

Media Kit

Real Estate News that Gives a Real Advantage

Providing subscribers with market-moving news
and ground-breaking analysis

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About Green Street News

Green Street News Ethos: Real Estate News that Gives a Real Advantage

Delivering daily bulletins, weekly roundups, breaking news alerts, and a variety of additional newsletters based on user interests - all packed with proprietary content - we give our subscribers a competitive advantage in the U.K., European, Canadian and Australian real estate markets.



**First to market
with the
biggest news**



**Short, direct
summaries**



**Smart, pithy
market
analysis**



**Diverse,
powerful
perspectives**

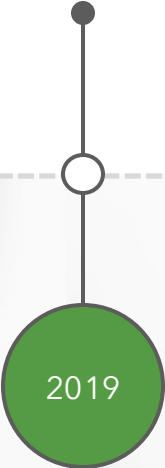


**Always
objective and
balanced**

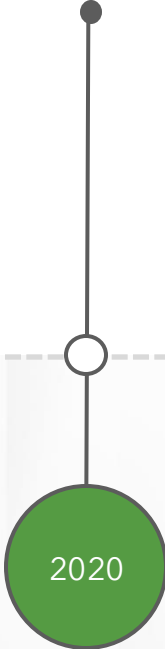
History of Green Street News

React News founded

by David Hatcher, James Buckley and Chris Borland

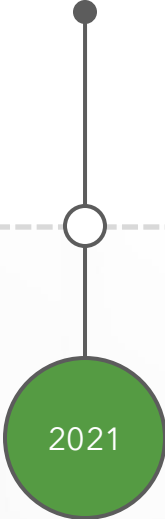


Expansion across Europe



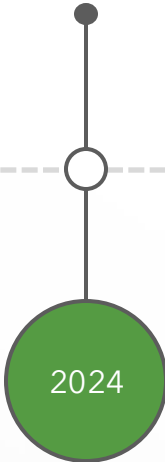
Deal Tracker Launched

Green Street acquires React News

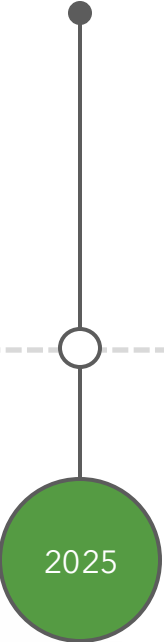


React news rebrands to Green Street News

Expansion with Canada News



Expansion across Australia



Our Audience

Green Street News attracts a senior audience and an expansive geographical reach.

Worldwide content readership. Enterprise-level access: Strong C-suite, VP, and director-level readership

Global Coverage

- 60 journalists across 20 countries
- 60%+ Investors / Developers
- 100+ exclusive news a week
- Access to 25+ year historical library
- Daily newsletters alerts

