

pi

2022 MEDIA PACK

WHAT DO 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.



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%

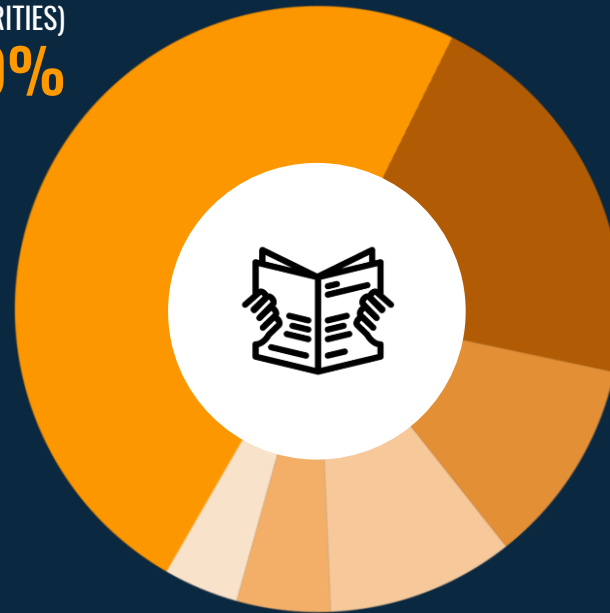
CONSULTANTS
21%

ASSET MANAGERS
11%

CHARITIES
10%

INSURANCE
5%

FAMILY OFFICES
4%



PI

INVESTING IN A CRISIS:

The PPF's Barry Kenneth

CYBER RISK:

How secure is your data?

REAL ASSETS:

A safe haven?



VOLATILE
TIMES

Issue 106 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
- Video and podcast interview series
- Portfolio Insight
- Roundtables
- Sole sponsorship roundtable

DIGITAL OFFERINGS

ONLINE:

Billboard (970 x 250) £300/week

MPU (300 x 250) £250/week

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

NEWSLETTER:

Billboard (970 x 250) £350/week

Text ad £400/week

VIDEO INTERVIEW SERIES

- 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 or monthly, making it a great thought leadership campaign to stimulate and educate our audience
- The interview will be transcribed in the magazine, in the following issue of your choice
- 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



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

Upcoming ESG events for 2022:
July 6th - ESG Club – Half day conference

ESG CLUB SPONSORSHIP PACKAGE

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?

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

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

Diversity webinar - **May 11th 2020**

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.



MEET



CONTENT



DISTRIBUTE



REPORTING



VIDEO



ROUNDTABLES

PACKAGE 1: Shared Sponsorship up to 3 Sponsors

- Meet and engage in a discussion with asset owners, investment consultants and trustees in person
- The sponsor's comments along with photos will appear in a separate digital and print supplement which is distributed with the magazine
- Network with the participants and the audience at a post-roundtable reception
- 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
- Details of RT audience after the event (approx. 10 people in the audience)
- possibility to distribute marketing material on the day (goody bags)
- Full post-campaign marketing report of the roundtable



ROUNDTABLES

PACKAGE 2: Sole Sponsorship

- Choose your roundtable topic and tell us your target market
- Write the agenda with our editor
- Meet and engage in a discussion with asset owners, investment consultants and trustees, virtually or in person
- Send us your list of asset owners/consultants that you would like to attend and we will invite them on your behalf
- The sponsor's comments along with photos will appear within the digital and print issue of the magazine in **the write up** of the roundtable
- Network with the roundtable speakers and the audience (approx. 10 people) at a post-roundtable reception
- A sponsor logo, will be included in the roundtable write up which runs in the magazine
- Possibility to distribute marketing material on the day (goody bags)
- Full post-campaign marketing report of the video conference

2022 ROUNDTABLE TOPICS



MONTH	PUBLISHED	TOPIC
22nd February	March Supplement	Fixed Income
30th/31st March	May Supplement	Private Markets
28th April	June Supplement	Bonds/ESG
21st June	September Supplement	Emerging Market Debt
6th July	September write up	ESG Club half day conference
September	October Supplement	Responsible Investing
October	November Supplement	Defined Contribution
November	December/January Supplement	Real Estate and Infrastructure

PORTFOLIO INSIGHT

PACKAGE 1 INCLUDES:

£9.5k

PACKAGE 2 INCLUDES:

£12.5k

- 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
- Eight pages on a topic of your choice
- Double 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



SECURE INCOME ASSETS: PROVIDING CERTAINTY IN AN UNCERTAIN WORLD

Volatility, economic challenges and fears of a rise in inflation may have some public investors and investors concerned, but there is an alternative for those who manage income-generating portfolios. They should consider secure income assets such as property and infrastructure or valued by their investment and public, could provide a much-needed layer of security during such volatile periods.

