

MEDIA PACK 2023



WHAT DO WE DO?

Our goal is to communicate and inform institutional investors and their consultants about the investment sector. We achieve this by producing investment only long form articles, roundtables and events with a focus on high quality, informative products. Also exercising our mission to be more environmentally conscious in all the resources we use.



MAGAZINE READERSHIP:
6,743



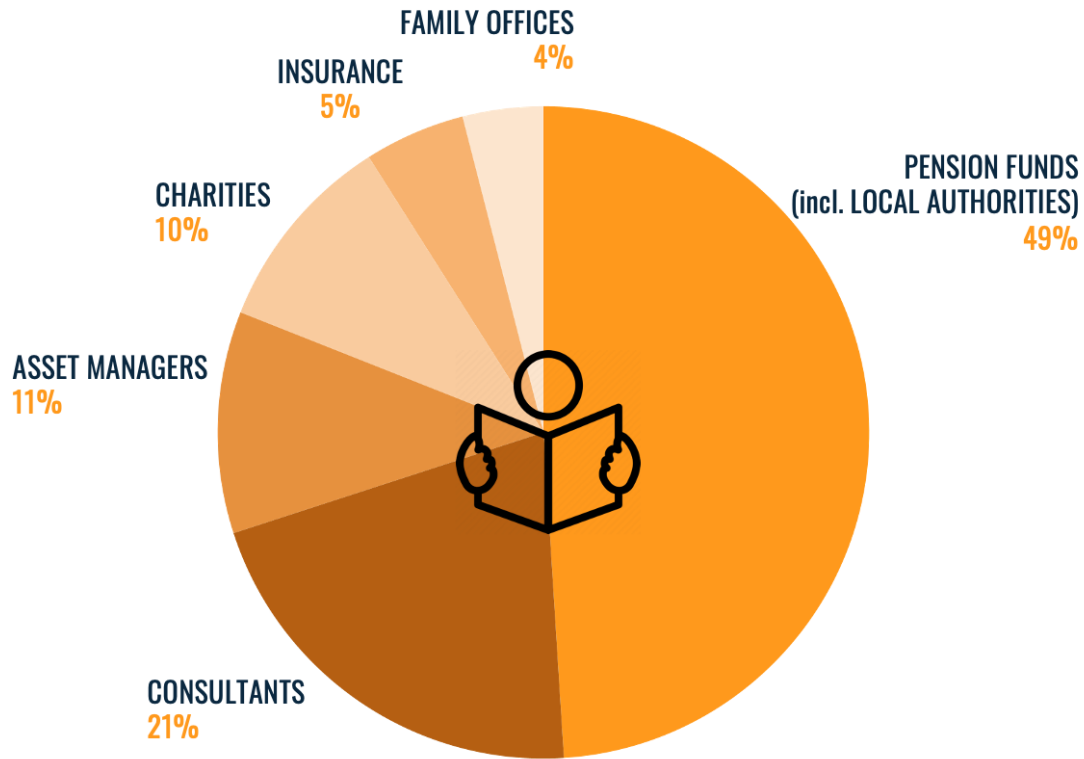
NEWSLETTER SUBSCRIBERS:
5,294



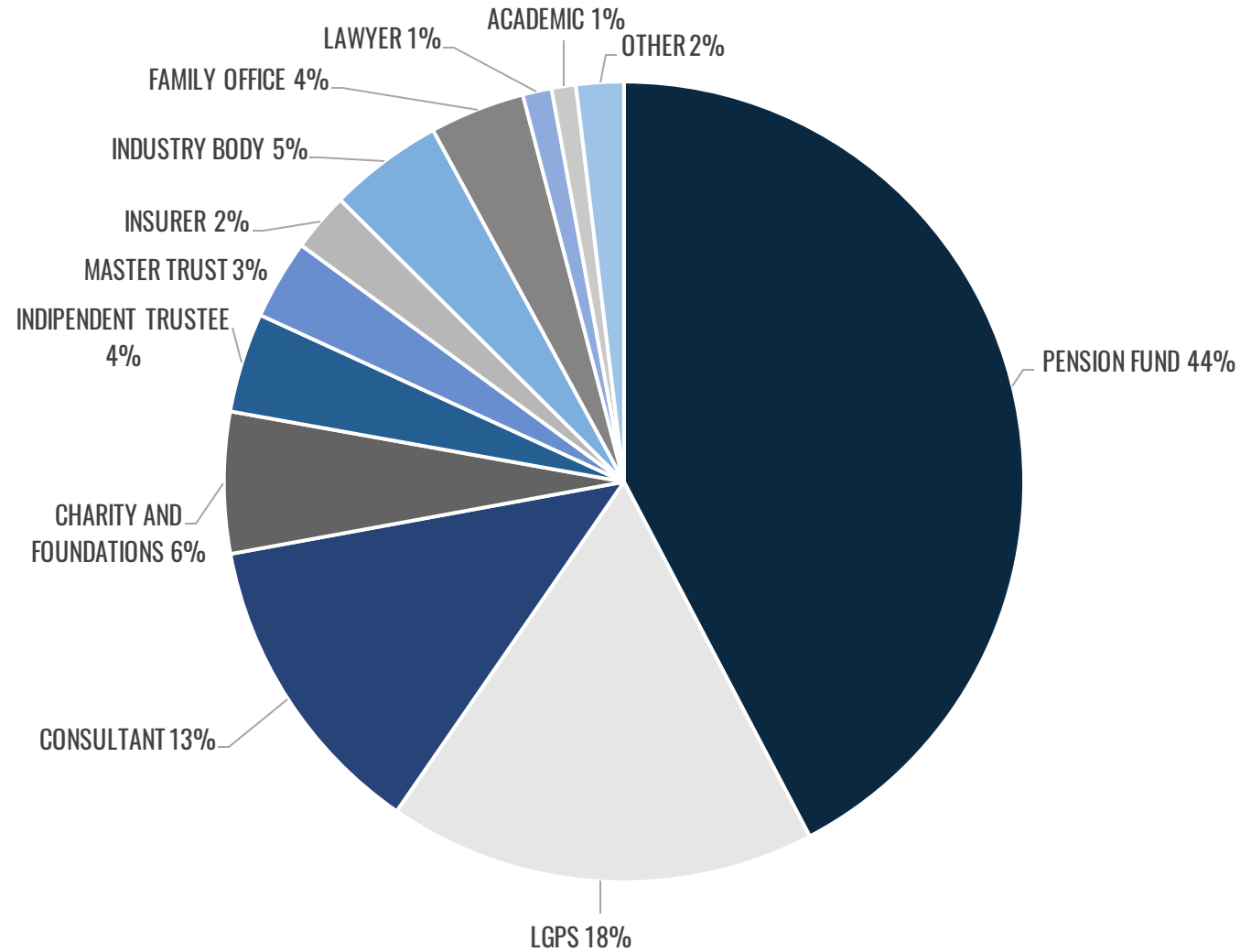
LINKEDIN & TWITTER
FOLLOWERS: **3,159**

WHO ARE OUR READERS?

PRINT READERS:



DIGITAL READERS:



Almost 7,000 copies of each issue are received by the UK's biggest DB and DC pension funds and investors and over 5,000 subscribers read our twice-weekly newsletter.

STATISTICS

GENERAL STATISTICS



Magazine distribution: **6,743**
Digital: **1,611**
Print: **5,132**



Newsletter subscribers: **5,295**
LinkedIn Followers: **2,297**
Twitter Followers: **1,119**



Average Website page views: **1,201**
Average social media impressions: **656**
Average social media clicks: **39**
Average newsletter opens: **836**
Average newsletter clicks: **204**

MOST POPULAR PACKAGES

Roundtables



Average Website page views: **1,838**
Average social media impressions: **1,057**
Average social media clicks: **79**
Average newsletter clicks: **227**

ESG Club



Average Website page views: **238**
Average social media impressions: **154**
Average social media clicks: **14**
Average newsletter clicks: **153**
2022 ESG Conference attendees: **84**

