Institutional Investor is one of the world’s leading sources of data and analysis, news, and rankings for the financial services industry. We bring your message to the most influential financiers and largest institutional investors globally through digital, print, and our integrated Thought Leadership programs.

The investment decision makers at the world’s largest public and private pension funds, endowments and foundations, insurance companies, hedge funds, banks, sovereign wealth funds, and other financial institutions look to us for the news, analysis, and quantitative information they need—every day.

For half a century, we have held the trust of the world’s financial leaders, who know they can rely on our acclaimed and uniquely insightful journalism.

Only Institutional Investor can put you in touch with this exclusive audience of powerful and affluent financial leaders so efficiently and reliably.

79% of our audience say their investment strategies have been influenced by Institutional Investor.¹

¹Source: Ipsos Readership Survey 2015
Gilbert Kaplan founds The Institutional Investor magazine in March. Featuring a Montreal Stock Exchange trader on the cover, the premiere issue is delivered to Wall Streeters, fund managers, and government officials.

1967

The magazine publishes its inaugural All-America Research Team ranking of Wall Street's top equity analysts. It will quickly become the most influential survey of Wall Street.

1972

Institutional Investor releases its inaugural II300 ranking of America's top 300 money managers.

1975

A separate international edition of the magazine is established for readers in Europe and Asia.

1976

In the inaugural Country Credit survey, which looked at the creditworthiness of 93 countries, bankers put the U.S. first and Uganda last.

1979

Gilbert Kaplan sells Institutional Investor to media company Capital Cities Communications.

1984

Institutional Investor releases its first international ranking: the All-British Research Team.

1986

The All-British Research Team is expanded to become the All-Europe Research Team. The magazine also launches both its inaugural All-America Fixed-Income Research Team and its Latin America Research Team.

1992

50 YEARS OF FINANCE
Institutional Investor releases its first-ever All-Japan Research Team.

The Walt Disney Co. buys Capital Cities and sells Institutional Investor to Euromoney PLC a year later.

Institutional Investor launches Alpha magazine to cover the fast-growing hedge fund industry.

Institutional Investor rolls out a redesigned logo and magazine, including new and expanded editorial sections.

CNBC and Institutional Investor host the first-ever Delivering Alpha conference, an annual meeting that brings together the world’s most powerful and influential investment minds to tackle the critical issues facing investors.

Institutional Investor unveils a new corporate identity and magazine redesign focused on aligning its reader experience across its various media.

Institutional Investor takes home multiple Azbee Awards of Excellence (American Society of Business Publication Editors) for magazine Redesign and the feature article “Made in Brooklyn.”

Institutional Investor celebrates 50 years as the trusted voice in institutional finance.
Oscar Choi

The Citi squad captained by Kam Keung (Oscar) Choi, in first place in Property for a seventh straight year, garnered more votes in the 2016 All-Asia Research Team survey than any other group.

10

Percentage of All-Asia Research Team voters who say sell-side research has improved 18 percent past year. Roughly worse, while half say it's gotten worse, while half believe it's about the same.

Big numbers from the world of finance

2,347

Number of analysts who met the eligibility criteria for inclusion on the 2016 Research Team. At least 216 individuals from 39 firms are cited for results, which place the top third of Asia-Pacific equity research groups globally.

1.68 trillion

Asian dollars in the number of analysts and institutions that report to Institutional Investor's 25th annual Asian Pacific Economic Survey.
### Magazine Circulation

<table>
<thead>
<tr>
<th>Print &amp; Digital</th>
<th>Americas</th>
<th>International</th>
</tr>
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<tbody>
<tr>
<td></td>
<td>92,938</td>
<td>25,666</td>
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### Digital Audience

