

MEDIA PACK 2024



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.



MAGAZINE READERSHIP:
6,962



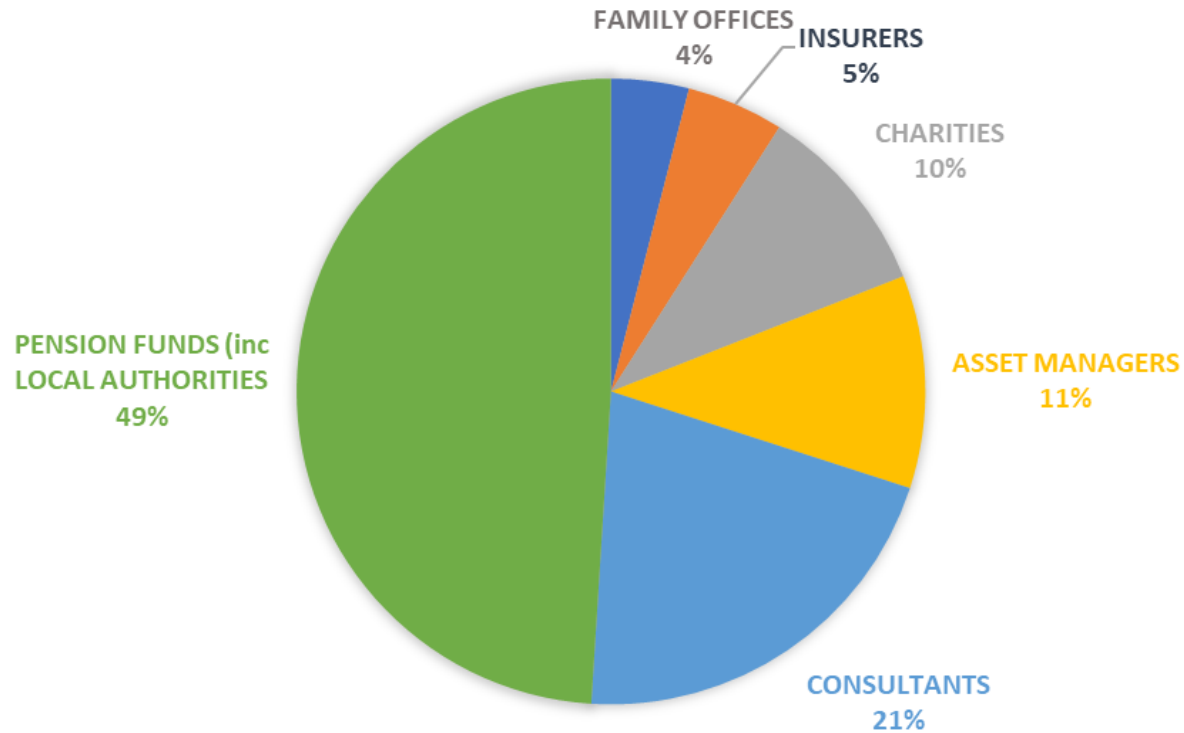
NEWSLETTER SUBSCRIBERS:
5,295



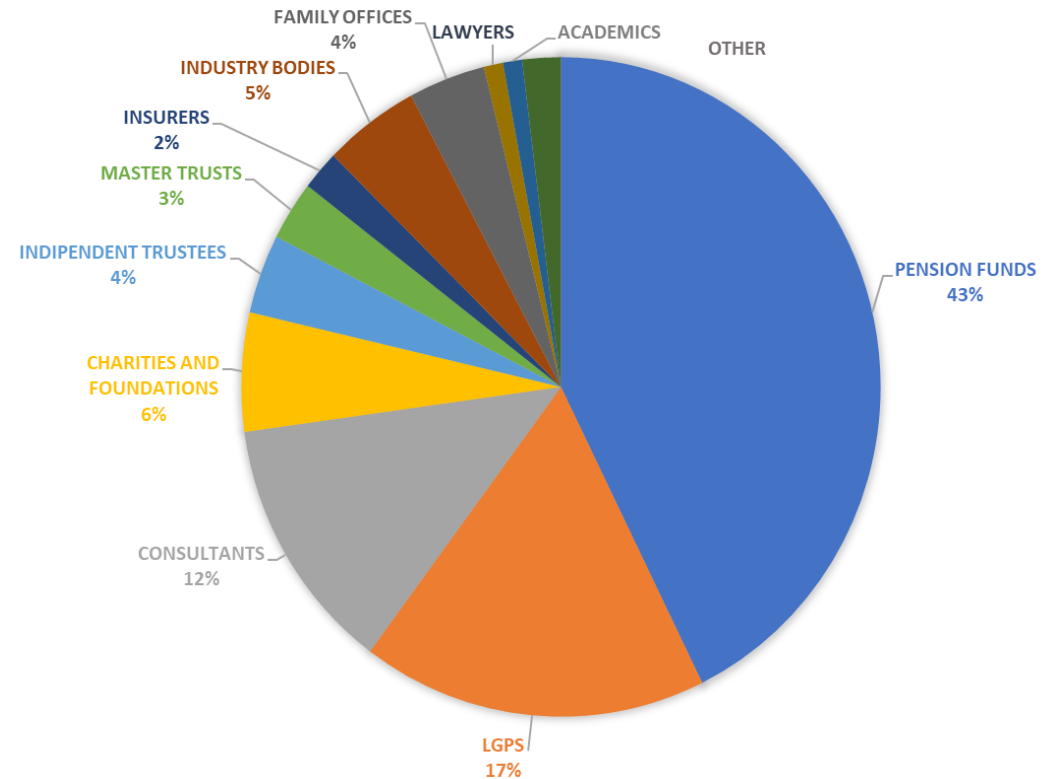
LINKEDIN & TWITTER
FOLLOWERS: **3,925**

WHO ARE OUR READERS?

PRINT READERS:



DIGITAL READERS:



Almost 7,000 copies of each issue are received by the UK's biggest DB and DC pension funds and investors and over 5,000 subscribers read our twice-weekly newsletter.

pi

ENERGY: AT THE CROSSROADS

GEOPOLITICS
Attack the bloc

IMPACT INVESTING
Making a difference

DE-RISKING
What happens now?

Issue No. 117 | www.portfolio-institutional.co.uk | Independent analysis for institutional investors

WHAT CAN WE DO FOR YOU?



Print:

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

Digital:

- Online ads
- Solus emails
- Video interview series

Events:

- Roundtable – to be one of two sponsors
- Sole sponsorship roundtable – single sponsor
- ESG Club conference
- Private Markets conference
- *pi* Awards

Clubs:

- ESG Club
- Diversity Hub

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

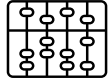
GENERAL STATISTICS



Magazine distribution: **6,962**
 Digital: **1,746**
 Print: **5,216**



Newsletter subscribers: **5,295**
 LinkedIn Followers: **2,806**
 Twitter Followers: **1,119**



Average Website page views: **1,306**
 Average social media impressions: **719**
 Average social media clicks: **103**
 Average newsletter opens: **1,719**
 Average newsletter clicks: **315**

Newsletter Offerings



Solus E-mail Average clicks: **1,159**
 Newsletter Banner Average clicks: **388**
 Newsletter Text ad average clicks: **632**

