

*pi*

---

Diversity Hub





## WHY DIVERSITY IS SO IMPORTANT

---

Diversity is an important topic that needs to be discussed, and in the investment industry even more so, which is why we have launched our **Diversity Hub**.

We want to stimulate a conversation about diversity so have created a platform to do just that.

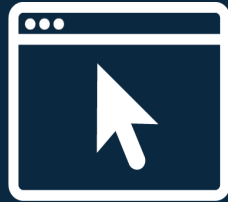
In the magazine and online we want to inform and educate our readers about what different organisations are doing when it comes to diversity.

We are providing a space to share more voices and talk about diversity within the investment industry.

# STATISTICS



READERSHIP OF 6,147



11,075 AVERAGE  
MONTHLY PAGE VIEWS



663 AVERAGE  
NEWSLETTER OPENS



1,143 LINKEDIN  
IMPRESSIONS

# DIVERSITY HUB PACKAGE

---



# QUOTES IN THE FEATURE



As a sponsor, your quotes will appear in 2 issues of the diversity hub section of the magazine.

## FEATURE QUOTES:

- **2** of the **4** issues your quotes will feature within the diversity section
- A call will be scheduled with our editor and your expert to discuss the topic of the upcoming diversity feature
- You will be provided with the topics prior to the interview
- The feature will be a double page spread in the diversity hub section of the magazine

# Q&A



As a sponsor, a diversity Q&A will appear in 1 issue of the diversity hub section of the magazine.

## DIVERSITY Q&A:

- **1** of the **4** issues will feature a Q&A with your experts and our editor within the diversity section
- We will arrange the questions and send them over to you for the answers
- The Q&A will be one page

# ADVERTORIAL



As a sponsor, you can place an advertorial in 1 issue within the diversity hub section of the magazine.

## ESG ADVERTORIAL:

- **1** of the **4** issues you can place a 1-page advertorial on a diversity topic of your choice within our diversity hub
- This advertorial will also be published on our website and on our social and newsletter platforms
- The specs for the advertorial are:
  - 700-750 words (minus 200 with graph)
  - Name of author
  - Picture of author

# WEBINAR



As a sponsor, you will have a speaking slot on a panel at our Diversity Hub webinar in November & March

## WEBINAR:

- Your representative will speak on a panel alongside an independent speaker at our diversity event
- Have an input into the panel agenda
- Branding across the event platform and marketing campaign
- Full pre and post event marketing campaign
- Your resources will be available to download on the platform
- You will receive the full delegate list



# EXTRAS



- In-between issues your Diversity & Inclusion representative will have the opportunity to take part in a 10/15 minute Q&A with our Deputy Editor which will be recorded both for video and podcast
- The Q&A videos will be published on the hub and promoted on our socials and newsletter
- You can also send us all your diversity related whitepapers, videos, articles etc. that you would like us to post on our dedicated diversity hub on our website
- All Diversity hub content, features, advertorials and Q&As will be promoted in a full marketing campaign, promoted on our website, social media and newsletter platforms
- You will receive a marketing report following the campaign each month
- A **company profile** will also be featured on the Diversity Hub with your logo, including all the details and key facts about your company and diversity

# ISSUES



## **Institutional investors and their stakeholders - December/January**

In the Aon survey investors reported that constituents, boards and beneficiaries are now asking for statistics on diversity within their portfolio: are wider stakeholders helping to push the investor case for diversity?

## **Investors and diverse managed firms - March**

Does the greater investor diversity drive mean investors are compelled to engage with more, or even, only diverse managed investment firms? If so, how does this change their overall approach?

## **Diversity at the board level - June**

Research by the Harvard Business Review has found that improving cognitive and demographic diversity on a company board is likely to enhance performance. What are company boards doing to achieve more diversity? And how should investors be influencing companies. Are there lessons here from the experience with ESG-related issues?



**Clarissa Huber - Head of Sales**

E: [c.huber@portfolio-institutional.co.uk](mailto:c.huber@portfolio-institutional.co.uk)

T: 020 3405 9874

---

THANK-YOU