

Institutional Investor

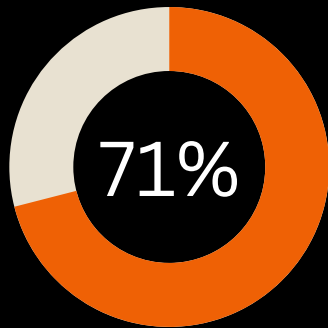
MEDIA KIT 2023

TABLE OF CONTENTS

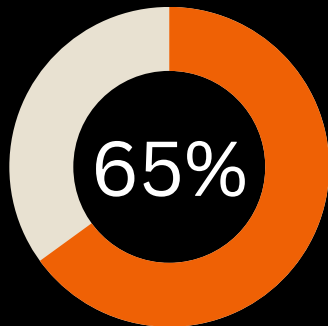
EDITORIAL CALENDAR	5
NEW FOR 2023	6
DISPLAY SOLUTIONS	9
CLIENT DIRECT CONNECT	11
THOUGHT LEADERSHIP	14
THEMATIC PROGRAMS	18
LEAD GENERATION	21
LIVE & DIGITAL CONNECT	23
CUSTOM RESEARCH	25
EDITORIAL AWARDS	26
2023 RATE CARDS	27

AUDIENCE

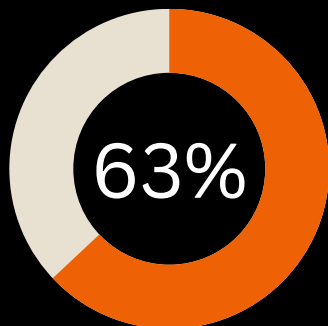
Institutional Investor is one of the industry's premier online information destinations for senior-level institutional investors – including U.S. and Global private & public pensions, foundations, endowments, sovereign wealth funds, central banks, government executives, money managers, and investment consultants, responsible for capital raising and investment decisions.



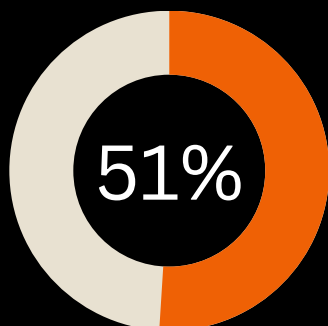
71% of the II audience are institutional investors, investment intermediaries or bankers — and 23% are asset managers.



65% of the II audience are responsible for overall investment strategy. The top five areas of focus for the audience overall: Private Markets, Alternatives, Fixed Income Investments, ESG, and Asset Manager Selection.



63% of the II audience manage institutional pensions or retirement plans — 52% manage DB plans, 49% manage DC plans, and 33% manage both.



51% of the II audience are C-Level investment professionals or board members.

UNIVERSE

GEOGRAPHIC BREAKDOWN

NORTH AMERICA: 69%

EUROPE: 18%

ASIA: 11%

REST OF WORLD: 2%



UNIQUE VISITORS

309,698



PAGEVIEWS

646,696



AVERAGE SESSION DURATION

3 MINS 54 SECS



TOTAL NEWSLETTER SUBSCRIBERS

73K



TOTAL SOCIAL MEDIA FOLLOWERS

93K



ANNUAL WEBCAST REGISTRANTS

11K



ANNUAL LEADS GENERATED

16K

EDITORIAL CALENDAR



February 2023: How DEI is Changing the Future of the Investment Industry

A look at how the industry can leverage DEI to create better aligned, and more innovative and effective solutions for end investors.

March 2023: Winning Strategies Without Borders

Why global equities and emerging markets are crucial to a properly diversified portfolio.

April 2023: Infrastructure and the Great Energy Transition

Opportunities abound in a changing world – including many related to what makes the world go round.

May 2023: Game Changers: Women Who are Driving the Investment Industry Forward

Profiles, features, and interviews with leaders who are making a difference. Aligned with II's Women Investment Forum.

May 2023: Private Credit: Opportunities and Impact

An update on the private credit environment, and firms and strategies leading the way. Aligned with II's Private Credit Forum.

June 2023: Innovative Thinking in Fixed Income

In what will still likely be a challenging environment, leaders in the field share their insights and strategies for success. Aligned with II's Redefining Fixed Income Forum.

July 2023: Institutional Investor Week: The A-List

These are the allocators, asset managers, and consultants who continue to redefine the industry for the better. Aligned with Institutional Investor Week.

October 2023: Moving the Needle in ESG

Regulatory changes have targeted greenwashing, and that's a good thing – but the ESG leaders among asset managers have long been thinking far beyond just checking the box. Aligned with II's Sustainable Returns Forum.

November 2023: Opportunities in Private Markets

A look at how private markets have fared to date in 2023, and the outlook and opportunities on the horizon for 2024. Will the momentum built up in recent years carry forward?

December 2023: Investment Opportunities in Public and Private Real Estate

How resilient have real estate markets proven amidst rising rates and a struggling economy? And are real estate assets still as rock solid as they have historically been considered? Where are the opportunities in 2024?



NEW FOR 2023

OFFICIAL II EDITORIAL WEBCAST SERIES

Launching March 2023: Institutional Investor's editorial webcasts are themed webcasts that include topics that are relevant to the sponsor, sparking thoughtful and productive conversation with a broad audience. While sponsors cannot influence or shape the discussion or speak at these events, sponsors will be introduced to the audience as such, with their logo appearing on the interface and all promotional elements.

Program elements include:

- Turnkey solution
- Branding on all promotional materials
- Branding on user interface
- Sponsor mentioned by moderator at the opening and closing of the webcast
- Related content from the client provided in the user interface
- 100% exclusive

Cost: Call for pricing



NEW FOR 2023

OFFICIAL II EDITORIAL PODCAST SERIES

Launching March 2023: Institutional Investor's bi-weekly editorial podcast series will include topics based on trends and audience feedback, sparking thoughtful and productive conversations with a broad audience. While sponsors cannot influence or shape the discussion or speak on the podcasts, sponsors will be introduced to the audience as such, with their logo appearing on the interface and all promotional elements.

