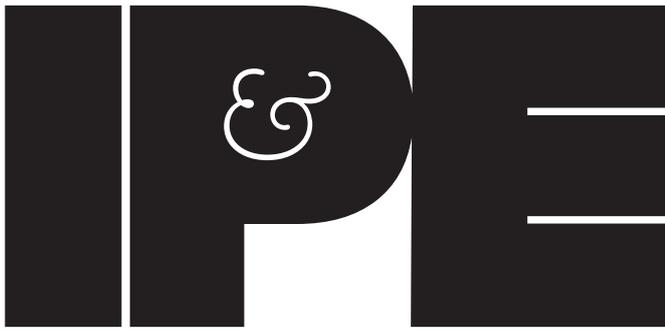


INVESTMENT & PENSIONS EUROPE



- IPE Magazine - Print & Digital
- IPE.com
- Content Marketing
- Live Webcasts
- IPE Conferences & Awards
- Subject / Regional Events
- Pension Fund Mandates
- IPE Real Assets

[www.ipe.com](http://www.ipe.com)

The most relevant and targeted platform for your organisation to deliver its message to and raise its profile among senior pension fund decision makers



Information and rates **2021**



# Introduction

IPE is a multinational, market-leading niche financial information provider which is both European and global with roots in the UK. It is focused on pension funds and other institutional investors, and those who serve them; all of IPE's products and services have the central objective of facilitating and enhancing interaction between these groups, specifically between the buy and sell side of the industry.

We have successfully created a suite of editorial products and services which are used by the industry's most senior executives. In close consultation with our readers we continue to develop these products and services; this includes adapting them to meet the challenges posed by remote working and travel bans.

Our readers trust and value the IPE brand both for the integrity of its products and because they know that we understand our readers, their needs, and how they change.

IPE is delighted to have been named Institutional Team of the Year in the 2020 Aegon Asset Management Journalism Awards, and Institutional Investment Publication of the Year in the 2020 Willis Towers Watson Virtual Media Awards.



**IPE** BRINGING TOGETHER EUROPE'S  
PENSION FUNDS SINCE 1997

## The value of IPE to our European pension fund readers



**IVONNE FORNO,**  
MANAGING DIRECTOR,  
LABORFONDS, ITALY

*IPE editorial is very useful for me and my colleagues, because Italian pension funds (second pillar) are very young in terms of experience and AUM. IPE editorial provides coverage of foreign pension funds' experiences from which we can take ideas; we can also use it to share ideas regarding new and pioneering projects.*



**HANS-WILHELM KORFMACHER,**  
HEAD OF THE MANAGEMENT  
BOARD, WPV, GERMANY

*IPE offers a broad overview of the international investment industry and always deals with current topics. This view beyond the horizon is a valuable support in our daily work.*



**MAGNUS BILLING, CEO,**  
ALECTA, SWEDEN

*IPE is a very valuable and important source of information for me in my work. It keeps me abreast with recent developments in the market-place and it provides me with in-depth analysis on topics that are of key importance to Alecta's business.*



**KRISTÍN JÓNA KRISTJÁNSDÓTTIR,**  
PORTFOLIO MANAGER AT IS FUNDS  
(ÍSLANDSSJÓDIR HF.), ICELAND

*IPE is a great and reliable source of information on various topic related to pension funds and asset management. It is always on top of recent trends and relevant topics and gives an in-depth analysis on the topics it covers, helping me in my decision making as a portfolio manager.*



**FRED NIEUWLAND,**  
CIO, MARS NEDERLAND BV,  
NETHERLANDS

*IPE is doing a brilliant job of reporting on interesting and topical issues for European pension funds.*



**LUC VANBRIEL,**  
CIO, KBC PENSION FUNDS,  
BELGIUM

*IPE sits perfectly between very tough analytical literature and a newspaper. It is our main source of information and I recommend it to every colleague who joins.*



**THOMAS GROFFMANN,**  
ADMINISTRATOR OF THE RESERVE  
FUNDS, EUROPEAN PATENT  
OFFICE, GERMANY

*IPE provides to institutional pension funds a broad platform of excellent quality with a good mix of content. The strategic discussions about how pension funds allocate are of particular interest for me.*



**CHRISTOPH ZIMMERMANN,**  
HEAD OF EXTERNAL INVESTMENTS,  
COMPENSWISS, SWITZERLAND

*I do get plenty of useful information from IPE and IPE Real Assets.*



**CHRIS VERHAEGEN**  
FORMER MEMBER OF THE  
BOARD, VRT, BELGIUM

*IPE Magazine has always had a very good reputation in the Belgian pensions industry. It is very interesting to read what is happening at pension funds in other parts of Europe and IPE's coverage about pensions matters at EU level is also very useful. The content is delivered in a way which is easily comprehensible for the reader, and IPE Daily News keeps the coverage current and relevant with the latest information.*



**MARKUS SCHAEN**  
SENIOR FUND MANAGER,  
MN, THE NETHERLANDS

*IPE covers a good variety of very current and relevant topics. It is good to read the high-level, independent and objective perspectives from pension funds in other European countries; many of them are dealing with the same issues as we are, so it is interesting to learn from their experiences, especially when they are ahead of where we are on the curve.*



**PHILIPPE REY**  
CEO, UMR COREM, FRANCE

*I read regularly the French media like Option Finance or l'Agefi. For our institution, IPE brings a few differentiating things such as a vision of the pension fund market in Europe and also highlights the investment strategy of our European counterparts. Every year, I also like to receive the list of European management companies and the list of pension funds, which gives us a good view of the market.*

IPE Magazine is the most relevant and targeted medium for investment managers and other service providers to deliver their message to the decision makers in Europe's pensions community.

