



**IPE**  
INVESTMENT & PENSIONS EUROPE  
DECEMBER 2011  
ipe.com

**On The Record**  
Funds on the euro crisis

**Investing In**  
Hedge Funds  
Funds of funds survey

**ESG Report**  
Forest bonds

**How We Run Our Money**  
Pensionskasse SBB

**Special Report**  
Asset Allocation  
**Pensions In**  
Switzerland

*When interest rates bite*

## Media Information 2012

January 5, 2012





## Company Information

**IPE International Publishers** is an independently owned company founded in 1996. IPE's key products include:

### **IPE – Investment & Pensions Europe - monthly magazine**

- 10,480 circulation<sup>\*\*</sup>: Europe ex-UK 76%, UK 18%, Other 6%
  - 81% of the circulation is to pension funds, other capital owners & consultants.
- <sup>\*\*</sup>ABC July - June 11

### **IPE.com – daily web-based news service and comprehensive archive**

- 66,000 registered users (as at October 2011)
- 2,027,301 plus page views p.a.
- Average time on site 6 minutes and 37 seconds

### **IPE-Quest – web-based manager search service**

- Around 1,500 asset managers registered globally have replied through the website
- Around 1,000 mandates valued at \$100 billion since launch in 1999

### **The IPE Awards – annual awards event for Europe's Pension Funds**

- More than 280 senior pension fund executives attended the November 2011 event in Brussels

### **IP Real Estate – bi-monthly magazine**

- IP Real Estate presents international capital owners with objective editorial exploring the rapid development of this asset class

### **IPE 360°**

- A unique venture enabling senior pension executives to meet with people in institutions facing similar opportunities and challenges. The “think-tank” approach provides members with the opportunity to build relationships and to discuss ideas and create solutions to the complex task of managing assets to meet long-term liabilities.



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## **IPE Magazine Introduction**

Investment & Pensions Europe is a monthly magazine targeting those responsible for running pension funds in Europe. Since our first issue was published in February 1997, IPE has built an influential position within the European institutional investor marketplace. We now have a monthly circulation of 10,480 copies, of which more than 76% is among readers in continental Europe.

The inspiration for the launch of IPE was the recognition that in the long term many European countries faced a serious challenge in meeting the retirement needs of their ageing populations. We realised that the long established and often over generous pay-as-you-go state pensions systems are not viable and would have to be supported by greater funding of pensions.

When IPE was launched, this crucial issue was not generally recognised. Since then, pensions have become a major concern in many countries and increased occupational and individual retirement provision is being encouraged. As a result, a major opportunity has been created for the asset management industry and others in the financial community to meet the needs of this expanding marketplace. IPE can play an important role in enabling them to deliver their message to our readers.

IPE provides an unparalleled conduit for those providing services to the European pensions community to reach this customer base effectively. We have created a unique database of pension funds country-by-country and continue to develop and refine this constantly to ensure IPE has the most comprehensive and well-targeted readership possible.

As the investment and related topics we deal with are of key interest to other financial institutions, we have a significant readership among insurance companies, investment managers and other investors, including private banks, family offices, foundations and charities. Investment and pension consultants also form an important part of our readership base.

In addition to the magazine, IPE publishes monthly supplements on a wide range of topics designed to keep readers abreast of specialist areas in greater detail. Some supplements have become authoritative sources on their area and have a regular place in the IPE editorial calendar. The 2012 supplement schedule is included, but additional topics will be added in response to market developments.



## Editorial Overview

IPE's target audience is Europe's institutional investment community. Each month our experienced team researches and analyses a broad range of topics with an emphasis on investment and regulatory issues of relevance to pension funds, foundations, charities, reserve funds, investment and pension consultants, asset managers, fiduciary managers, and the portfolio management and investment teams within financial institutions such as private banks, insurance companies or multi managers.

Apart from the decision makers at all leading pension funds, our readers also include top opinion formers in government, public service, academia, pension associations and other professional and trade bodies. Our readership also includes suppliers of services and products to the institutional investment community, such as banks, custodians, and index and technology providers, among others.

