

MEDIA PACK 2023



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 **6,252**



MONTHLY ROUNDTABLE
SUPPLEMENT



11,075 AVERAGE WEBSITE
TRAFFIC



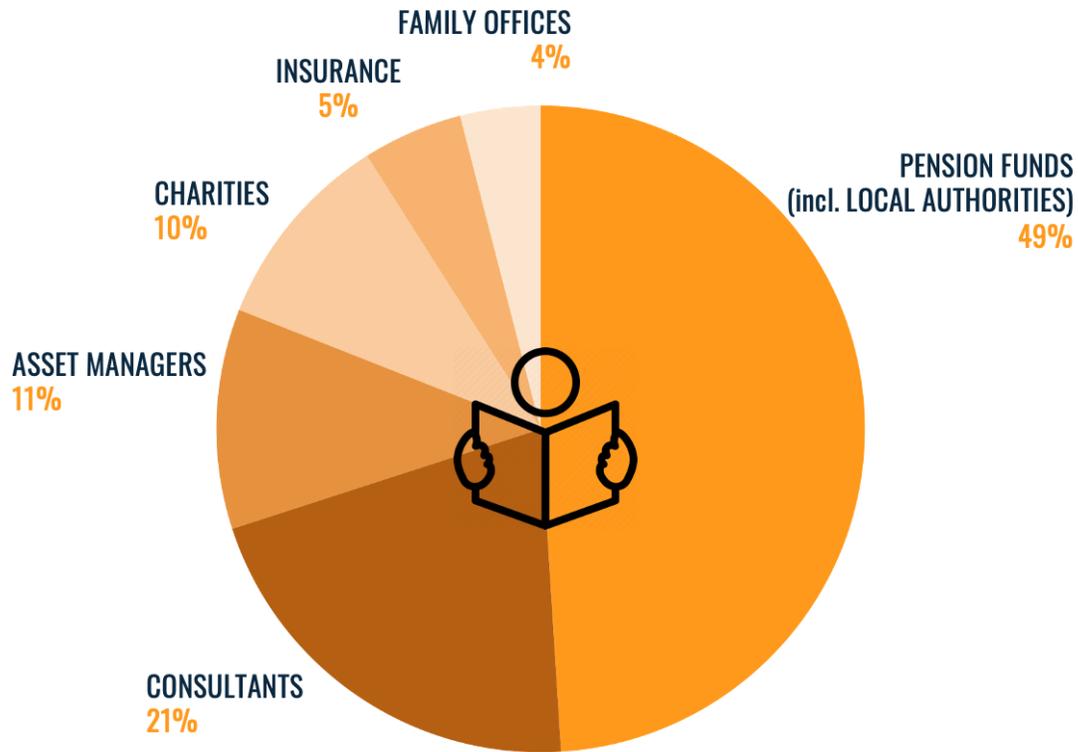
AVERAGE NEWSLETTER
OPENS **663**



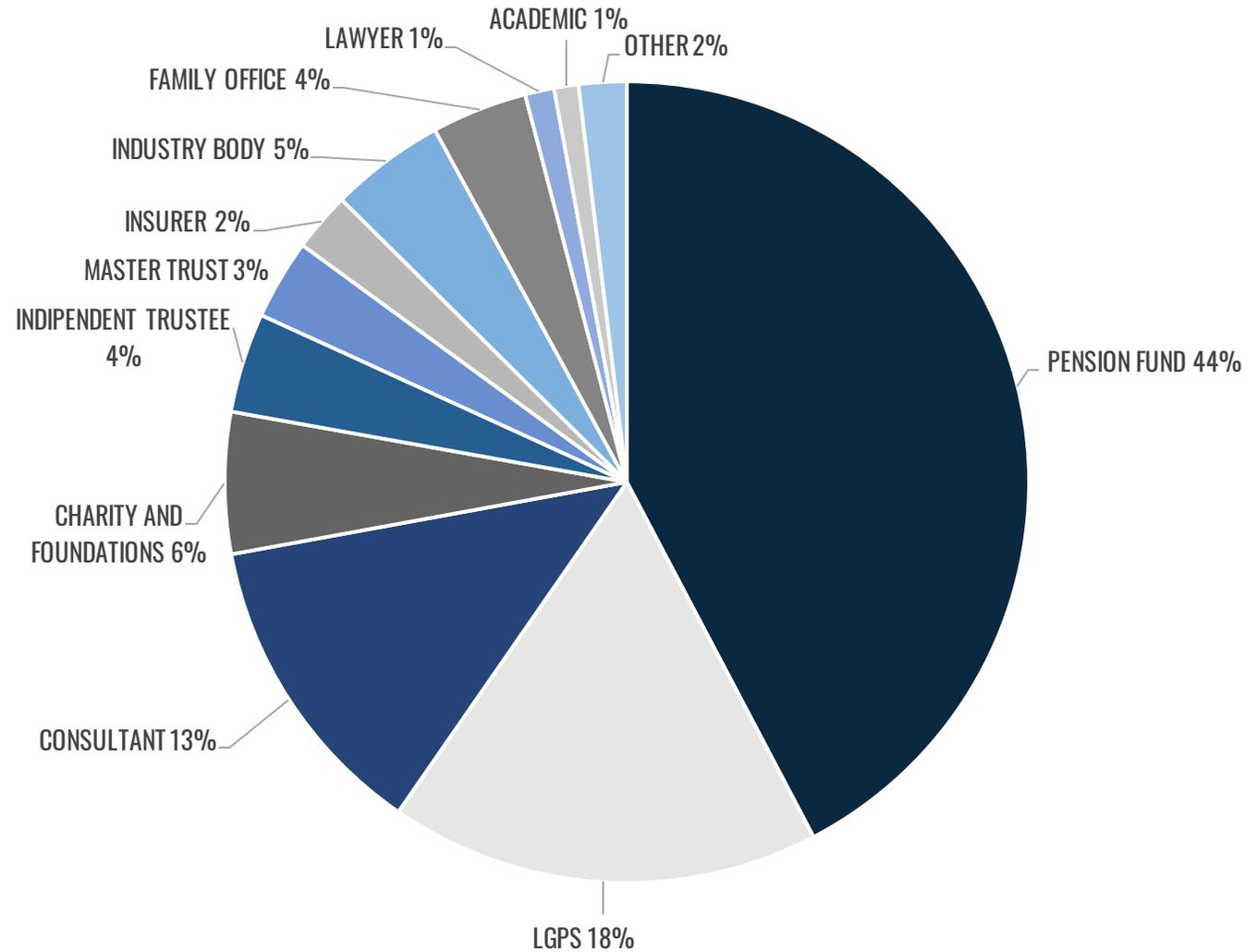
LINKEDIN & TWITTER
FOLLOWERS **3,002**

WHO ARE OUR READERS?

PRINT READERS:



DIGITAL READERS:



Over 6,000 copies of each issue are received by the UK's biggest DB and DC pension funds and investors and over 4,000 subscribers read our twice-weekly newsletter.



**10 YEARS:
A DECADE OF PI**

ESG IN 2021

A NEW YEAR

Can things only get better?

HEALTHCARE

Healthy returns

POOLING

The first five years

WHAT CAN WE DO FOR YOU?



Print:

- Page advertising
- Page advertorial
- Page interview
- Portfolio Insight

Digital:

- Online ads
- Solus emails
- Virtual interview series

Events:

- Roundtable – to be one of two sponsors
- Sole sponsorship roundtable – single sponsor
- ESG conference

Clubs:

- ESG Club
- Diversity Hub

*All content produced in print gets replicated on our website at <https://www.portfolio-institutional.co.uk>

PRINT OFFERINGS

➤ Print advertising:

1 full page (297x 210 + 3mm bleed)
 Cost: **£2,900** per month

Series discount:

- 3 or more issues > **4%**
- 6 or more issues > **8%**
- 10 issues > **10%**

➤ Full page interview:

1 full page interview (700-800 words)
 Cost: **£4,200** per month

Series discount:

- 3 or more issues > **4%**
- 6 or more issues > **8%**
- 10 issues > **10%**

➤ Full page advertorial:

1 full page advertorial (700-800 words)
 Cost: **£3,900** per month

Series discount:

- 3 or more issues > **4%**
- 6 or more issues > **8%**
- 10 issues > **10%**

PENSION FUNDS FACE 2030 CLIMATE TARGET CHALLENGE

UK pension funds are being asked to meet net-zero targets by 2030. This is a significant challenge for many pension funds, particularly those with large investments in fossil fuels. The UK's Climate Change Act 2009 sets a target for the UK to reduce its greenhouse gas emissions by 100% by 2050. Pension funds are being asked to align their investments with this target. This is a significant challenge for many pension funds, particularly those with large investments in fossil fuels.

How to meet the target

There are several ways to meet the target. One is to divest from fossil fuels. Another is to invest in clean energy. A third is to use climate risk to influence companies. A fourth is to use climate risk to influence governments. A fifth is to use climate risk to influence the financial system.



