

INSTITUTIONAL
INVESTOR

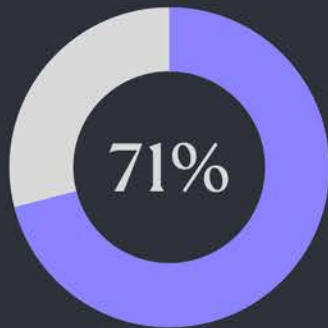


Media Kit 2025

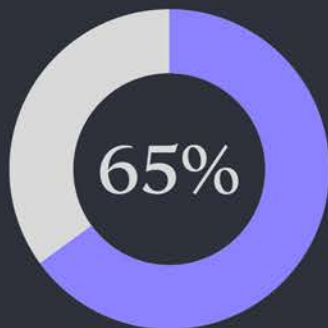


AUDIENCE

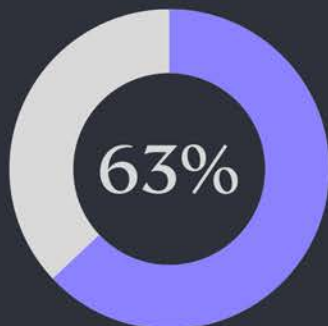
Institutional Investor is one of the industry's premier online information destinations for senior-level institutional investors – including U.S. and Global private & public pensions, foundations, endowments, sovereign wealth funds, central banks, government executives, money managers, and investment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



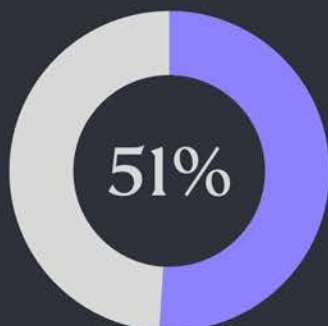
71% of the II audience are institutional investors, investment intermediaries or bankers — and 23% are asset managers.



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



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



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



UNIVERSE

GEOGRAPHIC BREAKDOWN

NORTH AMERICA: 69%

EUROPE: 18%

ASIA: 11%

REST OF WORLD: 2%



AVERAGE SESSION DURATION

3 MINS 54 SECS



TOTAL ENEWSLETTER SUBSCRIBERS

87K



TOTAL SOCIAL MEDIA FOLLOWERS

105K



ANNUAL WEBCAST REGISTRANTS

13K



ANNUAL LEADS GENERATED

18K



EDITORIAL CALENDAR

2024 EDITORIAL CALENDAR:

2024 Editorial Calendar: Topics in Focus

January

- 2024 Outlooks

March

- Artificial Intelligence and Finance
- The Rich List

April

- Private Credit
- Infrastructure

May

- Hedge Fund Industry Awards (Rising Stars, Category Winners, Lifetime Achievement)
- Commercial Real Estate

June

- Diversity in Asset Management, How is the industry doing?

July

- Quantitative Asset Mgmt., including factor and risk premia funds

September

- ETFs

October

- All America Research Team Ranking

November

- The transformation of ESG and Impact Investing

December

- Commercial Real Estate



NEW FOR 2024

OFFICIAL II EDITORIAL PODCAST SERIES

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

Program elements include:

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

Cost: \$25,000 (Two episodes)



DISPLAY SOLUTIONS

SITE DISPLAY ADVERTISING

Targeted Display Advertising:

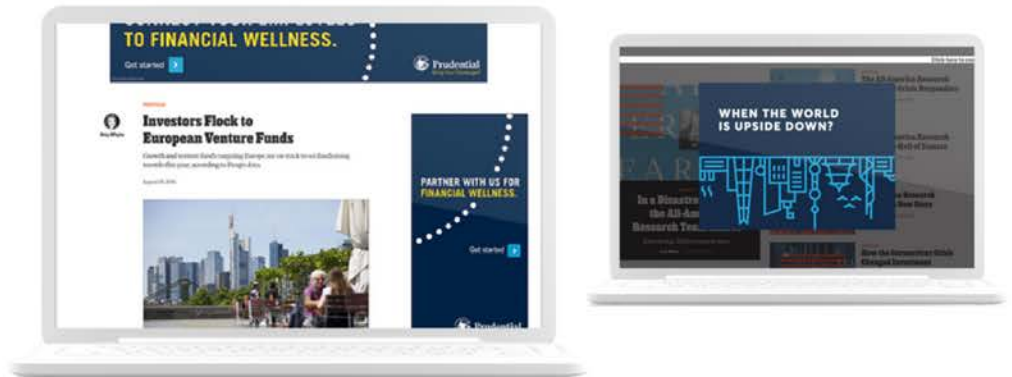
Institutional Investor offers a wide variety of digital display sizes, share of voice and targeting options to help you effectively deliver your brand's unique message to the most relevant audience.