Since the very first issue in 1997, IPE has led the field with a unique brand of information, analysis, news and data dedicated to Europe's pension fund community. Close connections with that community are our hallmark.

## KEY TARGET READERS

### BUY SIDE / INVESTORS / CAPITAL OWNERS

2019/20

#### PENSION FUND & OTHER

|  |      |
|--|------|
| Capital Owners - Continental Europe          | 3651 |
| Pension Funds & Other Capital Owners - UK    | 756  |
| Financial Institutions - Continental Europe  | 2231 |
| Financial Institutions - UK                  | 295  |
| Consultants - Continental Europe             | 622  |
| Consultants - UK                             | 271  |
| All buy side - Rest of World                 | 348  |
| Key Pensions Industry Influencers - Globally | 320  |

#### TOTAL BUY SIDE

8494

### SUPPLY SIDE / VENDORS / SERVICE PROVIDERS

2019/20

|   |      |
|---|------|
| Asset Management                        | 1241 |
| <b>INVESTMENT BANKING</b>               |      |
| Institutional Broking, Derivative Sales | 18   |
| Investment Solutions                    | 114  |
| Custody & Asset Servicing               | 122  |
| Exchanges - Index Providers             | 93   |
| Technology & Software                   | 21   |
| Data & Information Providers            | 60   |
| Performance Monitors & Measurement      | 3    |
| Professional Services                   | 65   |
| Financial Communications                | 67   |
| Other                                   | 9    |

#### TOTAL SUPPLY SIDE

1813

### TOTAL CIRCULATION

10307



IPE's circulation is updated regularly 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, which is an independent association responsible for verifying a publication's circulation.

**IPE's average monthly distribution, July 2019-June 2020, was 10,307. The circulation for the June 2020 issue of IPE was 10,299.**