Diversity Hub



Average Website page views: **627**
Average social media impressions: **459**
Average social media clicks: **24**
Average newsletter clicks: **181**



**10 YEARS:
A DECADE OF PI**

ESG IN 2021

A NEW YEAR

Can things only get better?

HEALTHCARE

Healthy returns

POOLING

The first five years

WHAT CAN WE DO FOR YOU?



Print:

- Page advertising
- Page advertorial
- Page interview
- Portfolio Insight

Digital:

- Online ads
- Solus emails
- Virtual interview series

Events:

- Roundtable – to be one of two sponsors
- Sole sponsorship roundtable – single sponsor
- ESG conference

Clubs:

- ESG Club
- Diversity Hub

*All content produced in print gets replicated on our website at <https://www.portfolio-institutional.co.uk>

PORTFOLIO INSIGHT

HIGH IMPACT PIECE

➤ **PACKAGE DETAILS :** £9,500

• 6 pages on a topic of your choice

• One full page advert

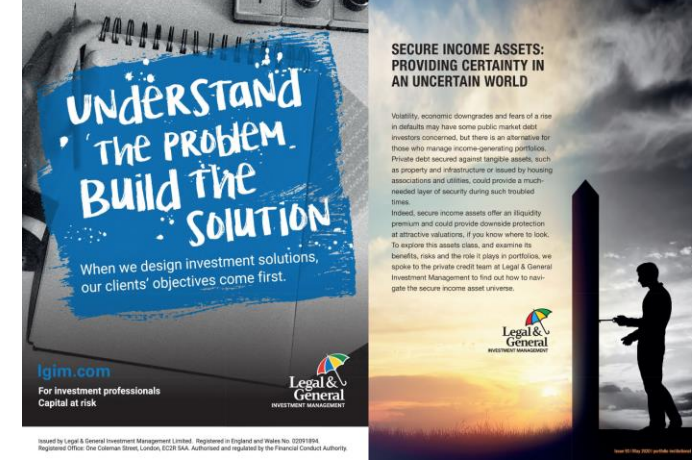
• Introduction page

• Two-page position paper and two-page interview

• PDF of Portfolio Insight

• Digital Summary of Portfolio Insight published on our website

• 2x newsletter and social media push



UNDERSTAND THE PROBLEM BUILD THE SOLUTION

When we design investment solutions, our clients' objectives come first.

igim.com
For investment professionals
Capital at risk

Legal & General INVESTMENT MANAGEMENT

Issued by Legal & General Investment Management Limited, Registered in England and Wales No. 02011894, Registered Office: One Coleman Street, London, EC2R 5AA. Authorised and regulated by the Financial Conduct Authority.