Standard Placements Sizes:

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

High-Impact:

- Welcome Ads (Interstitial)
- Site Wrappers**



*Runs on both desktop and mobile

**Site-served only

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

DISPLAY SOLUTIONS

NEWSLETTER DISPLAY ADVERTISING

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

TITLE	DISTRIBUTION	OPEN RATE	FREQUENCY	Ad Size	Ad Specs	COST
Essential II Global	50,000	20%	Monday - Friday	Two MPU ads 300x250	JPG with a click tag	\$10,000/wk
Essential II Europe	10,000	18%	Friday	Two MPU ads 300x250	JPG with a click tag	\$5,000/wk
Essential II Asia	10,000	17%	Wednesday	Two MPU ads 300x250	JPG with a click tag	\$5,000/wk

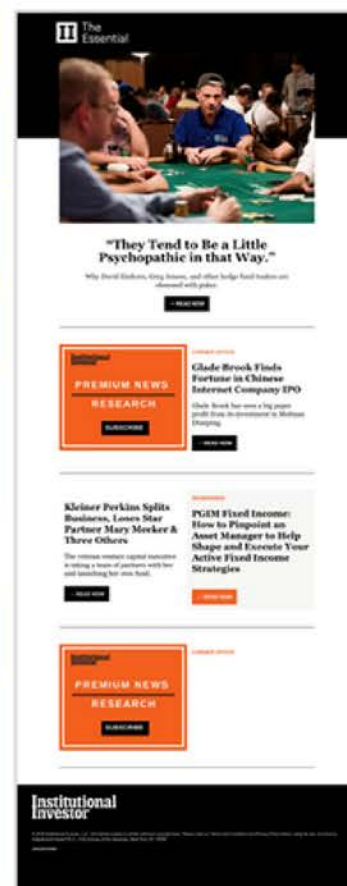
Audience: Money Managers, Investment Consultants, Defined Benefit and Defined Contribution Plan Sponsors, Heads Of Investment Strategy, Analysts, Institutional Traders, Institutional Financial Advisors/RIAs, C-Suite Executives, Senior Investment Decision-Makers at Public & Private Pensions, Foundations,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

Essential II Premium	17,000/edition	20%	Monday - Friday	Two MPU ads 300x250	JPG with a click tag	\$10,000/wk
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Audience: C-Suite Executives And Senior Management, Investment Suite Executives (Including Portfolio Managers, Heads Of Investment Strategy, Analysts, And Heads Of Trading), at the Following Institutions: Hedge Funds, Fund Of Funds, Real Estate Firms, Private Equity Firms, Corporate And Government Pensions, Foundations, Endowments, Family Offices, Sovereign Wealth Funds, Associations, Non-Profits, Independent Investment Advisors, Prime Brokerage Firms, Pension Consultants, Investment Banks, Commercial and Universal Banks, Law Firms, Accounting Firms, Administrators, Management Consultants, Technology and Data Service Providers.

Essential Allocator	6,000/edition	52%	Friday	Two MPU ads 300x250	JPG with a click tag	\$5,000/wk
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Audience: CIOs and buy side institutional investors at the following types of institutions: Foundations, Endowments, Public/Government Pension Funds, Corporate Pensions Funds, and Sovereign Wealth Funds.



CLIENT DIRECT CONNECT

SUPPLIED CONTENT SOLUTIONS CONNECTING DIRECTLY TO YOUR SITE

Two methods to drive II audience to your website	Sponsored Content Slideshow	Editorial Newsletters Native Links
Drives directly to client site	✓	✓
Client-supplied content	✓	✓
Display up to 6 pieces at one time	✓	✓
Impressions	150,000	Varies
Distribution	NA	Varies*
Minimum flight	3 months	4 weeks**
Cost	\$25,000/month	\$10,000/week

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

** Non-consecutive weeks



CLIENT DIRECT CONNECT

SPONSORED CONTENT SLIDESHOW

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

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



UNIT SIZE	POSTS	LEAD TIME	MINIMUM FLIGHT	IMPRESSIONS	COST
970 x 250	Up to 6/stories	14 days	3 months*	150,000	\$75,000 (\$25,000/month)

* Consecutive months



CLIENT DIRECT CONNECT

EDITORIAL ENEWSLETTER NATIVE LINKS

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

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

Required Element	Headline and one sentence teaser (max 6 headlines)
Posts	Daily
Lead Time	5 days
Minimum Flight	4 weeks*
Distribution	Varies depending on which eNewsletter
Cost	\$40,000** (\$10,000/wk)

* Non-consecutive weeks

** Additional \$5,000 to include banner ads



Is the Illiquidity Premium a Myth?

