estate Association (VERBUND).
- SAUL GOLDSTEIN**
Managing Partner, Actium 36 Capital Management, St Helier, Jersey
Actium is a real estate holding and investment fund based in Jersey, managed by Saul Goldstein. Actium is a real estate holding and investment fund based in Jersey, managed by Saul Goldstein.
- ANDREW M. GROOM**
Inc. Director, Head of Valuation & Transaction Advisory-Germany, James Lang LaSalle, Frankfurt
James Lang LaSalle is a leading real estate advisory firm based in Frankfurt, Germany. It is a leading real estate advisory firm based in Frankfurt, Germany.
- TIM ANDREAS LASTS**
Managing Director, Cavella Property Advisors, Frankfurt
Cavella Property Advisors is a leading real estate advisory firm based in Frankfurt, Germany. It is a leading real estate advisory firm based in Frankfurt, Germany.
- CARSTEN LOLL**
Partner, Head of Real Estate Practice Group, DLA Piper, Munich
DLA Piper is a leading law firm based in Munich, Germany. It is a leading law firm based in Munich, Germany.
- HOLGER SCHMITZWAY**
Member of the Board, 5 Immo, Vienna
5 Immo is a leading real estate holding company based in Vienna, Austria. It is a leading real estate holding company based in Vienna, Austria.

SCHEDULE:
8.00 a.m. Registration & Breakfast
8.30 a.m. Panel discussion
10.00 a.m. Coffee-Networking

DATE:
Wednesday, 19 October 2011
OLA Piper, 5 Immo-Saal
London/SCV TEL, England

REGISTRATION OPEN ON:
www.pie-mag.com/events.html
at Email: Gaby.Wagner@events-mag.com
at events-mag.com

TERMS AND CONDITIONS:
PIE subscribers gain free entry to all PIE events during 12 month subscription period. Non-subscribers
Early Bird Fee: €12.50 (Standard entry: €20). Price plus 20% for VAT if applicable. Early Bird fee closes: 27 September 2011.

Local Intelligence - Global Audience

PROPERTY BREAKFAST - PANELIST SPONSORSHIP PACKAGE

Price: € 7,500 includes:

Pre-Event

- 4-6 weeks of global promotion & branding for your company - including photo, personal biography and company profile (banner value € 3,600)
- Visibility in PIE Dailies, Online Weeklies and PIE magazine
- Full-page advertisement in Property Investor Europe magazine (value € 3,500)

In-Event

- Full Breakfast panel participation to demonstrate expertise
- Networking with institutional investors interested in this region
- Eight complimentary delegate passes to invite your clients (value € 800)
- Pull-up display & table layout of marketing materials
- Private get-together/networking for Panel Speakers

Post-Event

- 2-3 page PIE magazine reportage, with pictures, quotations etc (value € 1,800)
- Your company branding in global podcast of Breakfast panel discussion (posted on Apple iTunes, PIE website, and your webpage)
- Full delegate list, with contact details for your post-event marketing

FOR MORE INFORMATION, PLEASE CONTACT

Gaby Wagner, Friedrich-Ebert-Anlage 36, 60325 Frankfurt am Main, Germany

Tel. +49 69 244 333 112, Mob. +49 173 3177 191, Fax: +49 69 244 333 209, Email: events@pie-mag.com

Advertising Rates | Print – Bleed Advertisements*



SIZE	2/1	1/1	1/1	1/1	1/2	1/2
PLACEMENT	internal	back cover	inside front/back	internal	internal	internal
DIMENSIONS	426 x 276 mm	213 x 276 mm	213 x 276 mm	213 x 276 mm	107 x 276 mm	213 x 138 mm
COLOUR	b/w or 4c	b/w or 4c	b/w or 4c	b/w or 4c	b/w or 4c	b/w or 4c
RATE	€ 6,000	€ 8,000	€ 6,000	€ 3,500	€ 1,900	€ 1,900

SPECIAL FORMATS

Wrap around covers, bound in-lays, loose inserts, belly wraps available. For advice on special requirements simply call:

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+44 7815 8888000
David.Schindler@pie-mag.com