## GEOGRAPHIC BREAKDOWN

**6,892** Europe (ex.UK)

**627** North America

**2,592** United Kingdom

**262** RoW

**10,307** Total Circulation

## COPIES/EUROPE

**156** Austria

**322** Belgium

**364** Denmark

**211** Finland

**768** France

**1,074** Germany

**18** Greece

**60** Iceland

**287** Ireland

**489** Italy

**94** Luxembourg

**1,173** Netherlands

**109** Norway

**87** Portugal

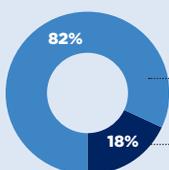
**238** Spain

**344** Sweden

**836** Switzerland

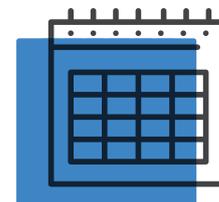
**2,592** United Kingdom

## BUY SIDE - SUPPLY SIDE CIRCULATION SPLIT



**8,494** Capital Owners

**1,813** Vendors & Service Providers



## Editorial outline 2021

|                              | COUNTRY REPORTS   | ASSET CLASS   | SURVEYS  | SPECIAL REPORTS   | GUIDES/RANKINGS  |
|------------------------------|---|---|--|---|--|
| <a href="#">January</a>      | <ul style="list-style-type: none"> <li>• CEE</li> </ul>   | <ul style="list-style-type: none"> <li>• Investment Grade Credit</li> </ul>       | <ul style="list-style-type: none"> <li>• Investment Grade Credit</li> </ul>    | <ul style="list-style-type: none"> <li>• DC/Retirement Income</li> </ul>  |  |
| <a href="#">February</a>     | <ul style="list-style-type: none"> <li>• Ireland*</li> </ul>  | <ul style="list-style-type: none"> <li>• Alternatives: Pension Funds</li> </ul>   | <ul style="list-style-type: none"> <li>• Funds of Hedge Funds</li> </ul>       | <ul style="list-style-type: none"> <li>• COVID-19 Investment Response</li> <li>• Perspectives on Value Investing</li> </ul>   |  |
| <a href="#">March</a>        | <ul style="list-style-type: none"> <li>• Netherlands</li> </ul>                                       | <ul style="list-style-type: none"> <li>• Equities</li> </ul>                      | <ul style="list-style-type: none"> <li>• European Equities</li> </ul>          | <ul style="list-style-type: none"> <li>• Green Finance</li> <li>• Regulation</li> </ul>                                       |  |
| <a href="#">April</a>        | <ul style="list-style-type: none"> <li>• Germany*</li> <li>• Austria</li> </ul>                       | <ul style="list-style-type: none"> <li>• Fixed Income &amp; Credit</li> </ul>     | <ul style="list-style-type: none"> <li>• High Yield and Loans</li> </ul>       | <ul style="list-style-type: none"> <li>• Technology</li> <li>• Consultants* and Manager Selection</li> </ul>                  |  |
| <a href="#">May</a>          | <ul style="list-style-type: none"> <li>• UK*</li> </ul>   | <ul style="list-style-type: none"> <li>• Emerging Market Equities</li> </ul>      | <ul style="list-style-type: none"> <li>• Emerging Market Equities</li> </ul>   | <ul style="list-style-type: none"> <li>• Impact Investing Supplement</li> <li>• Future of Factor Investing</li> </ul>         |  |
| <a href="#">June</a>         | <ul style="list-style-type: none"> <li>• Nordic Region</li> </ul>                                     | <ul style="list-style-type: none"> <li>• Equities</li> </ul>                      | <ul style="list-style-type: none"> <li>• US Equities</li> </ul>                | <ul style="list-style-type: none"> <li>• Europe Outlook</li> <li>• Asset Management</li> </ul>                                | <ul style="list-style-type: none"> <li>• IPE Top 500 Asset Managers</li> </ul> |
| <a href="#">July/ August</a> | <ul style="list-style-type: none"> <li>• Italy*</li> </ul>  | <ul style="list-style-type: none"> <li>• Fixed Income &amp; Credit</li> </ul>     | <ul style="list-style-type: none"> <li>• Currency</li> </ul>                   | <ul style="list-style-type: none"> <li>• Securities and Investment Services*</li> </ul>                                       |  |
| <a href="#">September</a>    | <ul style="list-style-type: none"> <li>• Netherlands*</li> </ul>                                      | <ul style="list-style-type: none"> <li>• Equities</li> </ul>                      | <ul style="list-style-type: none"> <li>• Small and Mid-cap Equities</li> </ul> | <ul style="list-style-type: none"> <li>• Longevity Risk Transfer</li> <li>• Commodities</li> </ul>                            | <ul style="list-style-type: none"> <li>• IPE Top 1000 Pension Funds</li> </ul> |
| <a href="#">October</a>      | <ul style="list-style-type: none"> <li>• France*</li> <li>• Belgium</li> </ul>                        | <ul style="list-style-type: none"> <li>• Emerging Market Debt</li> </ul>          | <ul style="list-style-type: none"> <li>• Emerging Market Debt</li> </ul>       | <ul style="list-style-type: none"> <li>• ETF Guide</li> <li>• Asia/China</li> <li>• Fees, Costs &amp; Transparency</li> </ul> |  |
| <a href="#">November</a>     | <ul style="list-style-type: none"> <li>• Switzerland*</li> <li>• Spain</li> <li>• Portugal</li> </ul> | <ul style="list-style-type: none"> <li>• Alternatives: Private Markets</li> </ul> | <ul style="list-style-type: none"> <li>• Private Equity</li> </ul>             | <ul style="list-style-type: none"> <li>• ESG Supplement</li> <li>• Outsourcing and Fiduciary Management*</li> </ul>           |  |
| <a href="#">December</a>     | <ul style="list-style-type: none"> <li>• Nordic Region*</li> </ul>                                    | <ul style="list-style-type: none"> <li>• Equities</li> </ul>                      | <ul style="list-style-type: none"> <li>• Global Equities</li> </ul>            | <ul style="list-style-type: none"> <li>• Prospects for 2022</li> </ul>  |  |
| <a href="#">January 2022</a> | <ul style="list-style-type: none"> <li>• CEE</li> </ul>   | <ul style="list-style-type: none"> <li>• Fixed Income/ Credit</li> </ul>          | <ul style="list-style-type: none"> <li>• Investment Grade Credit</li> </ul>    |   |  |

\*IPE Pensions Market Survey. Asset managers wishing to participate in any IPE surveys should contact [dominic.gane@ipe.com](mailto:dominic.gane@ipe.com).

## PUBLISHING SCHEDULE 2021

| ISSUE 2021        | COPY DATE FOR SPONSORED COMMENTARY | COPY DATE FOR ADVERTISEMENTS | PUBLISHING DATE |
|-------------------|------------------------------------|------------------------------|-----------------|
| January           | 28 Nov 2020                        | 04 December                  | 02 January      |
| February          | 08 Jan 2021                        | 15 January                   | 01 February     |
| March             | 29 January                         | 05 February                  | 01 March        |
| April             | 05 March                           | 12 March                     | 01 April        |
| May               | 01 April                           | 09 April                     | 03 May          |
| June              | 30 April                           | 07 May                       | 01 June         |
| July/August       | 04 June                            | 11 June                      | 01 July         |
| September         | 30 July                            | 06 August                    | 01 September    |
| October           | 03 September                       | 10 September                 | 01 October      |
| November          | 01 October                         | 08 October                   | 01 November     |
| December          | 29 October                         | 05 November                  | 01 December     |
| <b>ISSUE 2022</b> |                                    |                              |                 |
| January           | 26 November                        | 03 December                  | 02 January 2022 |

## PRINT ADVERTISING RATES 2021

| RATE                       | £           |
|----------------------------|-------------|
| Full page. Run of magazine | 10,750      |
| Full page. Page 4 or 6     | 11,500      |
| Full page. First RHP page  | 11,500      |
| Junior page                | 6,950       |
| Half page                  | 6,500       |
| Quarter page               | 4,250       |
| Double page spread         | 21,500      |
| Half page spread           | 12,500      |
| <b>Guaranteed Position</b> | <b>+15%</b> |
| Outside back cover         | 13,950      |
| Inside front cover         | 12,750      |
| Inside back cover          | 11,500      |

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

### MULTIPLE INSERTION DISCOUNTS

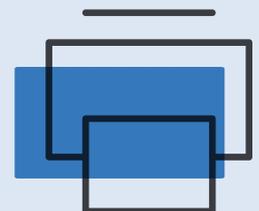
|                 |     |     |
|-----------------|-----|-----|
| Per page booked | 3+  | 10% |
| Per page booked | 6+  | 10% |
| Per page booked | 9+  | 10% |
| Per page booked | 12+ | 10% |

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

## MECHANICAL DATA 2021

| DIMENSIONS (MM)            | HEIGHT | WIDTH |
|----------------------------|--------|-------|
| Double page spread - trim  | 335    | 490   |
| Double page spread - bleed | 345    | 500   |
| Full page - trim           | 335    | 245   |
| Full page - bleed          | 345    | 255   |
| Junior page                | 212    | 148   |
| Half page - horizontal     | 140    | 210   |
| Half page - vertical       | 290    | 100   |
| Quarter page - strip       | 65     | 210   |
| Quarter page - box         | 140    | 100   |

Advertising material to be provided as a press optimised PDF file. Please add crop marks indicating trim and bleed and make sure all files are CMYK and pictures are 300dpi.





