

2018

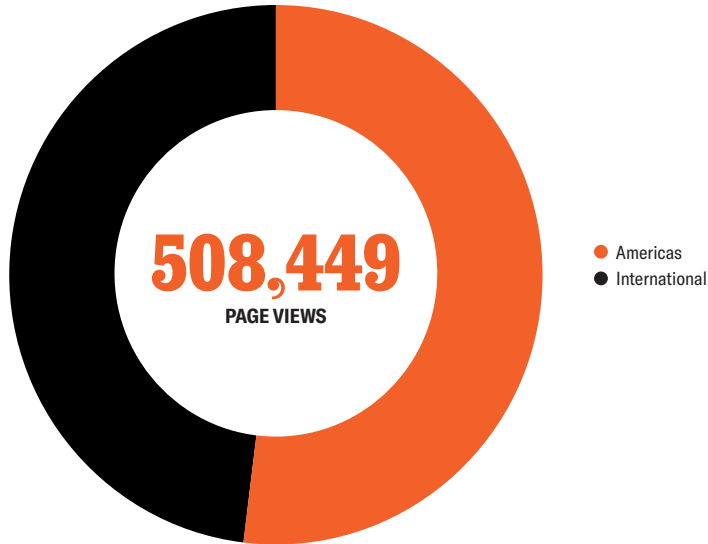
Media Kit

**Institutional
Investor**

ADVERTISING

Circulation & Audience

SIX-MONTH AVERAGES*



255,475
VISITS

180,729
UNIQUES

2:16
TIME SPENT

SVP, GLOBAL SALES

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*Source: BPA circulation statement, June 2017.

Dec. 2017 / Jan. 2018

CALL FOR CLOSING DATES

Institutional Investor's integrated platform exists to help you build and strengthen the trusted relationships that lead to your marketing success and overall business growth. Throughout the year, we offer a full slate of opportunities for content alignment, thought leadership creation and distribution, and exclusive, high-touch events that comprise the ultimate holistic solution for your marketing and sales needs.

Edit	<ul style="list-style-type: none"> • Focus: U.S. Money Masters; World Economic Forum • Plus: Multi-Asset/Global Tactical Asset Allocation
Research	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • U.S. Money Masters
Custom	<ul style="list-style-type: none"> • Managing Investment Risk and Liquidity • Investing in Gold • China ETFs • Japan
Live	<ul style="list-style-type: none"> • DC Institute – Senior Delegate Roundtable, Jan. 10, New York, NY

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February 2018

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Edit	<ul style="list-style-type: none"> • Focus: Real Assets: Energy & Infrastructure (<i>Global Real Assets Investment Forum</i>)* • Plus: Pension De-Risking (<i>Corporate & Insurance Roundtable</i>)*; ESG Investing
Research	<ul style="list-style-type: none"> • All-Europe Research Team: II's annual ranking of Europe's best sell-side analysts • All-Europe Sales Team
Video	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • Real Assets • Active vs. Passive Investing Strategies • Incorporating ESG in Investment • Private Credit/Specialty Loan Strategies • China IPOs
Live	<ul style="list-style-type: none"> • 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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March 2018

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Edit	<ul style="list-style-type: none"> • Focus: Multi-Asset, or the Post-Asset Class World (<i>Public Funds Roundtable</i>)* • Plus: ETF Advances; Global Defined Contribution
Research	<ul style="list-style-type: none"> • Trading 40 • All-Europe Fixed Income Research Team • All-Europe Trading Team
Video	<ul style="list-style-type: none"> • Trading 40
Custom	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • 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

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Edit	<ul style="list-style-type: none">• Focus: The Smart Beta Evolution• Plus: Credit, The Last Bastion of Active? (<i>Redefining Fixed Income</i>)*; Risk Parity
Research	<ul style="list-style-type: none">• 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	
Custom	<ul style="list-style-type: none">• 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	<ul style="list-style-type: none">• 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