MOST POPULAR PACKAGES



Roundtables

Average Website page views: **1,952**
 Average social media impressions: **1,057**
 Average social media clicks: **82**
 Average newsletter clicks: **409**

ESG Club

Average Website page views: **238**
 Average social media impressions: **154**
 Average social media clicks: **14**
 Average newsletter clicks: **153**



ESG Club Conference

2022 ESG Conference attendees: **84**
 2023 ESG Conference attendees: **105**
 (70% investors and 30% sponsors)



Diversity Hub

Average Website page views: **683**
 Average social media impressions: **476**
 Average social media clicks: **24**
 Average newsletter clicks: **190**



PRINT OFFERINGS

➤ Print advertising:

1 full page (297x210 + 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 FUNDERS FACE 2030 CLIMATE TARGET CHALLENGE

With most pension funders reporting to have met net-zero targets, the challenge for the industry lies in the long-term impact of climate change on the value of assets. The challenge is to ensure that the assets are not only sustainable but also profitable in the long term.

The UK's pension funders are facing a significant challenge as they approach the 2030 net-zero target. The challenge is to ensure that the assets are not only sustainable but also profitable in the long term.

PLA LOCAL AUTHORITY CONFIDENTIALITY POLICY

The Local Authority has a duty to protect the confidentiality of information provided to it by the public. This policy sets out the measures that the Local Authority will take to ensure that this information is kept secure and confidential.

The Local Authority will only disclose this information if it is necessary for the public interest or if it is required by law.

