Circulation & Audience

SIX-MONTH AVERAGES*

508,449 PAGE VIEWS

255,475 VISITS
180,729 UNIQUES
2:16 TIME SPENT

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*Source: BPA circulation statement, June 2017.
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### Edit
- Focus: U.S. Money Masters; World Economic Forum
- Plus: Multi-Asset/Global Tactical Asset Allocation

### Research
- 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-China Research Team
- All-China Sales Team
- All-India Research Team: Best sell-side analysts
- All-India Sales Team
- Euro 100

### Video
- U.S. Money Masters

### Custom
- Managing Investment Risk and Liquidity
- Investing in Gold
- China ETFs
- Japan

### Live
- DC Institute – Senior Delegate Roundtable, Jan. 10, New York, NY

---

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### Edit
- Focus: Real Assets: Energy & Infrastructure (Global Real Assets Investment Forum)*
- Plus: Pension De-Risking (Corporate & Insurance Roundtable)*; ESG Investing

### Research
- 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 Stories 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.

### Custom
- Real Assets
- Active vs. Passive Investing Strategies
- Incorporating ESG in Investment
- Private Credit/Specialty Loan Strategies
- China IPOs

### Live
- CIO Management Roundtable, Feb. 18, TBA
- Winter Workshop, Feb. 6–7, Miami, FL
- 26th Annual European Pensions Symposium, Feb. 7–9, Madrid, Spain
- Winter Roundtable, Feb. 27–28, New York, NY
- 9th Annual Global Real Assets Investment Forum, Feb. 27–28, Austin, TX
- 2nd Annual Japan Global Investment Workshop, Feb. 28, Tokyo, Japan

*Bonus distribution

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**CALL FOR CLOSING DATES**

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**Edit**
- Focus: Multi-Asset, or the Post-Asset Class World (Public Funds Roundtable)*
- Plus: ETF Advances; Global Defined Contribution

**Research**
- Trading 40
- All-Europe Fixed Income Research Team
- All-Europe Trading Team

**Video**
- Trading 40

**Custom**
- Factor Investing/Strategic Beta
- Investing in Private Equity & Venture Capital
- Emerging Markets Investing (Equity & Debt)
- Belt and Road Initiative
- Innovations in Latin American Asset Management
- Guide to Defined Contribution/Defined Benefit Services

**Live**
- 6th Annual Saudi Arabia Institutional Investor Forum, March 6, Riyadh
- Roundtable for Corporate Funds & Insurance Portfolios, March 6, Washington D.C.
- Roundtable for Corporate Funds & Insurance Portfolios, March 7-8, Washington D.C.
- Sub-Advisory Roundtable, March 13-14, Paris, France
- Africa Government Funds Roundtable, March 14-16, Cape Town, South Africa
- Asia Institute Investor Summit, March 15, Hong Kong
- Nordic Summit, March 20-21, Stockholm, Sweden
- Nordic Summit, March 21-22, Stockholm, Sweden

---

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April 2018

CONTENT CALENDAR

CALL FOR CLOSING DATES

**Edit**
- Focus: The Smart Beta Evolution
- Plus: Credit, The Last Bastion of Active? (Redefining Fixed Income)*; Risk Parity

**Research**
- 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
- II 300

**Video**
- Liability Driven Investing
- Managed Account Use in Defined Contribution Plans
- Investing in Alternatives
- Disruption in Financial Markets
- Philippines
- Turkey Banking and Finance
- Taiwan
- China A Shares Market/MSCI
- Indonesia
- Poland

**Live**
- 2nd Annual Korea Global Investment Forum, April, Seoul, South Korea
- 3rd Annual Bahrain Institutional Investor Summit, April, Manama
- CFO Forum, April 10-11, Chicago, IL
- International Fixed Income TraderForum, April 17, London, UK
- International TraderForum FX, April 18, London, UK
- 4th Annual Deutschland Forum, April 17-18, Cologne, Germany
- DC Institute — Central, April 17-18, Chicago, IL
- Public Funds Roundtable, April 25, Los Angeles, CA
- Public Funds Roundtable, April 26-27, Los Angeles, CA
- 3rd Annual Mid-Market DC Roundtable, April 30-May 1, Chicago, IL

