



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)

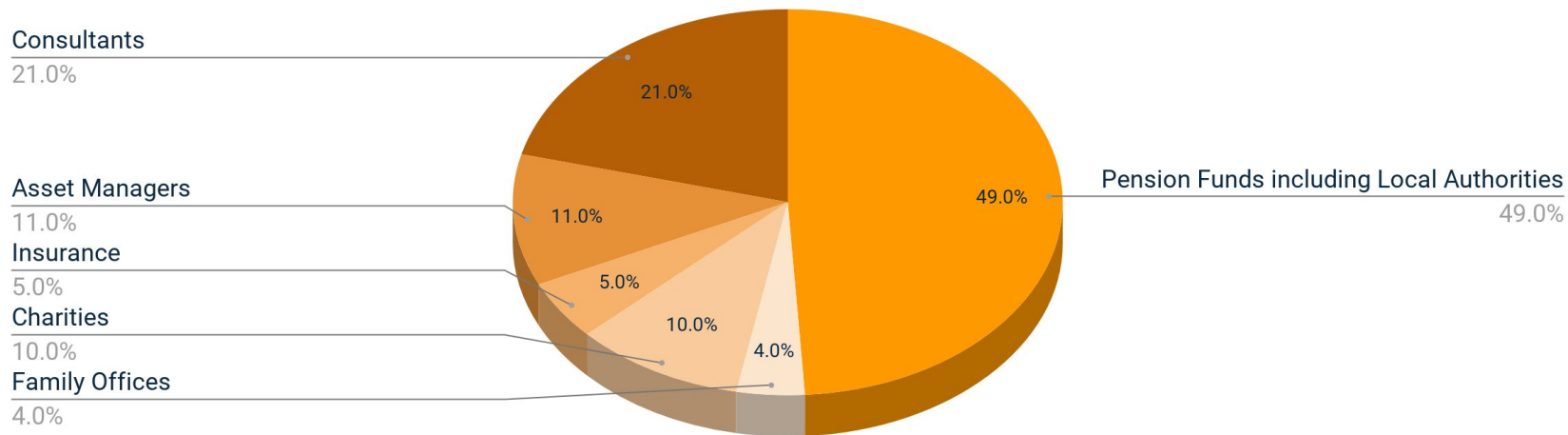
ESG RATINGS

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 | 2020 | 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 - **price on request**

Virtual Roundtable - single sponsor - no write-up - **price on request**

Virtual Roundtable - single sponsor - with a write-up - **price on request**

Events - On topics of your choice



ESG CLUB SPONSORSHIP PACKAGE



INTERVIEW

As a sponsor, you will appear in our dedicated ESG section every issue. **3** issues your representatives will be interviewed and your quotes will be in the ESG feature, **3** issues with an advertorial on your ESG topic and **2** issues you will receive a Q&A also on your choice of ESG topic.



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. Along with a company profile for our readers to get to know more about your company and ESG efforts.



BRANDING

Sponsors logos run in every issue as well as our website on the ESG Hub. As well as full-page ads in the magazine and banners on the website and newsletter



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.

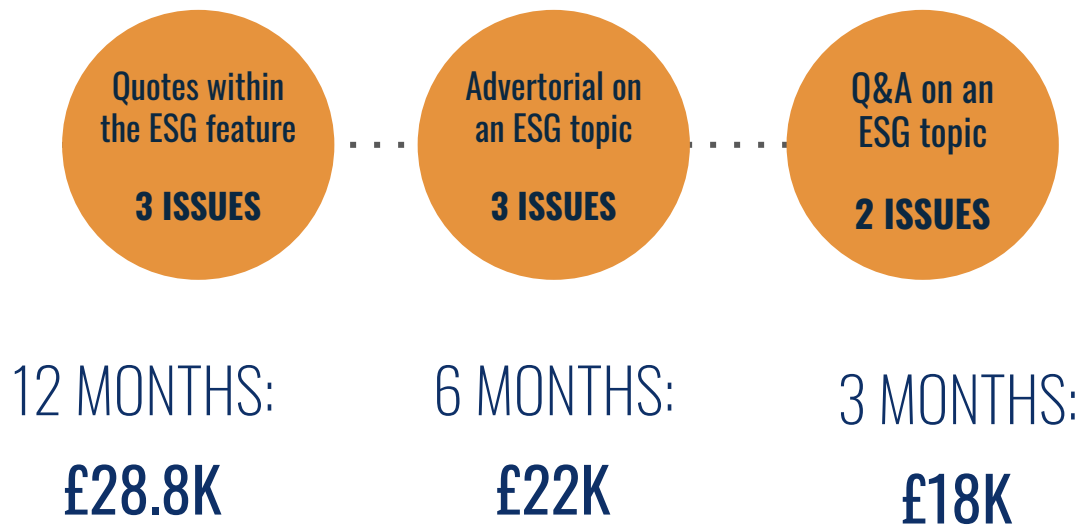


EVENTS

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 COST



This package will provide you **with branding, content** and **event** coverage in 2021

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

Uncertainty, economic disintegration and fears of a new recession may have some public market funds in a difficult position. But there is an alternative for those who manage income-generating portfolios. Through the use of secure income-generating assets, an investor can provide a steady stream of income, while maintaining a moderate level of security during such volatile times.

Indeed, there are income assets that are highly predictable and avoid general economic downturns of all other investments. They are known to be low-risk, low-volatility investments, and are known to be highly liquid. They are also known to be highly resilient and have a long history of providing a steady stream of income to investors. They are known to be highly resilient and have a long history of providing a steady stream of income to investors.

What are the benefits?

Income-generating assets provide a steady stream of income, which can be used to cover living expenses or to reinvest in other investments. They are also known to be highly resilient and have a long history of providing a steady stream of income to investors.

What are the risks?

Income-generating assets are not immune to risk. They are subject to credit risk, interest rate risk, and inflation risk. However, they are generally considered to be lower-risk investments than public market funds.

How to invest?

Investors can invest in income-generating assets through a variety of vehicles, including mutual funds, ETFs, and individual securities. It is important to consult with a financial advisor to determine the best investment strategy for your needs.

Legal & General
Investment Services

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

Price on Request

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

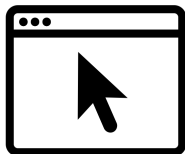
NEWSLETTER:

Billboard (970 x 250) - £250 p/week

Text ad - £350 p/week



DIGITAL STATISTICS



WEBSITE PAGE VIEWS

Monthly average page views: **14,179**

Average roundtable views: **1,205**

Average ESG feature views: **712**

Average ESG Hub view: **207**

Average portfolio insight views: **345**



SOCIAL MEDIA IMPRESSIONS

Roundtables: **1225**

ESG feature: **1143**

ESG Hub: **650**

Portfolio insight: **402**

Sponsored article: **532**



NEWSLETTER

Average opens: **663**

Average total clicks: **83**

Roundtables: 56

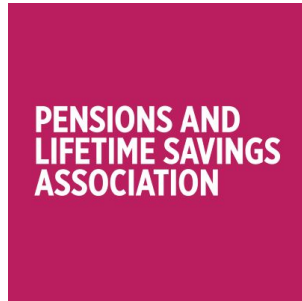
ESG feature: 39

ESG Hub: 59

Sponsored content: 20

Billboard: 10

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

