



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)

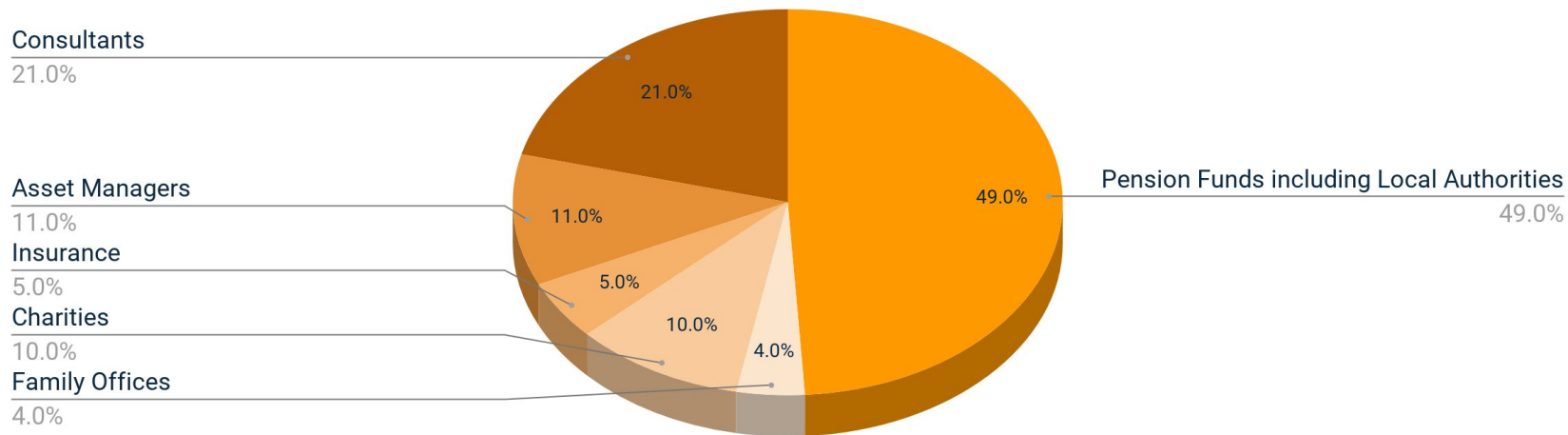
ESG RATINGS

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:

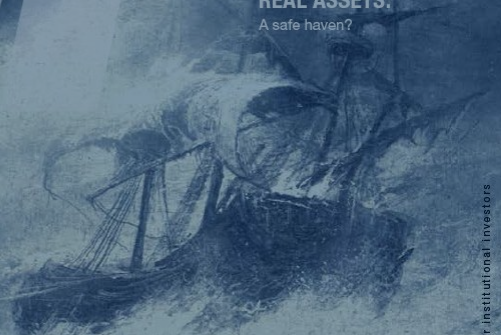
The PPF's Barry Kenneth

CYBER RISK:

How secure is your data?

REAL ASSETS:

A safe haven?



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

VOLATILE
TIMES

OFF THE SHELF PRINT PACKAGES

Page advertising - **£3.8k**

Page advertorial - **£5.2k**

Page interview - **£6k**

ESG Club - **£28.8k**

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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.

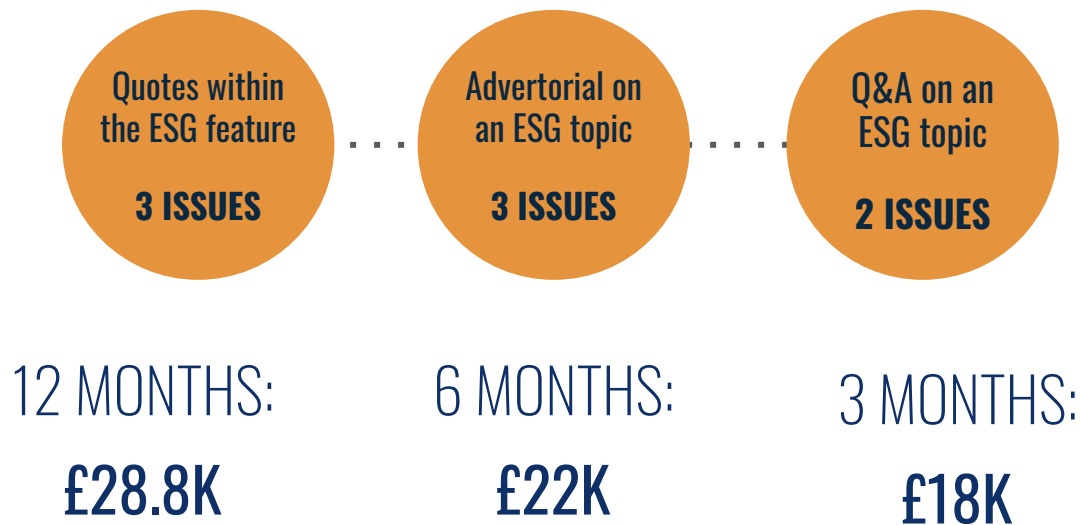


EVENTS

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

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

VIRTUAL EVENTS



PRE-EVENT

- A banner or text ad featured on the newsletter twice a week
- A full social media campaign on our social media platforms
- An advert in an issue pre-event
- A banner ad on the website
- A registration page on the website
- Screening of sign ups
- Electronic invites to signed up delegates

