2021 MARKETING PARTNERSHIP OPPORTUNITIES

BRANDING | THOUGHT LEADERSHIP | LEAD GENERATION | PRINT | DIGITAL | EVENTS | CUSTOM CONTENT | RESEARCH
Every day, investment executives count on P&I’s coverage of international news and global investment strategy as well as exclusive data, directories, rankings, research and special reports to provide the insight they need to make important decisions.

*Pensions & Investments’* audience is comprised of the world’s largest asset owners, investment consultants, retirement plan advisers and global asset managers.

A proven and dedicated media partner, P&I has a unique ability to consistently reach decision makers across all media platforms, making it the partner of choice for asset management marketers.

**OUR FAMILY OF PRODUCTS**

PENSIONS & INVESTMENTS  |  PIONLINE.COM  |  P&I DAILY  |  P&I DIGESTS  |  P&I CONFERENCES  |  P&I RESEARCH  |  P&I CONTENT SOLUTIONS  |  P&I WEBINARS  |  P&I RESEARCH CENTER
**AUDIENCE OVERVIEW**

**113,697+**  
Total Active Audience*  
*Unduplicated Audience

**$8.1B**  
Average Retirement Plan Fund Size*  

**87%**  
Involved in purchasing financial services and investments

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**AUDIENCE DETAILS**

- **50,229**  
  Print subscribers
- **76,225**  
  Active registered users
- **56,060+**  
  Social followers
- **25%**  
  Duplication between print and digital subscribers
- **3,900+**  
  Annual event attendees
- **72%**  
  Print subscribers are asset owners
- **65%**  
  Digital subscribers oversee funds over $100M

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**PRINT CIRCULATION**

- **52.3%**  
  Corporations
- **8%**  
  Non-Profit Institutions, Foundations
- **1.8%**  
  Unions
- **6.3%**  
  Government
- **3.7%**  
  Endowments & Foundations
- **15.3%**  
  Financial Institutions
- **12.6%**  
  Consultants & Others

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*Source: Signet Audience Study, 2017; Google Analytics, August 2020; Subscriber database, June 2020 P&I BPA Statement*
PRINT

50,299
Print subscribers

26
Issues per year

69%
Read 3 out of 4 issues

53 minutes
Average time spent reading each issue

72%
Took an action with an advertisement or article in the newspaper

95%
Find Pensions & Investments useful in the performance of their job

Source: Signet AdStudies 2020
PIONLINE.COM

- **596,119** Average monthly page views
- **280,000** Average monthly users
- **5:35** Average time spent on site

Source: Adobe Analytic, January 2020-October 2020
ADVERTISING AND SPONSORSHIP OVERVIEW

Pensions & Investments offers a broad range of solutions for engaging our highly qualified audience of institutional investors by leveraging our distribution channels — print, digital, custom, research and educational events.

P&I’s platforms provide our marketing partners with:

- High-impact branding opportunities
- Thought leadership positioning and content strategy
- Targeted lead generation
- Live and virtual educational events
- Direct access to our audience for research opportunities
IMPACT AND BRANDING

Brand awareness remains critical to success in gaining traction and growing assets with institutional investors. Support your efforts with high-impact branding opportunities across print and digital channels.
PRINT ADVERTISING

The print edition of Pensions & Investments offers six high-impact branding opportunities.

Our bi-weekly issue — delivered 26 times a year — offers the latest news, trends, data and insights into the business of money management. Our 50,299 subscribers rely on Pensions & Investments for the information they need to stay current on all facets of the institutional investment industry.

High-Impact Positions
- Cover wraps
- Back cover
- Center spreads
- Opposite opening of special reports
- Consecutive ads
- Special report buyouts
Pionline.com is the go-to website for the latest news, insights and data for the institutional investment community; the ideal platform for digital advertising to a hard-to-reach audience. Pionline.com offers a variety of display advertising options, that include high-impact units.

All ad sizes meet or exceed IAB viewability standards.

**High-Impact and display ad units**
- Interstitial 640 x 480 px
- Billboard 970 x 250 px
- Half-Page 300 x 600 px
- MREC 300 x 250 px

A portion of the campaign can have contextual targeting applied.
P&E deploys topically focused newsletters (Digests) throughout the week to the institutional investment audience. Each newsletter offers a high-impact branding opportunity to align with P&E’s exclusive editorial content around specific topics of interest.