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May 2018

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Edit	<ul style="list-style-type: none"> • Focus: Accessing Asian Markets • Plus: Outsourced-CIO: Case Studies (<i>Endowment & Foundation Roundtable</i>)*; Direct Lending
Research	<ul style="list-style-type: none"> • All-Japan Research Team: Japan's best sell-side analysts • All-Japan Sales Team • Japan's Top Corporate Access
Video	
Custom	<ul style="list-style-type: none"> • Redefining Fixed Income • Real Estate • Pension Risk Management/Transfer Strategies • Arab Banking and Finance
Live	<ul style="list-style-type: none"> • 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

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June 2018

CALL FOR CLOSING DATES

Edit	<ul style="list-style-type: none"> • Focus: Advances in Risk Management • Plus: The Quantification of Hedge Funds (<i>Hedge Fund Awards</i>)*; Indexing 2.0
Research	<ul style="list-style-type: none"> • 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	
Custom	<ul style="list-style-type: none"> • ETF/Index Investing • Multi-Asset Strategies • Outsourced CIO • ESG in China • China Asset Management • Asian Infrastructure
Live	<ul style="list-style-type: none"> • 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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July / August 2018

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Edit	<ul style="list-style-type: none">• Focus: Artificial Intelligence in Asset Management (<i>Delivering Alpha; Systematic Investor Symposium</i>)*• Plus: Trading ETFs (<i>International Trading Forum</i>)*; The Return of Japan! (<i>Japan Investment Forum</i>)*
Research	<ul style="list-style-type: none">• Tech 50: The top executives and innovators in financial technology• Emerging EMEA ResearchTeam: 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	<ul style="list-style-type: none">• Tech 50
Custom	<ul style="list-style-type: none">• Insurance Asset Management• Target Date Strategies• Infrastructure• Asian Corporate Leadership
Live	<ul style="list-style-type: none">• West Coast Workshop, July, Los Angeles, CA

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September 2018

CALL FOR CLOSING DATES

Edit	<ul style="list-style-type: none">• Focus: IMF/World Bank• Plus: Inside the Consultant Research Department (<i>Consultants & Healthcare Roundtable</i>)*; The Institutionalization of RIAs (<i>The RIA West Investment Forum</i>)*
Research	<ul style="list-style-type: none">• 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	<ul style="list-style-type: none">• Delivering Alpha
Custom	<ul style="list-style-type: none">• 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	<ul style="list-style-type: none">• 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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Edit	<ul style="list-style-type: none">• Focus: The Changing Face of the Sell Side• Plus: Asset Management Disintermediation (<i>Sovereign Investor Institute: Global East</i>)*; The Return of Defined Contribution Innovation (<i>Defined Contribution Summit</i>)*
Research	<ul style="list-style-type: none">• All-America Research Team: Best sell-side equity analysts, as determined by the buy side• All-America Sales Team
Video	<ul style="list-style-type: none">• International Monetary Fund• All-America Research Team
Custom	<ul style="list-style-type: none">• 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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November 2018

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Edit • Focus: Target Date Trends
• Plus: Asset Allocation Trends (*Allocators' Choice Awards & Masterclass*)*;
Trading Technology

Research • The Rising Stars of Wall Street Research
• 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
• America's Top Corporate Access Providers
• Asia 100

Video • Fintech Finance 40

Custom • Fixed Income
• Incorporating ESG in Investment
• Systematic/Quantitative Investing Strategies

Live • DC Institute — East, TBD, Boston, MA

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Standard Display / Rich Media / HTML5-Responsive

