

pi

ESG Club





HOW ARE WE MORE ESG?

At portfolio institutional we are **leaders** in ESG.

We are ESG focused not only in our content but also the magazine itself. Using vegetable ink, compostable packing and FSC approved paper, we ensure we are practising what we preach.

Each month our ESG feature educates and informs our audience of investors on the latest ESG topics.

Being a member of our ESG Club gives our members the opportunity to also educate our readers on what their organisations beliefs and actions are in regard to specific ESG subjects to aid them further in their decision making.

ESG CLUB STATISTICS



READERSHIP OF **6,147**



712 AVERAGE PAGE
VIEWS OF THE ESG
FEATURE **207** ESG HUB
CONTENT



663 AVERAGE
NEWSLETTER OPENS



1,143 LINKEDIN
IMPRESSIONS



200 EVENT
REGISTRATIONS
INCLUDING PENSION
FUNDS, TRUSTEES &
CONSULTANTS

ESG CLUB PACKAGE



INTERVIEW



As a sponsor, your quotes will appear in 3 issues within the ESG feature.

ESG FEATURE:

- **3** of the **8** issues your quotes will feature within the ESG feature
- 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

ADVERTORIAL



As a sponsor, you can place an advertorial in 3 issues within the ESG section.

ESG ADVERTORIAL:

- **3** of the **8** issues you can place a 1-page advertorial on an ESG topic of your choice within our ESG section
- 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 w/ graph)
 - Name of author
 - Picture of author

Q&A



As a sponsor, you will have a Q&A in 2 issues within the ESG section.

ESG Q&A:

- **2** of the **8** issues you will have a Q&A on an ESG topic of your choice within our ESG section
- We will arrange the questions and send them over to you for the answers
- The Q&A will be one page

EVENT



As a sponsor, you will have the opportunity for your experts to speak on a panel at our annual ESG Club conference taking place on the 6th July 2022.

EVENT INCLUDES:

- Speaking slot on a panel of your choice
- Logo presence on all pre and post event marketing campaign
- Full branding at the event
- Full registration and attendee list after the event
- Possible goody bag items to be included in our pi grow bag
- One advert in the post event write up pi issue

EXTRAS



- You can send us all your ESG related whitepapers, videos, articles etc. that you would like us to post on our dedicated ESG hub on our website
- See our ESG Hub [here](#)
- All ESG hub content, features, advertorials and Q&A's will be promoted in a full marketing campaign
- This includes featuring on our social media and newsletter platforms as well as all content published on our website
- You will receive a marketing report following the campaign each month
- A [company profile](#) will also be featured on the ESG Hub with your logo, including all the details and key facts about your company and ESG

2022 SCHEDULE



Topic	Issue
COP26: What it means for investors	February
Water	March
The great transition: it's not just about reducing GHG emissions	April
Waste	May
Environmental risk and emerging markets	June
Sustainable debt	July
What next for the S in ESG?	September
Impact investing	October
Supply chains	November
ESG trends in 2023	December/January

OVERVIEW

pi

Quotes within
the ESG
feature

3 ISSUES

Advertorial
on an ESG
topic

3 ISSUES

Q&A on an
ESG topic

2 ISSUES

Any ESG related content uploaded to our ESG hub on the
website alongside a company profile

UNLIMITED

12 months: £28.8k

6 months: £22k



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THANK-YOU