



# ESG CLUB PACKAGES 2023





## HOW ARE WE MORE ESG?

Institutional investing has changed. Sustainable strategies are no longer considered niche; there is a strong argument that they have become mainstream, especially for long-term investors.

Each month our **ESG feature** educates and informs our audience of investors on the latest ESG topics. We believe that by being a member of our **ESG Club**, you'll have the opportunity to educate our institutional readers on what their organisations beliefs and actions should be in regard to specific ESG subjects to aid them further in their decision making.

At *portfolio institutional* we are leaders in ESG. We are **ESG focused** not only in our content but also the magazine itself. Using vegetable ink, compostable packing and FSC approved paper, we ensure we are practising what we preach.

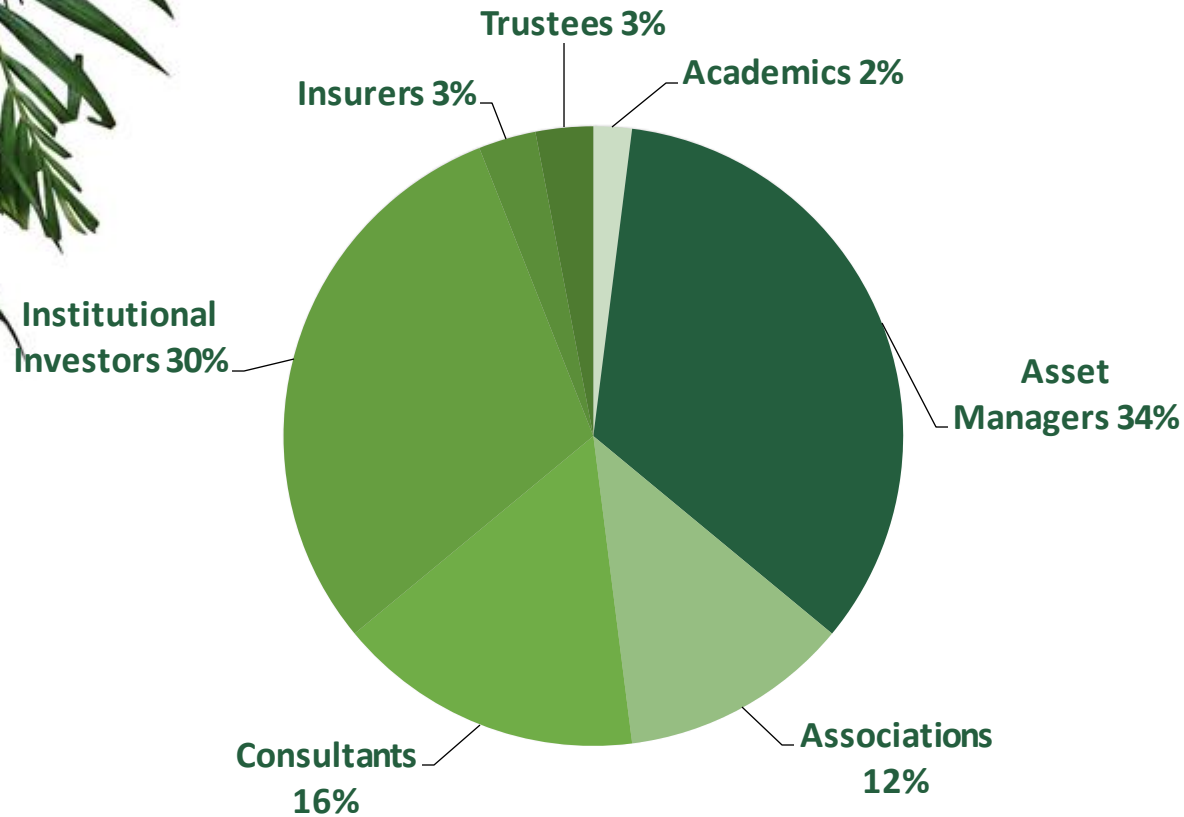


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# STATISTICS

## ESG CLUB CONFERENCE ATTENDEES BREAKDOWN 2022

**TOTAL ATTENDEES: 84**



## MAGAZINE READERS: 6,743

- Digital: **1,611**
- Print: **5,132**

## NEWSLETTER:

- Subscribers: **5,295**
- Average sponsored ESG article newsletter opens: **512**
- Average sponsored ESG article newsletter clicks: **153**