*Bonus distribution

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### Edit
- Focus: Accessing Asian Markets
- Plus: Outsourced-CIO: Case Studies (Endowment & Foundation Roundtable)*; Direct Lending

### Research
- All-Japan Research Team: Japan’s best sell-side analysts
- All-Japan Sales Team
- Japan’s Top Corporate Access

### Video
- Redefining Fixed Income
- Real Estate
- Pension Risk Management/Transfer Strategies
- Arab Banking and Finance

### Live
- Spring Roundtable, May 1-2, London, UK
- Institutional Governance and Legal Symposium, May 2-3, London, UK
- Global West Government Funds Roundtable, May 2-4, London, UK
- 3rd Annual IDB Member Countries Sovereign Investments Forum, May 9-10, Gabon
- 10th Anniversary Edition: Benelux Summit, May 15-16, The Netherlands
- 10th Anniversary Edition: Benelux Summit, May 16-17, The Netherlands
- 4th Annual Redefining Fixed Income Forum, May 17-18, Chicago, IL

*Bonus distribution

### CALL FOR CLOSING DATES

<table>
<thead>
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</tr>
</tbody>
</table>

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# CONTENT CALENDAR

## June 2018

### CALL FOR CLOSING DATES

| **Edit** | Focus: Advances in Risk Management  
|• Plus: The Quantification of Hedge Funds *(Hedge Fund Awards)*; Indexing 2.0 |
| **Research** | All-Asia Research Team: Asia's best sell-side analysts  
|• All-Asia Sales Team  
|• All-America Trading Team  
|• All-Japan Executive Team  
|• IR Companies  
|• Hedge Fund Rising Stars  
|• Europe’s Money Masters: Europe’s best asset managers |
| **Video** | ETF/Index Investing  
|• Multi-Asset Strategies  
|• Outsourced CIO  
|• ESG in China  
|• China Asset Management  
|• Asian Infrastructure |
| **Live** | UK & Ireland Summit, June 2018 (TBC), Richmond, England  
|• Senior Delegate Roundtable, June 2018 (TBC), TBD  
|• TraderForum Asia Equity Trading Summit, June 5-6, Hong Kong  
|• Endowments & Foundations Roundtable, June 5, Boston, MA  
|• Endowments & Foundations Roundtable, June 6-7, Boston, MA  
|• Osaka Investment Workshop, June 13, Osaka, Japan  
|• CEO Roundtable, June 20-22, Washington, D.C.  
|• Greater China – Global Investment Symposium Shanghai, June 27, Shanghai, China  
|• 6th Annual European Single Family Office Symposium, June 28-29, Montreux, Switzerland |

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### Edit
- Focus: Artificial Intelligence in Asset Management (*Delivering Alpha; Systematic Investor Symposium)*
- Plus: Trading ETFs (*International Trading Forum*); The Return of Japan! (*Japan Investment Forum*)

### Research
- Tech 50: The top executives and innovators in financial technology
- Emerging EMEA Research Team: Best sell-side analysts as determined by the buy side
- All-Emerging EMEA Sales Team
- Asia’s Top Corporate Access
- All-Asia Executive Team
- Brazil 20

### Video
- Tech 50

### Custom
- Insurance Asset Management
- Target Date Strategies
- Infrastructure
- Asian Corporate Leadership

### Live
- West Coast Workshop, July, Los Angeles, CA

*Bonus distribution*
September 2018

CONTENT CALENDAR

CALL FOR CLOSING DATES

Edit
- Focus: IMF/World Bank
- Plus: Inside the Consultant Research Department (Consultants & Healthcare Roundtable)*; The Institutionalization of RIAs (The RIA West Investment Forum)*