<table>
<thead>
<tr>
<th>Digital</th>
<th>Average Monthly Page Views</th>
<th>169,700+ Average Monthly Unique Visitors</th>
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<tr>
<td></td>
<td>403,400+</td>
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<table>
<thead>
<tr>
<th>Mobile</th>
<th>Average Monthly Mobile Page Views</th>
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<tr>
<td></td>
<td>44,900+</td>
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<table>
<thead>
<tr>
<th>Online Registration</th>
<th>Average New Online Registrants per Month</th>
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<tr>
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### Social Media

<table>
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<tr>
<th>Twitter</th>
<th>Twitter Followers</th>
<th>Facebook</th>
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1 BPA circulation statement June 2016
2 Google Analytics January–June 2016
3 Institutional Investor Subscription Management Tool 2016
THE MOST POWERFUL PEOPLE IN FINANCE

$990K Average annual household income¹

34% Own more than one residence¹

59% Total net worth exceeding $1 million¹

$3.8M Average household net worth¹

34% Work for a retirement fund with +$1 billion AUM¹

79% of readers feel II has informed and influenced their investment strategy

72% have taken action after seeing an ad in Institutional Investor

80% of our circulation visit our website

53% spend more than a half hour reading II

91% state print magazine valuable

83% find II’s Research and Rankings valuable

Source: Ipsos Readership Survey 2015

GLOBAL ISSUERS 29,018
Corporations
Government
GLOBAL INVESTORS 30,635
Investment Advisory/Brokerage/Wealth Mgmt.
Mutual Fund
Hedge Fund/Private Equity/VC
Investment Management
Pension Fund/Endowment/Foundation
Sovereign Wealth Fund
Insurance
GLOBAL INTERMEDIARIES 30,532
Commercial Investment Banks
Exchanges
Financial Services
Technology Service Provider
Other
TOTAL 90,185

GLOBAL ISSUERS 10,216
Corporations
Government
GLOBAL INVESTORS 6,390
Investment Advisory/Brokerage/Wealth Mgmt.
Mutual Fund
Hedge Fund/Private Equity/VC
Investment Management
Pension Fund/Endowment/Foundation
Sovereign Wealth Fund
Insurance
GLOBAL INTERMEDIARIES 9,062
Commercial Investment Banks
Exchanges
Financial Services
Technology Service Provider
Other
TOTAL 25,668

Source: Publisher’s BPA circulation statement for June 2016

³Source: Ipsos Readership Survey 2015
CROSS CHANNEL INTEGRATION

Leverage our most prestigious rankings, coveted content, and sought-after industry events to extend your brand reach and thought leadership across multiple media platforms.

2017 HOT LIST

THE ALL-AMERICA RESEARCH TEAM
II’s most significant ranking of all time ranks the best sell-side equity analysts on Wall Street

WAR STORIES OVER BOARD GAMES
Weekly video series featuring the most prominent names in finance—investors, hedge fund and private equity titans, bulge bracket bank CEOs, regulators, policymakers, politicians. The conversation will focus on singular events in the lives of the people who dominate our industry.

THE HEDGET FUND INDUSTRY AWARDS
The hedge fund event to see and be seen at each June in New York City

PENSION FUND 40
Ranking of the 40 most influential players in U.S. pensions

THE TECH 50
Ranks the world’s top financial technologists

THE WORLD’S BEST HOTELS
II’s Top 100 List of the World’s Best Luxury Hotels

CEO INTERVIEW
In every issue II sits down with one of the world’s top CEOs for a revealing discussion on their strategies
AWARDS and EVENTS

IIFINTECH SYMPOSIUM AND AWARDS
December 1, 2016  |  Current at Chelsea Piers  |  New York City, NY

INSTITUTIONAL INVESTOR’S AMERICAS MOST HONORED COMPANIES AWARDS
March 7, 2017  |  Mandarin Oriental  |  New York City, NY

ADVISOR’S CHOICE AWARDS
May 11, 2017  |  Mandarin Oriental  |  New York City, NY

15TH ANNUAL HEDGE FUND INDUSTRY AWARDS
June 21, 2017  |  Mandarin Oriental  |  New York City, NY

EUROPEAN INVESTMENT MANAGEMENT AWARDS
June 2017  |  London, U.K.