PENSIONS AND LIFETIME SAVINGS ASSOCIATION

The Pensions and Lifetime Savings Association (PLSA) is a leading voice for the pension industry in the UK. It represents the interests of pension providers and pensioners alike.

The PLSA works to ensure that the pension industry is fair, transparent and sustainable for the future.



PORTFOLIO INSTITUTIONAL JUNE 2023

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AI: INTELLIGENT INVESTING?



PORTFOLIO INSIGHT

HIGH IMPACT PIECE

➤ **PACKAGE DETAILS :** £10,950

- 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 Supplement of Portfolio Insight published on our website
- 2x newsletter and social media push



lgim.com
For investment professionals
Capital at risk

Legal & General INVESTMENT MANAGEMENT

SECURE INCOME ASSETS: PROVIDING CERTAINTY IN AN UNCERTAIN WORLD

Volatility, economic downgrades and fears of a rise in default rates may have some public market investors concerned, but there is an alternative for those who manage income-generating portfolios. Private debt 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 liquidity 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.

ARE SECURE INCOME ASSETS BEING OVERLOOKED?

David Hildreth, Head of portfolio management, private credit, **Legal & General**, private credit head manager

As activity in public credit markets has softened across most sectors, private credit markets have been largely overlooked. In our view, this is an oversight for investors as we believe the structures associated with private debt become more valuable during periods of uncertainty. We advocate that a portfolio of secure income assets – not estate debt, private industrial or private debt and infrastructure debt, collectively referred to as private credit – can deliver better diversification potential, attract the attention and depth of interest that is not available to the public market. We also believe that we are opportunities to generate a positive return and a positive return for the sector as the economy starts to heat from Covid-19.

Better downside protection

Security in the capital markets, volatility and stringent asset class market prices can drive investors to look for alternative assets. In our view, the public credit market has been overlooked.

For Professional Clients only

due to the global pandemic we believe these features have given secure income assets an additional layer of diversification. We believe that the assets of secure income assets are similar to the capital structure and the diversification of income that we generate. We believe that if the business falls into distress and we are looking for a way to recover, we can do so by selling the assets. We believe that the assets of secure income assets are similar to the capital structure and the diversification of income that we generate. We believe that if the business falls into distress and we are looking for a way to recover, we can do so by selling the assets.

Attractive valuations

At the time of writing, investment grade public credit spreads are roughly 100bp above the yield of the 10-year US Treasury. This is a significant premium for the sector. We believe that the assets of secure income assets are similar to the capital structure and the diversification of income that we generate. We believe that if the business falls into distress and we are looking for a way to recover, we can do so by selling the assets.

Opportunities for Covid-19

Private credit markets remain open, offering liquidity and the ability to invest in the sector. We believe that the assets of secure income assets are similar to the capital structure and the diversification of income that we generate. We believe that if the business falls into distress and we are looking for a way to recover, we can do so by selling the assets.

A SECURE WAY TO GENERATE STABLE CASHFLOWS

With pension schemes increasingly facing cashflow and investment risks, the ability to generate stable cashflows is a key objective for investors. We believe that the assets of secure income assets are similar to the capital structure and the diversification of income that we generate. We believe that if the business falls into distress and we are looking for a way to recover, we can do so by selling the assets.

How would you define a secure income asset?

David Hildreth, Head of portfolio management, private credit, **Legal & General**, private credit head manager

Secure income assets are those that generate a stable cashflow and have a low risk of default. We believe that the assets of secure income assets are similar to the capital structure and the diversification of income that we generate. We believe that if the business falls into distress and we are looking for a way to recover, we can do so by selling the assets.

For Professional Clients only

investor markets increased over the last few years, offering liquidity and the ability to invest in the sector. We believe that the assets of secure income assets are similar to the capital structure and the diversification of income that we generate. We believe that if the business falls into distress and we are looking for a way to recover, we can do so by selling the assets.

One of the advantages we have in the way we are structured is a way that enables us to be more flexible in our approach to the sector. We believe that the assets of secure income assets are similar to the capital structure and the diversification of income that we generate. We believe that if the business falls into distress and we are looking for a way to recover, we can do so by selling the assets.

What return can investors expect on these assets?

David Hildreth, Head of portfolio management, private credit, **Legal & General**, private credit head manager

We believe that the assets of secure income assets are similar to the capital structure and the diversification of income that we generate. We believe that if the business falls into distress and we are looking for a way to recover, we can do so by selling the assets.

What is your main appeal in this sector?