Research
- All-America Fixed-Income Research Team
- Latin America Research Team
- Latin America Sales Team
- All-Brazil Research Team
- All-Brazil Sales Team
- Latin America Executive Team: Best CEOs, CFOs, IR Companies, and IR Professionals, as voted by the buy-and sell-side investment communities

Video
- Delivering Alpha

Custom
- Corporate Social Responsibility/Sustainability
- Smart Beta Strategies
- Retirement Income
- Real Assets
- MENA Report
- Korea
- ASEAN
- Taiwan
- China Bond Markets
- Investing in Ukraine
- Investing in Turkey

Live
- Korea Global Investment Forum, Sep. 5, Seoul, South Korea
- International TraderForum (Europe), Sep. 5–7, Rome, Italy
- DC Institute — West, Sep. 13–14, Half Moon Bay
- 17th Annual European Investment Roundtable, Sep. 26–28, Copenhagen, Denmark

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**Content Calendar October 2018**

**Edit**
- Focus: The Changing Face of the Sell Side
- Plus: Asset Management Disintermediation (Sovereign Investor Institute: Global East)*; The Return of Defined Contribution Innovation (Defined Contribution Summit)*

**Research**
- All-America Research Team: Best sell-side equity analysts, as determined by the buy side
- All-America Sales Team

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

**Custom**
- ETF/Index Investing
- Emerging Markets (Equity & Debt)
- Real Estate
- Wealth Transfer: Managing the Inheritance and Giving of Wealth Across Generations

**Live**

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**Call for Closing Dates**

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<table>
<thead>
<tr>
<th>Edit</th>
<th>Focus: Target Date Trends</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Plus: Asset Allocation Trends (Allocators’ Choice Awards &amp; Masterclass)*; Trading Technology</td>
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<tr>
<td>Research</td>
<td>The Rising Stars of Wall Street Research</td>
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<td>Fintech Finance 40: A ranking of leaders in the world of financial technology companies</td>
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<td>Asia Money Masters: Asia’s best asset managers, based on a survey of plan sponsors and institutional investors</td>
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<td>Systematic/Quantitative Investing Strategies</td>
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<tr>
<td>Live</td>
<td>DC Institute — East, TBD, Boston, MA</td>
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**Institutional Investor 2018 Digital Specs**