Program elements include:

- Turnkey solution
- Branding on all promotional materials
- Branding on podcast landing page
- Sponsor mentioned by moderator at the opening and closing of the podcast
- Related content from the client provided on the podcast page
- 100% exclusive

Cost: Call for pricing



NEW FOR 2023

II THEME WEEK TAKEOVER SPONSORSHIPS

Each week, the II Editorial team will publish content focusing on a variety of themes and their impact on portfolio construction, including trends and analyses.

Program elements include:

- Alignment across editorial content that is tied to the specific theme
- Sustained visibility and awareness
- Turnkey solution
- Broader exposure for client's thought leadership content*
- Fireside Chat Video with sponsor's subject-matter expert*
- Custom or supplied article promoted through In-article promotional tiles. Includes cost of content creation*

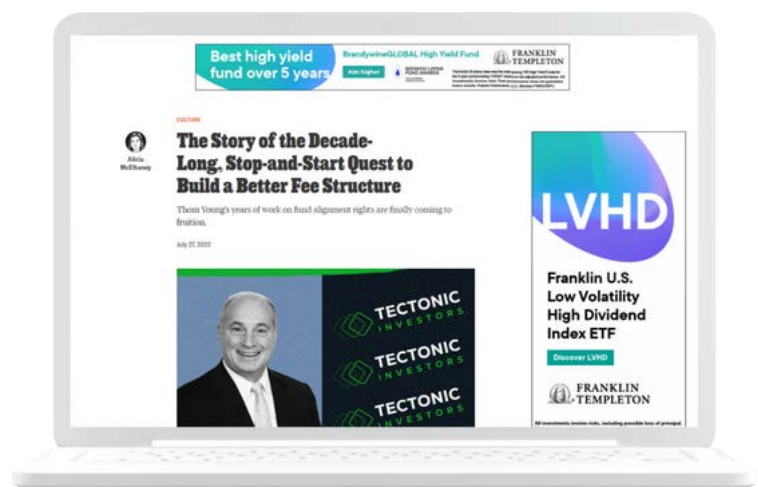
Option 1: Display Sponsorship Only - Call for pricing

Option 2: Display and Thought Leadership Sponsorship - Call for pricing

*Features only available in the Option 2

Available themes:

- Fixed Income Week
- Private Credit
- DEI Week
- Defined Contribution Week
- Retirement Income Week
- Alternatives Week
- LDI Week
- Preparing Employees for Retirement Week
- Emerging Markets Week
- Sustainable Investing Week
- Real Assets Week
- Private Markets Week
- ETF Week
- Investing in China Week



We also offer the option to create a custom topic.



DISPLAY SOLUTIONS

SITE DISPLAY ADVERTISING

Targeted Display Advertising:

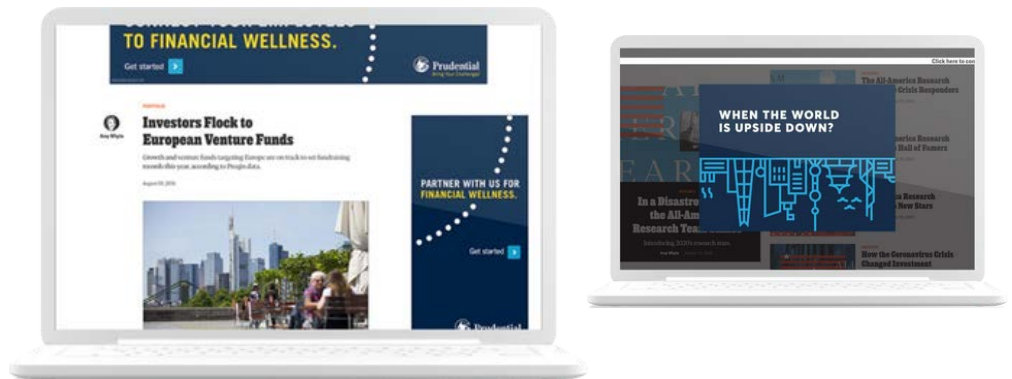
Institutional Investor offers a wide variety of digital display sizes, share of voice and targeting options to help you effectively deliver your brand's unique message to the most relevant audience.

Standard Placements Sizes:

- Billboard: 970x90
- Super Billboard: 970x250
- Leaderboard: 728x90
- Halfpage: 300x600
- MPU: 300x250*

High-Impact:

- Welcome Ads (Interstitial)
- Site Wrappers**



*Runs on both desktop and mobile

**Site-served only

AD TYPE	AD SIZE	Format Accepted	Site or 3rd Party Served	Animation/Looping	Max File Size	Lead Time
Half Page	300 x 600	All standard formats	Both	15 seconds/ Unlimited	150 KB	2-3 business days prior to launch
Billboard	970 x 90 970 x 250 728 x 90	All standard formats	Both	15 seconds/ Unlimited	150 KB	2-3 business days prior to launch
Half Page	300 x 600	All standard formats	Both	15 seconds/ Unlimited	150 KB	2-3 business days prior to launch
MPU	300 x 250	All standard formats	Both	15 seconds/ Unlimited	150 KB	2-3 business days prior to launch
Welcome Ad	640 x 480	All standard formats	Both	15 seconds	150 KB	2-3 business days prior to launch
Site Wrapper	100 x 1000	JPG only	Site Served (with 1x1 tracker and click tags)	Static	150 KB	2-3 business days prior to launch



DISPLAY SOLUTIONS

NEWSLETTER DISPLAY ADVERTISING

Advertise in one of our five newsletters sent to a highly targeted audience.