Investors intuitively believe that private equity and other alternatives offer better returns than publicly traded assets. Is this intuition correct? BlackRock explores alternatives.

[Read more](#)



Bill McGlashan Out at TPG Following College Admissions Cheating Allegations

A spokesperson for TPG said it investigated the case and found no wrongdoing. McGlashan said he resigned before the firm and has no role in the investigation.

[Read more](#)



Busting the Myths Around Investment Banks and Alternative Risk Premia

The American Investment Council called a recent introduction to an article on the topic of "Investment Bank Risk Premia."

[Read more](#)



State Street Ramps Up Competition With BlackRock's Abidjan

State Street's new Chief Executive Officer is stepping into the shoes of BlackRock's former CEO, who has been a key figure in the industry.

[Read more](#)



Everything you think you know about Risk Premia is wrong

For starters, consider looking beyond bonds and equities.

[Read more](#)



The real secret behind winning with AI

It's the people, not the computing.

[Read more](#)



on to include Trend Following in a portfolio

(Hint: It's not as a hedge.)

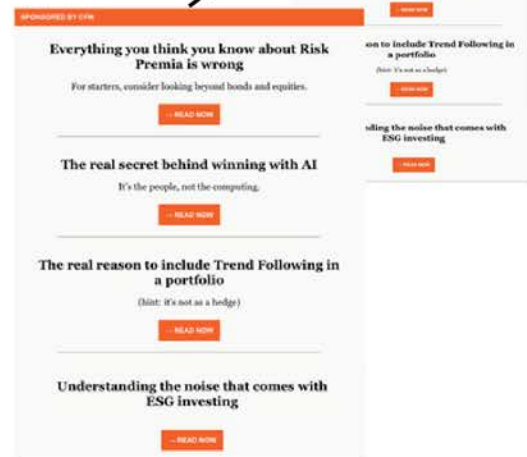
[Read more](#)



Understanding the noise that comes with ESG investing

ESG investing is a complex and noisy field. Here's how to navigate it.

[Read more](#)



THOUGHT LEADERSHIP STUDIO

FULL SERVICE CONTENT CREATION TEAM

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

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



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



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



**Animated and
filmed video**



Infographics



**Webinar production
and hosting**



**Original research and
research reports**



**Content alignment with
II membership**



**Special reports
on II.com**



**Performance
reporting**

THOUGHT LEADERSHIP

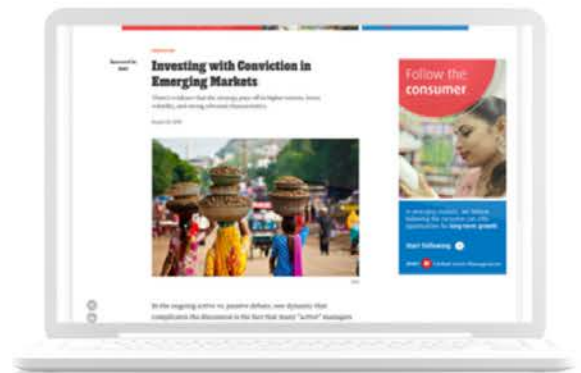
NATIVE ARTICLE PROGRAM

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

How does it work?

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

Cost: \$50,000



THOUGHT LEADERSHIP

FIRESIDE CHATS

Objective

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

How does it work?

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

Cost: \$25,000



THOUGHT LEADERSHIP

II RADIO - PODCAST SERIES

Objective

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

How does it work?

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

Cost: \$30,000

**Institutional
Investor**

Search Subscribe Sign In Register

Portfolio Corner Office Culture Premium Research Video Innovation



A five-part audio series with John Streur, CEO, Calvert Research & Management

Externalities:

A Critical Building Block of Successful ESG Strategies

An in-depth and insightful conversation regarding the sometimes overlooked yet critical role externalities play in an effective approach to sustainable investing.

