

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



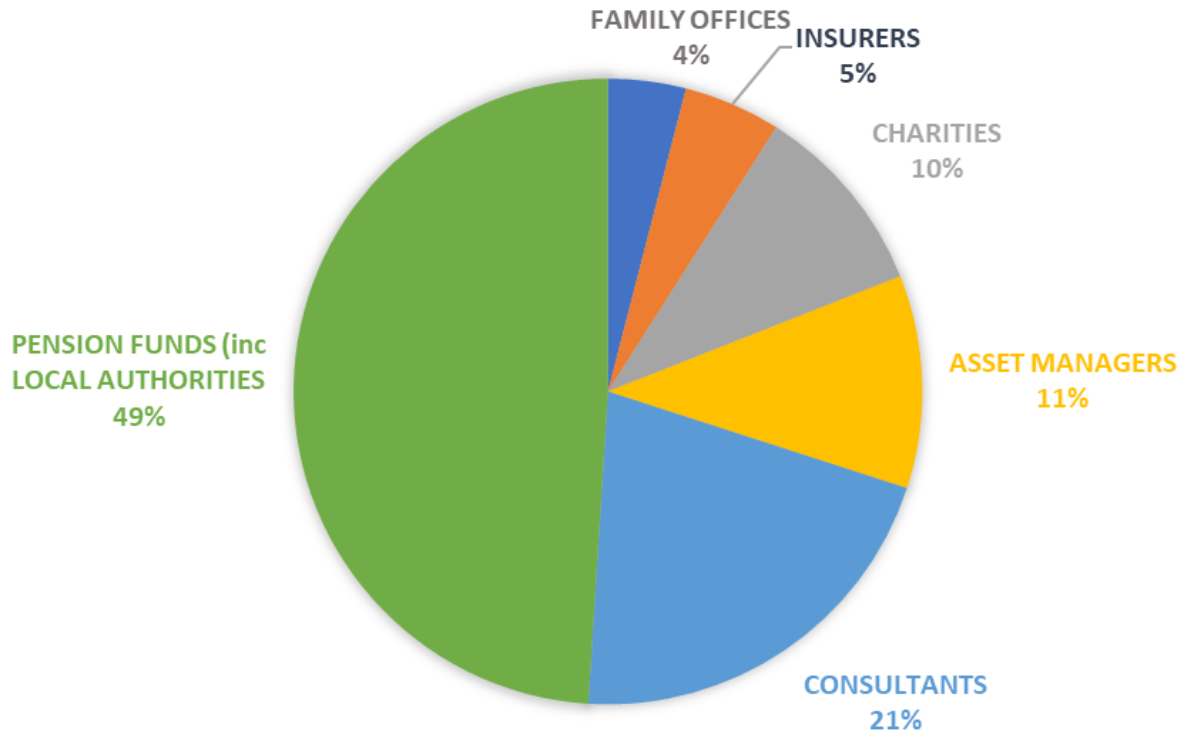
NEWSLETTER SUBSCRIBERS:
5,295



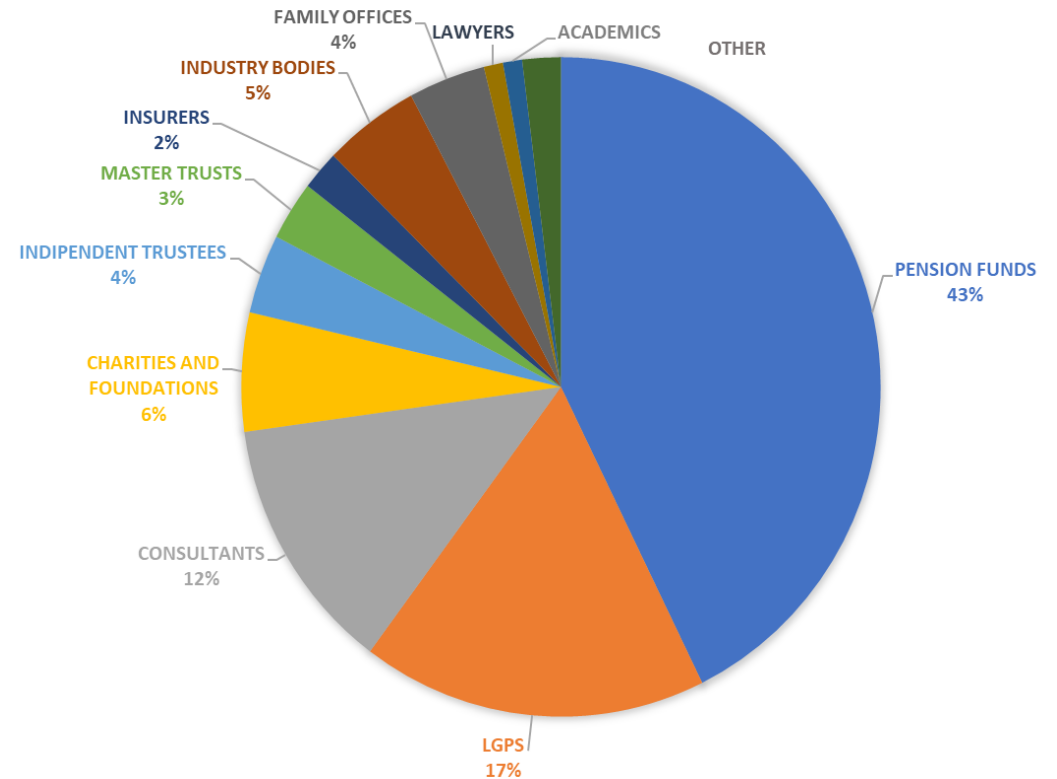
LINKEDIN & TWITTER
FOLLOWERS: **3,925**

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>

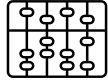
GENERAL STATISTICS



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 (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 2026 CLIMATE TARGET CHALLENGE

Small text describing pension fund challenges and climate targets.

PLA LIQUID AUTHORITY CONFERS CREDIT RATING

Small text about PLA liquid authority credit rating.

THE NEW BUILD

Small text about new build construction.



PENSIONS AND LIFETIME SAVINGS ASSOCIATION



AI:
INTELLIGENT
INVESTING?



TFL PENSION FUND
On track

GEOPOLITICS
All change

ENERGY
The green dream

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
Management
Institute**
Moving pensions forward

**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!

CLARISSA HUBER

COMMERCIAL DIRECTOR

c.huber@portfolio-institutional.co.uk

07557 911 233