Frank Beinborn
+49 69 244 333 128
Frank.Beinborn@pie-mag.com

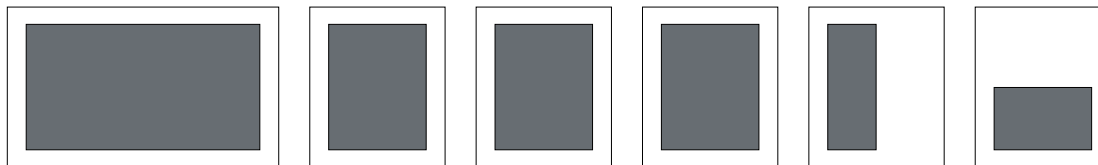
Gaby Wagner
+49 173 3177191
Gaby.Wagner@pie-mag.com

1/3	1/4	1/4	1/5	1/5	1/5 *2	SIZE
internal	internal	internal	front page	internal	internal	PLACEMENT
213 x 92 mm	107 x 138 mm	213 x 69 mm	213 x 56 mm	213 x 56 mm	426 x 56 mm	DIMENSIONS
b/w or 4c	b/w or 4c	b/w or 4c	b/w or 4c	b/w or 4c	b/w or 4c	COLOUR
€ 1,700	€ 1,500	€ 1,500	€ 10,000	€ 1,300	€ 2,200	RATE

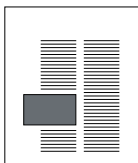
* Bleed advertisements: Trim on all sides 3 mm! Prototype for positioning not decisive. 5 mm minimum distance from important text and graphic elements to the cutting edge as well as to the gutter margin.



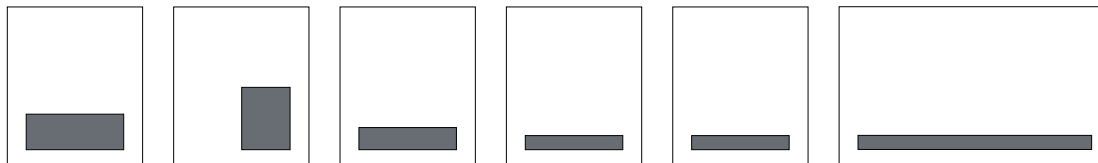
Advertising Rates | Print – Type Area Advertisements



SIZE	2/1	1/1	1/1	1/1	1/2	1/2
PLACEMENT	internal	back cover	inside front/back	internal	internal	internal
DIMENSIONS	394 x 234 mm	185 x 234 mm	185 x 234 mm	185 x 234 mm	93 x 234 mm	185 x 117 mm
COLOUR	b/w or 4c	b/w or 4c	b/w or 4c	b/w or 4c	b/w or 4c	b/w or 4c
RATE	€ 6,000	€ 8,000	€ 6,000	€ 3,500	€ 1,900	€ 1,900



1/8 Insert Box
internal
110 x 60 mm
b/w or 4c
€ 850

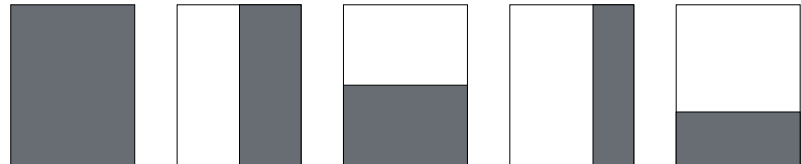


1/3	1/4	1/4	1/5	1/5	1/5 *2	SIZE
internal	internal	internal	front page	internal	internal	PLACEMENT
185 x 78 mm	93 x 117 mm	185 x 59 mm	185 x 47 mm	185 x 47 mm	394 x 47 mm	DIMENSIONS
b/w or 4c	b/w or 4c	b/w or 4c	b/w or 4c	b/w or 4c	b/w or 4c	COLOUR
€ 1,700	€ 1,500	€ 1,500	€ 10,000	€ 1,300	€ 2,200	RATE

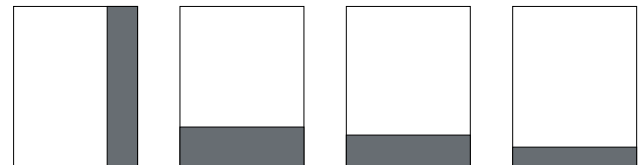
Advertising Rates | PIE Online Weekly*



* All advertisements in Online Weeklies have a clickthru link to your homepage or contact form.