### Regular editorial sections 2012

<b>News</b>	Key industry developments and people moves.
<b>Analysis</b>	Examining the significance of the month's events.
<b>Accountancy Report</b>	News, issues and decisions from the International Accounting Standards Board.
<b>Letter from Brussels</b>	Pension, investment and related issues from the European Commission and Parliament.
<b>Letter from the US</b>	An American perspective on pension and investment issues.
<b>Investment Manager Expectations</b>	IPE's survey of around 100 asset managers for the outlook on equities, bonds and major currencies.
<b>On The Record</b>	Pension funds in their own words.
<b>Briefing</b>	Incisive articles on key areas of interest in the pension and investment worlds.
<b>Pensions In</b>	Pension and investment developments in all key European countries and regions.
<b>Investing In</b>	Extensive analysis of a major asset class, including an exclusive IPE asset manager survey.
<b>Special Reports</b>	A major investment topic in depth.
Data and Surveys	In the course of 2012 we will be migrating our benchmark, exclusive asset class and market survey data to a new, interactive website that will allow users to research asset managers and strategies and asset managers to benchmark their market share against their competitors.
<b>Strategically Speaking</b>	Interviews with senior asset management executives.
<b>Risk Management</b>	Regular coverage focusing on all aspects of investment and liability management from a risk perspective.
<b>Asset Allocation and Data</b>	Regular updates on fixed income, currencies, hedge funds and macro investment flows.
<b>Conference Diary</b>	Listing of conferences of interest to institutional investors.
<b>Off The Record</b>	Gauging the views of the pension fund community each month through exclusive online surveys.



## Features List 2012

2012	Pensions In	Trustee briefing	Investing In	Special Report	Supplements	Other IPE Publications
Jan	CEE	Managing the tender process	Emerging and frontier equities	Latin America		IPAsia
Feb	Ireland*	Best practice administration	Small and mid-caps	Equity sectors		Real Estate – Debt IPN
Mar	Netherlands * Belgium*	Trustee training	European equities	Pension and investment consultants	Defined contribution	Real Estate IPAsia
Apr	Germany * Austria*	Regulation roundup	Global Credit	Boutique asset managers		IPN
May	Nordic Region France*	Transition to DC	Private equity	Infra-structure		Real Estate IPAsia
Jun	Switzerland The Mediterranean	Communication with members	US equity	Indices and Benchmarks	Top 400 Asset Managers	IPN
Jul/ Aug	Italy*	What Europe offers	Structured credit	Commodities		Real Estate – Emerging Markets
Aug						IPN
Sep	UK* Netherlands	Managing derivatives	Emerging market debt	Securities services & operational risk		Real Estate IPAsia
Oct	Germany Spain* Portugal*	Managing international pension funds	Developed market sovereign bonds	Fiduciary Management	Top 1000 Pension Funds	IPN REIM Guide
Nov	Nordic Region *	Communication with asset managers	Global equity	Currency		Real Estate IPAsia
Dec	Switzerland *	Fees	Hedge funds	Macro & asset allocation		IPN
Jan 2013	CEE	Recruiting investment staff	Emerging & frontier markets	Asia		Real Estate IPAsia

\* Including asset manager survey.



## Circulation: 10,480

IPE's circulation is expanded continuously and updated on an ongoing basis to give advertisers the best possible readership within our target market. The circulation is audited by the UK's ABC, the Audit Bureau of Circulations (see page 20), which is an independent association responsible for verifying a publication's circulations. IPE's average monthly distribution, July'10-June'11 was 10,480. The following geographic statistics have been extracted from the May 2011 audit issue:

### Circulation: Geographic Analysis\*

Region	Copies	Percentage
<b>United Kingdom</b>	<b>1,972</b>	<b>18%</b>
<b>Continental Europe</b>	<b>8,229</b>	<b>76%</b>
- Austria	163	
- Belgium	365	
- Denmark	309	
- Finland	255	
- France	1,218	
- Germany	1,278	
- Greece	33	
- Iceland	54	
- Ireland	330	
- Italy	518	
- Luxembourg	107	
- Netherlands	1,409	
- Norway	137	
- Portugal	142	
- Spain	284	
- Sweden	368	
- Switzerland	884	
- Other European countries	95	
- Central & Eastern Europe	280	
- North America	498	<b>5%</b>
- Rest of the World	143	<b>1%</b>
<b>Total circulation</b>	<b>10,842</b>	<b>100%</b>

\* Based on the audited May 2011 issue of IPE



**Key Target Readers\***  
**Buy Side – Investors – Capital Owners**

<b>Capital Owners - Continental Europe</b> Pension Funds, Endowments, Foundations Central Banks	<b>3,841</b>
<b>Capital Owners – UK</b> Pension Funds, Corporates Charities, Foundations	<b>736</b>
<b>Financial Institutions - Continental Europe</b> Insurance Companies; Investment Managers Regional, Smaller and Private Banks Multi-Managers	<b>2,420</b>
<b>Financial Institutions – UK</b> Insurance Companies, Investment Managers Regional, Smaller and Private Banks Multi-Managers	<b>390</b>
<b>Consultants - Continental Europe</b>	<b>704</b>
<b>Consultants – UK</b>	<b>239</b>
<b>All Buy Side - Rest of World</b> Pension Funds, Corporates, Endowments Foundations, Central Banks Insurance Companies, Multi-Managers; Banks, Private Banks	<b>203</b>
<b>Key Pensions Industry Influencers – Globally</b> Academics, Associations Governments, Regulators	<b>276</b>
<b>Total buy side</b>	<b>8,809</b>

*\* Based on the audited May 2011 issue of IPE*



**Key Target Readers\***  
**Supply Side – Vendors – Service Providers**

<b>Asset Management</b> Senior marketing professionals at financial institutions Serving Pension Funds	<b>1,336</b>
<b>Investment Banking</b> Institutional Broking, Derivative Sales, Investment Solutions	<b>160</b>
Custody & Asset Servicing	<b>135</b>
Exchanges, Index Providers	<b>77</b>
Technology & Software	<b>24</b>
Data & Information Providers	<b>46</b>
Performance Monitors & Performance Measurement	<b>7</b>
<b>Professional Services</b> Legal, Accountancy, Management Consultancy	<b>63</b>
<b>Financial Communications</b> Journalists, Media Owners, Advertising and Financial PR Specialists Conference Organisers, Press Cutting Agencies	<b>104</b>
<b>Other</b> e.g. Information Libraries, Subscription Agencies	<b>81</b>
<b>Total supply side</b>	<b>2,033</b>

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**BUY SIDE – SUPPLY SIDE circulation split**

Total Capital Owners	(81%)	8,809
Total Vendors & Service Providers	(19%)	2,033
<b>Total Circulation</b>	<b>(100%)</b>	<b>10,842</b>

\* Based on the audited May 2011 issue of IPE



## Advertisement Rate Card 2012

As at January 1 <sup>st</sup> 2012	€	£
Full page. Run of magazine	13,850	9,600
Full page. Page 4 or 6	15,000	10,450
Full page. First RHP page 9	15,000	10,450
Junior page	9,100	6,200
Half page	8,350	5,800
Quarter page	5,350	3,700
Double page spread	27,800	19,300
Half page spread	17,250	11,600
<b>Guaranteed Position</b>	<b>+15%</b>	<b>+15%</b>
Outside back cover	18,250	12,400
Inside front cover	16,500	11,500
Inside back cover	15,000	10,400

Note: IPE reserves the right to update the rate card in line with fluctuations in the international currency markets. Plus VAT where applicable

Multiple Insertion Discounts	3+	6+	9+	11+
Per Page Booked	5%	10%	15%	20%

**Notice for cancellation not less than one month prior to copy date.  
We reserve the right to invoice for orders cancelled within this period**