P&E Daily provides access to three specific segments of our audience; plan sponsors, consultants and investment managers. The Daily includes the latest news and industry developments to keep our readers up-to-date on what they need to know to do their jobs. Newsletter advertisers have exclusive once-a-week ownership of both display ad units running in the e-newsletter.

Digest Topics
- Defined Contribution
- Alternatives
- Plan Sponsor
- Investments
- ESG

Bi-Weekly Newsletters
- Editors’ Picks
- Issue Alert

P&E Daily
- Plan sponsor edition
- Consultants edition
- Money manager edition

Ad units: Leaderboard 728 x 90 px | MRec 300 x 250 px
THOUGHT LEADERSHIP

Share your expertise and insight with our audience of institutional investment executives. With distribution across print, digital and social media, you can leverage in-house thought leadership or partner with P&I’s content solutions team to produce fresh content specifically created for the P&I audience.
SPONSORED CONTENT POST

Feature your firm’s thought leadership content on pionline.com.

- Custom landing page can feature an article or video asset with related content links, white papers, infographics, etc.
- Your content is organically integrated with P&I news articles, optimizing engagement
- Promotional efforts include traffic drivers on pionline.com, P&I Daily, Digest and Knowledge Exchange newsletters and across social channels
- Detailed post-report including digital engagement metrics and benchmark comparisons
- Lead gen form to unlock full content is optional

THOUGHT LEADERSHIP
SPONSORED SUPPLEMENTS

The P&I sponsored supplement program provides high-impact insight and analysis about specific topics of interest to P&I readers — your clients and prospects.

- Featured across multiple channels, an executive from your firm will be interviewed for the content, featured in the long-form digital article, print supplement and live webinar
- Option to provide links, videos and white papers within the digital article page
- Print supplement inserted into Pensions & Investments and distributed to full circulation of 50,299
- Full page ad in the supplement
- Promotional efforts include traffic drivers on pionline.com, P&I Daily, Digest and Knowledge Exchange newsletters and across social channels
- Supplements are limited to four partnering firms
- Detailed post-report include digital engagement metrics, webinar audience demographics and participation detail, with benchmark comparisons

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SPONSORED ROUNDTABLES

P&I provide an in-depth report on key topics of interest to our audience. This six-page report and digital landing page is an excellent way to highlight your firm’s investment expertise.

- Firm subject matter expert interviewed for Q&A roundtable
- Six-page article including a half-page ad featured in P&I print publication
- 3-5-minute video interview with subject matter expert associated with roundtable content
- Sponsored social sharing distribution on LinkedIn, Facebook and Twitter
- Promotional efforts include traffic drivers on pionline.com, P&I Daily, Digest and Knowledge Exchange newsletters and across social channels
- Roundtables are limited to three partnering firms
- Detailed post-report include digital engagement metrics and benchmark comparisons

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<td>Target-Date Funds</td>
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The Investment Insights program, produced by P&I Content Solutions, provides a turnkey content marketing program that is designed to resonate and engage your top prospects.

This investment-focused content will feature one or two of your top executives discussing investment strategy and process.

- A choice of a full-page, full-page spread or a combo full-page/display ad in Pensions & Investments
- Digital landing page posted on the Partner Content page on pionline.com. Landing page can feature additional assets such as related content links, white papers, infographics, videos, etc.
- Content is organically integrated with P&I news articles, optimizing engagement
- Promotional efforts include traffic drivers on pionline.com, P&I Daily, Digest and Knowledge Exchange newsletters and across social channels
- Detailed post-report includes digital engagement metrics and benchmark comparisons
PARTNER EMAIL PROGRAM

P&I’s partner email program affords a quick and efficient thought leadership distribution to P&I’s highly targeted audience of asset owners, investment consultants, retirement plan advisors and/or asset managers.

- Elements can include logo placement, content distribution, white papers, data visualization, action, etc.
- 100% share of voice
- Program includes pre-distribution creative consultation and post-distribution reporting and insights
- Detailed post-report includes digital engagement metrics and benchmark comparisons
DIGITAL SPECIAL REPORT SPONSORSHIP

This exclusive sponsorship offers 100% share of voice and an opportunity to prominently feature your firm’s thought leadership and drive engagement.

