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 premier issue is delivered to Wall Streeters, fund managers, and government officials.

1967

1972

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.

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

1976

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

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

1979

1975

1986

1984

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

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

1979
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.

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.

1994

1996

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.

2003

2007

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.

2007

2011

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

2011

2015

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.”

2015

2016

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

Number of analysts who met the eligibility criteria and included in the 2016 Research Team. A total of 128 individuals from 31 firms are cited.

Number of years in a row that Pierre Lau has led the Citi group to victory in the Power sector on the All-Asia Research Team. This group holds the record for the longest winning streak among currently ranked groups.

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 the other half believe it’s about the same.

The type of meetings with corporate leaders preferred by participants in the 2016 survey, interviews accounted for 17 percent, reverse road shows are deemed best by 13 percent. Face-to-face meetings are the least popular option, at 10 percent.
<table>
<thead>
<tr>
<th>MAGAZINE CIRCULATION</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Print &amp; Digital</strong>^1</td>
<td>92,938 Americas Circulation</td>
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<tr>
<td><strong>International</strong></td>
<td>25,666 International Circulation</td>
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<table>
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<th>DIGITAL AUDIENCE</th>
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<tr>
<td><strong>Digital</strong>^2</td>
<td>403,400+ Average Monthly Page Views</td>
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<tr>
<td><strong>Mobile</strong>^2</td>
<td>44,900+ Average Monthly Mobile Page Views</td>
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<tr>
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<th>SOCIAL MEDIA</th>
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<tbody>
<tr>
<td><strong>Twitter</strong>^1</td>
<td>30,300+ Twitter Followers</td>
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</tbody>
</table>

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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 income

34% Own more than one residence

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

$3.8M Average household net worth

91% state print magazine valuable

83% find II’s Research and Rankings valuable

Global Issuers

Global Investors

Global Intermediaries

Source: Publisher’s BPA circulation statement for June 2016

Source: Ipsos Readership Survey 2015

Global Issuers

Global Investors

Global Intermediaries

Total 90,185

Source: Publisher’s BPA circulation statement for June 2016

Source: Ipsos Readership Survey 2015

Global Issuers

Global Investors

Global Intermediaries

Total 25,668

Source: Publisher’s BPA circulation statement for June 2016

Source: 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 HEDGE 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
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 choice no 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 last or how your pilots were trained. But we also make sure you have peace of mind in product choice, peace of mind in your stock’s security, and peace of mind that your experience will be whatever you need it to be.
INSTITUTIONAL INVESTOR LUXURY
MICRO-TARGET THE ULTRA-AFFLUENT

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

Our Luxury Partners

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>
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</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>
<tr>
<td></td>
<td></td>
<td>• Slide presentation of research results for client’s internal or external use</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

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
2017 GLOBAL CALENDAR

DECEMBER 2016 / JANUARY 2017

Close Date: 11/28/16

**Focus**: World Economic Forum

**Rankings**:
- 2016 All-America Executive Team: Best CEOs, CFOs, and IR Companies and Professionals, as determined by money managers and sell-side analysts

Top Global Research Firms of 2016: 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

World’s Best Hotels by City: As selected by senior financial executives

**Special Reports**:
- Fixed Income
- Real Assets
- Incorporating ESG in Investment
- China ETF’s

**Bonus Distribution**:
- 6th Annual Risk & Liquidity Forum, San Francisco, CA
- Trader Forum & Equity Trading Summit, Miami, FL
- 25th Annual European Pensions Symposium, Munich, Germany
- U.S. Institute CIO Management Forum, New York, NY
- Americas Most Honored Companies Awards Dinner & Ceremony, New York, NY
- Central & Eastern European Forum, Vienna, Austria
- World Economic Forum, Davos, Switzerland

FEBRUARY 2017

Close Date: 1/20/17

**Focus**: America’s Failing Infrastructure

**Rankings**:
- Pension Political Power 40: The most influential players in the retirement industry.
- All-Europe Research Team: Europe’s best sell-side analysts