SIZE	1/1	1/2	1/2	1/3	1/3
PLACEMENT	internal	internal	internal	internal	internal
DIMENSIONS	210 x 297 mm	105 x 297 mm	210 x 149 mm	70 x 297 mm	210 x 99 mm
COLOUR	b/w or 4c	b/w or 4c	b/w or 4c	b/w or 4c	b/w or 4c
RATE	€ 3,000	€ 1,750	€ 1,750	€ 1,600	€ 1,600



SIZE	1/4	1/4	1/5	1/8
PLACEMENT	internal	internal	cover page	internal
DIMENSIONS	53 x 297 mm	210 x 75 mm	210 x 60 mm	210 x 38 mm
COLOUR	b/w or 4c	b/w or 4c	b/w or 4c	b/w or 4c
RATE	€ 1,300	€ 1,300	€ 5,000	€ 1,000



Advertising Rates | PIE HTML Daily

The screenshot shows the Property Investor Europe website interface. At the top, there is a red banner with the text "Banner – 468px x 60px". Below the banner, there is a red button with the text "Button 120 x 120px". The main content area includes a "CLICK & READ TODAY'S PROPERTY INVESTOR EUROPE 175 ONLINE WEEKLY IN PDF (not before vacation)" section, a "PIE SUMMER CLOSURE" section, and a "New readers: simply fill in your details at the prompt for a free 60-day trial" section. There are also logos for "victor", "Around the World with Westimmo", and "CATELLA".

Technicals: File Format: GIF or PNG (static or animated). Sizes: Horizontal Banners: 468 Pixels x 60 Pixels. Buttons: 120 Pixels wide and high.

(other shapes/sizes available on request)

NB. Prices are insertion rates per week for display only.

A one-time charge of €200 is made for formatting.

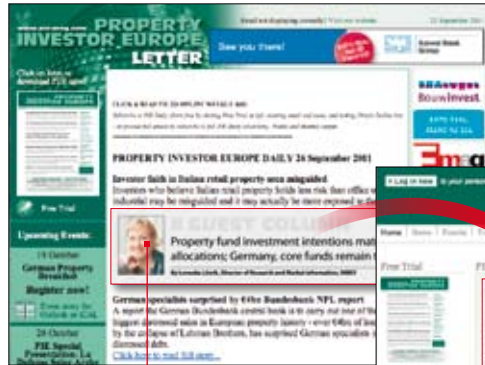
The PIE Daily is sent overnight every working day to our database of 50,000 global real estate investment records and 'white list' audience. It is available to PIE professionals in the early morning in Asia, is first morning news for Europe – and even reaches US readers at the close of their prior working day. With click-thru's soaring, aided by readers' willingness to 'forward to a friend', the PIE Daily is an exciting new electronic platform for sponsors to benefit from the 'viral' worldwide broadcast of the internet.

PIE Daily promotional Banners & Buttons can be ordered for a minimum 4 weeks and are priced as follows:

BANNERS (PER INSERTION)		BUTTONS (PER INSERTION)	
1 week	€ 1000	1 week	€ 690
5-10 weeks	€ 850	5-10 weeks	€ 600
10-20 weeks	€ 750	10-20 weeks	€ 580
Longer	negotiable	Longer	negotiable

HTML LETTER(DAILIES)AND WEBSITE TOGETHER: € 1.500

Advertising Rates | PIE Expert View



NEW FOR 2011/12! PIE is now opening the PIE Daily platform for European real estate professionals to demonstrate expertise to our worldwide audience. By booking PIE Expert View, you can now be personally present on PIE Daily, discussing a specialist topic for a global audience. Featured content banner (pictured) or button visibility includes

your picture, title and topic, plus click-thru to PIE database and long-term archive. Sponsor logos allow onward click-thru from your Expert View to your home website. PIE offers optional additional inclusion in the PIE monthly magazine.

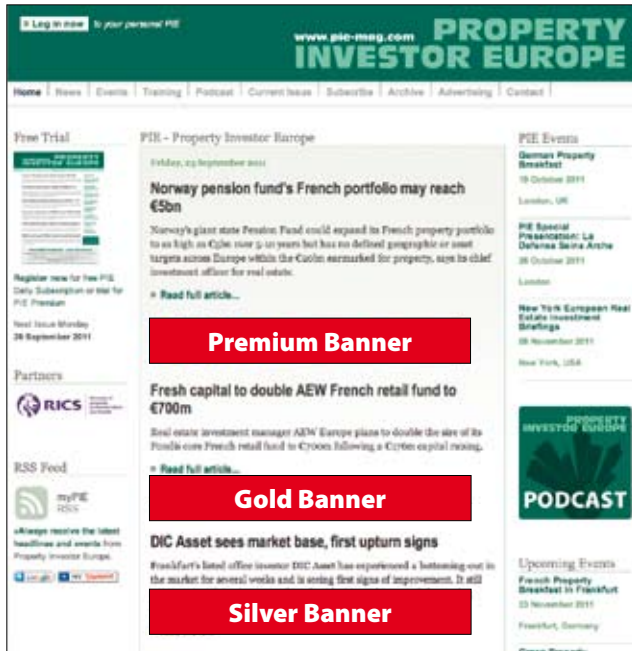
PIE Expert View gives you:

- Worldwide personal visibility to PIE 50,000 database
- 'Viral' global distribution to demonstrate expertise
- Archived on PIE website, open to global readership
- Your company logo with direct click-thru to your website
- Optional inclusion in PIE flagship monthly magazine

PIE Expert View – BANNER	PIE Expert View – BUTTON
€ 2450 per week	€ 1950 per week
One week, plus PIE flagship print magazine	
€ 3950	€ 3450



Advertising Rates | PIE's Flagship Website



Now in its seventh year, Property Investor Europe is an acknowledged thought leader in European real estate investment, relied on by leading global decisionmakers for commercially valuable intelligence, guidance and tips to benefit their craft. With sharply climbing visitor numbers PIE's flagship website (www.piemag.com), including keyword archive retrieval, takes your message to investors and potential clients reading from over 100 countries around the world.

Effective, targeted communication - quantifiable response

SIZE	PREMIUM	GOLD	SILVER BANNER
PLACEMENT	Header	next banner after header	next banner after gold
DIMENSIONS	468 x 60 pixel	468 x 60 pixel	468 x 60 pixel
RATE	€ 1,000	€ 850	€ 750

* **Rate per week.** Please send all artwork by email to: office@pie-mag.com
 Formats (Homepage + Email) .jpg or .gif. Please save all work RGB. 72dpi resolution.

Technical | Data

MAGAZINE SIZE OPENED	426mm x 276 mm
MAGAZINE SIZE CLOSED	213mm x 276 mm
STITCHING	Saddle stitching
PRINTING	Sheet offset printing
PAPER	Coated paper - cover page 200g glossy chalk, inside pages 100g matt chalk
PROOF	CMYK Europe ISO coated Fogra 27. For the colour management we require a digital proof. Without proof we do not guarantee the correct colour reproduction of the ad. Proofs will not be mailed by us.
FILE FORMATS	Pdf, jpg, tiff or eps deliverable by e-mail or on a CD or DVD. Please format double page ads as a single page pdf. Please take into account the margins and trimming. Don't submit open data. Upon delivery of other file formats or defect pdf files, there is no right for reimbursement claims.
COLOUR DATA	Colour pictures, colour type CMYK, 300 dpi resolution in 100% proportionality; black and white pictures in grey shades mode, 300 dpi resolution in 100% proportionality. Please deliver as TIFF or EPS unseparated.
PUBLISHING HOUSE	PFE GmbH, Friedrich-Ebert-Anlage 36, 60325 Frankfurt am Main, Germany, Phone +49 69 244 333 112, Fax +49 69 244 333 209
MANAGING EDITOR	Allan Saunderson, editor@pie-mag.com
INTERNET	www.pie-mag.com, Newslines: news@pie-mag.com
PUBLICATION FREQUENCY	Online: daily, weekly, Print: once per month 10 issues
PIE BANK DETAILS	Account holder: PFE GmbH, Frankfurter Volksbank, BLZ/Bank code 501 900 00; Kto/Bank a/c: 650 1011 531, IBAN: DE48501900006501011531; BIC/Swift code: FVVBDEFF; Deutsche Bank AG, BLZ/Bank code 230 707 10, Kto/Bank a/c: 872083100, IBAN: DE92230707100872083100, BIC/Swift code: DEUTDEHH222
TERMS OF PAYMENT	Immediately upon receipt of invoice.
PRINTING COMPANY	P. S. Leader, Pod Slovany 14, 128 00 Praha 2, Czech Republic
PLEASE NOTE	Due to PIE's very short printing schedule we are unable to submit a paper proof prior to publication.



PROPERTY INVESTOR EUROPE:

Using modern delivery channels to target your message
direct to global real estate investors.

CONTACT: Property Investor Europe, Friedrich-Ebert-Anlage 36, 60325 Frankfurt am Main, Germany. Phone +49 69 244 333 112,
Fax +49 69 244 333 209. Email info@pie-mag.com. PIE wants your real estate news! Send to news@pie-mag.com

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