• Display ad takeover on special report landing page and associated articles
• Exclusive sponsor of the digital special report email with opportunity to feature three pieces of thought leadership linking back to your website
• Firm logo in the email header and marketing message with call to action in “featured sponsor” box

AVAILABLE SPECIAL REPORTS

Premier Issues
February 8 P&I 1,000: Largest U.S. Retirement Funds
May 31 Largest Money Managers

Topical Special Reports
January 11 Investment Outlook 2021
May 17 Diversity in Institutional Investing
June 14 Impact Investing
June 28 OCIO and Mass Customization
July 26 Defined Contribution Money Managers
October 4 Real Estate Investment Managers
November 29 Consultants
LEAD GENERATION

Engage directly with our audience of investment executives by sharing your thought leadership and insights through digital distribution, virtual or live events and webinars. Identify prospects and cultivate leads to drive your business.
CONFERENCES

Distinguished and powerful asset owners trust Pensions & Investments to deliver the valuable information they need to do their jobs. P&I Conferences combine the power of print, digital and live and virtual events to provide the thought leadership that institutional investors require to be successful.

P&I Conference sponsors get the benefit of a complete 6+ month, turnkey campaign. Sponsorship is exclusive and limited by topic. Attendance is inclusive of only highly qualified asset owners and consultants.

2021 Conference Calendar

- Defined Contribution Spring Virtual Conference Series  |  March 8-1
- DC Investment Lineup Virtual Conference Series  |  April 19-22
- ESG Investing Virtual Conference Series  |  May 17-20
- Canadian Pension Risk Conference  |  June 3
- Private Markets Virtual Conference Series  |  June 15-17
- Retirement Income Conference  |  September
- Managing Pension Risk and Liabilities Conference  |  October
- West Coast Defined Contribution Conference  |  October
- WorldPensionSummit  |  October
- Global Pension Symposium  |  November
- The Evolution of OCIO Conference  |  November
- Fixed Income and Credit Conference  |  November

2020 Conference Stats

- 3,905 Total registrations
- 2,412 Total asset owner registrations
- $8T+ Total estimated assets
SPONSORED WEBINARS

P&I’s turnkey webinar sponsorship offers an opportunity to deliver compelling content directly to an audience of decision-making institutional investors.

- Promotional efforts include email promotion to targeted audience segments, traffic drivers on pionline.com and P&I Daily, Digest newsletters
- Opportunity to include custom questions in the registration form
- Option to integrate video and live polling
- List of registrants pre- and post-webinar
- Detailed post-report including digital engagement metrics, live attendees and on-demand attendees

Webinar sponsors are responsible for securing all speakers and moderators.
P&I’s Thought Leadership Program features your white paper on pionline.com generating monthly leads from our qualified audience of institutional investors.

The program includes:

- Quarterly posting of your white paper on dedicated landing page on pionline.com
- Listing in P&I’s Knowledge Exchange newsletter deployed 2x per month
- Posting on pionline.com white paper promo module and in the P&I Daily and P&I Digest newsletters
- Leads will be shared via JotForm spreadsheet and downloaded as an Excel file
RESEARCH

Access our highly targeted and qualified audience of institutional investment executives and investment consultants to conduct quantitative or qualitative research.

Partner with P&I to create co-branded research and thought-leadership content leveraging our access and expertise.
CUSTOM RESEARCH & AUDIENCE SEGMENTATION

Pensions & Investments audience falls into three segments:
- Asset owners
- Investment managers
- Consultants and retirement plan advisors

Within these segments P&I can filter the list to ensure your research is reaching the executives you are most interested in learning from.

- Top-level selects start with the three main segments and can be filtered with job title, fund size, assets under management, geography, etc.
- Within the asset owner segment, we can filter by firm type (corporate, public, endowment, foundation).
- Investment managers can be filtered by firm type as well as vehicles: mutual funds, hedge funds, private equity venture capital, banks, brokerages, exchanges.

This pinpoint accuracy ensures we are surveying your target audience.

The P&I Research Advisory leadership team is well versed in all aspects of research including:

Quantitative:
- Questionnaire development
- Response analysis

Qualitative:
- Phone interviews
- Roundtable discussions
- Focus groups
## 2021 PUBLISHING AND EVENT CALENDAR

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Q1 Top-Performing Managers |
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*Images of Pensions & Investments articles and conference announcements are included.*
Please contact us for rates, availability and details.

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