

**ROUNDTABLES**

**MEDIA PACK 2023**



# ROUNDTABLES

## HIGH QUALITY CONTENT



AT *portfolio institutional* WE PRIDE OURSELVES ON **QUALITY**.

## DIGITAL SUPPLEMENT



OUR ROUNDTABLE WRITE-UPS ARE CONSIDERED **MARKET LEADERS** DUE TO THEIR **QUALITY CONTENT, DESIGN AND ATTENDEES**.

## INSTITUTIONAL ATTENDEES



*portfolio institutional's* MONTHLY ROUNDTABLES ARE AN OPPORTUNITY TO MEET **ASSET OWNERS, CONSULTANTS AND TRUSTEES** TO DISCUSS THE MOST TOPICAL ISSUES AND TRENDS WITHIN A VARIETY OF ASSET CLASSES.

## ROUNDTABLE SET UP



FOLLOWING THE **FORMAL DISCUSSION** WITH EXPERTS IN THE FIELD, THE AUDIENCE ATTENDEES CAN TAKE THE CHANCE TO PARTICIPATE IN A LIVE **Q&A SESSION** WITH THE PANELLISTS AND ENJOY THE POST-EVENT NETWORKING SESSION.

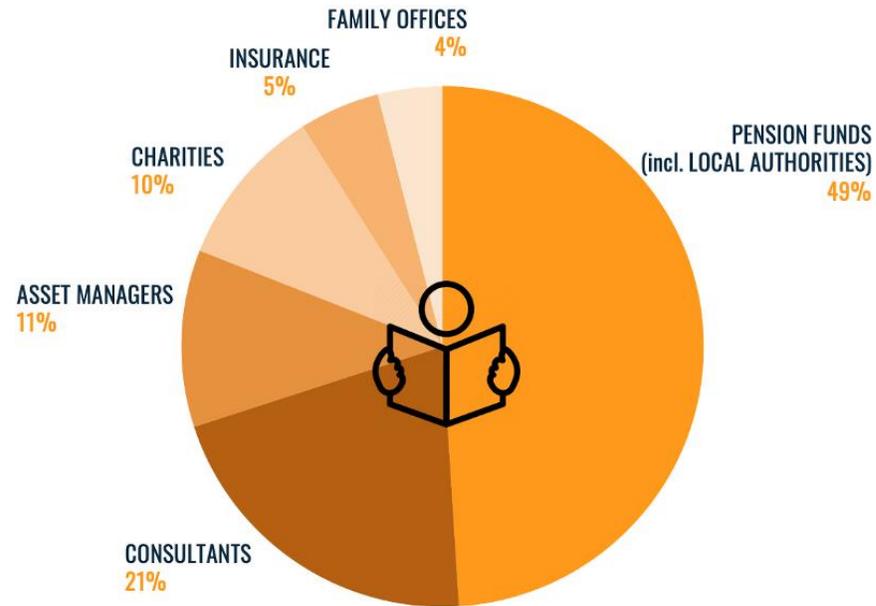
## PAST ROUNDTABLES



SEE OUR PAST ROUNDTABLES [HERE](#)