The leading website addressing the information needs of European pension funds, insurance companies, family offices, foundations, sovereign funds and global asset managers and consultants.

IPE.com enables asset managers and other service providers to reach pension funds via creative advertising opportunities, thought leadership and content marketing, webcasts for lead generation and email newsletter advertising.

## KEY ANALYTICS

### AVERAGE MONTHLY USERS

**112,067** Average monthly unique users

**245,000** Average monthly page views

**12,505** Visting four+ times per month



### USAGE BY DEVICE



**26%**

VIA MOBILE/TABLET



**74%**

VIA DESKTOP

### GEOGRAPHICAL BREAKDOWN

**37%** United Kingdom

**27.5%** Continental Europe

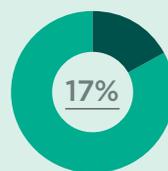
**18%** US and Canada

**14%** Asia

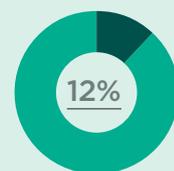
**3.5%** ROW

### DAILY NEWS EMAIL STATISTICS

**33,221** Recipients



AVERAGE OPEN RATE



AVERAGE CLICK-THRU RATE

These analytics are correct at 20 Nov 2020



## **IPE's content marketing platform**

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### **REFERENCE HUB USER STATISTICS**

**2,536** Average monthly regular users

**19,311** Average monthly unique users

**13,824** Recipients of the Hub Digest email (Investors only)

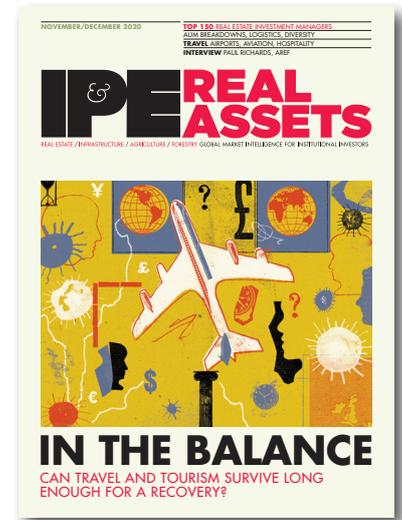


### **UNLIMITED CONTENT UPLOADS THAT WILL HELP TO SHOWCASE YOUR EXPERTISE AND THOUGHT LEADERSHIP.**

- Promote your expertise with unlimited uploads of your white papers, research reports, videos;
- Reach IPE's industry-leading database of pension funds and other institutional investors;
- Creative email campaigns.

### **YOU PROVIDE THE CONTENT, WE DO EVERYTHING ELSE**

- We upload and classify your content and build your profile for your sign-off
- Your fully searchable online profile includes:
  - Company overview, key data, bios of your key people, video promotion;
  - Key investment strategies, white papers, research reports, videos.



## A GLOBAL PUBLICATION

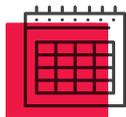
**IPE Real Assets is the leading information resource for the global institutional real assets investment industry.**

**IPE Real Assets** is the leading information resource for the institutional real assets investment industry. Through print publications, online media and events it delivers critical intelligence, data and analysis of global property markets and institutional investors.

The magazine has widened its remit in recent years to cover the burgeoning real assets markets, reflecting a similar shift among institutional investors. We apply the same approach to these markets, whether infrastructure, agriculture, forestry or alternative property types like healthcare and social housing.

**IPE Real Assets magazine** is delivered to the top decision makers and asset allocators at pension funds, sovereign wealth funds, insurance companies, foundations and consultants globally.