Institutional Investor 2018 Digital Specs

Sites	Creative Unit Name	Format Accepted	Special Requirements	Initial Dimensions (WxH in pixels)	Maximum Expanded Dimensions (WxH in pixels)	Responsive Mobile Conversion Dimensions (WxH in pixels)	Max Initial File Load Size	Max Complete File Load Size	Max Video & Animation Frame Rate	Maximum Animation Length	Max Video Length	Audio Initiation	Hot Spot	Labeling Requirements	Submission Lead-Time	Fully 3rd Party Adserved Tags Accepted	Ad Ops Contact
InstitutionalInvestor.com & InstitutionalInvestorsAlpha.com	Welcome Ad	All types (no flash) HTML5 or HTML5-Responsive preferred	If 3rd Party Served it must be served in an iFrame format	640x480	N/A	N/A	40KB	150KB	24 FPS	15 Secs (Ad closes after 15 secs)	30 Secs	Must be user-initiated (on click: mute/ un-mute); default state is muted	Not to exceed 1/4 size of ad. Only initiated when cursor rests on hotspot for at least 1-sec. Must NOT initiate audio.	Ad unit content must be clearly distinguishable from normal webpage content (i.e. ad unit must have clearly defined borders and not be confused with normal page content)	5 business days prior to launch	All rich media & HTML5 creatives must be 3rd party served	Pat Lopez 212-224-3218 patricia.lopez@institutionalinvestor.com
InstitutionalInvestor.com & InstitutionalInvestorsAlpha.com	Leaderboard	All types (no flash) HTML5 or HTML5-Responsive preferred	All rich media & HTML5 creatives must be 3rd party served	728x90	728x250	320x50	40KB	150KB	24 FPS	15 Secs	30 Secs	Must be user-initiated (on click: mute/ un-mute); default state is muted	Not to exceed 1/4 size of ad. Only initiated when cursor rests on hotspot for at least 1-sec. Must NOT initiate audio.	Ad unit content must be clearly distinguishable from normal webpage content (i.e. ad unit must have clearly defined borders and not be confused with normal page content)	5 business days prior to launch	All rich media & HTML5 creatives must be 3rd party served	Pat Lopez 212-224-3218 patricia.lopez@institutionalinvestor.com
InstitutionalInvestor.com & InstitutionalInvestorsAlpha.com	MPU	All types (no flash) HTML5 or HTML5-Responsive preferred	All rich media & HTML5 creatives must be 3rd party served	300x250	600x600	300x250	40KB	150KB	24 FPS	15 Secs	30 Secs	Must be user-initiated (on click: mute/ un-mute); default state is muted	Not to exceed 1/4 size of ad. Only initiated when cursor rests on hotspot for at least 1-sec. Must NOT initiate audio.	Ad unit content must be clearly distinguishable from normal webpage content (i.e. ad unit must have clearly defined borders and not be confused with normal page content)	5 business days prior to launch	All rich media & HTML5 creatives must be 3rd party served	Pat Lopez 212-224-3218 patricia.lopez@institutionalinvestor.com
InstitutionalInvestor.com & InstitutionalInvestorsAlpha.com	Halfpage	All types (no flash) HTML5 or HTML5-Responsive preferred	All rich media & HTML5 creatives must be 3rd party served	300x600	600x600	300x250	40KB	150KB	24 FPS	15 Secs	30 Secs	Must be user-initiated (on click: mute/ un-mute); default state is muted	Not to exceed 1/4 size of ad. Only initiated when cursor rests on hotspot for at least 1-sec. Must NOT initiate audio.	Ad unit content must be clearly distinguishable from normal webpage content (i.e. ad unit must have clearly defined borders and not be confused with normal page content)	5 business days prior to launch	All rich media & HTML5 creatives must be 3rd party served	Pat Lopez 212-224-3218 patricia.lopez@institutionalinvestor.com
InstitutionalInvestor.com	Billboard	All types (no flash) HTML5 or HTML5-Responsive preferred	All rich media & HTML5 creatives must be 3rd party served	970x90	970x400	320x50	40KB	150KB	24 FPS	15 Secs	30 Secs	Must be user-initiated (on click: mute/ un-mute); default state is muted	Not to exceed 1/4 size of ad. Only initiated when cursor rests on hotspot for at least 1-sec. Must NOT initiate audio.	Ad unit content must be clearly distinguishable from normal webpage content (i.e. ad unit must have clearly defined borders and not be confused with normal page content)	5 business days prior to launch	All rich media & HTML5 creatives must be 3rd party served	Pat Lopez 212-224-3218 patricia.lopez@institutionalinvestor.com
InstitutionalInvestor.com	Site Wrapper*	All types (no flash) HTML5 or HTML5-Responsive preferred	All rich media & HTML5 creatives must be 3rd party served	100x1000	* this is a custom ad unit that extends to fill all of the white space on the viewer's monitor outside of the website frame	N/A	40KB	150KB	24 FPS	15 Secs	30 Secs	Must be user-initiated (on click: mute/ un-mute); default state is muted	100x1000 (both sides of the page)	Ad unit content must be clearly distinguishable from normal webpage content (i.e. ad unit must have clearly defined borders and not be confused with normal page content)	10 business days prior to launch	All rich media & HTML5 creatives must be 3rd party served	Pat Lopez 212-224-3218 patricia.lopez@institutionalinvestor.com