DELIVERING ALPHA CONFERENCE PRESENTED BY INSTITUTIONAL INVESTOR & CNBC
September 2017  |  New York City, NY

ALLOCATOR’S CHOICE AWARDS
December 2017  |  New York City, NY
Shopping for charter quotes sounds good, until you think about what it’s worth to you.

The NetJets Signature Series gives you more choices to support your business and ensure your family’s safety. We deliver safety standards beyond the FAA and like no other. You’ll never have to gamble with who operated your plane, but on how your pilots were trained. But we also make sure you have peace of mind in product choice, peace of mind in your data’s security and peace of mind that your experience will be whatever you need it to be.
Reader Purchase Behavior

• #1 Spent $25,000+ on artwork and collectibles in past 12 months
• #1 Spent $50,000+ on fine watches and jewelry in past 12 months

Average Reader Net Worth = $3.8M*

59% Net Worth $1M+

#1 to buy or lease a new car, SUV, or truck in next 12 months

Influential, Luxurious Lifestyle

• #1 Prefer to buy designer or luxury brands
• #1 Belong to a private club

MARKET RESEARCH & INSIGHTS
- Data & Insights to understand your clients
- Strengthen Brand Positioning
- Research Report
- Slide Presentation

CUSTOM CONTENT
- Custom Research
- Custom Articles
- Data Visualization
- Video
- Slide Shows
- Infographics
- Rich Media Units
- Live Events: Sponsored Breakfasts or Roundtables

DISTRIBUTION
- Digital
- Native
- eNewsletters
- Blogs
- Print
- Knowledge Centers
- Mobile
- Social Amplification

MEASUREMENT
- Impressions
- CTR
- Page Views
- Video Views
- Viewing Time
- Shares
- Likes
- Comments & Referrals
The Institutional Investor Thought Leadership Studio offers custom content and research solutions that are at the union of imagination and insights. With our award-winning creative team, journalists, data scientists, and agile marketers, we support your brand with innovative storytelling.

Our studio will focus on creating and distributing the most engaging and thought-provoking content.

I define thought leadership as a type of content marketing where you tap into the talent, experience, and passion inside your business, or from your community, to consistently answer the biggest questions on the minds of your target audience, on a particular topic.

—Michael Brenner

### MEASURED RESULTS

<table>
<thead>
<tr>
<th>GOAL</th>
<th>PRODUCT</th>
<th>KPIs</th>
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<tbody>
<tr>
<td>Reach</td>
<td>Original articles, rich media</td>
<td>Impressions, clicks, page views</td>
</tr>
<tr>
<td>Drive</td>
<td>White papers, events</td>
<td>Leads</td>
</tr>
<tr>
<td>Engagement</td>
<td>Video, original articles, infographics</td>
<td>Video views, viewing time, social shares</td>
</tr>
<tr>
<td>Amplification</td>
<td>Original content distributed socially</td>
<td>Shares, re-tweets, likes, comments</td>
</tr>
</tbody>
</table>
Through proprietary market research we will cut through data noise and clutter to find the most important insights to fuel the creation of informed, door-opening original content and position your company as an innovative thought leader within your industry.

The market craves information. When you lead the conversation with high-quality, independent research, you:

**01 UNDERSTAND**
Understand your clients’ business needs and concerns with practical research based on market surveys and interviews.

**02 INNOVATE**
Position your brand as a source of market understanding, innovative ideas, and top-tier services with independent, sophisticated content.

**03 GROW**
With unique and well-packaged research products and an original story to tell, you will stimulate media interest, generate new leads, and initiate conversation starters with prospective clients.