Indeed, secure income assets offer an equally promising path toward generating attractive returns in attractive situations, if you know where to look. To explore this assets class, and secure its benefits, make use of the team at portfolio, we look to the private credit team in Legal & General Investment Management to find out how to integrate the secure income asset universe.



ARE SECURE INCOME ASSETS BEING OVERLOOKED?

Over the past decade, the global investment market has seen a significant shift in focus. As investors seek to diversify their portfolios, they have turned to alternative assets such as private equity, real estate, and infrastructure. However, one asset class that has been largely overlooked is secure income assets.

Secure income assets, such as property and infrastructure, offer a unique combination of stability and growth. They provide a steady stream of income, which can be used to fund retirement or other long-term goals. Additionally, these assets often have a low correlation to the stock market, making them an ideal diversification tool.

Despite their benefits, secure income assets have often been overlooked by investors. This is largely due to a lack of awareness and a focus on high-growth, high-risk assets. However, as the market becomes more volatile, investors are beginning to re-evaluate their portfolios and consider the benefits of secure income assets.

At Legal & General, we have a dedicated team of experts who can help you understand the benefits of secure income assets and how to integrate them into your portfolio. Contact us today to learn more.

Legal & General is a leading provider of secure income assets, with a track record of success. Our team of experts has helped investors achieve their goals through a variety of secure income investment solutions.

For more information, visit our website at www.legalandgeneral.com or contact us at secureincome@legalandgeneral.com.

As a result of the global economic challenges, investors are looking for ways to diversify their portfolios. One asset class that has been largely overlooked is secure income assets. These assets, such as property and infrastructure, offer a unique combination of stability and growth. They provide a steady stream of income, which can be used to fund retirement or other long-term goals. Additionally, these assets often have a low correlation to the stock market, making them an ideal diversification tool.

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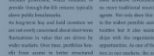
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Wind farms are a key source of renewable energy and provide a steady stream of income for investors.

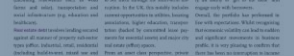
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PARTNERSHIPS

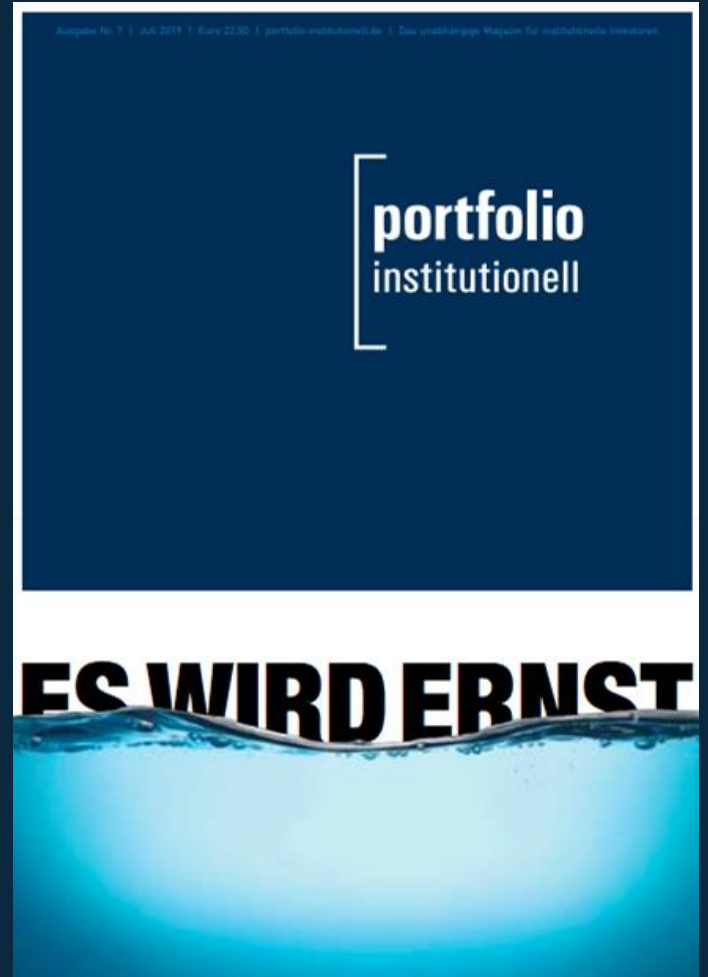


Association of Member
Nominated Trustees



**PENSIONS AND
LIFETIME SAVINGS
ASSOCIATION**

portfolio
institutionell





THANK YOU!

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

We look forward to hearing from you!

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