### Sites

<table>
<thead>
<tr>
<th>Site Owner</th>
<th>Creative Unit Name</th>
<th>Format Accepted</th>
<th>Special Requirements</th>
<th>Initial Dimensions (WxH in pixels)</th>
<th>Responsive Media Dimensions (WxH in pixels)</th>
<th>Max Initial File Size</th>
<th>Max Complete File Size</th>
<th>Max Video &amp; Audio Frame Rate</th>
<th>Maximum Animation Length</th>
<th>Max Video Length</th>
<th>Audio Initiation</th>
<th>Hot Spot Labeling Requirements</th>
<th>Submission Lead-Time</th>
<th>Fully 3rd Party Ads Accepted</th>
<th>Adserved Tags</th>
<th>Accepted Ad Ops Contact</th>
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<tr>
<td>Institutional Investor &amp; InstitutionalInvestorAlpha.com</td>
<td>Welcome Ad</td>
<td>All types (no flash) HTML5 or HTML5-Responsive preferred</td>
<td>3rd party served only if the unit is served as an II format</td>
<td>860x720</td>
<td>300x250</td>
<td>40KB</td>
<td>150KB</td>
<td>24 FPS</td>
<td>30 Secs</td>
<td>30 Secs</td>
<td>Must be seen on II sites. Only center-well section to be transported for at least 1 sec. Must NOT initiate video automatically. Ad unit content must be clearly distinguishable from any webpage content (i.e. ad unit must not have clearly defined borders and not be confused with normal page content).</td>
<td>5 business days prior to launch</td>
<td>Yes (II media &amp; HTML5 creatives must be 3rd party served)</td>
<td>Patricia Lopez</td>
<td><a href="mailto:patricia.lopez@institutionalinvestor.com">patricia.lopez@institutionalinvestor.com</a></td>
<td></td>
</tr>
<tr>
<td>Institutional Investor &amp; InstitutionalInvestorAlpha.com</td>
<td>Leaderboard</td>
<td>All types (no flash) HTML5 or HTML5-Responsive preferred</td>
<td>Must be 3rd party served</td>
<td>728x90</td>
<td>300x250</td>
<td>40KB</td>
<td>150KB</td>
<td>24 FPS</td>
<td>30 Secs</td>
<td>30 Secs</td>
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<td>Yes (II media &amp; HTML5 creatives must be 3rd party served)</td>
<td>Patricia Lopez</td>
<td><a href="mailto:patricia.lopez@institutionalinvestor.com">patricia.lopez@institutionalinvestor.com</a></td>
<td></td>
</tr>
<tr>
<td>Institutional Investor &amp; InstitutionalInvestorAlpha.com</td>
<td>Halfpage</td>
<td>All types (no flash) HTML5 or HTML5-Responsive preferred</td>
<td>Must be 3rd party served</td>
<td>300x600</td>
<td>300x250</td>
<td>40KB</td>
<td>150KB</td>
<td>24 FPS</td>
<td>15 Secs</td>
<td>30 Secs</td>
<td>Must be seen on II sites. Only center-well section to be transported for at least 1 sec. Must NOT initiate video automatically. Ad unit content must be clearly distinguishable from any webpage content (i.e. ad unit must not have clearly defined borders and not be confused with normal page content).</td>
<td>5 business days prior to launch</td>
<td>Yes (II media &amp; HTML5 creatives must be 3rd party served)</td>
<td>Patricia Lopez</td>
<td><a href="mailto:patricia.lopez@institutionalinvestor.com">patricia.lopez@institutionalinvestor.com</a></td>
<td></td>
</tr>
<tr>
<td>Institutional Investor &amp; InstitutionalInvestorAlpha.com</td>
<td>Billboard</td>
<td>All types (no flash) HTML5 or HTML5-Responsive preferred</td>
<td>Must be 3rd party served</td>
<td>1728x380</td>
<td>380x600</td>
<td>40KB</td>
<td>150KB</td>
<td>24 FPS</td>
<td>15 Secs</td>
<td>30 Secs</td>
<td>Must be seen on II sites. Only center-well section to be transported for at least 1 sec. Must NOT initiate video automatically. Ad unit content must be clearly distinguishable from any webpage content (i.e. ad unit must not have clearly defined borders and not be confused with normal page content).</td>
<td>5 business days prior to launch</td>
<td>Yes (II media &amp; HTML5 creatives must be 3rd party served)</td>
<td>Patricia Lopez</td>
<td><a href="mailto:patricia.lopez@institutionalinvestor.com">patricia.lopez@institutionalinvestor.com</a></td>
<td></td>
</tr>
<tr>
<td>Institutional Investor</td>
<td>Site Wrap</td>
<td>All types (no flash) HTML5 or HTML5-Responsive preferred</td>
<td>Must be 3rd party served</td>
<td>100x1000</td>
<td>100x1000</td>
<td>40KB</td>
<td>150KB</td>
<td>24 FPS</td>
<td>15 Secs</td>
<td>30 Secs</td>
<td>Must be seen on II sites. Only center-well section to be transported for at least 1 sec. Must NOT initiate video automatically. Ad unit content must be clearly distinguishable from any webpage content (i.e. ad unit must not have clearly defined borders and not be confused with normal page content).</td>
<td>10 business days prior to launch</td>
<td>Yes (II media &amp; HTML5 creatives must be 3rd party served)</td>
<td>Patricia Lopez</td>
<td><a href="mailto:patricia.lopez@institutionalinvestor.com">patricia.lopez@institutionalinvestor.com</a></td>
<td></td>
</tr>
</tbody>
</table>