David Hildreth, Head of portfolio management, private credit, **Legal & General**, private credit head manager

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ONLINE ADS

➤ Newsletter offering:

- Billboard (970 x 250) -> £620 per week
- MPU (300 x 250) -> £400 per week
- Text ad -> £900 per week

➤ Website offering:

- Side panel (160 x 600) -> £550 per week
- Wallpaper on both side panels (left and right) > £920 per week
- Billboard (970 x 250) -> £700 per week
- MPU (300 x 250) -> £400 per week
- Text ad -> £950 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: **5,295** (please see page 3 for breakdown)

PRICE: £2,500 (one email per week)

STATISTICS:

Average clicks: **1,159**

Average open: **1.456**

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 and YouTube channel
- The video series will be distributed on our newsletter and social media platform
- The videos will be published bi-weekly or monthly (you can choose the length of your campaign)
- A full post- campaign marketing report will be provided

PRICE: £17,000

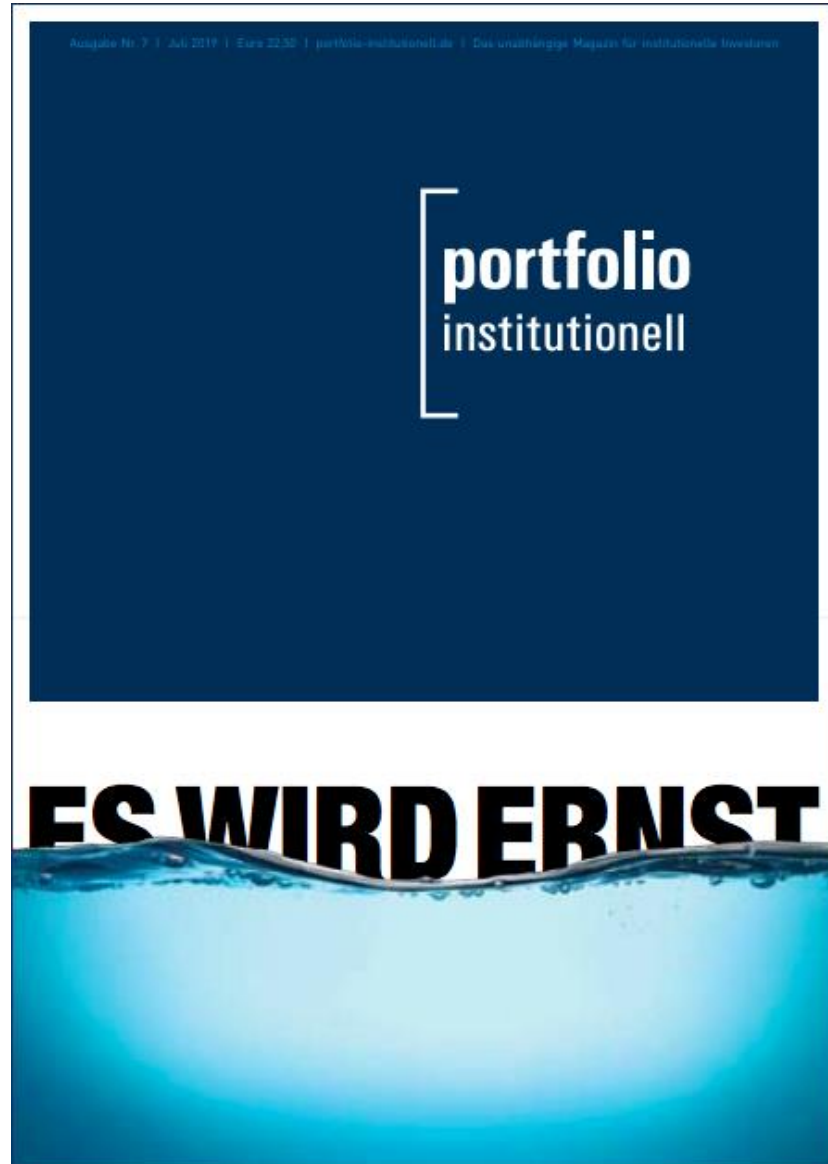
STATISTICS:

Average Website views: 927
Average LinkedIn impressions: 190
Average LinkedIn clicks: 17
Average duration time: 9:03 mins

PARTNERSHIPS



**PENSIONS AND
LIFETIME SAVINGS
ASSOCIATION**



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THANK YOU!

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

We look forward to hearing from you!

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