



MEDIA PACK 2021



WHAT WE DO

Our goal is to communicate and inform institutional investors and their consultants about the investment sector. We achieve this by producing investment only long form articles, roundtables and events with a focus on high quality, informative products. Also exercising our mission to be more environmentally conscious in all the resources we use.

pi

PSYCHING OUT THE MARKET

CIGARETTES & ALCOHOL

The wages of sin (stocks)

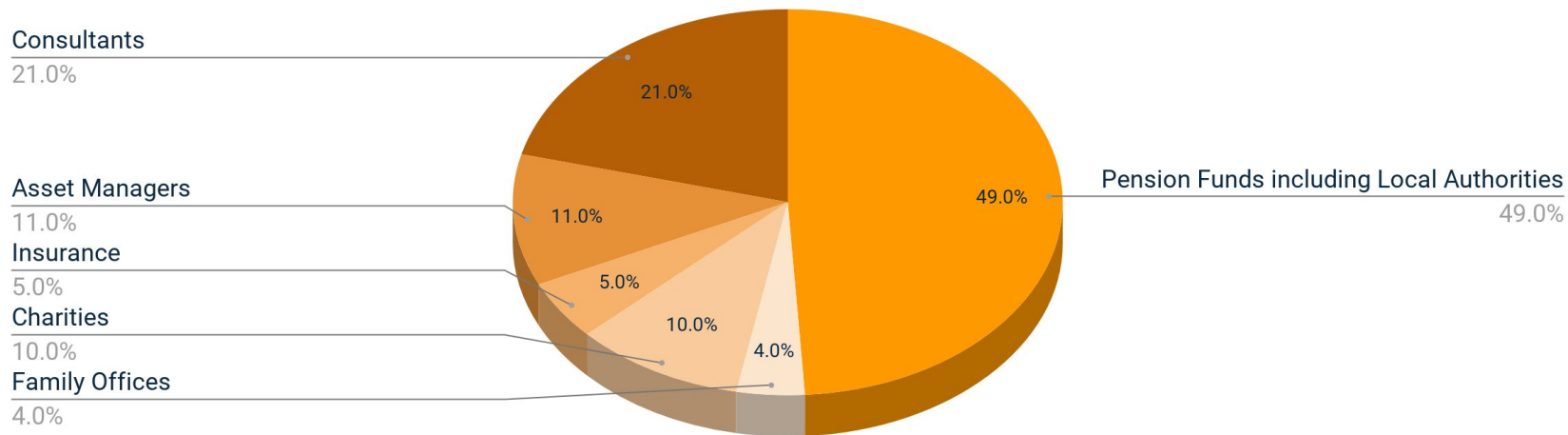
ESG RATINGS

How green is your portfolio?

JANE HUTTON

Calculating deficits

READERSHIP STATISTICS



6,147 copies are sent to the UK's biggest DB and DC pension funds and investors

PI

INVESTING IN A CRISIS:

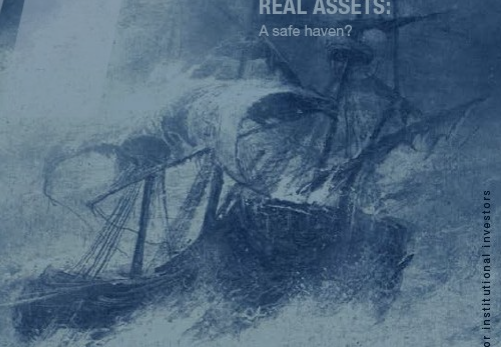
The PPF's Barry Kenneth

CYBER RISK:

How secure is your data?

REAL ASSETS:

A safe haven?



Issue 100 | 22 | www.portfolioinstitutional.co.uk | Independent analysis for institutional investors

VOLATILE
TIMES

OFF THE SHELF PRINT PACKAGES

Page advertising - **£3.8k**

Page advertorial - **£5.2k**

Page interview - **£6k**

ESG Club - **£28.8k**

Virtual Briefing - **£3.5k**

Portfolio Insight - **£9.5k**

Virtual Roundtables - to be one of the three sponsors - **£10k**

Virtual Roundtable - single sponsor - no write-up - **£9.5k**

Virtual Roundtable - single sponsor - with a write-up - **£14k**

Events - On topics of your choice

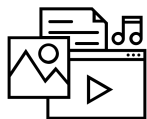


ESG CLUB SPONSORSHIP PACKAGE



INTERVIEW

As a sponsor, you will appear in our ESG feature every month. We will inform you of each ESG topic prior to arranging an interview with your representative and our editor on the matter. The interview can also be conducted via video conference if requested and therefore allows an in depth discussion to take place as well as a video to use for your own marketing purposes too.



CONTENT

The ESG feature is circulated on our newsletter as well as our social media platforms. As a sponsor you can also send us your ESG related digital assets which we can then publish and promote on our ESG Hub.



BRANDING

Sponsors logos run in every issue as well as our website on the ESG Hub. The package also includes advertising, both full-pages in the magazine and online display on our website.



REPORTING

We send reach and activity reports regarding the performance of both the ESG feature and any digital attributes that have been circulated on the ESG Hub.



EVENTS

As a sponsor you will be invited to virtual events where you have the opportunity to e-meet the investors you have been communicating with through the magazine.