**realassets.ipe.com** provides cutting edge daily news on a global basis to a global audience.



## Editorial outline 2021

|   | INVESTORS & FUND MANAGERS   | MACRO THEMES  | MARKETS & SECTORS  | FUNDS & STRATEGIES  |
|---|---|---|--|---|
| <b>Jan/Feb</b><br><b>ESG &amp; Impact Investing</b>                           | <ul style="list-style-type: none"> <li>Housing affordability</li> <li>Social housing</li> <li>Regeneration</li> </ul> | <ul style="list-style-type: none"> <li>Energy, renewables</li> <li>Consumer costs</li> </ul>  | <ul style="list-style-type: none"> <li>Agriculture</li> <li>Forestry</li> <li>Supermarkets</li> <li>Food retail</li> </ul> | <ul style="list-style-type: none"> <li>ESG</li> <li>Impact investing</li> </ul>                               |
| <b>March/April</b>  | <ul style="list-style-type: none"> <li>Data centres</li> <li>5G/fibre networks</li> </ul>                             | <ul style="list-style-type: none"> <li>Proptech</li> </ul>  | <ul style="list-style-type: none"> <li>Private debt: infrastructure &amp; real estate</li> </ul>                           | <ul style="list-style-type: none"> <li>Multi-managers</li> <li>Funds of funds</li> <li>Secondaries</li> </ul> |
| <b>May/June</b><br><b>MIPIM / Top 100 Global Real Estate Investors</b>        | <ul style="list-style-type: none"> <li>Real estate investor survey</li> </ul>   | <ul style="list-style-type: none"> <li>Education: Student housing/ universities</li> </ul>  | <ul style="list-style-type: none"> <li>Science: healthcare/care homes/ life sciences</li> </ul>                            | <ul style="list-style-type: none"> <li>Core real estate funds</li> </ul>                                      |
| <b>July/August</b><br><b>Top 100 Global Infrastructure Managers</b>           | <ul style="list-style-type: none"> <li>Infrastructure fund managers survey</li> </ul>                                 | <ul style="list-style-type: none"> <li>Retail and logistics</li> </ul>  | <ul style="list-style-type: none"> <li>ESG: Net zero carbon</li> </ul>   | <ul style="list-style-type: none"> <li>Value-add RE funds</li> </ul>  |
| <b>Sept/Oct</b><br><b>EXPO Real / Top 100 Global Infrastructure Investors</b> | <ul style="list-style-type: none"> <li>Infrastructure investors survey</li> </ul>                                     | <ul style="list-style-type: none"> <li>Offices, urbanisation</li> </ul>   | <ul style="list-style-type: none"> <li>Listed markets</li> </ul>   | <ul style="list-style-type: none"> <li>Infrastructure funds</li> </ul>  |
| <b>Nov/Dec</b><br><b>Top 100 Global Real Estate Managers</b>                  | <ul style="list-style-type: none"> <li>Real estate managers survey</li> </ul>   | <ul style="list-style-type: none"> <li>Transport / tourism – airports, roads, ports, shipping, aircraft, hotels, driverless cars, smart cities</li> </ul> |  | <ul style="list-style-type: none"> <li>Opportunistic real estate funds</li> </ul>                             |

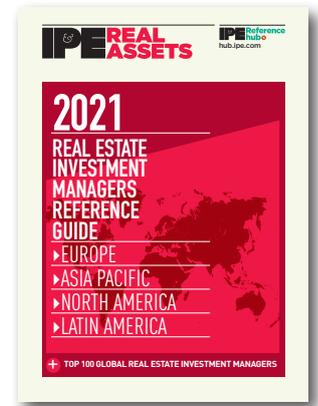
## REIM REFERENCE GUIDE

### IN PRINT

The REIM Guide is mailed to a circulation of 8,240 with additional copies distributed at key industry events. Present your company information across a double-page spread in the regions where you invest. The Guide is divided into four regions: **Europe, Asia Pacific, North America** and **Latin America**.

### ONLINE

The IPE Reference Hub enables your firm to engage with over 15,000 institutional investors. An investment manager profile on the IPE Reference Hub is a versatile branding and content marketing tool that provides scope and flexibility.



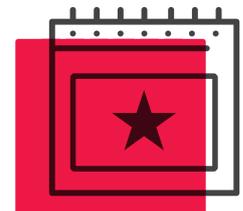
The IPE Reference Hub now has its own dedicated section for Investment Managers in Infrastructure, Agriculture and Forestry.



Now in its 17th year, the IPE Real Estate Global Conference & Awards has become the premier event of its kind for institutional investors. The Conference is a forum for investors examining the key issues they face. The evening Awards Ceremony recognises and rewards best practice, outstanding performance and innovation within the real estate sector. In 2021, this premier level event will take place at the **Villa Hotel in Copenhagen** on **Tuesday 18 May**.



IPE's Real Assets and Infrastructure Investment Strategies Conference in **Amsterdam** on **23 September 2021** will explore these fast growing asset classes. This event will bring together investment decision makers at global pension funds, experts from the asset management community, leading consultants and academics.



## REAL ASSETS GLOBAL VIRTUAL FORUMS FEBRUARY 2021

### Asia/Europe/North America

An exciting high-level informal marketing and networking opportunity with decision makers at pension funds and other institutional investors in the three regional markets of **Asia (23 February 2021)**, **Europe (24 February)** and **North America (25 February)**. This is a platform for pension funds to learn more about the latest research on topical themes from investment managers.

# IPE Interactive webcasts

## SIMPLE AND MEASURABLE LEAD GENERATION

### SPONSOR BENEFITS

- IPE Webcasts enable asset managers, index providers and other interested financial services companies to speak directly to prospects to showcase their expertise, demonstrate and thought leadership and help them to convert engaged viewers into customers.
- In addition to IPE's marketing of the webcast you will have the opportunity to invite your current and target clients to your webcast.
- IPE captures your Webcast registrant / viewer details (including job title, phone number and email address) and delivers them to you post event in a fully documented activity report.
- IPE's unparalleled reach among investors gets you directly to your market.
- You will have the opportunity to vet registrations.
- A recording of the webcast is stored permanently and can be used by the client for use on its website or other channels.

### THE PROCESS

- You decide the subject matter and the speaker, we do the rest!
- IPE appoints an independent moderator (an experienced financial journalist) who works with your speaker or speakers to chair the event including managing Q&A.
- IPE offers rehearsals to prepare your speaker or speakers and ensure the smooth running of the webcast.
- IPE is responsible for marketing your webcast: ideally this commences six weeks prior to the webcast.
- On request we can invite your wish-list of names to attend the webcast
- Full technical support is provided throughout.