## SOCIAL MEDIA AND WEBSITE:

- Social media followers: **3,159**
- Average sponsored ESG article social media impressions: **154**
- Average sponsored ESG article social media clicks: **14**
- Average sponsored ESG article page views: **238**



## ESG CLUB SPONSORSHIP ELEMENTS



INTERVIEW



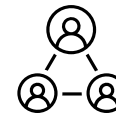
ADVERTORIAL



ONLINE ADS



ESG HUB



ESG CLUB CONFERENCE

# ELEMENT DETAILS

## **DIGITAL ELEMENTS:**

### ONLINE ADS

Increase your reach and visibility through the use of online billboards on our ESG Hub page.

### ESG HUB

Publish up to 4 ESG-related digital assets per month on our ESG Hub, which will also be promoted on bi-weekly newsletter and on social media. Use your company profile to present and promote your company's ESG strategy and unique expertise.

## **PRINT ELEMENTS:**

### INTERVIEW

Comment / Interview in the printed magazine (up to 10 per year) on the ESG topic of the month.

**-or-**

### ADVERTORIAL

If you cannot comment on the topic of the month, you will be able to place your chosen one-page advertorial piece in the ESG section within our magazine.

## **EVENT:**

### ESG CLUB CONFERENCE

The ESG Club annual conference will explore key issues and trends of important ESG topics of the year, giving you the opportunity to network with institutional ESG experts.





# 2023 SCHEDULE

ISSUE:	TOPIC:
FEBRUARY	FOOD
MARCH	DATA AND REPORTING
APRIL	CARBON MARKETS
MAY	HEALTH
JUNE	ENERGY AND DECARBONISATION
JULY/AUGUST	WATER
SEPTEMBER	EXECUTIVE PAY
OCTOBER	DEBT
NOVEMBER	EMERGING MARKETS
DECEMBER / JANUARY	ESG TRENDS IN 2024





## PACKAGE 1: ESG CLUB MEMBERS

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• Print: 10 issues Interview for feature or 1 page advertorial

• Online: 12 months ESG hub

• Online ads: ESG Hub page only

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**Total cost: £28,800 +**

• ESG Club conference

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**Total cost: £43,800**



## PACKAGE 2: ESG CLUB MEMBERS

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• Print: 4 issues interview for feature or 1 page advertorial

• Online: 12 months ESG hub

**Total cost: £20,000 +**

• ESG Club conference

**Total cost: £35,000**





## PACKAGE 2: ESG CLUB MEMBERS



• Print: 4 issues interview for feature or 1 page advertorial

• Online: 12 months ESG hub

**Total cost: £20,000 +**

• ESG Club conference

**Total cost: £35,000**



# PACKAGE 3: ESG CLUB MEMBERS

- Online: 12 months ESG hub
- ESG Club conference

**Total cost: £25,000**





# ESG CLUB CONFERENCE PACKAGE 2023

- ❖ 1 Speaking slot in 1 of the 4 Panels
- ❖ 2 extra delegate passes
- ❖ 1 page advert in the special ESG Club conference issue of *portfolio institutional*, which will include a summary write up of the event
- ❖ Logo on all marketing campaigns (including newsletter and social media) and marketing materials at the event
- ❖ Delegates list (Name, Organisation, Position)
- ❖ Promotion of your white papers and ESG Research on our conference website
- ❖ Follow-up email – 1 solus email to the all-delegates list



## THANK YOU!

Please reach out to any of our team for more information.

We look forward to hearing from you



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