### RESEARCH PACKAGES & PRICING

<table>
<thead>
<tr>
<th>Small Quantitative</th>
<th>Small Qualitative</th>
<th>Large Hybrid</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Ideal for topics with broad interest to many sources</td>
<td>• Ideal for emerging topics not well suited to survey research</td>
<td>• Ideal for ambitious clients with global market outreach programs</td>
</tr>
<tr>
<td>• Survey of 100+ investors with an 8-12 question survey</td>
<td>• Open-ended interviews with 12+ well-qualified investment decision makers</td>
<td>• Survey of 200+ investors with a 10-15 question survey</td>
</tr>
<tr>
<td>• One cobranded research report of approximately 10 pages</td>
<td>• One cobranded research report of approximately 10 pages</td>
<td>• Open-ended interviews with 15+ well-qualified investment decision makers</td>
</tr>
<tr>
<td>• Slide presentation of research results for client’s internal or external use</td>
<td>• Slide presentation of research results for client’s internal or external use</td>
<td>• Two or more cobranded research reports of 15+ pages</td>
</tr>
</tbody>
</table>

For more information, please contact: SAM KNOX, Research Director | 212 224 3155 | sam.knox@institutionalinvestor.com
Partner with our team of researchers and editors to strategize on your unique topic. The insights and data uncovered from our strategy sessions and/or custom research will fuel the creation of compelling new content.

We will create and smartly distribute original content and products to engage your target audience and tell your brand’s story.
Institutional Investor’s native ad solutions are integrated seamlessly within the natural form and function of our editorial content. Our native ad units match the visual design and experience of Institutionalinvestor.com and allow for your target market to easily digest and incorporate your original content and message into their own decision making.
NATIVE ADVERTISING

**NATIVE**

**BENEFITS:**
- Prominent native tout positions drive to content
- Looks like editorial landing page
- Aggregate relevant editorial next to created content
- 100% SOV ads
- Searchable
- Promotions via social and daily newsbriefs
- Indexed for one year

**DYNAMIC NATIVE**

**BENEFITS:**
- Prominent native tout positions drive to content
- Animated elements fill full page width
- Extremely engaging
- Searchable
- Logo placement/branding
- Promotions via social and daily newsbriefs
- Indexed for one year
Focus: America’s Infrastructure

Plus: The Future of Hedge Funds; Defined Contribution Innovation

Research & Rankings
• Pension Political Power 40: A ranking of the most influential players in the retirement industry
• All-Europe Research Team: II’s annual ranking of Europe’s best sell-side analysts
• All-Europe Sales Team

Video
• All-Europe Research Team
• War Games over Board Games: Industry icons tell their stories of historic industry events while playing a board game of their choice with our editors and writers.

Special Reports
• Active and Passive Investment Strategies
• Effective Distribution Through RIA’s and Financial Advisers
• Managing FX and Currency Exposure
• Investing in Latin American Infrastructure

Bonus Distribution
• Institutional Investor Globalization — At a Crossroads
• II Alternative Investor Institute
• II Asia Institute CEO Dinner
• II Japan Global Investment Workshop

Focus: Liability-Driven Investing

Plus: Multi-Asset/Global Tactical Asset Allocation; Prime Brokerage

Research & Rankings
• Trading 40: The leading technologists and innovators in financial trading

Video
• Trading 40

Special Reports
• ETF/Index Investing
• Factor Investing: Analyzing Multi-Factor Smart Beta Strategies and Factor-Based Solutions
• Private Credit/Specialty Loan Strategies
• Philippines
• Asian Banking
• Banking in Latin America
• Sponsored Guide to Defined Contribution/Defined Benefit Services

Bonus Distribution
• II Defined Contribution Forum
• II Roundtable for Corporate Funds & Insurance Portfolios
• 3rd Annual Liquid Alternative Strategies Summit
• II Institute Defined Contribution Forum
• II RIA Investment Forum
• Inter-American Development Bank (IDA)
• II Asia Institute Investor Summit

Focus: Smart Beta Partnerships; Risk Parity

Research & Rankings
• All-Europe Executive Team: Best CEOs, CFOs and IR Companies and Professionals in Europe, as determined by money managers and sell-side analysts
• Europe’s Top Corporate Access Providers