TITLE	DISTRIBUTION	OPEN RATE	FREQUENCY	Ad Size	Ad Specs	COST
Essential II Global	50,000/edition	20%	Monday - Friday	Two MPU ads 300x250	JPG with a click tag	Call for pricing
Essential II Europe	10,000/edition	18%	Friday	Two MPU ads 300x250	JPG with a click tag	Call for pricing
Essential II Asia	10,000/edition	17%	Wednesday	Two MPU ads 300x250	JPG with a click tag	Call for pricing

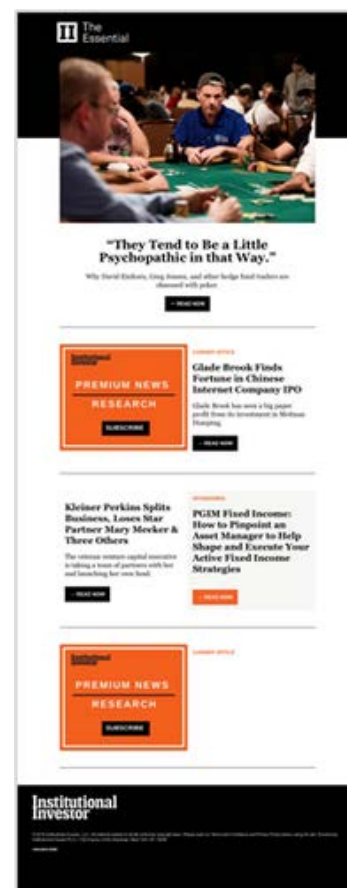
Audience: Money Managers, Investment Consultants, Defined Benefit and Defined Contribution Plan Sponsors, Heads Of Investment Strategy, Analysts, Institutional Traders, Institutional Financial Advisors/RIAs, C-Suite Executives, Senior Investment Decision-Makers at Public & Private Pensions, Foundations, Endowments, Family Offices, Insurance Companies, Fund Managers, and Institutional Sales and Marketing Professionals.

Essential II Premium	17,000/edition	20%	Monday - Friday	Two MPU ads 300x250	JPG with a click tag	Call for pricing
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Audience: C-Suite Executives And Senior Management, Investment Suite Executives (Including Portfolio Managers, Heads Of Investment Strategy, Analysts, And Heads Of Trading), at the Following Institutions: Hedge Funds, Fund Of Funds, Real Estate Firms, Private Equity Firms, Corporate And Government Pensions, Foundations, Endowments, Family Offices, Sovereign Wealth Funds, Associations, Non-Profits, Independent Investment Advisors, Prime Brokerage Firms, Pension Consultants, Investment Banks, Commercial and Universal Banks, Law Firms, Accounting Firms, Administrators, Management Consultants, Technology and Data Service Providers.

Essential Allocator	6,000/edition	52%	Friday	Two MPU ads 300x250	JPG with a click tag	Call for pricing
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Audience: CIOs and buy side institutional investors at the following types of institutions: Foundations, Endowments, Public/Government Pension Funds, Corporate Pensions Funds, and Sovereign Wealth Funds.



CLIENT DIRECT CONNECT

SUPPLIED CONTENT SOLUTIONS CONNECTING DIRECTLY TO YOUR SITE

Two methods to drive II audience to your website	Sponsored Content Slideshow	Editorial Newsletters Native Links
Drives directly to client site	✓	✓
Client-supplied content	✓	✓
Display up to 6 pieces at one time	✓	✓
Impressions	150,000	Varies
Distribution	NA	Varies*
Minimum flight	3 months	4 weeks**
Cost	Call for pricing	Call for pricing

* Choose from Essential II (global or regional) or the Essential Premium

** Non-consecutive weeks



CLIENT DIRECT CONNECT



The Thought Leadership Slideshow is the most dynamic promotional tool for Thought Leadership content on InstitutionalInvestor.com. Each month, a maximum of six partner content elements are incorporated into a horizontally moving Slideshow presentation by II Thought Leadership Studio.

This unit’s unique look on the page assures high engagement. The audience can interact with one or all of the content elements, and the Slideshow allows our partners to tell a holistic Thought Leadership story on a particular theme. Content can be refreshed each month.



Search Hi, DAVE GALAN Log Off

Portfolio Corner Office Culture Premium Research Video Innovation

Sponsored by



**FRANKLIN
TEMPLETON**

Analysis of global markets
impacting institutional
investors

[Read articles](#)

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**Hedge Fund
Strategy Outlook**



**Driving Climate
Impact through
Private Equity**

UNIT SIZE	POSTS	LEAD TIME	MINIMUM FLIGHT	IMPRESSIONS	COST
970 x 250	Up to 6/stories	14 days	3 months*	150,000	Call for pricing

* Consecutive months



CLIENT DIRECT CONNECT

EDITORIAL ENEWSLETTER NATIVE LINKS

This section of the Essential II daily newsletter is dedicated exclusively to promoting the client's thought leadership content and is directly linked to the client's site. The sponsored section is highlighted by a subtly shaded background and a top bar containing the sponsor's name. Put your content in front of Institutional Investor's highly targeted mailing list each morning.

Sponsorship of this section provides a full week of daily editions.

Required Element	Headline and one sentence teaser (max 6 headlines)
Posts	Daily
Lead Time	5 days
Minimum Flight	4 weeks*
Distribution	Varies depending on which eNewsletter
Cost	Call for pricing

* Non-consecutive weeks



THOUGHT LEADERSHIP STUDIO

FULL SERVICE CONTENT CREATION TEAM

Institutional Investor's Thought Leadership Studio creates content that helps shape the conversation and idea landscape for investment professionals. By amplifying your strategies, capabilities and expertise in story form, your business increases and strengthens the perception that it should be on the list of any potential partners, and gives you a competitive edge.