eNewsletter Units

Media Owner	Creative Unit Name	Format Accepted	Special Requirements	Initial Dimensions (WxH in pixels)	Maximum Expanded Dimensions (WxH in pixels)	Responsive Mobile Conversion Dimensions (WxH in pixels)	Max Initial File Load Size	Max Complete File Load Size	Max Video & Animation Frame Rate	Maximum Animation Length	Max Video Length	Audio Initiation	Hot Spot	Labeling Requirements	Submission Lead-Time	Fully 3rd Party Adserved Tags Accepted	Ad Ops Contact
InstitutionalInvestor.com	The Essential II - daily eNewsletter This Week in II - weekly eNewsletter	JPG	These placements are site-served. No 1x1 trackers can be used	728x90 728x90	N/A	N/A	35 KB	35 KB	N/A	N/A	N/A	N/A	Not to exceed 1/4 size of ad. Only initiated when cursor rests on hotspot for at least 1-sec	Ad unit content must be clearly distinguishable from normal webpage content (i.e. ad unit must have clearly defined borders and not be confused with normal page content)	3 business days prior to launch	This unit is site served. We can include a click tag or URL	Pat Lopez 212-224-3218 patricia.lopez@institutionalinvestor.com
InstitutionalInvestorsAlpha.com	II's Alpha - daily eNewsletter	JPG	These placements are site-served. No 1x1 trackers can be used	728x90 728x90	N/A	N/A	35 KB	35 KB	N/A	N/A	N/A	N/A	Not to exceed 1/4 size of ad. Only initiated when cursor rests on hotspot for at least 1-sec	Ad unit content must be clearly distinguishable from normal webpage content (i.e. ad unit must have clearly defined borders and not be confused with normal page content)	3 business days prior to launch	This unit is site served. We can include a click tag or URL	Pat Lopez 212-224-3218 patricia.lopez@institutionalinvestor.com

Mobile Units

Media Owner	Creative Unit Name	Format Accepted	Note	Initial Dimensions (WxH in pixels)	Maximum Expanded Dimensions (WxH in pixels)	Responsive Mobile Conversion Dimensions (WxH in pixels)	Max Initial File Load Size	Max Complete File Load Size	Max Video & Animation Frame Rate	Maximum Animation Length	Max Video Length	Audio Initiation	Hot Spot	Labeling Requirements	Submission Lead-Time	Fully 3rd Party Adserved Tags Accepted	Ad Ops Contact
InstitutionalInvestor.com	Mobile Units	HTML5 Reponsive	Mobile placements are an extension of site placements	320x50 300x250	N/A		40KB	150KB	24 FPS	N/A	N/A	N/A	N/A	N/A	5 business days prior to launch	All rich media & HTML5 Responsive creatives must be 3rd party served	Pat Lopez 212-224-3218 patricia.lopez@institutionalinvestor.com