Special Reports
• Liability Driven Investing
• Green Finance
• Turkey Banking and Finance
• Philippines Report

Bonus Distribution
• II U.S. Institute CFO Management Forum
• II Public Funds Roundtable
• Asian Development Bank (ADB)

Focus: 50 Years of Institutional Investing

Research & Rankings
• All-Japan Research Team: Japan’s best sell-side analysts
• II 300

Special Reports
• Redefining Fixed Income
• Pension De-risking & Risk Transfer Strategies
• Absolute Return Strategies
• ESG & Sustainability Investing
• Private Credit/Specialty Loans
• Cyber Security

Bonus Distribution
• II Endowments & Foundations Roundtable
• II Korea Investment Forum
• II Asia Trader Forum Annual Meeting
• EBRD
• II Redefining Fixed Income Conference

Focus: Hedge Fund Innovation

Plus: Direct Lending/Alternative Credit; M&A

Research & Rankings
• All-Asia Research Team: Asia’s best sell-side analysts
• All-Asia Executive Team: The best CEOs, CFOs, and IR Companies
• Hedge Fund Rising Stars
• Europe’s Money Masters: Europe’s best asset managers

Special Reports
• ETF/Index Investing
• Multi-Asset Strategies
• Effective Distribution Through RIA’s and Financial Advisers
• Investing in Infrastructure
• Emerging Markets Investing
• Innovations in Financial Technology
• China Banking: Global Expansion; Global Vision
• China Trade & Investment
• Taiwan
• Investing & Gaming in Latin America

Bonus Distribution
• 15th Annual Hedge Fund Industry Awards
• II RIA Investment Forum East
• II’s 3rd Annual European Awards
• II European Institute COO/CFO Roundtable
• II Global Fixed-Income Institute Roundtable
• II Greater China — Shanghai Investment Symposium

* Summit Research Group Advertising Measurement Survey — II Americas
**Special Reports**
- ESG/Impact Investing
- ETFs; Defined Contribution — America's Retirement Crisis

**Research & Rankings**
- Tech 50: The top executives and innovators in financial technology
- Emerging EMEA Research Team: Best sell-side analysts as determined by the buy side
- Brazil 20

**Video**
- Tech 50

**Bonus Distribution**
- II European Investment Roundtable
- II Defined Contribution Symposium
- II Delivering Alpha Conference
- IMF/World Bank

---

**SEPTEMBER 2017**
**Focus:** IMF/World Bank
**Plus:** Emerging-Market Debt & Equity; Indexing

**Research & Rankings**
- World's Biggest Sovereign Wealth Funds
- All-America Fixed-Income Research Team
- Latin America Research Team
- All-Brazil Research Team

**Video**
- Delivering Alpha

**Special Reports**
- CSR/Sustainability
- Smart Beta Strategies
- Retirement Security
- Turkey
- Japan
- Korea
- Lebanon
- Hong Kong
- ASEAN Report
- China Bond Markets
- Financing Sovereigns, Supras and Agencies
- MENA Report
- Money Management in Brazil
- Latin America's Global Competitors
- Sponsored Guide to Investing in Real Assets

**Bonus Distribution**
- II RIA Investment Forum
- II Greater China — Beijing Investment Symposium
- II Asia Institute CEO Roundtable

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**OCTOBER 2017**
**Focus:** World of Sell-Side Research
**Plus:** Trading Technology & World of Execution; Smart Beta

**Research & Rankings**
- All-America Research Team: Best sell-side equity analysts, as determined by the buy side
- World's Largest Custodians: Ranking of global banks by custodial assets
- The Rising Stars of Wall Street Research
- Latin America Executive Team: Best CEOs, CFOs, IR Companies, and IR Professionals, as voted by the buy-and sell-side investment communities