Episode 1 ▶

Episode 2 ▶

Episode 3 ▶

Episode 4 ▶

Episode 5 ▶

Episode 1

Why Externalities Matter in ESG

They have a meaningful impact on sustainable investing. Here's how to incorporate them into your strategies.

II Radio

Externalities: A Critical Building Block of Successful ESG Strategies



With John Streur, CEO, Calvert Research & Management



THEMATIC PROGRAMS

SPECIAL REPORTS

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

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

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

How does it work?

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

2024 Special Report Calendar

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

Cost: \$35,000

Institutional Investor

Private Markets | Global Fixed Income | Global Real Estate | Global Infrastructure | Global Commodities | Global Alternatives | Global ESG

A Time of Transition for Fixed Income



Download by Bloomberg | October 11, 2023 | View October 2023 Thought Leadership Special Report

Building resilient portfolios | 1 | Global Fixed Income | Global Real Estate | Global Infrastructure | Global Commodities | Global Alternatives | Global ESG

The fixed income era now ending could be summed up this way: much lower rates, but much greater size and complexity. A flood of issuance in credit and emerging market debt has greatly expanded the market. New cross-currency issued by historic issuers of central bank liquidity – as well as by demographics, technology, and regulation – have made it more complex. A transition is under way as monetary policy normalizes, liquidity rises, and fears of volatility are ending the market. The implications for fixed income investors are significant.

1

Building resilient portfolios

As they strive to stay on top of the market transition, most fixed income investors are also keeping a wary eye on geopolitical risks and wondering how much longer an already lengthy economic expansion will last. To state the obvious, they have much to consider.

Where should investors focus their attention? What steps can they take to make their portfolios more resilient? We asked four BlackRock CIOs to share their views. They are shown left to right below: Rick Riden, Chief Investment Officer of Global Fixed Income; James Korman, Chief Investment Officer and Global Co-Head of Credit; Tom Pickett, Chief Investment Officer of International Fixed Income; and Peter Hayes, Chief Investment Officer and Head of the Municipal Bond Group within Global Fixed Income. Excerpts from their remarks follow.



Rick Riden: I think reduced liquidity is a major contributor to this year's market stress points. Essentially, central banks are handing off liquidity provision to organic sources. The transition is likely to succeed, but it's making for a more volatile market because any proactive reduction in the total global liquidity pool impacts a very broad set of economies and asset classes. When Italian bonds sold off last spring after the new populist government was formed, the spike in yields reflected reduced market liquidity as well as structural problems like Italy's high sovereign debt load and budget difficulties. We've seen similar dynamics in bond selloffs in some emerging economies.



THEMATIC PROGRAMS

II COMMUNITIES

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

Benefits:

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

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

Institutional Investor

Portfolio Corner Office Culture Premium Research Video Innovation

II Communities on GOLD

In Partnership With: WORLD GOLD COUNCIL

Why Gold Is More Than A Safe Haven Asset

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

[Read Article](#)

Gold Is Standing Out Among All Precious Metals Markets

Gold Is Standing Out Among All Precious Metals Markets

Goldhub
The definitive source of gold data and insights

[Visit Goldhub](#)

Video Interview: Inflation v. Deflation: A Global Perspective



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

[Watch Video](#)

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



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

[Watch Video](#)

Institutional Investor

Portfolio Corner Office Culture Premium Research Video Innovation

II Communities on Fixed Income

In Partnership With: iShares

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

In the first half of 2016, the largest and most heavily traded bond ETFs saw a 10% rise.

[Read Article](#)

ETFs Answer Investor Appetite for Small Caps

Finding Potential Yield in ETF Securities Lending

Read This Before You Roll

The Modernization of the Bond Market

Primed for Growth

Turning Point

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

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

What is driving the modernization of the bond market?

MODERNIZATION OF THE BOND MARKET
EPISODE 1



THEMATIC PROGRAMS

II COMMUNITIES

Pre-Established Topics:

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

We also offer the option to create a custom topic.

LEAD GENERATION

THOUGHT LEADERSHIP WEBCAST

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

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

Benefits:

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

Cost: \$50,000

The screenshot displays a webcast registration interface. At the top, a banner for 'Institutional Investor' features a slide titled 'CHINA: Are you missing out?' with a background image of the Great Wall. Below the banner, a 'Summary' section provides context on U.S.-China trade tensions and the opportunity for institutional investors. To the right, an 'Overview' section lists the title, duration (1 hour, 1 minute), and availability (On Demand). A 'Register Now' button is prominently displayed next to a link for 'Already Registered?'. Below the registration button is a form with fields for First Name, Last Name, Company, Job Title, Work Email, Work Phone, Job Function, and Organization Type. A 'REGISTER' button is at the bottom of the form. On the left side of the interface, a 'Slide Show' window shows a grid of thumbnail images, and a 'Presentation List' window lists the topics to be discussed. The bottom of the page features a navigation bar with the 'Matthews Asia' logo and a 'Slide Show' control panel.