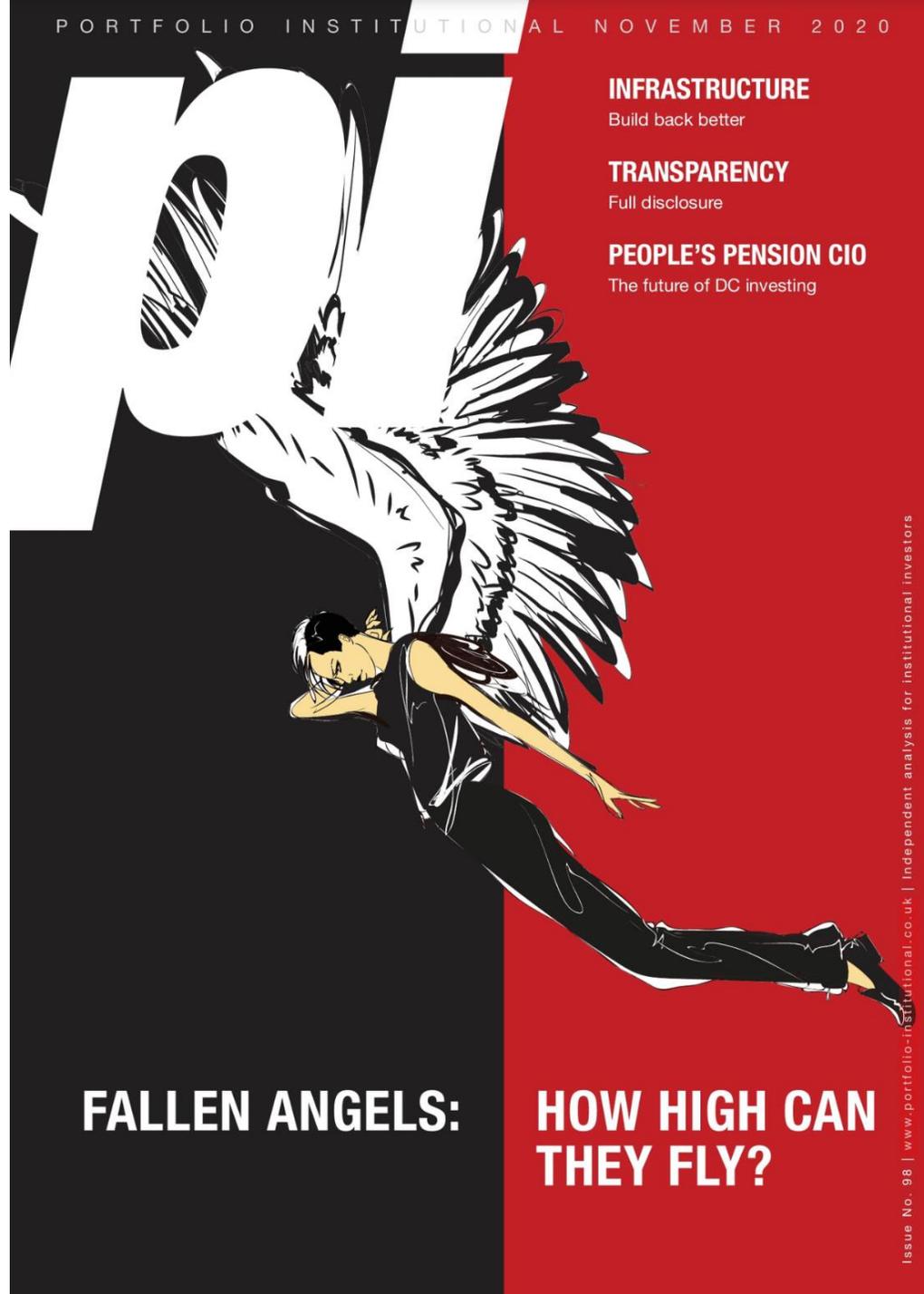
PLA LIKES AUTHORITY CONFERENCE 2020

The conference will focus on the latest developments in the pension industry. It will cover topics such as the impact of the COVID-19 pandemic, the challenges of climate change, and the opportunities of digital technology. The conference will be held in London on 15th November 2020.

How to attend

The conference is open to all pension professionals. It is a free event. Tickets are available on the conference website.



FALLEN ANGELS: HOW HIGH CAN THEY FLY?

PORTFOLIO INSIGHT

HIGH IMPACT PIECE

➤ **PACKAGE DETAILS :** **£9,500**

• 6 pages on a topic of your choice

• One full page advert

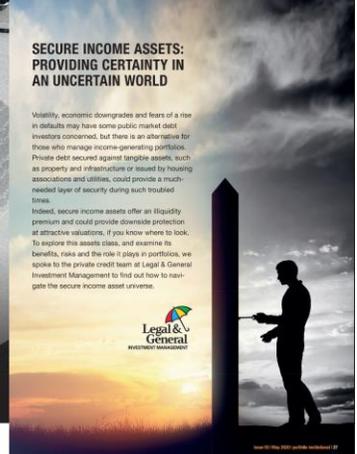
• Introduction page

• Two-page position paper and two-page interview

• PDF of Portfolio Insight

• Digital Summary and Portfolio Insight published on our website

• 2x newsletter and social media push



ARE SECURE INCOME ASSETS BEING OVERLOOKED?