**Video**
- International Monetary Fund
- All-America Research Team

**Special Reports**
- ETF/Index Investing
- Emerging Markets Investing
- Real Estate/REIT's

**Bonus Distribution**
- II RIA Investment Forum
- II Greater China — Beijing Investment Symposium
- II Asia Institute CEO Roundtable

---

**NOVEMBER 2017**
**Focus:** Global Real Estate
**Plus:** Outsourced-CIO; Pensions-Risk Transfer

**Research & Rankings**
- Fintech Finance 40: A ranking of leaders in the world of financial technology companies
- Asia Money Masters: Asia's best asset managers, based on a survey of plan sponsors and institutional investors
- China 20

**Video**
- Fintech Finance 40

**Special Reports**
- Incorporating ESG in Investment
- Investing in Gold
- China Asset Management
- Fixed Income Issuers: Tapping the Asian Investor

**Bonus Distribution**
- II 25th Annual European Pensions Symposium
- II U.S. Institute CIO Management Forum
- America's Most Honored Companies Awards
- Central & Eastern European Forum
- World Economic Forum

---

**DECEMBER 2017 / JANUARY 2018**
**Focus:** U.S. Money Masters; World Economic Forum
**Plus:** Multi-Asset/Global Tactical Asset Allocation

**Research & Rankings**
- U.S. Money Masters: The best asset management firms, based on a survey of plan sponsors and other allocators
- 2018 All-America Executive Team: Best CEOs, CFOs, and IR Companies
- Top Global Research Firms of 2017: The top firms, based on aggregated totals for our proprietary equity and fixed-income surveys
- Trading: Annual Elkins/McSherry survey of global equity trade-execution costs
- All-India Research Team: Best sell-side analysts
- Euro 100

**Video**
- U.S. Money Masters

**Special Reports**
- Real Assets
- Fixed Income
- Managing Volatility & Investment Risk

**Bonus Distribution**
- II 25th Annual European Pensions Symposium
- II U.S. Institute CIO Management Forum
- America's Most Honored Companies Awards
- Central & Eastern European Forum
- World Economic Forum
## DISPLAY ADVERTISING PROGRAMS

### PREMIUM SECTIONS

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<thead>
<tr>
<th>Option</th>
<th>Dimensions</th>
<th>Cost (Gross)</th>
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<tbody>
<tr>
<td>Leaderboard</td>
<td>728 x 90</td>
<td>$246 CPM</td>
</tr>
<tr>
<td>IMU</td>
<td>300 x 250</td>
<td>$246 CPM</td>
</tr>
<tr>
<td>Anchor Bottom Banner</td>
<td>728 x 90</td>
<td>$134 CPM</td>
</tr>
<tr>
<td>Home Page Roadblock</td>
<td>All ad units</td>
<td>$14,845 per week (Global)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>$10,939 per week (U.S. Only)</td>
</tr>
<tr>
<td>Full Page Welcome Ad</td>
<td>640 x 480</td>
<td>$12,501 per week (Global)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>$7,813 per week (U.S. Only)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>$1,953 per day (U.S. Only)</td>
</tr>
<tr>
<td>Half Page</td>
<td>300 x 600</td>
<td>$261 CPM</td>
</tr>
<tr>
<td>Billboard</td>
<td>970 x 90</td>
<td>$261 CPM</td>
</tr>
<tr>
<td>Site Wrapper Custom</td>
<td>Custom</td>
<td>$14,950 per week (Global)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>$11,500 per week (U.S. Only)</td>
</tr>
<tr>
<td>Catfish Custom</td>
<td>Custom</td>
<td>$10,925 per week (Global)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>$8,625 per week (U.S. Only)</td>
</tr>
<tr>
<td>Mobile Site Sponsorship</td>
<td>300 x 250</td>
<td>$6,263 (50% SOV per month)</td>
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</table>