**Special Reports**:
- Active and Passive Investment Strategies
- Effective Distribution Through RIAs and Financial Advisers
- Managing FX and Currency Exposure
- Investing in Latin American Infrastructure

**Bonus Distribution**:
- Institutional Investor Globalization - At a Crossroads, Tempe, Arizona
- Alternative Investor Institute, Palm Beach, FL
- Asia Institute CEO Dinner, Hong Kong
- Japan Global Investment Workshop, Tokyo, Japan

MARCH 2017

Close Date: 2/17/17

**Focus**: Trading Tech 40

**Rankings**:
- Trading Tech 40: The leading technologists and innovators in financial trading

**Special Reports**:
- ETF/Index Investing
- Factor Investing: Analyzing Multi-Factor Smart Beta Strategies and Factor-Based Solutions
- Private Credit/Specialty Loan Strategies
- Cyber Security
- Philippines
- Asian Banking
- Banking in Latin America

**Sponsored Guide**
- Guide to Defined Contribution/Defined Benefit Services

**Bonus Distribution**:
- 6th Annual Risk & Liquidity Forum, Royal Berkshire Ascot, U.K.
- Roundtable for Corporate Funds & Insurance Portfolios, Washington D.C.
- 3rd Annual Liquid Alternative Strategies Summit, New York, NY
- Institute Defined Contribution Forum, Chicago, IL
- RIA Investment Forum, Chicago, IL
- Inter-American Development Bank (IADB), TBD
- Asia Institute Investor Summit, Hong Kong

APRIL 2017

Close Date: 3/17/17

**Focus**: Defined Contribution

**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 Money Masters: If’s ranking of Europe’s best asset managers

**Special Reports**:
- Liability–Driven Investing
- Investing in Infrastructure
- Emerging Markets Investing
- Future of Fintech
- Turkey Banking and Finance
- Japan Report

**Bonus Distribution**:
- If’s Allocators’ Choice Awards, New York, NY
- Endowments & Foundations Roundtable, Boston, MA
- Korea Investment Forum, Seoul
- Asia Trader Forum Annual Meeting, Hong Kong

EBRD, Jordan

JUNE 2017

Close Date: 5/19/17

**Focus**: Hedge Funds

**Rankings**:
- All-Asia Research Team: Asia’s best sell-side analysts, as chosen by portfolio managers
- All-Asia Executive Team: The best CEOs, CFOs, and IR Companies and Professionals as voted by the buy- and sell-side communities

Hedge Fund Rising Stars

**Special Reports**:
- ETF/Index Investing
- Multi-Asset Strategies
- Investing in Real Estate
- Outsourced CIO/Investment Management Services
- Blockchain for Financial Services
- China Banking: Global Expansion; Global Vision
- China Trade & Investment
- Taiwan

**Bonus Distribution**:
- 15th Annual Hedge Fund Industry Awards, New York, NY
- RIA Investment Forum East, TBD
- European Family Office
Symposium, Lausanne, Switzerland
II’s 3rd Annual European Awards, London, U.K.
II European Institute COO/CFO Roundtable, Copenhagen, Denmark
II Global Fixed-Income Institute Roundtable, Copenhagen, Denmark
II Greater China – Shanghai Investment Symposium, Shanghai, China

JULY/AUGUST 2017
Close Date: 7/07/17

Focus: Smart Beta

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

Hedge Fund Rising Stars
Special Reports
- Insurance Asset Management
- Target Date Strategies
- Asian Corporate Leadership

SEPTEMBER 2017
Close Date: 8/28/17

Focus: IMF/World Bank

Rankings: World's Biggest Sovereign Wealth Funds
All-America Fixed-Income Research Team: Best sell-side credit analysts, as voted by the buy side
Latin America Research Team: Best sell-side analysts, as chosen by the buy side
All-Brazil Research Team: Best sell-side equity analysts in Brazil, as voted by the buy side

Delivering Alpha
Special Reports
- Corporate Social Responsibility/Sustainability

OCTOBER 2017
Close Date: 9/22/17

Focus: World of Sell-Side 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

International Monetary Fund
Special Reports

NOVEMBER 2017
Close Date: 10/20/17

Focus: Indexing

Research + Rankings: Fintech Finance 35: 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