### THE WEBCAST

- IPE Webcasts are normally a one-hour live event using the IPE channel on the BrightTALK platform
- Audio or video (talking head) plus Powerpoint presentation
- Each webcast is streamed live with your branding, the speaker's photograph, the facility to support the webcast with slides and to ask pre-agreed questions of the audience.
- The audience has the opportunity to ask questions by emailing the moderator, which the speaker can answer live.
- Audience polling function (scheduled in advance)
- Approximate allocation of time during the Webcast:  
5 minutes of introduction / 30 minutes presentation / 10 minutes questions and answers session with the moderator (pre-agreed) / 15 minutes live questions & answers session from the audience

### **NEW** 2 WAYS TO PARTICIPATE IN AN IPE WEBCAST

1. **SINGLE SPONSOR:** exclusive use of the air time by one organisation
2. **MULTI-SPONSOR:** based on a scheduled topic calendar; air time shared by two or more organisations

IPE TYPICALLY RUNS:

# 30



**WEBCAST EVENTS  
PER YEAR**

WITH:

# 250-450



**APPROXIMATE  
REGISTRATIONS  
PER WEBCAST**

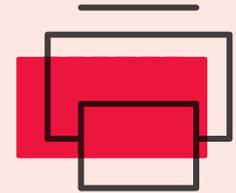
IPE HAS  
SUCCESSFULLY RUN:

# 150+



**WEBCASTS  
SINCE 2010**

# 2021 Digital Advertising & Specifications



## IPE.COM RATES

### GBP PER CPM | COST PER THOUSAND IMPRESSIONS

£

|  |                        |
|--|------------------------|
| Run of site Leaderboard and MPU                  | <b>£85 cpm</b>         |
| Half page MPU and expandable MPU and leaderboard | <b>£105 cpm</b>        |
| Floor Ad   | <b>£120 cpm</b>        |
| Site takeover (inc x1 email promotion)           | <b>£10,000 per day</b> |

## IPE.COM TECHNICAL SPECIFICATIONS

|  |                  |
|--|------------------|
| Leaderboard  | <b>728 x 90</b>  |
| Floor Ad   | <b>728 x 90</b>  |
| MPU  | <b>300 x 250</b> |
| Half page MPU  | <b>300 x 600</b> |
| Expandable MPU (must expand to left 600 x 250)         | <b>300 x 250</b> |
| Expandable Leaderboard (must expand down to 728 x 180) | <b>728 x 90</b>  |

ACCEPTED FORMATS: JPG, GIF, FLASH, HTML5

## IPE EMAIL NEWSLETTER ADVERTISING

### SPONSORED MESSAGE

£

|  |               |
|--|---------------|
| Per email                              | <b>£1,500</b> |
| For 5 days of emails (not consecutive) | <b>£6,000</b> |

### TOP AND BOTTOM BANNER

|  |                         |
|--|-------------------------|
| Per email                                    | <b>£1,200</b>           |
| For 5 days of emails (not consecutive)       | <b>£4,800</b>           |
| Sponsored message plus top and bottom banner | Per email <b>£1,900</b> |

## IPE NEWSLETTER TECHNICAL SPECIFICATIONS

|                       |   |
|-----------------------|---|
| Sponsored message     | <b>logo (150 x RIP)</b><br><b>55 words of text (3 lines) plus linking url</b> |
| Top and bottom banner | <b>468 x 60 or 728 x 90</b>   |

## WEBCAST

Each webcast includes pre event marketing, event hosting and a file of all attendee contact details

**£16,500 per webcast** OR  
**£7,500 per sponsor**  
**for a three-sponsor webcast.**

+VAT WHERE APPLICABLE

## REFERENCE HUB

For a package of an annual digital profile, unlimited content hosting, solus emails, and multiple email promotions of your Hub content across a range of IPE email services.

Prices range from **£9,840 p.a. to £15,000 p.a.** depending on volume of client content.

**Increase your visibility  
in the European  
Institutional Market**

**INCREASE YOUR VISIBILITY IN YOUR TARGET MARKET WITH THIS  
IMPORTANT PRINT GUIDE**

A double page spread of company information will be delivered to the readership of IPE magazine, which includes **over 6,000 senior pension fund executives**.

**20 | Profile | ABC Asset Management**

**ABC ASSET MANAGEMENT**

ABC asset management. Erumque re preporeped eumOre et maximusda preprat laceptatum exeribust porpos aliatat aut haribus apitas magnis dobia quatilis duntore henito eabit

**Investment process and research**

**KEY DATA**

|  | EUR bn  |
|--|---------|
| Total group AUM worldwide (€bn)                              | 428,000 |
| Total AUM worldwide for external clients (€bn)               | 428,000 |
| Total AUM for external institutional clients worldwide (€bn) | 428,000 |

**OUR PEOPLE**

**CLAIRE MORDEN**  
CHIEF EXECUTIVE OFFICER

**CARL SMITH**  
GLOBAL CHIEF INVESTMENT OFFICER

**JAMES HARRIS**  
PRESIDENT

**A DOUBLE PAGE SPREAD FOR YOUR COMPANY PROFILE, CONSISTING OF:**

- Company name & logo**
- Strategies & products**
- Overview**
- Key Data**
- Investment process & research**
- Key People**
- Locations**

**COST PER PRINT PROFILE: £3,950**



## FOR GERMAN-SPEAKING INSTITUTIONAL INVESTORS

IPE's business in the D.A.CH region continues to develop through IPE D.A.CH, our Munich-based subsidiary, through business breakfasts, a directory of asset managers active in the region, an annual survey of investor needs in the region and an annual yearbook rounding up developments in the institutional investment industry in the German speaking countries.

