



<propmodo>

# METATRENDS

## 2019



EXPLORING THE MOST TRANSFORMATIVE  
TRENDS IN BUILT ENVIRONMENT TECH





# The most influential media source about technology and the built environment

Propmodo's editors will connect the dots to uncover the biggest real estate industry trends shaping the year ahead and unveil them in our 2019 Metatrends digital package, magazine and special event series.

This groundbreaking project promises to deliver new insights for Propmodo's readers including C-suite execs, senior-level real estate professionals, architects, engineers, venture capitalists, data analysts, and other decision makers.

Propmodo's partners and sponsors can leverage this unique opportunity to demonstrate their thought leadership and innovation while engaging with Propmodo's fast-growing audience in a variety of ways including online and in-person.

## Defining the future of real estate



# What are Metatrends?

Propmodo Metatrends are macroeconomic forces, sociocultural changes, and technological advancements that are reshaping the built environment. Companies, governments, and property firms may call Metatrends by different names, but the most effective ones have organized their strategy in some way around them. By definition, they are big and include some of the real estate industry's greatest challenges – and opportunities.

## Examples of Metatrends

- **Mobility:** The changing ways we travel are affecting property use cases and value.
- **Valuation:** New sources of data and more sophisticated methods can change the way we understand property value.
- **Space-as-a-service:** Space to work or live is being packaged as a service to focus on flexibility and end-user benefit.
- **Data accessibility:** Partnerships and collaborations are providing more ways to access current property data.