Sponsored Guide
Guide to Investing in Real Assets

Bonus Distribution: TTI/Vanguard, Washington, D.C.
II European Investment Roundtable, Copenhagen, Denmark
II Defined Contribution Symposium, Half Moon Bay, CA
II Family Office Wealth Conference, Laguna Beach, CA
II Delivering Alpha Conference, New York, NY
IMF/World Bank, Washington, D.C.
II 12th Annual Japan Investment Forum, Tokyo, Japan
II Private Wealth Roundtable, Singapore

DECEMBER 2017 / JANUARY 2018
Close Date: 12/01/17

Focus: U.S. Money Masters

World Economic Forum: Davos, Switzerland

Rankings: U.S. Money Masters: The best asset management firms, based on a survey of plan sponsors and other institutional investors
2017 All-America Executive Team: Best CEOs, CFOs, and IR Companies and Professionals, as determined by money managers and sell-side analysts
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 as chosen by the world’s leading money managers

U.S. Money Masters
Special Reports
- Real Assets
- Fixed Income
- Managing Volatility & Investment Risk

Bonus Distribution: II 6th Annual Risk & Liquidity Forum, San Francisco, CA
II Trader Forum & Equity Trading Summit, Miami, FL
II 25th Annual European Pensions Symposium, Munich, Germany
II U.S. Institute CIO Management Forum, New York, NY
Americas Most Honored Companies Awards Dinner & Ceremony, New York, NY
Central & Eastern European Forum, Vienna, Austria

World Economic Forum, Davos, Switzerland

*Editorial features are subject to change
## Display Advertising Programs

### Option Dimensions Cost (Net)

**Leaderboard**
- 728 x 90
- $209 CPM

**IMU**
- 300x250
- $209 CPM

**Anchor Bottom Banner**
- 728 x 90
- $174 CPM

**Home Page Roadblock**
- All ad units
  - $12,678 per week (Global)
  - $9,289 per week (U.S. Only)

**Full Page Welcome Ad**
- 640 x 480
  - $10,626 per week (Global)
  - $2,324 per day (Global)
  - $6,641 per week (U.S. Only)
  - $1,660 per day (U.S. Only)

**Half Page**
- 300 x 600
- $222 CPM

**Billboard**
- 970 x 90
- $222 CPM

**Site Wrapper Custom**
- $12,708 per week (Global)
- $9,775 per week (U.S. Only)

**Catfish Custom**
- $9,286 per week (Global)
- $7,331 per week (U.S. Only)

**Mobile Site Sponsorship**
- 300 x 250
- $5,324 (50% SOV per month)

### Premium Sections

### Other Channels / ROS

<table>
<thead>
<tr>
<th>Option</th>
<th>Dimensions</th>
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<tbody>
<tr>
<td>Leaderboard</td>
<td>728 x 90</td>
<td>$178 CPM</td>
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<tr>
<td>IMU</td>
<td>300 x 250</td>
<td>$178 CPM</td>
</tr>
<tr>
<td>Anchor Bottom Banner</td>
<td>728 x 90</td>
<td>$174 CPM</td>
</tr>
<tr>
<td>Home Page Roadblock</td>
<td>All ad units</td>
<td>$9,992 per week (Global)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>$7,328 per week (U.S. Only)</td>
</tr>
<tr>
<td>Full Page Interstitial</td>
<td>640 x 480</td>
<td>$1,992 per week (Global)</td>
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<tr>
<td></td>
<td></td>
<td>$1,328 per week (U.S. Only)</td>
</tr>
<tr>
<td>Half Page</td>
<td>300 x 600</td>
<td>$222</td>
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<tr>
<td>Billboard</td>
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<tr>
<td>Site Wrapper Custom</td>
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<td>$12,708 per week (Global)</td>
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<td>$9,286 per week (Global)</td>
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<tr>
<td></td>
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<td>$7,331 per week (U.S. Only)</td>
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</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 (Net)</th>
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<tr>
<td><strong>THIS WEEK IN II</strong></td>
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<tr>
<td>This Week in II (U.S.)</td>
<td>Bi-Weekly</td>
<td>55,000</td>
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<tr>
<td>This Week in II (Europe)</td>
<td>Bi-Weekly</td>
<td>12,000</td>
<td>$3,864</td>
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<tr>
<td>This Week in II (Asia)</td>
<td>Bi-Weekly</td>
<td>5,000</td>
<td>$1,932</td>
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<td>This Week in II (Global)</td>
<td>Bi-Weekly</td>
<td>Combined distribution for U.S., European &amp; Asia Editions</td>
<td>$8,694</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>$6,279</td>
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<tr>
<td>The Investment Advisor</td>
<td>Bi-Weekly</td>
<td>40,000</td>
<td>$5,434</td>
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¹These are projected distribution numbers for December 2016. Please note that distribution figures may vary.
## AMERICAS