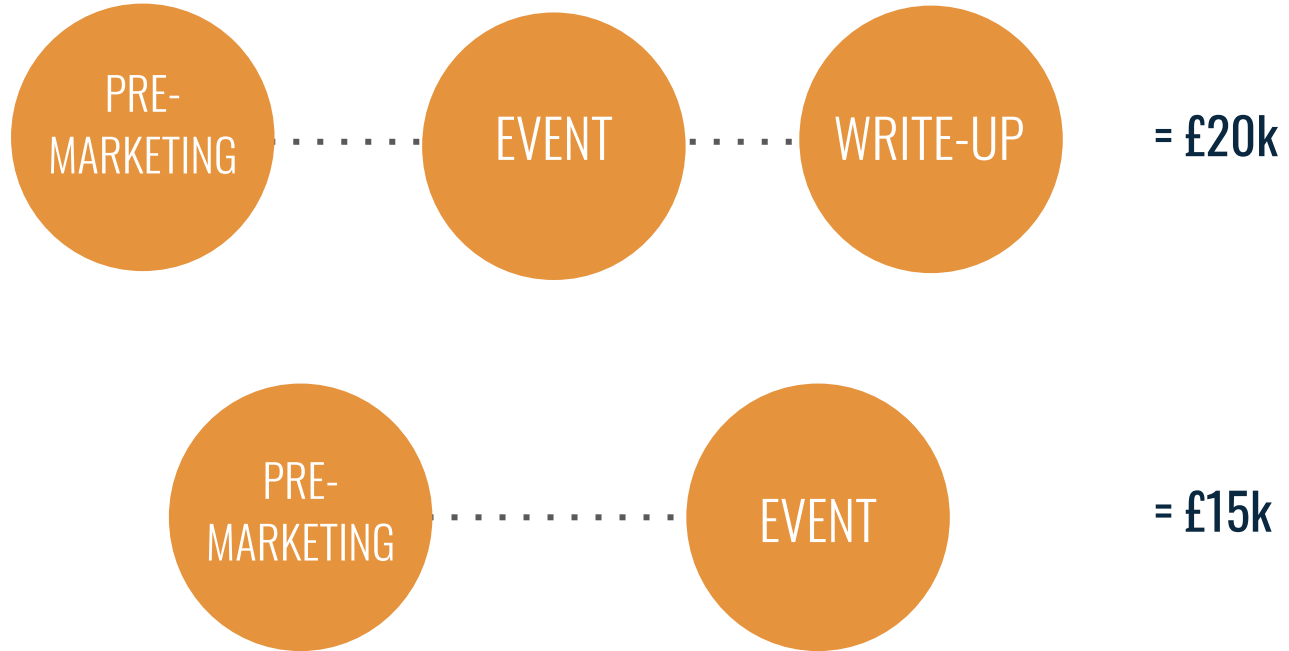
EVENT

- Morning event fully produced by the portfolio institutional team, with a tech team on hand
- A discussion with your experts and external investors (brought by portfolio institutional) chaired by our editor
- The event will be recorded (MP4 file)
- Live Q&A opportunities
- All sign-up data
- Newsletter and social push x 5

POST-EVENT

- Write up in the print and digital magazine
- Video on the website and newsletter
- Video in the digital magazine
- Delegate list
- Follow up email from us to delegates to build your sales pipeline
- Banners on website
- Engagement report

VIRTUAL EVENTS PACKAGES



DIGITAL OFFERINGS

ONLINE:

Billboard (970 x 250) - £250 p/week

MPU (300 x 250) - £150 p/week

Please contact for special offerings e.g. site takeover

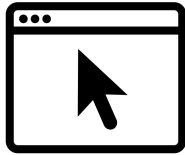
NEWSLETTER:

Billboard (970 x 250) - £250 p/week

Text ad - £350 p/week



DIGITAL STATISTICS



WEBSITE PAGE VIEWS

Monthly average page views: **11,075**

Monthly average unique page views: **8,700**

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: **573**

Sponsored article: **502**



NEWSLETTER

Average opens: **663**

Average total clicks: **59**

Roundtables: 56

ESG feature: 39

ESG Hub: 31

Sponsored content: 20

Billboard: 10

PARTNERSHIPS

PENSIONS AND
LIFETIME SAVINGS
ASSOCIATION

PENSIONS POLICY INSTITUTE

PPI



Association of Member
Nominated Trustees



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

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