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### ASSET MANAGEMENT GUIDE

IPE D.A.CH Asset Management Guide provides detailed profiles of over 100 asset managers active in the D.A.CH market. The Guide is distributed to over 4,700 institutional investors in the German speaking region. The guide is available as a searchable online tool which can be updated any time. **Published in January.**

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### SURVEY OF GERMAN INSTITUTIONAL INVESTORS

The annual survey of over 120 German investors with a combined €600bn of AuM is a study of what respondents are thinking about their strategies, asset allocation, as well as their asset managers and consultants. **Published in May.**

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### ASSET MANAGEMENT YEARBOOK-

This established German language publication reports on the trends in the German institutional market, with analysis of a detailed survey of pension funds and other investors in Germany. **Published in July.**

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### INSTITUTIONAL ASSETCLASS FOCUS

This new publication will focus on a specific asset class and will be tailored specifically for investors in the D.A.CH region. **Published quarterly.**

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### BUSINESS BREAKFASTS

Series of educational and networking events on specific topics, held throughout the year for local investors in four German cities.

**[institutional-investment.de](http://institutional-investment.de)**

# IPE CONFERENCE AND AWARDS

**The most important event  
for European pension funds,  
other institutional investors  
and their service providers**

**Madrid, 2 - 3 December 2021**

Now in its 21st year, the IPE Annual Conference is a well established fixture in the European pensions calendar. Top-level international speakers with a background in politics, academia and industry practice make this event the leading international forum for discussion of the key trends and issues facing pension funds and other institutional investors.

The Awards Dinner and Ceremony recognises and rewards best practice and innovation among Europe's diverse pensions providers, and the contribution of leading industry figures. Each year close to 700 senior professionals from across the industry join us for this key event.

## **WHY DO PENSION FUNDS & OTHER INSTITUTIONAL INVESTORS ATTEND THE IPE AWARDS?**

- Rich, top level content
  - Topical panel discussions
  - Top international speakers
- Networking with other senior professionals at the Conference and at the Awards Dinner
- Recognition of the bar-raising achievements of a diverse range of pension funds from across Europe
- Celebration of excellence by creating a meaningful and broad set of benchmarks
- A rigorous and independent judging process

## **UNIQUE SALES AND MARKETING OPPORTUNITIES**

**This event affords multiple opportunities to reach and influence the key players in the industry across print, online and at the event itself, with a particular focus on fulfilling the following marketing objectives:**

- arrange high-level introductions, meetings & networking
- increase brand awareness
- promote brand positioning & association with specific topics
- showcase your expertise
- generate qualified leads
- deepen your market research & intelligence

## RICH, TOP-LEVEL CONTENT

### TOP INTERNATIONAL SPEAKERS



### TOPICAL PANEL DISCUSSIONS



## NETWORKING WITH OTHER SENIOR PROFESSIONALS

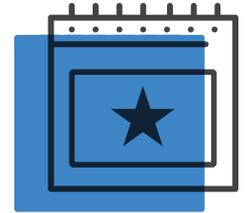


## RECOGNITION OF ACHIEVEMENT & CELEBRATION OF EXCELLENCE





## Events calendar 2021



| DATE             | MAGAZINE    | EVENT TITLE                             | LOCATION OR AUDIENCE | FORMAT         |
|------------------|-------------|---|----------------------|----------------|
| <b>Feb 11</b>    | IPE         | Nordics Forum - Focus on Sweden         | Nordics              | Virtual        |
| <b>Feb 23</b>    | REAL ASSETS | Real Assets Asia                        | Europe               | Virtual        |
| <b>Feb 24</b>    | REAL ASSETS | Real Assets Europe                      | Asia                 | Virtual        |
| <b>Feb 25</b>    | REAL ASSETS | Real Assets North America               | North America        | Virtual        |
| <b>March 10</b>  | IPE         | IPE ESG COVID Recovery                  | Global Audience      | Virtual        |
| <b>March TBC</b> | IPE         | IPE Ireland Congress                    | Ireland              | Virtual        |
| <b>May 17</b>    | QUEST       | Quest Roundtable at Real Estate Awards  | Copenhagen           | Live/In Person |
| <b>May 17</b>    | QUEST       | Quest Dinner at Real Estate Awards      | Copenhagen           | Live/In Person |
| <b>May 17</b>    | REAL ASSETS | Real Estate Awards Speakers Dinner      | Copenhagen           | Live/In Person |
| <b>May 18</b>    | REAL ASSETS | Real Estate Global Conference & Awards  | Copenhagen           | Live/In Person |
| <b>June 3</b>    | IPE         | Nordics Forum - Focus on Denmark        | Nordics              | Virtual        |
| <b>June 23</b>   | IPE         | IPE Summer Congress                     | UK/Global Audience   | Hybrid         |
| <b>Sep 15</b>    | IPE         | Pensions Tech Seminar                   | Global Audience      | Virtual        |
| <b>Sep 23</b>    | REAL ASSETS | Real Assets & Infrastructure Conference | Amsterdam            | Live/In Person |
| <b>Oct 7</b>     | IPE         | IPE Icelandic Investment Forum          | Iceland              | Live/In Person |
| <b>Oct 12</b>    | IPE         | ESG Seminar London                      | UK                   | Live/In Person |
| <b>Oct 13</b>    | IPE         | ESG Seminar Copenhagen                  | Denmark              | Live/In Person |
| <b>Oct 14</b>    | IPE         | ESG Seminar Amsterdam                   | The Netherlands      | Live/In Person |
| <b>Oct 19</b>    | IPE         | ESG Seminar Munich                      | Germany              | Live/In Person |
| <b>Oct 26</b>    | IPE         | ESG Seminar Zurich                      | Switzerland          | Live/In Person |
| <b>Dec 1</b>     | QUEST       | Quest Roundtable at the IPE Awards      | Madrid               | Live/In Person |
| <b>Dec 1</b>     | IPE         | IPE Awards Speakers Dinner              | Madrid               | Live/In Person |
| <b>Dec 2</b>     | IPE         | IPE Conference & Awards - Day 1         | Madrid               | Live/In Person |
| <b>Dec 3</b>     | IPE         | IPE Conference & Awards - Day 2         | Madrid               | Live/In Person |