### OTHER CHANNELS / ROS

<table>
<thead>
<tr>
<th>Option</th>
<th>Dimensions</th>
<th>Cost (Gross)</th>
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</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>728 x 90</td>
<td>$209 CPM</td>
</tr>
<tr>
<td>IMU</td>
<td>300 x 250</td>
<td>$209 CPM</td>
</tr>
<tr>
<td>Anchor Bottom Banner</td>
<td>728 x 90</td>
<td>$134 CPM</td>
</tr>
<tr>
<td>Section Landing Page Roadblock</td>
<td>All ad units</td>
<td>Call</td>
</tr>
<tr>
<td>Full Page Interstitial</td>
<td>640 x 480</td>
<td>$2,344 per week (Global)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>$1,563 per week (U.S. Only)</td>
</tr>
<tr>
<td>Half Page</td>
<td>300 x 600</td>
<td>$261 CPM</td>
</tr>
<tr>
<td>Billboard</td>
<td>970 x 90</td>
<td>$261 CPM</td>
</tr>
<tr>
<td>Site Wrapper Custom</td>
<td>Custom</td>
<td>$14,950 per week (Global)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>$11,500 per week (U.S. Only)</td>
</tr>
<tr>
<td>Catfish Custom</td>
<td>Custom</td>
<td>$10,925 per week (Global)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>$8,625 per week (U.S. Only)</td>
</tr>
</tbody>
</table>
Connect with our highly engaged audience through sponsorship of our targeted digital news briefs. Reach active subscribers who seek to gain a competitive edge with latest coverage of the institutional asset management community directly to their inbox.

<table>
<thead>
<tr>
<th>eNewsletter</th>
<th>Frequency</th>
<th>Distribution¹</th>
<th>Cost per Edition (Gross)</th>
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<tbody>
<tr>
<td><strong>THIS WEEK IN II</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>This Week in II (U.S.)</td>
<td>Bi-Weekly</td>
<td>55,000</td>
<td>$8,097</td>
</tr>
<tr>
<td>This Week in II (Europe)</td>
<td>Bi-Weekly</td>
<td>12,000</td>
<td>$4,846</td>
</tr>
<tr>
<td>This Week in II (Asia)</td>
<td>Bi-Weekly</td>
<td>5,000</td>
<td>$2,273</td>
</tr>
<tr>
<td>This Week in II (Global)</td>
<td>Bi-Weekly</td>
<td>Combined distribution for U.S., European &amp; Asia Editions</td>
<td>$10,228</td>
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<tr>
<td><strong>DAILY (MONDAY-FRIDAY)</strong></td>
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<tr>
<td>The Essential II</td>
<td>Daily</td>
<td>75,000</td>
<td>$7,387</td>
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¹These are projected distribution numbers for December 2016. Please note that distribution figures may vary.
## General Print Rates (USD)

### Americas

<table>
<thead>
<tr>
<th>4 Color</th>
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**Inside Front Cover Spread 4 Color**

| 1x      | $144,500  |
| 6x      | $139,900  |
| 12x     | $130,300  |

**Cover 4 4 Color**

| 1x      | $76,600   |
| 6x      | $73,600   |
| 12x     | $68,800   |

**Tombstone**

| Full page | $37,500  |

### International

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**Inside Front Cover Spread 4 Color**

| 1x      | $112,100  |
| 6x      | $108,700  |
| 12x     | $100,300  |

**Cover 4 4 Color**

| 1x      | $61,500   |
| 6x      | $59,700   |
| 12x     | $55,500   |

**Tombstone**

| Full page | $29,500  |
### PAGE DIMENSIONS

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### PRINT SPECIFICATIONS

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### PLEASE NOTE
- On bleed pages, hold all live matter 5/16" (8mm) within trim edges on all trim sides.
- Headlines running across the gutter should split between words, not letters.

### TONAL DENSITY
- 2-color: The sum percentage of tonal values should not exceed 160%; only one color may be solid. The maximum screen tone value for any one color should not exceed 85%; a required value over 85% should be made solid.
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