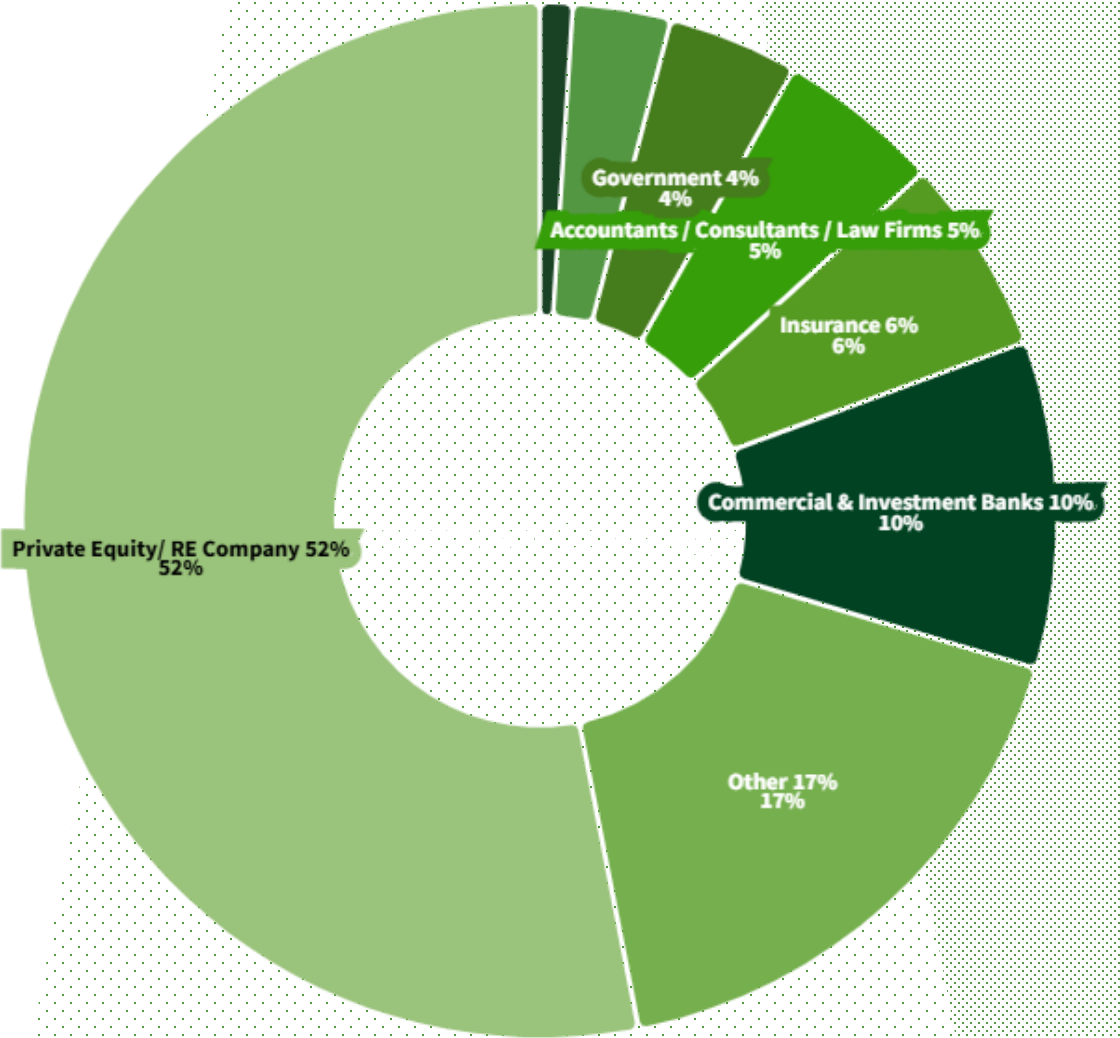
Australian Coverage

- 7,000 registered users' (real estate professionals)
- Access to 10+ year historical library
- Daily Australia Bulletins | Every Monday to Thursday
- Best of the Week | Every Friday

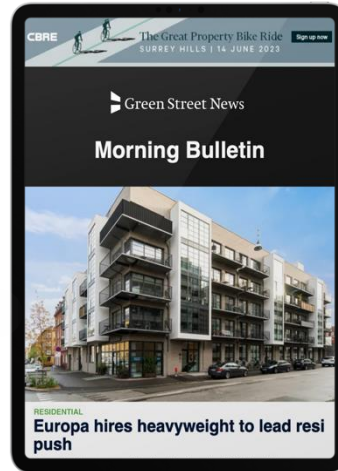
Australian Readership Demographics

Green Street News

Our readers work in sales, leasing and transactions, property finance, property management, development, valuation and surveying, AREITS, investment and property law.



How to Advertise



Email Alerts | Banners in email alerts

Visual: Top and bottom banner

Frequency: Once per day

- Monday to Thursday - Daily Roundup
- Friday - Best of the Week

Website | Three options to suit your needs

Option 1 | Homepage

Visual: Two placements on Green Street News Australia Homepage

Frequency: Run off network

Option 2 | Region/ Sector Homepage

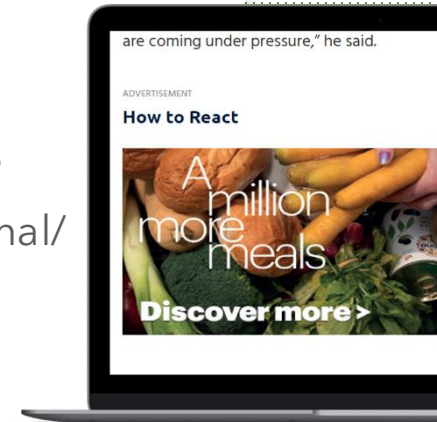
Visual: One placement on a regional/ sector homepage

Frequency: Run off network

Option 3 | How to React

Visual: Thought-leadership content placement in the middle of an article body through primary regional/sector tagging