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<th>Full Page</th>
<th>2/3 Page</th>
<th>1/2 Page</th>
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<td>1x</td>
<td>$58,600</td>
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<td>24x</td>
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<td>$45,300</td>
<td>$40,500</td>
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</tr>
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**Inside Front Cover Spread**

<table>
<thead>
<tr>
<th>4 Color</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1x</td>
<td>$144,500</td>
<td></td>
</tr>
<tr>
<td>6x</td>
<td>$139,900</td>
<td></td>
</tr>
<tr>
<td>12x</td>
<td>$130,300</td>
<td></td>
</tr>
</tbody>
</table>

**Cover 4**

<table>
<thead>
<tr>
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<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1x</td>
<td>$76,600</td>
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<tr>
<td>6x</td>
<td>$73,800</td>
<td></td>
</tr>
<tr>
<td>12x</td>
<td>$68,800</td>
<td></td>
</tr>
</tbody>
</table>

**Tombstone**

<p>| | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page</td>
<td>$37,500</td>
<td></td>
</tr>
</tbody>
</table>

## INTERNATIONAL

<table>
<thead>
<tr>
<th>4 Color</th>
<th>Full Page</th>
<th>2/3 Page</th>
<th>1/2 Page</th>
<th>1/3 Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>1x</td>
<td>$44,000</td>
<td>$36,900</td>
<td>$35,600</td>
<td>$32,700</td>
</tr>
<tr>
<td>3x</td>
<td>$43,500</td>
<td>$36,200</td>
<td>$35,000</td>
<td>$31,900</td>
</tr>
<tr>
<td>6x</td>
<td>$42,700</td>
<td>$35,600</td>
<td>$34,400</td>
<td>$31,400</td>
</tr>
<tr>
<td>9x</td>
<td>$41,100</td>
<td>$35,000</td>
<td>$33,800</td>
<td>$30,900</td>
</tr>
<tr>
<td>12x</td>
<td>$40,800</td>
<td>$34,400</td>
<td>$33,200</td>
<td>$30,300</td>
</tr>
<tr>
<td>18x</td>
<td>$40,500</td>
<td>$33,200</td>
<td>$31,900</td>
<td>$29,500</td>
</tr>
<tr>
<td>24x</td>
<td>$38,500</td>
<td>$32,700</td>
<td>$31,400</td>
<td>$28,900</td>
</tr>
</tbody>
</table>

**Inside Front Cover Spread**

<table>
<thead>
<tr>
<th>4 Color</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1x</td>
<td>$112,100</td>
<td></td>
</tr>
<tr>
<td>6x</td>
<td>$108,700</td>
<td></td>
</tr>
<tr>
<td>12x</td>
<td>$100,300</td>
<td></td>
</tr>
</tbody>
</table>

**Cover 4**

<table>
<thead>
<tr>
<th>4 Color</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1x</td>
<td>$61,500</td>
<td></td>
</tr>
<tr>
<td>6x</td>
<td>$59,700</td>
<td></td>
</tr>
<tr>
<td>12x</td>
<td>$55,500</td>
<td></td>
</tr>
</tbody>
</table>

**Tombstone**

<p>| | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page</td>
<td>$29,500</td>
<td></td>
</tr>
</tbody>
</table>
PRINT SPECIFICATIONS

