



# 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.



**5,132** PRINTED MAGAZINE READERS AND **1,120** DIGITAL MAGAZINE READERS



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%**

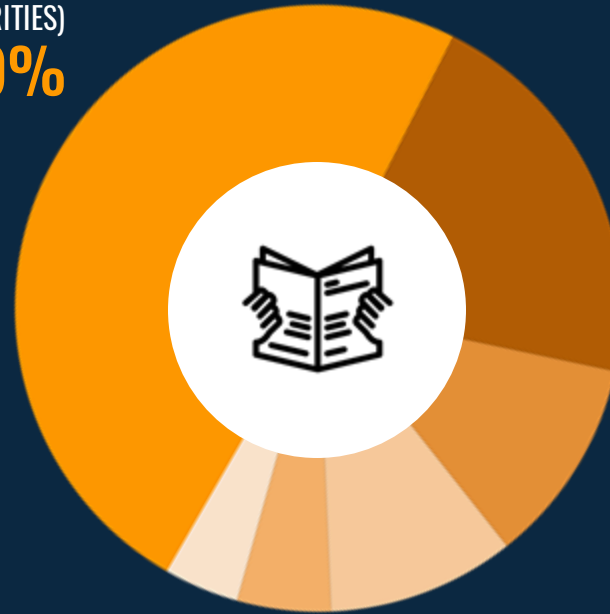
CONSULTANTS  
**21%**

ASSET MANAGERS  
**11%**

CHARITIES  
**10%**

INSURANCE  
**5%**

FAMILY OFFICES  
**4%**



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**INVESTING IN A CRISIS:**

The PPF's Barry Kenneth

**CYBER RISK:**

How secure is your data?

**REAL ASSETS:**

A safe haven?



Photo: iStock.com/Andreas Gahr

**VOLATILE  
TIMES**

# WHAT CAN WE DO FOR YOU?

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- Page advertising
- Page advertorial
- Page interview
- ESG Club
- Diversity Hub
- Video and podcast interview series
- Portfolio Insight
- Roundtables
- Sole sponsorship roundtable

# DIGITAL OFFERINGS

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## 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

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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 or monthly, making it a a great thought leadership campaign to stimulated and educate our audience
- The interview will be transcribed in the magazine, in the following issue of your choice
- Choose the lenght of your campaign: weekly fortnightly or monthly
- 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**  
LinkedIn followers: **1,782**



Newsletter Subscribers: **4,789**  
Average opens: **663**  
Average total clicks: **186**







# ESG CLUB SPONSORSHIP PACKAGE

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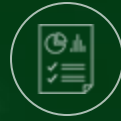
INTERVIEW



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

Upcoming ESG events for 2022:  
July 6<sup>th</sup> - ESG Club – Half day conference



# 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**

**022Diversity webinar - November**

# 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

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 roundtable

# 2022 ROUNDTABLE TOPICS



MONTH	PUBLISHED	TOPIC
21 <sup>st</sup> June	September Supplement	Emerging Market Debt
6 <sup>th</sup> July	September write up	ESG Club half day conference
7th of September	October Supplement	Responsible Investing
22nd of September and 4th of October	November Supplement	Defined Contribution
9th of November	December/January Supplement	Infrastructure

# PORTFOLIO INSIGHT

## PACKAGE 1 INCLUDES:

£9.5k

- 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

## PACKAGE 2 INCLUDES:

£12.5k

- 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



# PARTNERSHIPS

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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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