Frequency: Run off network

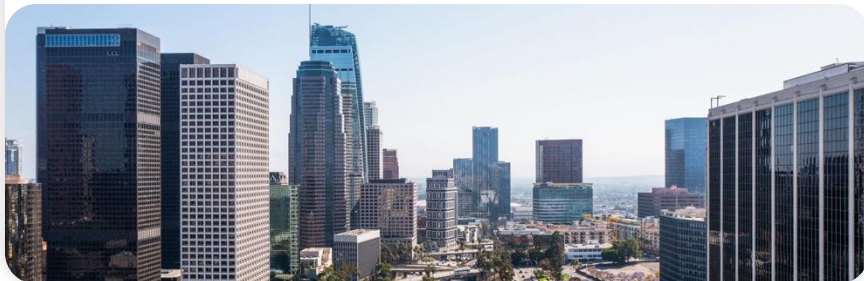


Green Street Australia Regional/ Sector Coverage

Rapidly Growing Subscriber Base

Comprehensive, unmatched coverage of the Australian market

Coverage across all key property sector and asset classes within commercial real estate



Regions Covered

Canberra
Sydney
Brisbane
Adelaide
Melbourne
Perth



Sectors Covered

Alternatives
Corporate
Finance
Hotels & Leisure
Investment
Logistics
Occupier
Office
People
Residential
Retail
Rural

Our Approach



Our aim is to provide impactful exposure from a breadth of solus options to ensure it is relevant, targeted, and advantageous to both our subscribers and advertisers - putting your messaging in front and centre of a targeted and engaged audience.

Pricing Summary

Please find below an overview of our available assets and associated pricing. I have also added the monthly cost associated with these spaces. Bespoke packages can be provided and adjusted to suit your needs. We would be more than happy to change the content of the adverts throughout the campaign period taken, meaning you could change between different campaigns and your brand should you so wish for the duration of the partnership.

Rate Card

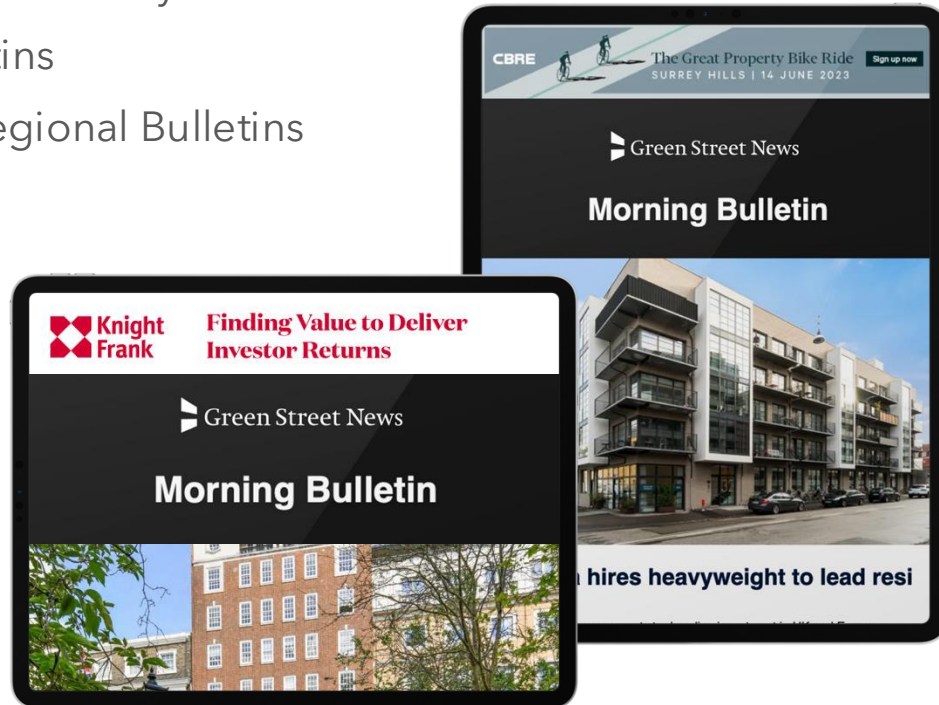
- Email packages include daily breakdown per campaign
- Website packages include post-campaign reporting

Item	Detail	Cost
Daily Email Bulletin	1x email per day Includes Best of the Week round-up on Friday Solus sponsorship	\$5,000 per week Minimum 1-week booking
Website - Green Street News Australia Homepage	Accessed by approx. 7,000 subscribers Seen by subscribers and non-subscribers Solus sponsorship	\$6,000 per month Minimum 1-month booking
Website - Green Street News Australian Sector/ Regional Homepage	Covers 1x region/ sector Solus sponsorship	\$6,000 per month Minimum 1-month booking
Website - Green Street News Australia 'How to React'	Covers 1x region/ sector Solus sponsorship	\$6,000 per month Minimum 1-month booking