The Studio's award-winning designers, editors, journalists, data scientists and marketers collaborate with you to generate original content (or work with existing content) that appeals to the needs of your target audience, and makes clear that your business should be part of the solution.



**Brainstorming and
consultation on content
strategies and executions**



**Original stories
based on interviews
with your experts**



**Animated and
filmed video**



Infographics



**Webinar production
and hosting**



**Original research and
research reports**



**Content alignment with
II membership**



**Special reports
on II.com**



**Performance
reporting**



THOUGHT LEADERSHIP

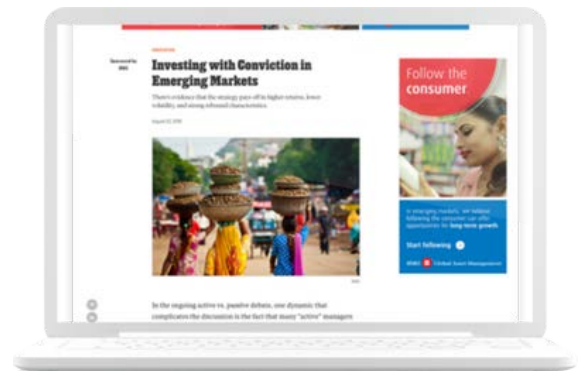
NATIVE ARTICLE PROGRAM

This is a highly effective program that provides clients with an engaging content platform from which to present their thought leadership content - directly within the II editorial well. Native advertising is sponsored content that is presented to readers in the form of articles or data visualization. Moreover, the content is presented in the same look and feel of the website's general editorial content, and therefore generates a higher level of reader affinity and engagement more than traditional advertising formats. Typically, native content is informative or thought leadership in nature (as opposed to promotional). This program is particularly good at helping clients "tell their story" in a way that helps differentiate their unique benefits to engaged readers.

How does it work?

- Content can be supplied or co-created with
- II Thought Leadership Studio
- Looks and feels like editorial content
- 100% SOV companion ads surrounding content
- Geo-target content: Global, U.S., Europe, Asia, or any combination of regions
- 80K promotional impression across the homepage and editorial article
- Each article receives a social post on Twitter and LinkedIn
- Each article is promoted across our editorial eNewsletters

Cost: \$50,000



THOUGHT LEADERSHIP

FIRESIDE CHATS

Objective

Fireside Chats are informal yet structured conversations between a moderator and investment thought leader, pushed to the II media audience via streaming video. The chat comprises four questions, each question is published as a standalone chapter. Chapters can be released simultaneously or over a weekly cadence.

How does it work?

- Engaging four-part video series centered around a topic and the client's thought leader
- Interviews are conducted in a Zoom-style format
- Moderated by a Thought Leadership Editor
- 100,000 promotional impressions promotional impression across the homepage and editorial article
- The series receives a social post on Twitter and LinkedIn
- The series is promoted across our editorial eNewsletters

Cost: Call for pricing

Institutional
Investor

Portfolios Career Office Culture Precision Research Video Investor

SPONSORED BY MICROSOFT

Innovation In Pursuit of High-Quality ESG Data

Data – good data, accurate data, consistent data – is the key to unlocking the potential of sustainable investing. The lack of quality data is routinely identified as the biggest hurdle to be cleared if wider adoption of ESG-related investment strategies is going to occur. In the quest for improved data, the bar is set fairly high – after all, investment professionals around the world have access to all sorts of high-quality data they use in their decision-making process. What might ESG data be as timely and accurate as the data that powers today's markets? That's just one of the questions in this Fireside Chat with Matthew Jacob, Industry Executive, Capital Markets, at Microsoft – where, not surprisingly, the pursuit of solutions to the ESG data quandary is a priority.

For more information from Microsoft on how to develop and apply an efficient plan to improve model resilience, download this e-book, *Redefining Risk Management in an Era of Data and Disruption*.
[Redefining Risk Management | Microsoft](#)

Episode 1: The Complex Pursuit of Better ESG Data – and Is Progress Being Made?



Episode 1:
The Complex Pursuit of Better
ESG Data – and Is Progress
Being Made?

Episode 2:
Achieving a Level of Reliable
and Timely Data to Which
Investors are Accountable

Episode 3:
How ESG Data Factors
into Risk Management
and Analysis

Episode 4:
How Innovations Like
Natural Language
Processing are Changing
the Game in ESG Data



THOUGHT LEADERSHIP

II RADIO - PODCAST SERIES

Objective

II Radio is an audio series between a moderator and investment thought leader, pushed to the II media audience via streaming audio. The series comprises five 5-minute episodes, each episode is published as a standalone chapter. Chapters can be released simultaneously or over a weekly cadence.

How does it work?

- Engaging five-part audio series centered around a topic and client's subject-matter expert
- Interviews are conducted in a Zoom-style format
- Moderated by II's Thought Leadership Editorial team
- 100,000 promotional impressions promotional impression across the homepage and editorial article
- The series receives a social post on Twitter and LinkedIn
- The series is promoted across our editorial eNewsletters

Cost: Call for pricing

The screenshot displays the Institutional Investor website's layout for the II Radio podcast series. At the top, the Institutional Investor logo is on the left, and navigation links for Search, Subscribe, Sign In, and Register are on the right. Below this, a horizontal menu contains links for Portfolio, Corner Office, Culture, Premium, Research, Video, and Innovation. On the left side of the main content area, there are three circular social media icons for LinkedIn, Twitter, and Facebook. The main content area features a green header for the podcast series, titled "A five-part audio series with John Streur, CEO, Calvert Research & Management". Below this, the main title "Externalities: A Critical Building Block of Successful ESG Strategies" is displayed in blue, followed by a subtitle in blue: "An in-depth and insightful conversation regarding the sometimes overlooked yet critical role externalities play in an effective approach to sustainable investing." A horizontal bar with five green buttons labeled "Episode 1" through "Episode 5" with right-pointing arrows is positioned below the subtitle. The main content area is divided into two sections. The left section, titled "Episode 1", has a green background and features the text "Why Externalities Matter in ESG" in white, followed by a paragraph: "They have a meaningful impact on sustainable investing. Here's how to incorporate them into your strategies." The right section, titled "II Radio", has a white background and features the title "Externalities: A Critical Building Block of Successful ESG Strategies" in blue, a large black play button icon, a photo of John Streur, and the text "With John Streur, CEO, Calvert Research & Management".