ARE SECURE INCOME ASSETS BEING OVERLOOKED?

Start Here. As one of portfolio management's private credit solutions, private credit has emerged as a key asset class for investors seeking to diversify their portfolios. It offers a range of opportunities to generate income and capital appreciation, with the potential to outperform public markets. However, it is often overlooked in favour of more traditional assets like equities and bonds. This report explores the benefits of private credit and how it can be integrated into a diversified investment strategy.

Better downside protection

Private credit offers a range of opportunities to generate income and capital appreciation, with the potential to outperform public markets. However, it is often overlooked in favour of more traditional assets like equities and bonds. This report explores the benefits of private credit and how it can be integrated into a diversified investment strategy.

Attractive valuations

Private credit offers a range of opportunities to generate income and capital appreciation, with the potential to outperform public markets. However, it is often overlooked in favour of more traditional assets like equities and bonds. This report explores the benefits of private credit and how it can be integrated into a diversified investment strategy.

Opportunity for growth

Private credit offers a range of opportunities to generate income and capital appreciation, with the potential to outperform public markets. However, it is often overlooked in favour of more traditional assets like equities and bonds. This report explores the benefits of private credit and how it can be integrated into a diversified investment strategy.

A SECURE WAY TO GENERATE STABLE CASHFLOWS

Private credit offers a range of opportunities to generate income and capital appreciation, with the potential to outperform public markets. However, it is often overlooked in favour of more traditional assets like equities and bonds. This report explores the benefits of private credit and how it can be integrated into a diversified investment strategy.

What is your main objective in this report?

Private credit offers a range of opportunities to generate income and capital appreciation, with the potential to outperform public markets. However, it is often overlooked in favour of more traditional assets like equities and bonds. This report explores the benefits of private credit and how it can be integrated into a diversified investment strategy.

What are the key findings of your report?

Private credit offers a range of opportunities to generate income and capital appreciation, with the potential to outperform public markets. However, it is often overlooked in favour of more traditional assets like equities and bonds. This report explores the benefits of private credit and how it can be integrated into a diversified investment strategy.

What is your main objective in this report?

Private credit offers a range of opportunities to generate income and capital appreciation, with the potential to outperform public markets. However, it is often overlooked in favour of more traditional assets like equities and bonds. This report explores the benefits of private credit and how it can be integrated into a diversified investment strategy.

What are the key findings of your report?

Private credit offers a range of opportunities to generate income and capital appreciation, with the potential to outperform public markets. However, it is often overlooked in favour of more traditional assets like equities and bonds. This report explores the benefits of private credit and how it can be integrated into a diversified investment strategy.



ONLINE ADS

➤ Newsletter offering:

- Billboard (970 x 250) -> £500 per week
- MPU (300 x 250) -> £300 per week
- Text ad -> £750 per week

➤ Website offering:

- Side panel (160 x 600) -> £480 per week
- Wallpaper both side panels (left and right) > £800 per week
- Billboard (970 x 250) -> £500 per week
- MPU (300 x 250) -> £300 per week
- Text ad -> £750 per week

SOLUS EMAILS

Whether you want to reach our entire newsletter readership or would like to reach a specific target market, you can now do this through our new solus email offering.

Total newsletter subscribers: **5,295** (please see page 3 for breakdown)

PRICE: £2,000 (one email per week)

VIDEO INTERVIEW SERIES

PACKAGE DETAILS:

- Our editorial team will interview up to 3 of your experts on a topic of your choice
- We will produce a series of 3 between 15- 20 minutes interviews to captivate our audience
- The videos will be recorded and then published on our website and YouTube channel
- The video series will be distributed on our newsletter and social media platform
- The videos will be published bi-weekly or monthly (you can choose the length of your campaign)
- A full post- campaign marketing report will be provided

PRICE: £15,000

STATISTICS:

Average Website views: 927
Average LinkedIn impressions: 190
Average LinkedIn clicks: 17

Average Newsletter opens: 796
Average Newsletter clicks: 88
Average duration time: 9:01 mins

PARTNERSHIPS



**PENSIONS AND
LIFETIME SAVINGS
ASSOCIATION**





portfolio
institutionell



THANK YOU!

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

We look forward to hearing from you!

CLARISSA HUBER

HEAD OF SALES

c.huber@portfolio-institutional.co.uk

07557 911 233

SILVIA SILVESTRI

CRM MANAGER AND BUSINESS DEVELOPMENT

s.silvestri@portfolio-institutional.co.uk

07585 438 656