Advert Specifications

Email Banner Specs

- Appears as a banner at the top and bottom of the Alert
- Please provide a URL link for the banner CTA
- Email alert can include any of:
 - Daily Bulletins
 - Sector & Regional Bulletins



Name	Smartphone Banner Extra
Aspect Ratio	06:01
Supply Size (px)	600 X 100
Max. Display Size (px)	600 X 100
Min. Display Size (px)	450X 75
Initial Load (KB)	75
Sub Load (KB)	125

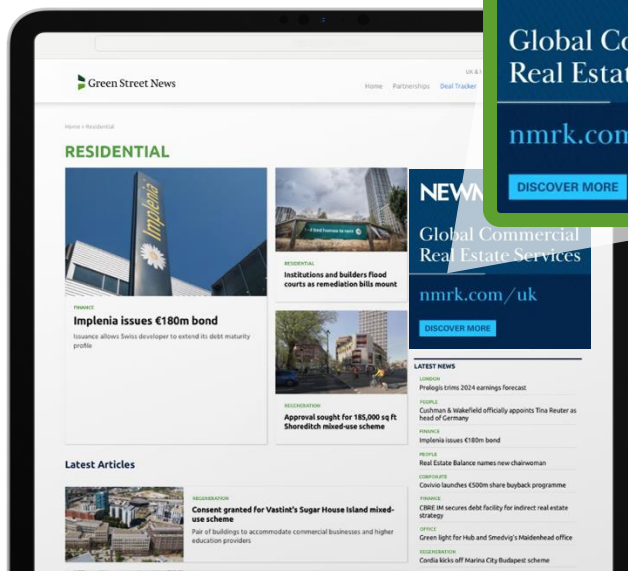
Website Display / Sidebar Specs

- Green Street Homepage* (top chart)
- Sector/ Regional Homepage* (bottom chart)
- Please provide a URL link for the banner CTA



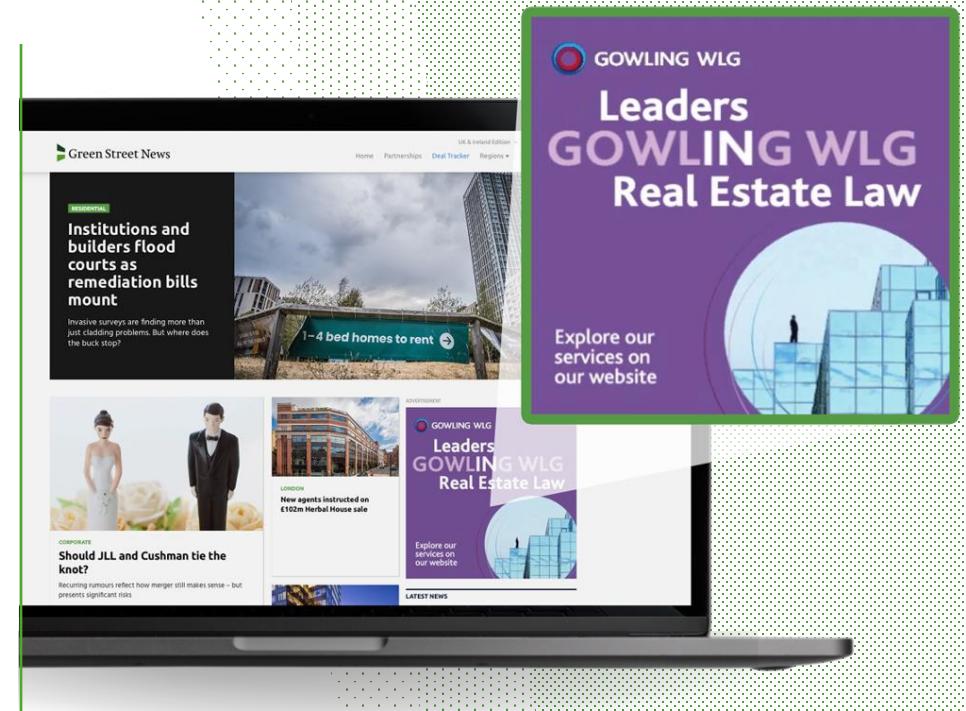
Name	Aspect Ratio	Supply Size (px)	Max. Display Size (px)	Min. Display Size (px)	Initial Load (KB)	Sub Load (KB)	Screen Width Rendered
Smartphone Banner	6:1	450 x 75	450 x 75	300 x 50	50	100	0 - 450
Smartphone Banner Extra	6:1	600 x 100	600 x 100	450 x 75	75	125	451 - 600
Leaderboard	8:1	1,200 x 150	1,200 x 150	600 x 75	150	300	601 - 767
Medium Rectangle	1:1	450 x 450	450 x 450	300 x 300	150	300	768 - 967
2nd Homepage	3.88 : 1	970 x 250	970 x 250	680 x 175	250	500	768 - 967
Financial	2:1	300 x 150	300 x 150	200 x 100	50	100	968+