ESG CLUB SPONSORSHIP PACKAGE COSTS

3 MONTHS

£16K

6 MONTHS

£22K

12 MONTHS

£28.8K

This package will provide you **with branding, content** and **event** coverage in 2020

PORTFOLIO INSIGHT

Package includes:

- Six pages on a topic of your choice
- One full page advert and introduction
- Two page position paper and two page interview
- PDF of Portfolio Insight
- E- Supplement of Portfolio Insight published on our website
- 2x newsletter and social media push

Cost: £9.5k

UNDERSTAND THE PROBLEM Build The SOLUTION

When we design investment solutions, our clients' objectives come first.

igim.com
For investment professionals
Capital at risk

Legal & General
Investment Services

SECURE INCOME ASSETS: PROVIDING CERTAINTY IN AN UNCERTAIN WORLD

With inflation, uncertain demographics and fears of a rise in disability rates, how can you best protect your client's income requirements? And how can you ensure that your clients have enough income-generating portfolio assets to meet their needs? The answer lies in the income-generating assets you invest in. The right investments can provide a steady stream of income, while also protecting your client's income requirements. This is the key to providing your clients with the certainty they need to meet their income requirements.

ARE SECURE INCOME ASSETS BEING OVERLOOKED?

Investment professionals are often focused on growth and capital appreciation, but they may be overlooking the benefits of secure income assets. These assets can provide a steady stream of income, which is essential for meeting your clients' needs. By investing in secure income assets, you can help your clients meet their income requirements and protect their income against inflation and market volatility.

Barriers to investment protection

There are several barriers to investment protection that can prevent you from providing the best possible solution for your clients. These barriers include a lack of knowledge about secure income assets, a focus on growth and capital appreciation, and a lack of communication with your clients about their income requirements. By addressing these barriers, you can ensure that you are providing the best possible solution for your clients.

Legal & General

Legal & General is a leading provider of secure income assets, offering a range of products that can help you meet your clients' needs. Our products are designed to provide a steady stream of income, while also protecting your client's income requirements. Contact us today to learn more about our products and how we can help you provide the best possible solution for your clients.

VIRTUAL ROUNDTABLES

Our roundtable supplements are considered market leaders due to their quality content, design and attendees. As a result of our digital capabilities, we are able to replicate this high-standard online too.

Previous topics this year include: Fixed income, ESG, CDI, DC and COVID-19.



VIRTUAL ROUNDTABLES

- Meet and engage in a discussion with pension funds, investment consultants and trustees, virtually
- Have your say by providing us with your discussion points, which will be considered by our editor
- The sponsor's comments along with photos will appear in the digital and print issue of the roundtable
- A full-page advert and two-page position paper will feature within the print and digital supplement
- A sponsor logo, attendee photograph and short bio will also be featured
- The roundtable video will be circulated on our weekly newsletter as well as on our social media platforms
- You will receive the link to the video and copies of the supplement
- Full post-campaign marketing report of the video conference

COST: £10K

DIGITAL OFFERINGS

ONLINE:

Billboard (970 x 250) - £250 p/week

MPU (300 x 250) - £150 p/week

Double MPU (300 x 600) - £250 p/week

Please contact for special offerings e.g. site takeover

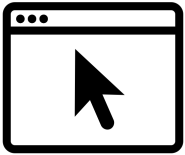
NEWSLETTER:

Billboard (970 x 250) - £250 p/week

Text ad - £350 p/week



DIGITAL STATISTICS



WEBSITE

Monthly average page views of **14,179**
Page views up by **50%** since the same
period last year
Monthly increase of **37%**



SOCIAL MEDIA

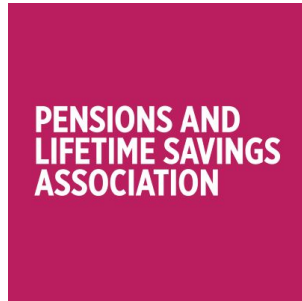
Roundtables: 1225 (up **22%**)
ESG feature: 1143 (up **13%**)
Sponsored article: 532 (up **6%**)



NEWSLETTER

Opens: 663 (up **14%**) Average total clicks: 83
(up **12%**)
Roundtables: 56 (up **12%**)
ESG feature: 39 (up **8%**)
Sponsored content: 20 (up **11%**)
Billboard: 10 (up **66%**)

PARTNERSHIPS



Association of Member
Nominated Trustees

Room 151

Local Government Treasury, Pensions & Strategic Finance



Responsible Asset Owners
Global Symposium

portfolio institutionell

portfolio institutionell has been the leading title in the field of institutional investment in Germany for 20 years. With independent and critical content on asset allocation, investment strategies and more, the monthly magazine is a vital source of information for institutional investors.





THANK YOU

For more information please contact:

Clarissa Huber - Head of Sales

E: c.huber@portfolio-institutional.co.uk
T: 020 3405 9874

John Waterson - Publisher

E: j.waterson@portfolio-institutional.co.uk
T: 0207 822 8522

Tabitha Tebbatt - Marketing Manager

E: t.tebbatt@portfolio-institutional.co.uk

Silvia Silvestri- Sales Executive

E: S.Silvestri@portfolio-institutional.co.uk