## OVER 1,000 MANDATES PLACED SINCE 1999

IPE Quest is an online asset manager search facility connecting investors with asset managers. It is used by asset owners to place before asset managers either a Search (RFI/RFP) or Discovery (pre-RFI). Over 2,000 asset managers located worldwide are alerted of the request.

### KEY FEATURES: ASSET OWNERS

- Bespoke service for asset owner RFPs, RFIs and pre-RFI research
- Guaranteed anonymity
- Discover over 2,000 vetted global managers of any size and asset class
- Prepare research with collated and comparable data
- Service is free of charge for asset owners; managers pay a fee to respond to your request

### KEY FEATURES: ASSET MANAGERS

- Receive alerts of new, fully vetted RFPs, RFIs and pre-RFI research on all asset classes
- Respond to requests on a level playing field
- Opportunity to put your firm forward in front of key decision makers at asset owners
- Service is free to register and receive alerts; managers pay a fee to respond to a request

## SEARCHES & DISCOVERIES PLACED ON IPE QUEST

### SEARCHES

- [CHF100m+ Switzerland Equities](#)
- [\\$50-100m Global Equity Smart Beta](#)
- [€20m OECD Infrastructure](#)
- [\\$500m+ USA All/Large Cap](#)
- [\\$20m Global Convertibles](#)
- [AUD100m+ Australia Equities](#)
- [€200m Emerging Markets All/Large Cap Equities](#)
- [€100m Global Liquid Alternatives](#)

### DISCOVERIES

- [Global Developed Markets Infrastructure](#)
- [Latin America Real Estate](#)
- [Frontier Markets Equities](#)
- [Emerging Markets All/Large Cap Equities](#)
- [Europe Office Real Estate](#)
- [Europe Residential Real Estate](#)

[\*\*www.ipe-quest.com\*\*](http://www.ipe-quest.com)

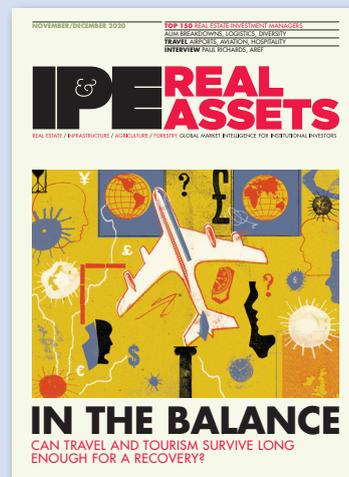
# IPE GROUP Overview

## Editorial



### IPE MAGAZINE

Brand profiling and association in the leading print publication for European pension funds



### IPE REAL ASSETS MAGAZINE

Read by the top decision-makers and asset allocators at pension funds and other institutional investors

**IPE** **Online news** [WWW.IPE.COM](http://WWW.IPE.COM)  
[REALASSETS.IPE.COM](http://REALASSETS.IPE.COM)

Develop your digital profile and drive traffic to your website in the leading online news service for European pension funds

## Events

### Conference & Awards

### REAL ESTATE

#### GLOBAL CONFERENCE & AWARDS 2021

Unparalleled networking and brand association at the largest gathering of European pension funds

### Regional and subject-specific events

- **IPE Real Assets & Infrastructure Conference**
- **IPE In Iceland**
- **IPE Seminar Series (multi-city)**
- **IPE Real Assets Global Virtual Forums (Asia, Europe, North America)**

Present your subject expertise to and network with European pension funds

### Webcasts

### REAL ASSETS Webcasts

#### LEAD GENERATION

Present your expertise to an engaged audience and generate a contact list of warm business leads

## Services

### Reference hub

#### CONTENT MARKETING PLATFORM

- **All Asset**
- **Real Estate**
- **Infrastructure**

Showcase your expertise to leading pension funds by publishing unlimited white papers, research and other key content

### REAL ASSETS

#### REIM REFERENCE GUIDE



Print Guide with over 100 company profiles. Distributed to 6,000+ institutional real estate investors

### Quest

#### MANAGER SEARCHES

View pension fund RFIs and RFPs free of charge. Tender for business on a level playing field



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INVESTMENT & PENSIONS EUROPE



### Institutional Team of the Year

in the 2020 Aegon Asset Management Journalism Awards

### Institutional Investment Publication of the Year

in the 2020 Willis Towers Watson Virtual Media Awards