THEMATIC PROGRAMS

SPECIAL REPORTS

Special reports are your opportunity to highlight your thought leadership, strategies, and services related to topics our audience is keen to learn more about. Our team works with you to present your content and thought leaders in the most engaging manner.

Your thought leadership content in the report can take the form of:

- Q&A or narrative text stories featuring photos of your thought leaders
- Video (supplied)
- Data-driven graphics

How does it work?

- For the ideal thought leadership and audience engagement experience, II's Thought Leadership Studio will collaborate with our partners to create chapters that fit seamlessly into the overall story, and that features the partner's content in the ways described above
- 100,000 promotional impressions across the homepage and editorial article
- The series receives a social post on Twitter and LinkedIn
- The series is promoted across our editorial eNewsletters

2023 Special Report Calendar

- Jan: Private Markets
- Feb: DEI
- Mar: Recession/Inflation-Proof Portfolios
- April: Fixed Income
- May: Emerging Markets
- June: Retirement Income
- July: Sustainable Investing
- Aug: China
- Sept: ETFs
- Oct: Real Assets
- Nov/Dec: Back-Office Alpha

Cost: Call for pricing



THEMATIC PROGRAMS

II COMMUNITIES

II Communities is a new content program that is focused on providing Thought Leadership content to a highly targeted segment of our audience over a fixed period of time and around a theme/topic (e.g., Defined Contribution, Gold, ETFs, etc.) This program meets the needs of our clients in a way that provides ongoing engagement and a sustained relationship.

Benefits:

- Build loyalty: Help clients create a social bond with the II audience.
- Collaborate on custom content: working with our team as we advise on ideal content types and the most effective delivery strategies for this community, incorporating a conversational approach.
- A branded knowledge base consisting of sponsor's white papers, blogs, and research.

Cost: Pricing varies based on campaign length and content components. Please contact your Relationship Manager for more information.

II Communities on GOLD

Why Gold is More Than A Safe Haven Asset

Despite its strong ties to geopolitical events, gold is still driven by supply and demand.

[Read Article](#)

Gold Is Standing Out Among All Precious Metals Markets

Gold Is Standing Out Among All Precious Metals Markets

Goldhub
The definitive source of gold data and insights

[Visit Goldhub](#)

Video Interview: Inflation v. Deflation: A Global Perspective



Juan Carlos Artigas
Executive Director, Head of Research
World Gold Council

[Watch Video](#)

Video Interview: The Challenges Investors Face: The Outlook for Monetary Policy and Central Bank Actions in 2017



John Reade
Chief Market Strategist and Head of Research
World Gold Council

[Watch Video](#)

II Communities on Fixed Income

In Crisis, Fixed Income ETFs Prove Integral to Efficient Bond Market

In the first half of 2016, the largest and most heavily traded took a sharp turn.

[Read Article](#)

ETFs Answer Investor Appetite for Small Caps

Finding Potential Yield in ETF Securities Lending

Read This Before You Roll

The Modernization of the Bond Market

Primed for Growth

Turning Point

Modernization of the Bond Market:
An audio series that helps investors achieve better outcomes for their portfolios

[Introduction](#) [Growing adoption](#) [Portfolio construction](#) [Innovation](#)

What is driving the modernization of the bond market?

MODERNIZATION OF THE BOND MARKET
EPISODE 1

THEMATIC PROGRAMS

II COMMUNITIES

Pre-Established Topics:

- Active vs. Passive Investing
- Artificial Intelligence in Investment Management
- Emerging Markets Investing
- ESG Investment Strategies
- ETF & Index Investing
- Fixed Income & Credit Investing
- Innovations in Fintech
- Innovations in Target Date Strategies
- Insurance Asset Management
- Investing in Alternatives
- Investing in China
- Investing in Gold
- Investing in Infrastructure
- Investment Management Outsourcing Services
- Liability Driven Investing
- Managing Risk & Liquidity
- Multi-Asset Strategies
- Outsourced CIO
- Pension De-risking & Risk Transfer
- Private Credit/Specialty Lending
- Real Assets
- Real Estate
- Redefining Fixed Income
- Smart Beta/Factor Investing
- Specialty ETF & Index Investing
- Stable Value and Annuity Investing
- Systematic/Quantitative Investment

We also offer the option to create a custom topic.



LEAD GENERATION

THOUGHT LEADERSHIP WEBCAST

These interactive presentations offer a high-profile, engaging way to present your thought leadership content to our targeted audience developed by an email marketing campaign.

Presentation formats include: Panel discussions, Interviews, or single-moderator presentations. Webcasts can be presented as scheduled live events, or on-demand. The presentation of core content is augmented by synchronized slides, audience Q&A, audience polling, and other interactive features.