+ VAT where applicable



## Mechanical Data & Publishing Schedule 2012

### Mechanical Data

Dimensions	Height (mm)	Width (mm)
Double page spread – bleed	345	500
Double page spread – trim	335	490
Full page – bleed	345	255
Full page – trim	335	245
Junior page (4 column format)	212	148
Half page – horizontal	140	210
Half page – vertical	290	100
Mini page – (5 column format)	180	125
Quarter page – horizontal	65	210
Quarter page – vertical	140	100
Eighth page – horizontal	30	210

**Advertising Material** – Press optimised PDF. High resolution (at least 300 dpi) and CMYK.

**PLEASE NOTE** When supplying a PDF the OPI settings must be switched **OFF**

### Publishing Schedule

Issue	Copy date for Advertorials	Copy date for Adverts	Mailing date
<b>January</b>	02/12/11	09/12/11	16/12/11
<b>February</b>	06/01/12	13/01/12	20/01/12
<b>March</b>	03/02/12	10/02/12	17/02/12
<b>April</b>	09/03/12	16/03/12	23/03/12
<b>May</b>	13/04/12	20/04/12	27/04/12
<b>June</b>	11/05/12	18/05/12	25/05/12
<b>July/ August</b>	08/06/12	15/06/12	22/06/12
<b>August</b>			
<b>September</b>	10/08/12	17/08/12	24/08/12
<b>October</b>	07/09/12	14/09/12	21/09/12
<b>November</b>	05/10/12	12/10/12	19/10/12
<b>December</b>	02/11/12	09/11/12	16/11/12
<b>January 2013</b>	30/11/12	07/12/12	14/12/12



## IPE Events

2012 IPE European Pension Funds Awards will take place on 29 November in Copenhagen.

### IPE Awards 2011 – Brussels

The IPE Awards is the event that sets the industry benchmark for excellence in the management of Europe's pension funds – an event that recognises and rewards the hard work and creative thinking of both the pension funds and their executives.

The IPE Awards was held in Brussels on 17 November 2011.

#### Categories

<b>Gold Awards</b>	Best European Pension Fund, Best Long-Term Investment Strategy, Outstanding Industry Contribution, Pension Fund Personality of the Year
<b>Silver Awards</b>	Best Corporate Pension Fund Best Industry-Wide Pension Fund Best Public Pension Fund Best Small Pension Fund
<b>Themed Awards 2011 included:</b>	DB/DC, Innovation, Hedge Funds, Real Estate, Portfolio Construction, Commodities, Emerging markets, Risk Management, In-House Investment Team/Best Pension Fund-owned Asset Manager
<b>Country Awards</b>	Austria, Belgium, CEE, Denmark, Finland, France, Germany, Iceland, Ireland, Italy, Netherlands, Norway, Portugal, Small countries, Spain, Sweden, Switzerland, UK.

**Attendees in 2011: 600 guests inc. 283 pension fund executives / capital owners**

IPE Awards provides the sponsors with the unique exposure to the leading pension funds and consultants throughout Europe.

<b>Company Type</b>	<b>%</b>	<b>Geographical</b>	<b>%</b>
Pension Funds	47	Aut/Swi	5
Sponsors	36	BeLux	14
Consultants	8	CEE	3.5
IPE Staff	5	France	4
Press	2	Germany	6
Others	2	Italy	14
		Netherlands	14
		Nordic	5.5
		Spa/Por	3
		UK	25
		Other	6

**For further information click on [www.ipe.com/awards](http://www.ipe.com/awards)  
Or contact Yvonne Cooke on +44 (0)20 3465 9315, [yvonne.cooke@ipe.com](mailto:yvonne.cooke@ipe.com)**



## IPE.com

IPE.com is a resource designed for professionals in the pan-European institutional investment and pensions industries. The service provides a daily e-mailed news service requested by over 28,852 registered users. Launched in 1999, the service provides the latest pan – European news, industry analysis, webcasts, tv, events and white papers.

