

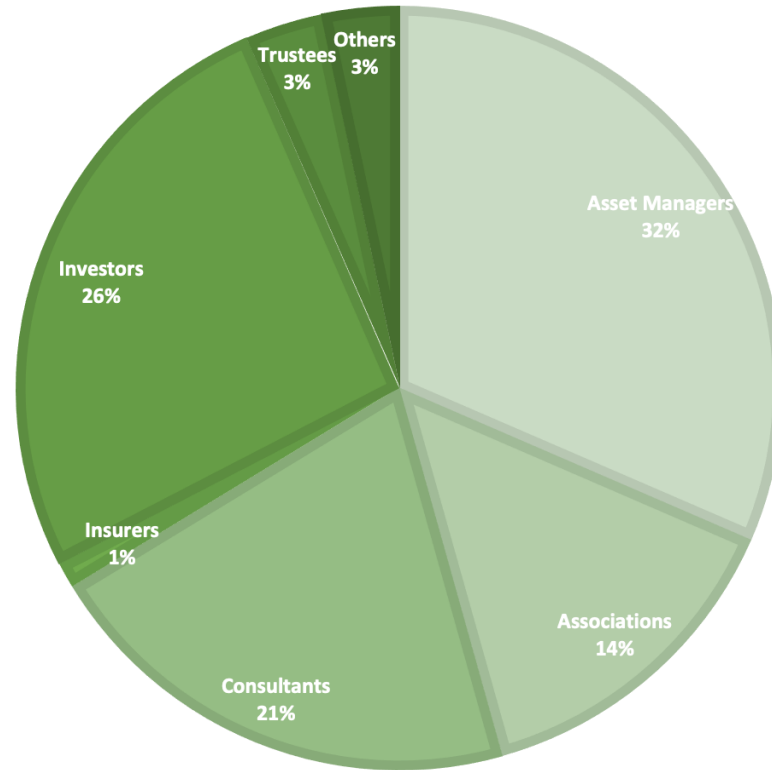


# ESG CLUB PACKAGES 2024

# STATISTICS

## ESG CLUB CONFERENCE 2023: ATTENDEE BREAKDOWN

TOTAL ATTENDEES: 105



**MAGAZINE READERS: 6,962**

- Digital: **1,746**
- Print: **5,216**

**NEWSLETTER, SOCIAL MEDIA and WEBSITE:**

- Newsletter Subscribers: **5,295**
- Average Website page views: **238**
- Average social media impressions: **154**
- Average social media clicks: **14**
- Average newsletter clicks: **153**





## HOW ARE WE MORE ESG?

Institutional investing has changed. Sustainable strategies are no longer considered niche; there is a strong argument that they have become mainstream, especially for long-term investors.

Each month our **ESG feature** educates and informs our audience of investors on the latest ESG topics. We believe that by being a member of our **ESG Club**, you'll have the opportunity to educate our institutional readers on what their organisations' beliefs and actions should be in regard to specific ESG subjects to aid them further in their decision-making.

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



## ESG CLUB SPONSORSHIP ELEMENTS



INTERVIEW



ADVERTORIAL



ONLINE ADS



ESG HUB



ESG CLUB CONFERENCE



# ELEMENT DETAILS

## **DIGITAL ELEMENTS:**

### ONLINE ADS

Increase your reach and visibility through the use of online billboards on our ESG Hub page.

### ESG HUB

Publish up to 4 ESG-related digital assets per month on our ESG Hub, which will also be promoted in our weekly Thursday ESG newsletter and on social media. Use your company profile to present and promote your company's ESG strategy and unique expertise.

## **PRINT ELEMENTS:**

### INTERVIEW

Comment / Interview in the printed magazine (up to 10 per year) on the ESG topic of the month.

**-or-**

### ADVERTORIAL

If you cannot comment on the topic of the month, you will be able to place your chosen one-page advertorial piece in the ESG section within our magazine.

## **EVENT:**

### ESG CLUB CONFERENCE

The ESG Club annual conference will explore key issues and trends of important ESG topics of the year, giving you the opportunity to network with institutional ESG experts.



# 2024 SCHEDULE

COMING SOON!



## PACKAGE 1: ESG CLUB MEMBERS

• Print: 10 issues Interview for feature or 1 page advertorial

• Online: 12 months ESG hub

• Online ads: ESG Hub page only

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**Total cost: £28,800 +**

• ESG Club conference

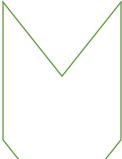
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**Total cost: £43,800**






## PACKAGE 2: ESG CLUB MEMBERS



- Print: 4 issues interview for feature or 1 page advertorial



- Online: 12 months ESG hub

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**Total cost: £20,000** +



- ESG Club conference


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**Total cost: £35,000**






## PACKAGE 3: ESG CLUB MEMBERS



- Online: 12 months ESG hub



- ESG Club conference

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**Total cost: £25,000**



# ESG CLUB CONFERENCE PACKAGE 2024

- ❖ 1 speaking slot on 1 of the 4 panels
- ❖ 2 extra delegate passes
- ❖ Placement of your company logo on all the marketing/promotional material pre-event
- ❖ Placement of your company logo and profile with a link to your company homepage on the conference webpage
- ❖ Opportunity to publish up to 3 whitepapers on our conference webpage - whitepapers will be promoted through our newsletter and on our social media
- ❖ Your company logo at the conference
- ❖ Placement of promotional items in goody bags which will be distributed at the event (up to 2 branded merchandise)
- ❖ 1-page advertorial in an issue of pi throughout 2024
- ❖ Our digital Conference supplement will be at your disposal for your marketing purposes (September 2024)
- ❖ Full delegate list (name, organisation and job role) after the event
- ❖ Lead generation - Full delegate list





**THANK YOU!**

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

We look forward to hearing from you!

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