Benefits:

- Event production, audience development and detailed reporting
- Targeted audience development through direct email campaigns
- 100 guaranteed registrants
- Streaming video with coordinated slides
- If provided moderator (optional)
- Live or pre-recorded delivery format
- Interactive elements, such as Q&As and Polls

Cost: Call for pricing

The screenshot displays a webcast registration page for a presentation titled "CHINA: Are you missing out?". The page is divided into several sections:

- Header:** Includes the "Institutional Investor" logo and a banner image of the Great Wall of China with the text "CHINA: Are you missing out?". A badge indicates it is a "FREE WEBCAST" on "SEPT. 25, 2019".
- Summary:** A brief overview of the presentation's focus on U.S.-China trade tensions and investment opportunities.
- Overview:** Details the title, duration (1 hour, 1 minute), and availability (On Demand).
- Register Now:** A registration form with fields for First Name, Last Name, Company, Job Title, Work Email, Work Phone, Job Function, and Organization Type. A "REGISTER" button is present.
- Already Registered?:** A link for users who have already registered.
- Slide Show Interface:** A central area showing a slide titled "China: Are you missing out?" with a grid of images. Below the slide is a "Resources List" with links to related content.
- Q&A Section:** A section titled "Q&A" with a "Submit your question" button and a "Submit" button.

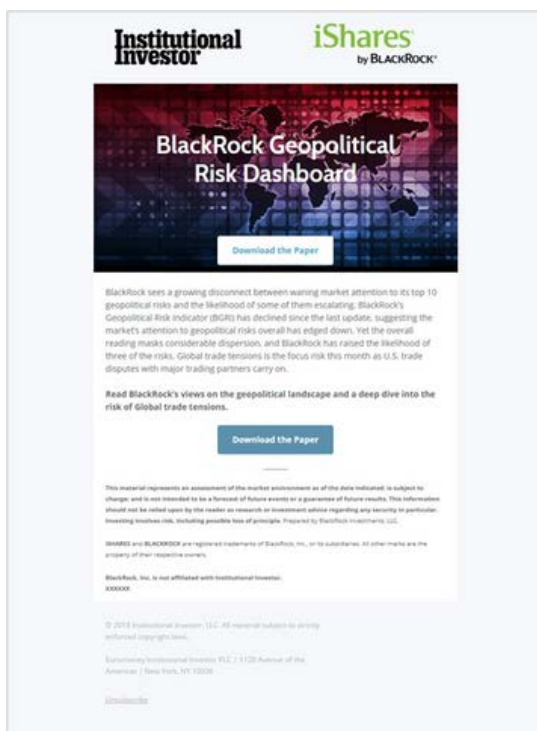
LEAD GENERATION

CUSTOM LEAD GENERATION PROGRAM

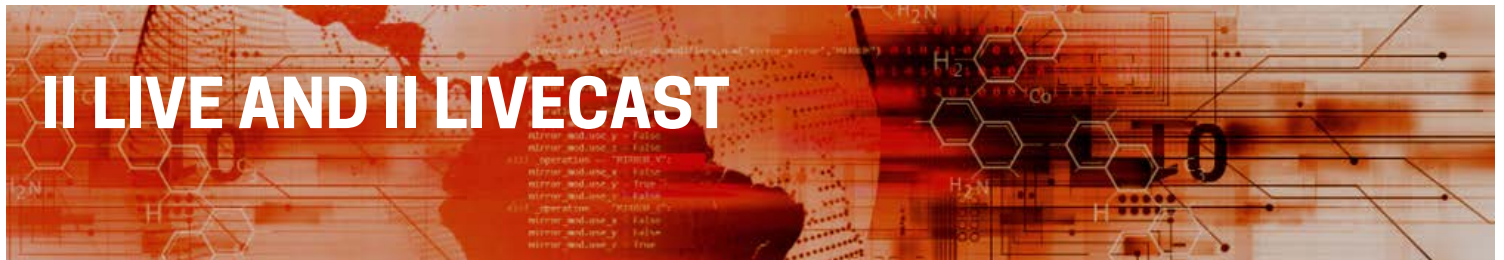
To achieve a predetermined number of leads, we use access to our partner's thought leadership content (a white paper, research report etc.) to entice a predetermined target audience via an email campaign. We help craft email subject lines and body copy that will entice the target audience to open the email and download the full content piece.

- To do so, the target audience must complete a registration page that requires the following details: full name, company, job title, email address, and zip code. The list of leads generated provided to the client on a monthly basis until the lead guarantee has been met.

Cost: Call for pricing

This is a screenshot of a registration form titled 'BLACKROCK BlackRock Geopolitical Risk Dashboard'. The form includes a brief introduction to the dashboard and a 'Read BlackRock's views on the geopolitical landscape and a deep dive into the risk of global trade tensions.' section. Below this, there are input fields for 'First Name', 'Last Name', 'Company Name', 'Job Title', and 'Email Address'. A checkbox labeled 'I confirm that I am a US Institutional Investor' is present. There is also a section for 'Please tick if you don't want to receive details of products, services and special offers from our group companies by:' with checkboxes for 'Telephone', 'Fax', 'Email', and 'Mail'. A final checkbox states 'Please tick if you don't want to receive details of relevant products, services and special offers from selected companies outside our group.' A 'Submit' button is located at the bottom right of the form.

LIVE & DIGITAL CONNECT



II Live & II LiveCast: An unparalleled way to align your thought leadership content with II Events or your own events

What are II Live and II LiveCast?

- II Live allows you to tap into the prestige and excitement around II global events by featuring your thought leaders in videos filmed and edited live at the event — and pushed to the wider II audience the same day. II LiveCast takes the same approach and applies it to your own events.
- The topics discussed in the videos can mirror those on the agenda at the event, giving the expanded II audience unprecedented access to your best thinking on subjects that are of the moment.
- Videos filmed and edited at the event site are pushed out the same day as the event to the wider II audience of investment decision makers on II.com.