### eNewsletter Units

<table>
<thead>
<tr>
<th>Media Owner</th>
<th>Creative Unit Name</th>
<th>Format Accepted</th>
<th>Special Requirements</th>
<th>Initial Dimensions (WxH in pixels)</th>
<th>Responsive Media Dimensions (WxH in pixels)</th>
<th>Max Initial File Size</th>
<th>Max Complete File Size</th>
<th>Max Video &amp; Audio Frame Rate</th>
<th>Maximum Animation Length</th>
<th>Max Video Length</th>
<th>Audio Initiation</th>
<th>Hot Spot Labeling Requirements</th>
<th>Submission Lead-Time</th>
<th>Fully 3rd Party Ads Accepted</th>
<th>Adserved Tags</th>
<th>Accepted Ad Ops Contact</th>
</tr>
</thead>
<tbody>
<tr>
<td>Institutional Investor</td>
<td>The Essential - daily eNewsletter</td>
<td>JPG</td>
<td>Test placements are reserved. No 3rd party content can be used</td>
<td>728x90</td>
<td>300x250</td>
<td>N/A</td>
<td>N/A</td>
<td>15 KB</td>
<td>3 KB</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>Not to exceed 1 sec. Must have clearly defined borders and not be confused with normal page content. Ad unit content must be clearly distinguishable from any webpage content (i.e. ad unit must not have clearly defined borders and not be confused with normal page content).</td>
<td>3 business days prior to launch</td>
<td>No (II media and HTML5 creatives must be site served)</td>
</tr>
<tr>
<td>Institutional Investor</td>
<td>It’s Alpha - daily eNewsletter</td>
<td>JPG</td>
<td>Test placements are reserved. No 3rd party content can be used</td>
<td>728x90</td>
<td>300x250</td>
<td>N/A</td>
<td>N/A</td>
<td>15 KB</td>
<td>3 KB</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>Not to exceed 1 sec. Must have clearly defined borders and not be confused with normal page content. Ad unit content must be clearly distinguishable from any webpage content (i.e. ad unit must not have clearly defined borders and not be confused with normal page content).</td>
<td>3 business days prior to launch</td>
<td>No (II media and HTML5 creatives must be site served)</td>
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</tbody>
</table>

### Mobile Units

<table>
<thead>
<tr>
<th>Media Owner</th>
<th>Creative Unit Name</th>
<th>Format Accepted</th>
<th>Note</th>
<th>Initial Dimensions (WxH in pixels)</th>
<th>Responsive Media Dimensions (WxH in pixels)</th>
<th>Max Initial File Size</th>
<th>Max Complete File Size</th>
<th>Max Video &amp; Audio Frame Rate</th>
<th>Maximum Animation Length</th>
<th>Max Video Length</th>
<th>Audio Initiation</th>
<th>Hot Spot Labeling Requirements</th>
<th>Submission Lead-Time</th>
<th>Fully 3rd Party Ads Accepted</th>
<th>Adserved Tags</th>
<th>Accepted Ad Ops Contact</th>
</tr>
</thead>
<tbody>
<tr>
<td>Institutional Investor</td>
<td>Mobile Units</td>
<td>HTML5 Responsive</td>
<td>Mobile placements are in limited space placements.</td>
<td>320x480</td>
<td>320x480</td>
<td>6 KB</td>
<td>15 KB</td>
<td>24 FPS</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>2 business days prior to launch</td>
<td>10 business days prior to launch</td>
<td>Yes (II media &amp; HTML5 creatives must be 3rd party served)</td>
<td>Patricia Lopez</td>
</tr>
</tbody>
</table>