**Audience:** 66,000 registered users (as at October 2011)

### Geographic breakdown

• United Kingdom & Ireland	42.09%
• Benelux: Belgium, Luxembourg, Netherlands	11.33%
• France	3.25%
• Switzerland, Germany, Austria	8.14%
• United States	14.92%
• Scandinavia & Nordic's	8.3%
• Southern Europe	2.7%
• Rest of the world	20.29%

### Users by Occupation

• Institutional Investors & Consultants	25.70%
• Investment Managers	15.70%
• Investor Services	22.80%
• Media/PR	7.10%
• Influencers	6.70%
• Professional Services	6.00%
• Real Estate	7.80%
• Other	8.20%

## Advertising

IPE.com provides advertisers with an environment to connect with an influential decision making audience in a trusted and engaging editorial environment.

### Advertising Formats

Website or email Top Banner 728 x 90 pixels

Website or email Skyscraper 120 x 600 or 160 x 600 pixels

Website or email MPU 300 x 250 pixels

Website or email Tile 120 x 60 or 120 x 120 pixels

**Accepted Formats Website:** JPG, GIF & Flash

**Accepted Formats Daily Email:** JPG & GIF

**Looping:** 15 second limit; no continuous looping; looping is limited to 3 loops, for a total of 15 seconds

**Maximum File Size:** 40k



## ADVERTISING RATES

### IPE.com rates in GBP (cost per thousand impressions)

	Top Banner	Skyscraper	MPU	Tile
Target: pan-European Institutional Investors	75	65	65	55
Target: pan-European Asset Managers	65	55	55	45
Target: Run of Site / General Registered Users	55	45	45	40

### IPE.com daily news email

	Banner	Skyscraper	Tile
Monthly	10,000	7,500	5,000
Weekly	2,500	1,875	1,250
Daily	500	375	250

### IPE.com daily news email sponsorship

Per email	1,500
Package of 4	5,000

**IPE.com monthly wrap-up email** 5,000

### IP Real Estate.com rates in GBP

	Top Banner	Skyscraper	MPU	Tile
IP Real Estate.com Monthly	3,000	2,000	2,000	1,500

### IP Real Estate.com news email

	Banner	Skyscraper	Tile
Monthly	2,000	1,500	1,000

### IP Real Estate.com news email sponsorship

Per email	1,250
Package of 4	4,000

**IP Real Estate.com monthly wrap-up email** 5,000

### IPA.com rates in USD

	Top Banner	Skyscraper	MPU	Tile
IPA.com Monthly	2,225	1,500	1,500	750

### IPA.com news email

	Banner	Skyscraper	Tile
Monthly	2,225	1,500	750

### IPA.com news email sponsorship

Per email	750
Package of 4	2,500

**IPA.com monthly wrap-up email** 1,750



## IPN.com rates in EURO

<b>IPN.com</b>	Top Banner	Skyscraper	Tile	
Monthly	1,500	1,000	750	
Monthly wallpaper format	2,000			
<b>IPN.com news email</b>	Banner	Skyscraper	MPU	Tile
Monthly	1,500	1,000	1,000	750
Monthly wallpaper format	2,000			
<b>IPN.com news email sponsorship</b>				
Per email	750			
Package of 4	2,500			
<b>IPN.com monthly wrap-up email</b>	1,750			

## IPE.com Digital Edition

	x1	x4	x6
<b>Links</b>	£200	£700	£900
<b>Hotspot</b>	£300	£1,100	£1,500
<b>Scrolling ticker</b>	£200	£700	£900
<b>Bookmark</b>	£500	£1,900	£2,700
<b>Edition sponsorship</b>	£1,500	£5,500	£7,500

## Webcasting

<b>Video / Audio webcast</b>	£16,500
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## Whitepapers

£1,500 per posting



## **IPE.com Webcasts**

Our webinar format is typically a live and archived or pre-recorded 'session' of no more than an hour. It is streamed live via a custom-branded player which features the speaker photograph, voice, slides and customisable tabs including Q&A/Feedback, Support etc.