Benefits:

- Reach investment decision makers across II's larger audience — not just the people in the room at the event.
- You own all content created for an II Live or II LiveCast campaign and are free to amplify it on your own or other channels.

What's included?

- Ten three-minute videos recorded on the day of the event
- 100,000 promotional impressions promotional impression across the homepage and editorial article
- The series receives a social post on Twitter and LinkedIn
- The series is promoted across our editorial eNewsletters

Price: Call for pricing

For more information, please contact your II Relationship Manager

CALL FOR PRICING



LIVE & DIGITAL CONNECT

II MOMENTUM

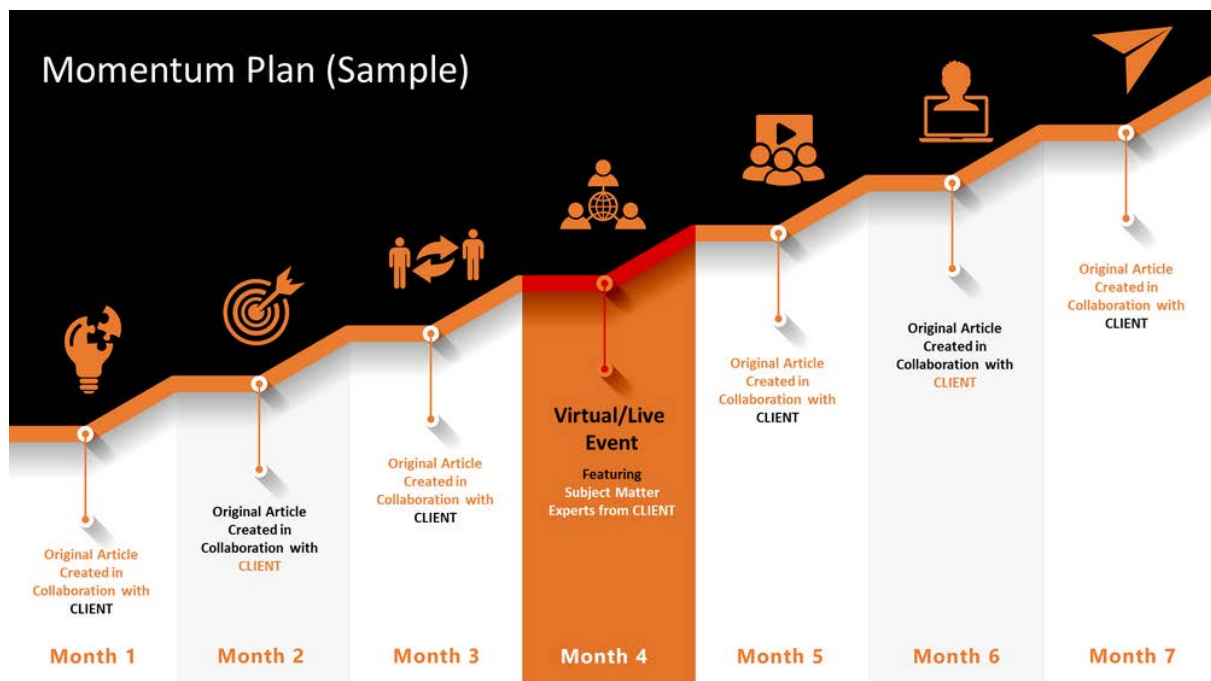
Objective

II Momentum is a unique content program that will build awareness and visibility for a client through a Thought Leadership series developed over a seven-month period. This approach enables a client to build extended momentum with II's global audience, as well as provide a showcase for the client's deep bench of Thought Leaders.

Solutions:

- **Month 1:** Partner-supplied Thought Leadership white paper
- **Month 2:** Custom Thought Leadership article
- **Month 3:** Q&A with the client thought leader/subject-matter expert
- **Month 4:** Inclusion in sponsored virtual/live event featuring the thought leader previously interviewed
- **Month 5:** Video excerpt from virtual event featuring the speaker
- **Month 6:** Article published by the virtual event speaker
- **Month 7:** Partner-supplied Thought Leadership white paper

Please contact your Relationship Manager for more information.



CUSTOM RESEARCH LAB

POCKET RESEARCH

Description:

The Institutional Investor Custom Research Lab introduces the Pocket Research Program, a new custom research and audience engagement program for asset managers seeking to build stronger, more trusted relationships with their current and prospective clients on an expedited timeline.

The Pocket Research Program combines bespoke research among asset owners with high quality, co-branded deliverables, and promotional services — all with the goal of helping you lead the conversation with the investment decision makers who matter most to your business.

When you lead the conversation with high quality, independent research, you:

- Enhance your credibility by showing an understanding of your clients' unique business problems and concerns.
- Cultivate your brand and thought leadership position by attracting media attention and positioning yourself as a source of market insight, innovative ideas, and top-tier services.
- Serve your current clients by supporting their decision-making with practical research based on market surveys and interviews.
- Expand your client base by arming your sales professionals with meaningful insights.

How does it work?

Over the course of 8–10 weeks, we work with our Pocket Research Program clients to design and execute a survey and secondary research program that yields an editorially sound, evidence-based view of an important topic to institutional investors. Details of the research program include:

- Quantitative research: Composition and design of an 8-10 question survey (plus demographics such as AUM, title, institution type, and geography)
- Response base: 100 responses from well-qualified sources
- Response profile: Investment decision makers at public and private pensions, foundations, endowments, insurance companies, family offices, RIAs, and sovereign wealth funds, among others.
- Geography: North America, Asia, and Europe

Timing and Fees:

The Pocket Research Program requires approximately 8–10 weeks from start to finish. Call for pricing.