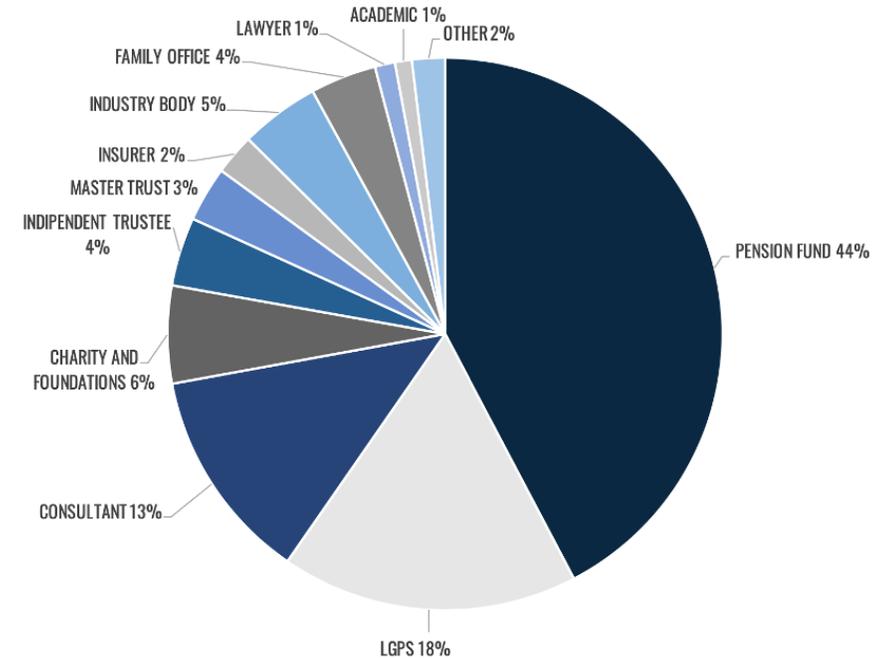
# ROUNDTABLE STATISTICS

## MAGAZINE DISTRIBUTION: 6,743



- **2,040** LINKEDIN FOLLOWERS
- **1,057** AVERAGE SOCIAL MEDIA IMPRESSIONS
- **79** AVERAGE SOCIAL MEDIA CLICKS

## NEWSLETTER SUBSCRIBERS: 5,295



- **725** AVERAGE NEWSLETTER OPENS
- **227** AVERAGE NEWSLETTER CLICKS
- **1,838** AVERAGE WEBSITE PAGE VIEWS

# STATISTICS

## GENERAL STATISTICS



Magazine distribution: **6,743**  
Digital: **1,611**  
Print: **5,132**



Newsletter subscribers: **5,295**  
LinkedIn Followers: **2,040**  
Twitter Followers: **1,119**



Average Website page views: **1,201**  
Average social media impressions: **656**  
Average social media clicks: **39**  
Average newsletter opens: **836**  
Average newsletter clicks: **204**

## MOST POPULAR PACKAGES

### Roundtables



Average Website page views: **1,838**  
Average social media impressions: **1,057**  
Average social media clicks: **79**  
Average newsletter clicks: **227**

### ESG Club



Average Website page views: **238**  
Average social media impressions: **154**  
Average social media clicks: **14**  
Average newsletter clicks: **153**  
2022 ESG Conference attendees: **84**

### Diversity Hub



Average Website page views: **627**  
Average social media impressions: **459**  
Average social media clicks: **24**  
Average newsletter clicks: **181**

# PACKAGE 1 – IN-PERSON WITH AUDIENCE

## BE 1 OF 2 SPONSORS



### WHAT'S INCLUDED:

- Meet and engage in a discussion with asset owners, investment consultants and trustees in person
- Have input into the agenda
- Send us your wish list of asset owners/consultants you would like to attend, and we will invite them
- Venue is included - we choose and book the venue
- One expert speaker from your organisation takes part in the discussion
- Two additional team members from your organisation may join the audience to listen to the discussion, which finishes with a Q&A
- Network with the roundtable speakers and the audience after the Q&A, at a post-roundtable reception (canapés and refreshments/drinks are all included)
- A full-page advert and two-page position paper will feature in the digital roundtable supplement
- Your logo, speaker's photograph and short bio will be featured in the digital roundtable write-up and on our website
- Receive details of the roundtable audience after the event
- Option to distribute marketing material on the day (items for our goody bags)
- A full marketing campaign of the digital roundtable supplement is included for 2 months on our bi-weekly newsletter (Tuesdays and Thursdays)
- Full post-campaign marketing report

# PRICE: £18,000

# PACKAGE 2 – SOLE SPONSORSHIP IN-PERSON

ON A TOPIC OF YOUR CHOICE - WITH AUDIENCE



## WHAT'S INCLUDED:

- Meet and engage in a discussion with asset owners, investment consultants and trustees in person
- Write your agenda with the editor
- Send us your wish list of asset owners/consultants you would like to attend, and we will invite them
- Venue is included - we choose and book the venue
- 1 or 2 expert speakers from your organisation takes part in the discussion
- 3 additional team members from your organisation may join the audience to listen to the discussion, which finishes with a Q&A
- Network with the roundtable speakers and the audience after the Q&A, at a post-roundtable reception (canapés and refreshments/drinks are all included)
- Your logo, speaker, photograph and short bio will be featured on our website
- A write-up of the roundtable discussion will appear in the main issue of portfolio institutional (print and digital) following the roundtable
- Receive the digital roundtable write-up for your marketing purposes
- Receive details of the roundtable audience after the event
- Option to distribute marketing material on the day (items for our goody bags)
- Full post-campaign marketing report

# 2023 TOPICS

TOPIC	DATE	PUBLISHED
Real estate*	7 <sup>th</sup> February	April issue
Emerging markets*	22 <sup>nd</sup> March	May issue
Alternatives	w/c 24 <sup>th</sup> April	June issue
Stewardship	w/c 15 <sup>th</sup> May	July/August issue
DC Multi Asset*	25 <sup>th</sup> May	September issue
Biodiversity	w/c 19 <sup>th</sup> June	September issue
Private Markets	w/c 10 <sup>th</sup> July	October issue
Defined contribution	w/c 18 <sup>th</sup> September	November issue
Fixed Income*	w/c 9 <sup>th</sup> October	December/January issue
Sustainable strategies*	w/c 13 <sup>th</sup> November	February issue

\*sold out

\*one space available

\*sole-sponsorship roundtable – sponsored by Ruffer LLP – sold out



# 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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