<table>
<thead>
<tr>
<th>Ad Size / Nonbleed</th>
<th>Page Dimensions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Two page spread</td>
<td>15” x 10”</td>
</tr>
<tr>
<td>Full page</td>
<td>7” x 10”</td>
</tr>
<tr>
<td>2/3 page</td>
<td>4 1/2” x 10”</td>
</tr>
<tr>
<td>1/2 pg. horizontal</td>
<td>7” x 4 7/8”</td>
</tr>
<tr>
<td>1/2 page island</td>
<td>4 1/2” x 7 1/2”</td>
</tr>
<tr>
<td>1/3 page square</td>
<td>4 1/2” x 4 7/8”</td>
</tr>
<tr>
<td>1/3 page vertical</td>
<td>2 3/16” x 10”</td>
</tr>
<tr>
<td>1/3 page horizontal</td>
<td>7” x 3 1/8”</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Ad Size / Bleed</th>
<th>Page Dimensions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page bleed</td>
<td>8 1/4” x 11”</td>
</tr>
<tr>
<td>Full page (trim size)</td>
<td>8” x 10 3/4”</td>
</tr>
<tr>
<td>Double page spread</td>
<td>16 1/4” x 11”</td>
</tr>
<tr>
<td>Double page spread (trim size)</td>
<td>16” x 10 3/4”</td>
</tr>
</tbody>
</table>

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.
- 4-color: The sum of the tone values should not exceed 300%. No more than one solid should be used.

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Joseph N. Parsons
+1 212 224 3159
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SVP OF THOUGHT LEADERSHIP & CUSTOM CONTENT
Vicki King
+1 212 224 3160
vicki.king@institutionalinvestor.com

PUBLISHER, INTERNATIONAL
Christine Cavolina
+44 207 303 1703
christine.cavolina@institutionalinvestor.com

PUBLISHER, ASIA
Prachish Chakravorty
+852 2912 8035
prachish.chakravorty@institutionalinvestor.com

PUBLISHER, LATIN AMERICA
Ernest S. McCrary
+1 212 224 3844
emccrary@institutionalinvestor.com

PUBLISHER, DIGITAL
Michael Feinberg
+1 212 224 3320
mfeinberg@institutionalinvestor.com

NEW YORK
Patricia Bertucci
Sales Director, Americas
+1 212 224 3890
pbertucci@institutionalinvestor.com

Doug Campbell
Sales Director, Americas
+1 212 224 3299
dcampbell@institutionalinvestor.com

Joy DeSanto
Sales Director, Americas
+1 212 224 3348
jdesanto@institutionalinvestor.com

Beth Huber
Sales Director, Americas
+1 212 224 3562
beth.huber@institutionalinvestor.com

John Weber
Sales Director, Americas
+1 203 458 0725
john.weber@institutionalinvestor.com

ASIA
Ashley Shang
Sales Director, China
+8621 5877 0865
ashley.shang@institutionalinvestor.com

Hideki Watanabe
Sales Director, Japan
+81 90 8319 1501
hideki@globe-connection.co.jp

Yong-Jin Park
Sales Director, Korea
+822 3789 6888
hi@yjpvm.kr

Soohoon Oh
Sales Director, Korea
+82 2 734 0786
soohoonoh@medireponline.com

Thipvibha Guna-Tilaka
Director, Thailand
+66 2271 3540
thipvibha@imageimpact.co.th

Aimi Ramlee
Director, Brunei
+673 719 2959
aimi295@gmail.com

Faredoon Kuka
Sales Director, Mumbai
+91 98200 85045
kuka@rmamedia.com

EUROPE
Dayal Patel
Sales Director, Europe
+44 207 779 8872
dayal.patel@institutionalinvestor.com

Olga Bornozi
Sales Director, Greece
+30 210 6109800-2
obornozi@capitallink.com
TO LEVERAGE OUR TRUSTED BRAND, CONTACT:

Vice President and Global Publisher
Joseph N. Parsons
+1 212 224-3159
Joseph.parsons@institutionalinvestor.com

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