Start Here: As a result of portfolio management, private credit funds have become more visible to investors. However, the market for these assets is still relatively small and the industry is still in its infancy. There are many opportunities for investors to get involved in this market, but it is important to understand the risks and rewards of these assets before investing.

Key Takeaways:

- Private credit funds have become more visible to investors.
- The market for these assets is still relatively small and the industry is still in its infancy.
- There are many opportunities for investors to get involved in this market.
- It is important to understand the risks and rewards of these assets before investing.

A SECURE WAY TO GENERATE STABLE CASHFLOWS

Investors seeking to generate stable cashflows are looking for assets that can provide a consistent stream of income. Private credit funds are one of the best ways to achieve this. These funds invest in a variety of assets, including commercial real estate, infrastructure, and private equity. They provide a diversified portfolio of assets that can generate a steady stream of income over the long term.

Key Takeaways:

- Private credit funds are one of the best ways to generate stable cashflows.
- These funds invest in a variety of assets, including commercial real estate, infrastructure, and private equity.
- They provide a diversified portfolio of assets that can generate a steady stream of income over the long term.

SECURE INCOME ASSETS: PROVIDING CERTAINTY IN AN UNCERTAIN WORLD

Volatility, economic downgrades and fears of a rise in default rates have caused public market investors to look for alternatives to their traditional equity and fixed income portfolios. Private credit, secured against tangible assets, such as property and infrastructure or issued by housing associations and utilities, could provide a much-needed layer of security during such troubled times.

Indeed, secure income assets offer an illiquidity premium and could provide downside protection at attractive valuations, if you know where to look. To explore this assets class, and examine its benefits, risks and the role it plays in portfolios, we spoke to the private credit team at Legal & General Investment Management to find out how to navigate the secure income asset universe.

How you are managing to do it?

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Key Takeaways:

- Private credit funds are one of the best ways to generate stable cashflows.
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ONLINE ADS

ONLINE:

- Billboard (970 x 250) -> £500 per week
- MPU (300 x 250) -> £300 per week
- Side panel (160 x 600) -> £480 per week
- Wallpaper both side panels (left and right) -> £800 per week
- Text ad -> £750 per week

SOLUS EMAILS

Whether you want to reach our entire newsletter readership or would like to reach a specific target market, you can now do this through our new solus email offering.

Total newsletter subscribers: **4.789** (please see page 3 for breakdown)

PRICE: **£2,000** (one email per week)

VIDEO INTERVIEW SERIES

PACKAGE DETAILS:

- Our editorial team will interview up to 3 of your experts on a topic of your choice
- We will produce a series of 3 between 15- 20 minutes 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
- A full post campaign report will be provided

PRICE: £15,000

DIGITAL STATISTICS



Monthly average page views: **11,075**

Monthly average unique page views:
8,700



Roundtables: **1225**

ESG feature: **1143**
ESG Hub: **650**

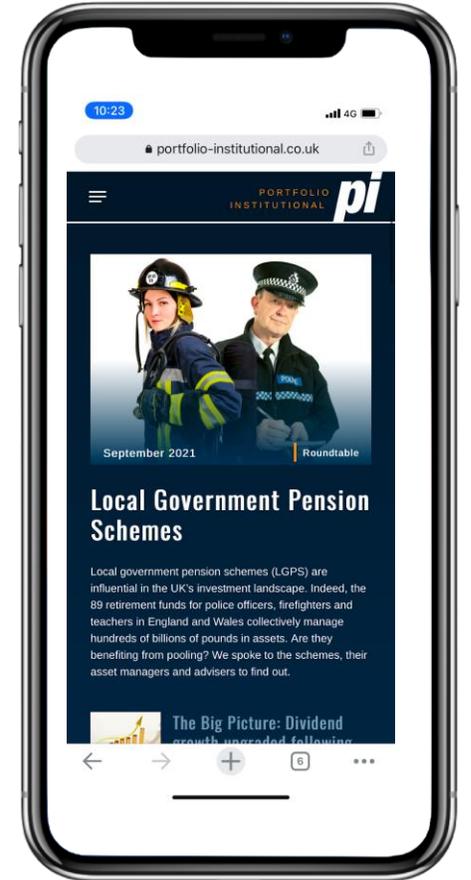
Portfolio insight: **573**
Sponsored article: **502**



Total Newsletter readers: **4.789**

Average opens: **663**

Average total clicks: **186**





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 organizations 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

First diversity event **March 2020**

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

PARTNERSHIPS



**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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