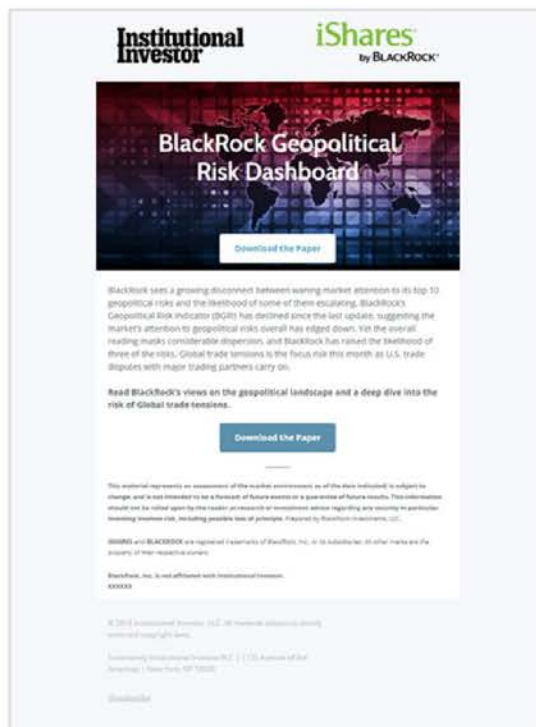
LEAD GENERATION

CUSTOM LEAD GENERATION PROGRAM

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

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

Cost: \$125/Lead (Minimum of 400 leads - \$50,000)

This is a screenshot of a registration form for the 'BlackRock Geopolitical Risk Dashboard'. The form is titled 'BLACKROCK BlackRock Geopolitical Risk Dashboard'. It includes a brief introduction about the dashboard. Below the introduction, there are several input fields: 'First Name', 'Last Name', 'Company Name', 'Job Title', and 'Email Address'. There is a checkbox for 'I am an Institutional Investor'. At the bottom, there is a 'Submit' button.

LIVE & DIGITAL CONNECT

II LIVE AND II LIVECAST

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

What are II Live and II LiveCast?

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

Benefits:

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

What's included?