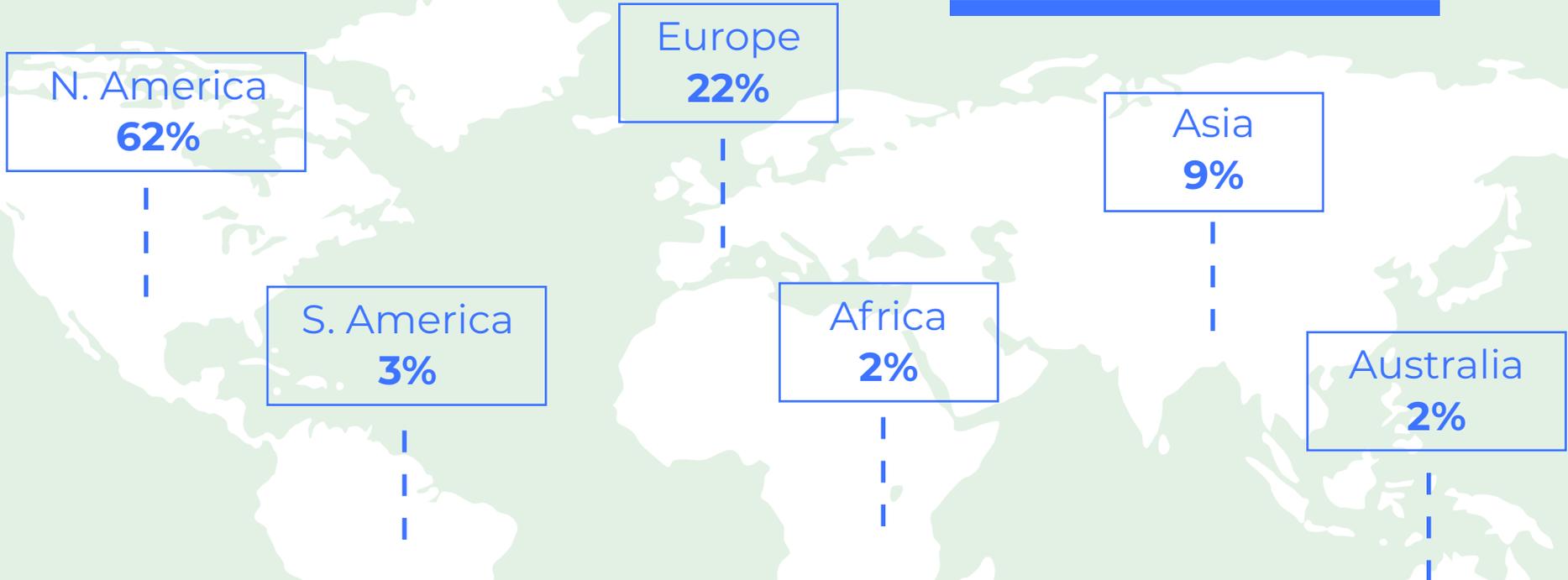


WE **DECIPHER** AND  
**DEFINE** TRENDS  
FOR **EXECUTIVES,**  
**STRATEGISTS** AND  
**TECHNOLOGISTS**  
IN THE GLOBAL  
PROPERTY INDUSTRY.



# PROPMODO'S GLOBAL REACH

A global network  
of property industry  
decision makers



**9 of 10** Propmodo readers are the **decision makers**.

**1 of 4** are **C-suite executives**.

**9 of 10 influence peers** on purchasing decisions.



# UNIQUE MULTIMEDIA SPONSORSHIP OPPORTUNITY



## Digital content:

Long form editorial pieces about trends shaping the built environment with interactive elements, downloads, and videos.



## Special events:

Targeted conferences for senior level execs featuring the brightest minds discussing the most important trends in real estate and the built environment.

## METATRENDS



## Magazine:

Special annual magazine showcases our sponsors alongside Metatrends articles and engaging layouts.



## Email series:

Dedicated mini-series of weekly Metatrends emails highlighting our research and real world examples of emerging trends.



# SPONSORSHIP

VANGUARD

Metatrends  
New York City  
February 22nd



Metatrends  
Los Angeles  
March 22nd



Recognition and participation in a Metatrends conference call + podcast (2 calls + podcasts)



Opportunity to contribute research, guidance and quotes to Metatrends 2019



Recognition, speaking opportunity and exhibit space at two Metatrends events



10 tickets to Metatrends events for sponsor or guests (\$1500 value)



Banner ad within the Metatrends digital editorial content and category page (6 months)



Text or banner ad in the weekly Metatrends email for 3 months (12 emails)



2 premium full-page advertisement placements in the Metatrends annual magazine

## ADD ON

Banner ad within the digital editorial content and category page (extra 6 months)

**Cost: \$1170**

Full-page advertisement in the Metatrends annual magazine

**Cost: \$990**

**\$12,490**



# SPONSORSHIP

## TRENDSETTER

Metatrends  
New York City  
February 22nd

OR

Metatrends  
Los Angeles  
March 22nd



Recognition and participation in a Metatrends conference call + podcast (1 call + podcasts)



Opportunity to contribute research, guidance and quotes to Metatrends 2019



Recognition, speaking opportunity and exhibit space at a Metatrends event in New York City or Los Angeles



5 tickets to Metatrends events for sponsor or guests (\$750 value)



Banner ad within the Metatrends digital editorial content and category page (3 months)



Text or banner ad in the weekly Metatrends email for 3 months (6 emails)



Full-page advertisement placement in the Metatrends annual magazine

### ADD ON

Banner ad within the digital editorial content and category page (extra 9 months)

**Cost: \$1755**

Full-page advertisement in the Metatrends annual magazine

**Cost: \$990**

**\$6,990**



# GET IN TOUCH

- Subscribe to our newsletters?
- Attend Propmodo events?
- Work with us on Metatrends?

**Want to learn how your brand can connect into the Propmodo ecosystem?**

**FOR INFORMATION**

## **SALES**

Travis Barrington, Co-founder | [travis@propmodo.com](mailto:travis@propmodo.com)

## **EDITORIAL**

Franco Faraudo, Co-founder | [franco@propmodo.com](mailto:franco@propmodo.com)





**<propmodo>**

**METATRENDS**  
**2019**