Name	Aspect Ratio	Supply Size (px)	Max. Display Size (px)	Min. Display Size (px)	Initial Load (KB)	Sub Load (KB)	Screen Width Rendered
Smartphone Banner	6:1	450 x 75	450 x 75	300 x 50	50	100	0 - 450
Smartphone Banner Extra	6:1	600 x 100	600 x 100	450 x 75	75	125	451 - 600
Leaderboard	8:1	1,200 x 150	1,200 x 150	600 x 75	150	300	601 - 767
Medium Rectangle	1:1	450 x 450	450 x 450	300 x 300	150	300	768 - 967
Financial	2:1	300 x 150	300 x 150	200 x 100	50	100	968+



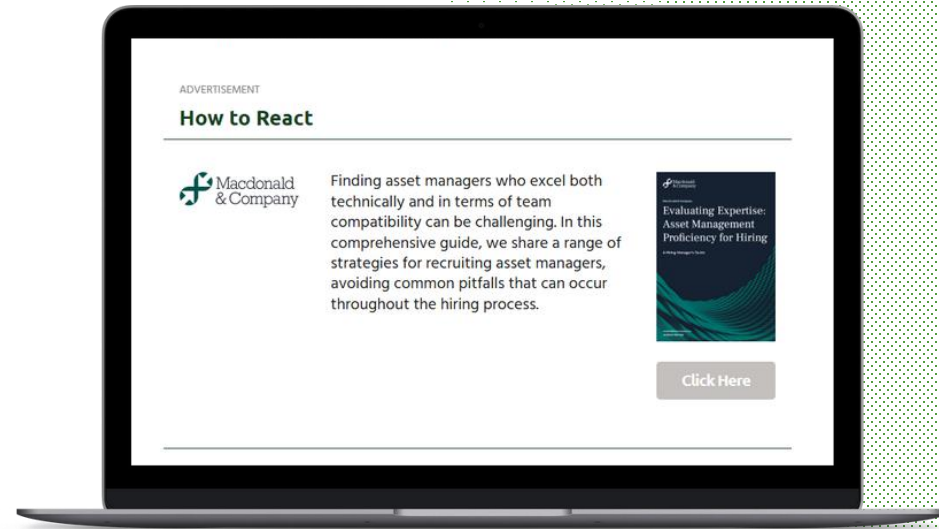
Display / Sidebar

- **Image** | The sidebar slot requires 5-6 images per advert to be supplied. Supply the artwork at Supply Size and ensure the creative is sized appropriately between Min & Max Display Sizes. Our sidebar slot dynamically loads the correct image for a given screen width & dynamically swaps images.
- Appears to the side of body content when viewport >768px, and renders between 230px & 373px wide
- Appears below the body content when viewport <769px, and renders between 375px and 735px wide
- Available on the Homepage, Article, Deal and Taxonomy pages
- Can target Sector or Region when on Article, Deal or Taxonomy pages
- N.B. The above image sizes are all standard IAB.com sizes with the exception on Smartphone Banner Extra, which is a custom size designed to suit the React News layout.



'How to React' Thought Leadership Display

- Appears to the side of body content when viewport >768px, and renders between 230px & 373px wide
- Please provide the following:
 - One logo image (800px x 235px)
 - Sub-copy (max. 50 words)
 - Report cover image (600px x 850px)
 - A URL link for the CTA
- Appears within the body content of an Article
- Renders between 375px and 768px
- Supported image formats are JPG, PNG and GIF



Inquire today about advertising with Green Street News



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U.S. Advisory services are only offered through our California location.

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