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2022 MEDIA PACK

# WHAT DO WE DO?

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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.



READERSHIP OF **6,147**



MONTHLY ROUNDTABLE  
SUPPLEMENT



**11,075** AVERAGE  
WEBSITE TRAFFIC



**663** AVERAGE  
NEWSLETTER OPENS



LINKEDIN & TWITTER  
FOLLOWINGS

# WHO ARE OUR READERS?

Over 6,000 copies of each issue are received by the UK's biggest DB and DC pension funds and investors

PENSION FUNDS  
(incl. LOCAL AUTHORITIES)  
**49%**

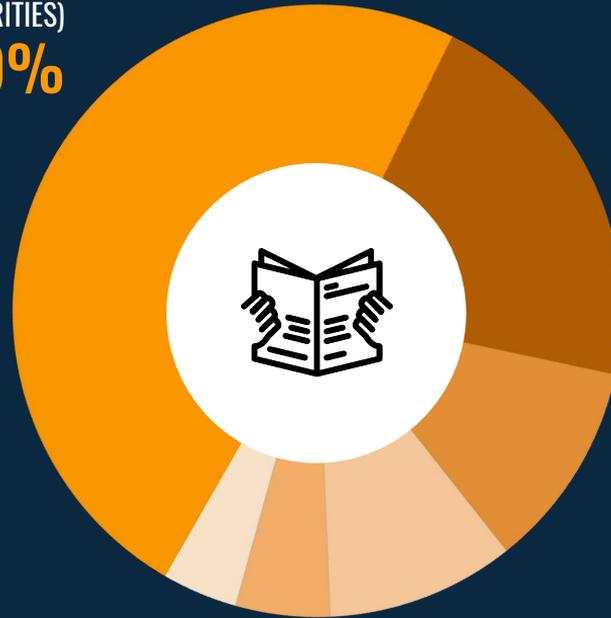
CONSULTANTS  
**21%**

ASSET MANAGERS  
**11%**

CHARITIES  
**10%**

INSURANCE  
**5%**

FAMILY OFFICES  
**4%**



### INVESTING IN A CRISIS:

The PPF's Barry Kenneth

### CYBER RISK:

How secure is your data?

### REAL ASSETS:

A safe haven?

# VOLATILE TIMES

Issue No. 92 | www.portfolio-institutional.co.uk | Independent analysis for institutional investors

## WHAT CAN WE DO FOR YOU?

- Page advertising
- Page advertorial
- Page interview
- ESG Club
- Diversity Hub
- Virtual interview series
- Portfolio Insight
- Roundtables - to be one of three sponsors
- Sole sponsorship roundtable - single sponsor - with or without a write-up
- Virtual roundtables
- Events - on a topic of your choice

# DIGITAL OFFERINGS

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## ONLINE:

Billboard (970 x 250)

MPU (300 x 250)

\*Please contact for special offerings e.g. site takeover

## NEWSLETTER:

Billboard (970 x 250)

Text ad

# VIDEO INTERVIEWS

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- Our editorial team will interview 3 of your experts on a topic of your choice
- We will produce a series of 3, 20 minute interviews to captivate our audience
- The videos will be recorded and then published on our website, YouTube channel and the audio on our podcast platforms
- The video series will also be distributed on our newsletter and social media platform
- The videos will be published bi-weekly making it a 6 week campaign to keep our audience stimulated
- 1 of the interviews will be transcribed in the magazine, in the following issues
- A full post campaign report will be provided

# DIGITAL STATISTICS



Monthly average page views: **11,075**  
Monthly average unique page views: **8,700**



Roundtables: **1225**  
ESG feature: **1143**  
ESG Hub: **650**  
Portfolio insight: **573**  
Sponsored article: **502**



Average opens: **663**  
Average total clicks: **59**





# ESG CLUB SPONSORSHIP PACKAGE

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INTERVIEW



CONTENT



BRANDING



REPORTING



EVENTS



## 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

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

# ESG CLUB SPONSORSHIP PACKAGE

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QUOTES WITHIN  
THE ESG FEATURE

**3 ISSUES**

ADVERTORIAL  
ON AN ESG TOPIC

**3 ISSUES**

Q&A ON  
AN ESG TOPIC

**2 ISSUES**

**12 MONTHS** OR **6 MONTHS**

THIS PACKAGE WILL PROVIDE YOU **WITH BRANDING,**  
**CONTENT** AND **EVENT** COVERAGE IN 2022

# DIVERSITY HUB



# WHY IS DIVERSITY SO IMPORTANT?

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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**.

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.



# DIVERSITY HUB SPONSORSHIP PACKAGE

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QUOTES WITHIN  
THE FEATURE

**3 ISSUES**

ADVERTORIAL  
IN DIVERSITY HUB

**1 ISSUE**

Q&A ON  
TOPIC OF CHOICE

**1 ISSUE**

DIVERSITY RELATED CONTENT & A COMPANY PROFILE ON THE WEBSITE : **UNLIMITED**

SPONSORSHIP OF DIVERSITY HUB EVENT : **NOVEMBER**

**12** MONTHS, **4** ISSUES, ONLINE **CONTENT** + AN **EVENT**

# ROUNDTABLES

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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.



MEET



CONTENT



DISTRIBUTE



REPORTING



VIDEO



# ROUNDTABLES

- Meet and engage in a discussion with pension funds, investment consultants and trustees, in person or 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
- If in person, a networking drinks reception will take place post-event
- 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 if virtual and copies of the supplement
- Full post-campaign marketing report

# 2022 ROUNDTABLE TOPICS



MONTH	PUBLISHED	TOPIC
December	February	Sustainability
February	March	Fixed Income
March	April	Private Markets
April	May	Bonds/ESG
May	June	ESG: A just transition
June	July	Emerging Market Debt
July	September	Equities
September	October	Responsible Investing
October	November	Defined Contribution
November	December/January	Preparing for 2023



## PRE-EVENT

- A full social media campaign on our social media platforms
- An advert in an issue pre-event
- A registration page on the website
- Screening of sign ups

## VIRTUAL EVENTS

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## EVENT

- 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
- Engagement report

# PARTNERSHIPS

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Association of Member  
Nominated Trustees



**PENSIONS AND  
LIFETIME SAVINGS  
ASSOCIATION**

# portfolio institutionell





# THANK YOU!

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Please reach out to any of our team for more information.

We look forward to hearing from you!

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