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

Price: \$50k

For more information, please contact your II Relationship Manager



LIVE & DIGITAL CONNECT

II MOMENTUM

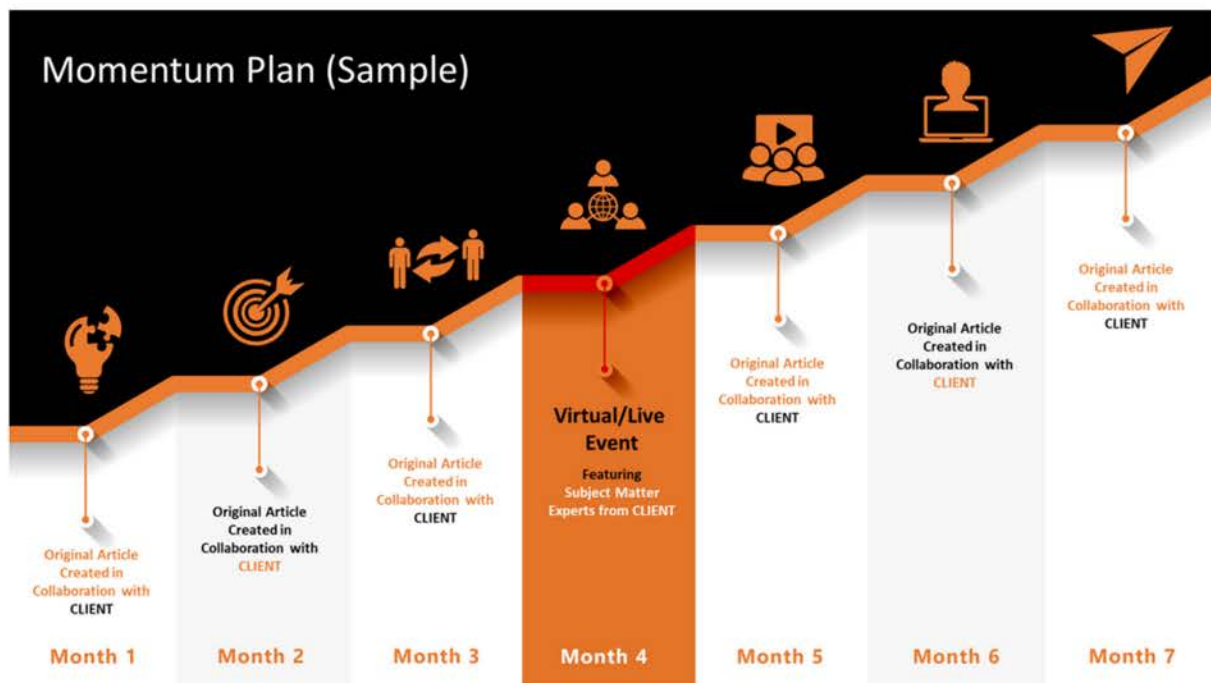
Objective

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

Solutions:

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

Please contact your Relationship Manager for more information.



CUSTOM RESEARCH LAB

POCKET RESEARCH

Description:

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

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

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

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

How does it work?

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

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

Timing and Fees:

The Pocket Research Program requires approximately 8–10 weeks from start to finish. II's fixed fee for these research projects is \$75,000.



2024 RATE CARD

ROS DISPLAY AND NEWSLETTER ADVERTISING

ROS Advertising

AD TYPE	AD SIZE	FLIGHT	COST (GROSS)	COST (NET)
Half Page	300 x 600	Varies	\$253 CPM*	\$215 CPM*
Billboard	970 x 250 970 x 90 728 x 90	Varies	\$253 CPM*	\$215 CPM*
MPU	300 x 250	Varies	\$253 CPM*	\$215 CPM*
Welcome Ad (Global)	Varies	1 day	\$3,299	\$2,800
Welcome Ad (U.S.)	Varies	1 day	\$2,941	\$2,500
Site Wrapper (Global)	Custom	1 day	\$2,941	\$2,500
Site Wrapper (U.S.)	Custom	1 day	\$2,588	\$2,200

* \$20,000 minimum spend

eNewsletters

Newsletter (300 x 250)	Distribution	Flight*	COST (GROSS)	COST (NET)
Essential II Global	50,000	1 week	\$11,765	\$10,000
Essential II Premium	17,000	1 week	\$11,765	\$10,000
Essential Allocator	6,000	1 day	\$8,824	\$7,500
Essential II Europe	10,000	1 day	\$5,882	\$5,000
Essential II Asia	5,000	1 day	\$5,882	\$5,000

* 4-week minimum



2024 RATE CARD

Native Advertising

Region	Pieces of Content	Promotional Impressions	Flight	Cost (net)
U.S. & Global	4 articles	80,000 + social/ article	1 month/article	\$50,000

Note: Regional targeting available upon request.

Special Report

Region	Pieces of Content	Exclusive?	Promotional Impressions	Cost (net)
U.S. or Global	2-3 chapters	Yes	100,000	\$35,000

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

Product	Region	Pieces of Content	Promotional Impressions	Flight*	Cost (net)
II Communities	U.S. & Global	10 articles	800,000 + social	3 months	\$100,000
		20 article	1,200,000 +social	6months	\$170,000
		40 articles	3,200,000 +social	12 months	\$300,000
II Momentum	U.S. & Global	4 articles + Webcast	80,000 +social	5 months	\$80,000
		6 articles + webcast	/article +100 leads	7 months	\$100,000
Fireside Chat	U.S. & Global	Four 3-minute videos	100,000 + Social	1 month	\$25,000
II Radio	U.S. & Global	5 episodes	100,000 + Social	1 month	\$30,000

II Live / II LiveCast

Region	Site Tout Impressions	Navigation Tout Impressions	Newsletter Tout Impresiomns	Total Tout Impressions	COST (NET)
U.S. or Global	100,000	35,000	100,000	235,000 +social	\$50,000



CUSTOM AD SPECS

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

NATIVE ARTICLES/SPECIAL REPORTS

OPTION 1 - NEW CONTENT:

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

OPTION 2 - Q&A INTERVIEW:

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

WEBCASTS

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

CUSTOM LEAD GEN

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

THOUGHT LEADERSHIP SLIDESHOW

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

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



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