EDITORIAL AWARDS

AWARD SPONSORSHIPS

Hedge Fund Industry Awards: May 2023

Institutional Investor proudly presents the annual Hedge Fund Industry Awards, which recognize the hedge funds, funds of hedge funds, investment consultants, endowments, foundations, family offices, corporate funds, public funds, sovereign funds and rising stars that have stood out for their accomplishments during the previous year.

www.HedgeFundIndustryAwards.com

Allocators' Choice Awards: September 2023

Institutional Investor's commitment to delivering you unparalleled engagement with allocators remains as strong as ever.

As an Awards Sponsor, you will have the opportunity to engage with North America's top institutional investors and consultants. Firms approved for sponsorship are encouraged to actively reach out to allocators to attend at their table.

Asset managers will continue to grow long-term relationships during the awards dinner, all while gaining a competitive edge by receiving the intel you need to reduce sales cycles and win mandates.

Finalists will be announced this summer and winners will be announced at the awards dinner and ceremony. We look forward to hosting you, and many of the world's most powerful asset allocators, at the Mandarin Oriental in New York City in September 2023 as we celebrate the very best of global asset allocation.

www.AllocatorsChoiceAwards.com

Sponsorship Opportunities Include:

- Exclusive Cocktail Reception Sponsor
- Non-Exclusive Cocktail Reception Sponsor
- Exclusive After Party Sponsor
- Exclusive Red Carpet Photo Sponsor
- Exclusive Chocolate Sponsor
- Exclusive Champagne Toast Sponsor
- Exclusive Wine Sponsor
- Exclusive Dessert Sponsor



2023 RATE CARD

ROS DISPLAY AND NEWSLETTER ADVERTISING

ROS Advertising

AD TYPE	AD SIZE	FLIGHT	COST (GROSS)	COST (NET)
Half Page	300 x 600	Varies	Call for pricing	Call for pricing
Billboard	970 x 250 970 x 90 728 x 90	Varies	Call for pricing	Call for pricing
MPU	300 x 250	Varies	Call for pricing	Call for pricing
Welcome Ad (Global)	Varies	1 day	Call for pricing	Call for pricing
Welcome Ad (U.S.)	Varies	1 day	Call for pricing	Call for pricing
Site Wrapper (Global)	Custom	1 day	Call for pricing	Call for pricing
Site Wrapper (U.S.)	Custom	1 day	Call for pricing	Call for pricing

* \$20,000 minimum spend

eNewsletters

Newsletter (300 x 250)	Distribution	Flight*	COST (GROSS)	COST (NET)
Essential II Global	50,000	1 week	Call for pricing	Call for pricing
Essential II Premium	17,000	1 week	Call for pricing	Call for pricing
Essential Allocator	6,000	1 day	Call for pricing	Call for pricing
Essential II Europe	10,000	1 day	Call for pricing	Call for pricing
Essential II Asia	5,000	1 day	Call for pricing	Call for pricing

* 4-week minimum



2023 RATE CARD

THOUGHT LEADERSHIP

Native Advertising

Region	Pieces of Content	Promotional Impressions	Flight	Cost (net)
U.S. & Global	4 articles	80,000 + social/ article	1 month/article	Call for pricing

Note: Regional targeting available upon request.

Special Report

Region	Pieces of Content	Exclusive?	Promotional Impressions	Cost (net)
U.S. or Global	2-3 chapters	Yes	100,000	Call for pricing

II Communities, II Momentum, Fireside Chat, II Radio - Podcast Series

Product	Region	Pieces of Content	Promotional Impressions	Flight*	Cost (net)
II Communities	U.S. & Global	10 articles 20 article 40 articles	800,000 + social 1,200,000 +social 3,200,000 +social	3 months 6months 12 months	Call for pricing
II Momentum	U.S. & Global	4 articles + Webcast 6 articles + webcast	80,000 +social /article +100 leads	5 months 7 months	Call for pricing
Fireside Chat	U.S. & Global	Four 3-minute videos	100,000 + Social	1 month	Call for pricing
II Radio	U.S. & Global	5 episodes	100,000 + Social	1 month	Call for pricing

II Live / II LiveCast

Region	Site Tout Impressions	Navigation Tout Impressions	Newsletter Tout Impressiomns	Total Tout Impressions	COST (NET)
U.S. or Global	100,000	35,000	100,000	235,000 +social	Call for pricing



CUSTOM AD SPECS

Custom thought leadership specifications vary based on execution. Here are some standard guidelines

NATIVE ARTICLES/SPECIAL REPORTS

OPTION 1 - NEW CONTENT:

- Topic (The II Thought Leadership Studio can provide direction)
- Supporting white papers, publications, and/or existing interviews
- CTAs with UTM codes
- 970 x 90 companion banner (optional) with click-through links

OPTION 2 - Q&A INTERVIEW:

- Topic (the II Thought Leadership Studio can provide direction)
- Identify interviewees: name, title, contact info (email and phone) and availability
- Headshot
- Any other existing content client would like leveraged in connection with the topic
- CTAs with UTM codes
- 970 x 90 companion banner (optional) with click-through links

WEBCASTS

- Topic and description (the II Thought Leadership Studio can provide direction)
- Identify speakers: name, title, contact info
- Availability of speakers for live broadcast and rehearsal
- Speaker headshots and bios
- Any other existing content client would like leveraged in connection with the topic
- PowerPoint deck to use during the live broadcast
- Content for resource library (links to white paper or research)

CUSTOM LEAD GEN

- Target audience details (must be broad enough to generate the required leads)
- Supporting white papers or research in PDF format
- Logo in EPS Format

THOUGHT LEADERSHIP SLIDESHOW

- Three to six headlines (no more than 10 words)
- Image for each headline in a JPG format (600x600)
- URL to link each tile
- Logo in EPS format

*Specifications vary based on execution. These are some standard guidelines.



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Investor**