This format brings with it a number of benefits for the parties involved:

Hosts – sticky content, easily and quickly created, added value, accessible knowledge transfer for your audience.

Attendees/Delegates – increased knowledge, no travel costs, no time out of the office, minimum system requirements, no plug-ins required, easy access, archived webcasts accessible at any time.

Speakers - no travel required, no time out of the office, only a maximum of 60 minutes on the live day or on the day of recording, interact live with the international community, easy access.

Sponsors – sophisticated prospecting, international outreach, no travel costs, no time out of the office, easy access, increased management intelligence as a result of attendee statistics.

To view examples of past IPE.com webcasts please visit [www.ipe.com/webcasts/](http://www.ipe.com/webcasts/)

### **IPE TV**

IPE is delighted to announce our NEW Online TV Services. Video-based interview, presentation and or round table debates which are pre-recorded to 'enrich' your online communications. This could include an interview at your office or a recorded presentation in our London studio for stand-alone online content.

To discuss IPE.com advertising opportunities please contact

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## IPE-Quest

IPE-Quest is designed to connect institutional investors and asset managers. It provides institutional investors with easy-to-use web-based technology that delivers a manager long-list pre-RFP. And it allows asset managers to place their capabilities in any given asset class in front of potential clients.

Around 1,000 mandates valued at some US \$100 billion have been placed on IPE-Quest since its launch in July 1999.

Investors announce their manager searches – Quests – free of charge and anonymously on the IPE-Quest site. Registered asset managers are able to view the Quests and decide whether or not to reply. Responding via the online application form attached to each Quest costs asset managers approximately EUR 200 per response.

We don't screen. We don't consult. We simply collect and deliver data.

While most institutional investors and consultants request anonymity when using IPE-Quest, those organisations named here have very kindly agreed to let us state that they have used IPE-Quest and were satisfied with the service:

ABP Investments - Netherlands	Kottmann Advisory - Switzerland
AHV - Switzerland	Lærernes Pension - Denmark
Alpha Portfolio Advisors – Germany	MBS Capital Advice – Switzerland
Amonis - Belgium	National Treasury Management Agency - Ireland
APK – Austria	Nomura Asset Management – UK
BAE Systems – UK	Norges Bank Investment Management - Norway
Bank Leu - Switzerland	Parex Asset Management - Latvia
Complementa - Switzerland	Pen-Sam – Denmark
Cordares – Netherlands	Pensioenfonds Metaal - Belgium
Danske Bank - Denmark	Pensionskasse Manor - Switzerland
DIP – Denmark	PensPlan - Italy
Doctors Pension Fund Services - Netherlands	PKA - Denmark
EDS – Belgium	Procordias - Sweden
FSE Construction - Belgium	PUBLICA - Switzerland
Fund Consulting - UK	Robert Bosch - Germany
Goris Advies - Netherlands	Sampension – Denmark
Industriens Pension - Denmark	SFB Vermogenbeheer BV - Netherlands
Investment Solutions - UK	Spaengler KAG - Austria
JOEP – Denmark	TKP Investments - Netherlands
Kempen Capital Management - Netherlands	TRW (Lucas Verity) - UK
Kieger - Switzerland	VKG - Belgium
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## **IPE 360°**

**IPE 360°** is a series of top-level meetings for those responsible for running Europe's pension funds and their advisers.

The IPE 360° initiative is a unique venture enabling senior pensions people to meet with those in funds facing similar opportunities and challenges. The 'think-tank' approach provides its members with the opportunity to build relationships in a relaxed and strictly enforced 'non-selling' environment, and to discuss ideas and create solutions to the complex task of managing assets to meet long term liabilities.

Three meetings are held each year in comfortable and secluded venues outside major European cities. In 2012 the meetings will be held in March in Budapest, in June just outside Paris and in October in Windsor, near London.

If you would like to join this forum please contact:

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