IPE GROUP

OVERVIEW

A PORTFOLIO OF PRODUCTS AND SERVICES THAT IS THE MOST EFFECTIVE PLATFORM TO REACH PENSION FUNDS AND OTHER INSTITUTIONAL INVESTORS

IPE REAL ASSETS

MAGAZINE

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

IPE CONFERENCE & AWARDS

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

IPE SUBJECT-SPECIFIC EVENTS

- IPE REAL ESTATE GLOBAL CONFERENCE & AWARDS
- IPE FUTURE OF EQUITY CONFERENCE
- REAL ASSETS AND INFRASTRUCTURE INVESTMENT STRATEGIES
- IPE BESPOKE EVENTS

Present your subject expertise to and network with European pension funds

IPE INTERNATIONAL PUBLISHERS LTD. WWW.IPE.COM
IPE Magazine is the unparalleled 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

PENSION FUNDS & OTHER
CAPITAL OWNERS - CONTINENTAL EUROPE 3,641
PENSION FUNDS & OTHER CAPITAL OWNERS - UK 752
FINANCIAL INSTITUTIONS - CONTINENTAL EUROPE 2,229
FINANCIAL INSTITUTIONS – UK 283
CONSULTANTS - CONTINENTAL EUROPE 614
CONSULTANTS – UK 263
ALL BUY SIDE - REST OF WORLD 312
KEY PENSIONS INDUSTRY INFLUENCERS – GLOBALLY 319

SUPPLY SIDE | VENDORS | SERVICE PROVIDERS

ASSET MANAGEMENT 1,264
INVESTMENT BANKING 117
INSTITUTIONAL BROKING; DERIVATIVE SALES, 128
INVESTMENT SOLUTIONS 101
CUSTODY & ASSET SERVICING 19
EXCHANGES, INDEX PROVIDERS 55
TECHNOLOGY & SOFTWARE 2
DATA & INFORMATION PROVIDERS 77
PERFORMANCE MONITORS & PERFORMANCE MEASUREMENT 64
PROFESSIONAL SERVICES 11
FINANCIAL COMMUNICATIONS

TOTAL BUY SIDE 8,413
TOTAL SUPPLY SIDE 1,838
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 2016-June 2017, was 10,099. The circulation for the June 2017 issue of IPE is 10,251.

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**GEOGRAPHICAL BREAKDOWN**

- **575** North America
- **2,238** United Kingdom
- **7,262** Continental Europe
- **193** Austria
- **371** Belgium
- **382** Denmark
- **231** Finland
- **754** France
- **1,096** Germany
- **20** Greece
- **35** Iceland
- **247** Ireland
- **464** Italy
- **95** Luxembourg
- **1,410** Netherlands
- **115** Norway
- **116** Portugal
- **255** Spain
- **362** Sweden
- **862** Switzerland
- **254** Other European Countries
- **254** Other European Countries

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*These figures are taken from the ABC audited average net circulation per issue 1 July 2016 - 30 June 2017. The circulation for the June 2017 issue of IPE is 10,251.*
## Editorial Calendar 2018

<table>
<thead>
<tr>
<th>Month</th>
<th>Country Reports</th>
<th>Asset Classes</th>
<th>Special Reports</th>
<th>Portfolio Strategy</th>
<th>Research Reports</th>
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<tbody>
<tr>
<td><strong>2018</strong></td>
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</tr>
<tr>
<td><strong>JANUARY</strong></td>
<td><em>CEE</em></td>
<td><em>Investment Grade Credit</em></td>
<td><em>Investment Research</em></td>
<td><em>Active management</em></td>
<td></td>
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<tr>
<td><strong>FEBRUARY</strong></td>
<td><em>Ireland</em></td>
<td><em>Private Equity</em></td>
<td><em>DC Pensions</em></td>
<td><em>Indices &amp; Benchmarks</em></td>
<td></td>
</tr>
<tr>
<td><strong>MARCH</strong></td>
<td><em>Netherlands</em></td>
<td><em>European Equities</em></td>
<td><em>Regulation</em></td>
<td><em>Emerging markets</em></td>
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<tr>
<td></td>
<td><em>Belgium</em></td>
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<td></td>
<td><em>UK</em></td>
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<tr>
<td><strong>APRIL</strong></td>
<td><em>Germany</em></td>
<td><em>High Yield</em></td>
<td><em>Thought Leadership</em></td>
<td><em>Factor Investing</em></td>
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<td></td>
<td><em>Austria</em></td>
<td></td>
<td><em>Consultants</em></td>
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<tr>
<td><strong>MAY</strong></td>
<td><em>France</em></td>
<td><em>US Equities</em></td>
<td><em>Impact investing</em></td>
<td><em>Credit &amp; Alternatives</em></td>
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<td></td>
<td><em>Nordic Region</em></td>
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<td><em>Tech Opportunities</em></td>
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<tr>
<td><strong>JUNE</strong></td>
<td><em>Switzerland</em></td>
<td><em>Hedge Funds</em></td>
<td><em>Europe Outlook</em></td>
<td><em>Currency</em></td>
<td><em>Top 400 Asset Managers</em></td>
</tr>
<tr>
<td><strong>JULY/AUGUST</strong></td>
<td><em>Italy</em></td>
<td><em>Government Bonds</em></td>
<td><em>In-house Management</em></td>
<td><em>Liability-Driven investment</em></td>
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<tr>
<td></td>
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<td></td>
<td><em>Securities Services</em></td>
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<td><strong>SEPTEMBER</strong></td>
<td><em>UK</em></td>
<td><em>Emerging Market Equities</em></td>
<td><em>Fiduciary Management</em></td>
<td><em>Commodities</em></td>
<td><em>Top 1000 Pension Funds</em></td>
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<tr>
<td></td>
<td><em>Netherlands</em></td>
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<tr>
<td><strong>OCTOBER</strong></td>
<td><em>Spain</em></td>
<td><em>Small &amp; Mid Cap Equities</em></td>
<td><em>German Asset Management</em></td>
<td><em>ETFs</em></td>
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<td></td>
<td><em>Portugal</em></td>
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<td><em>Asia</em></td>
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<tr>
<td><strong>NOVEMBER</strong></td>
<td><em>Nordic region</em></td>
<td><em>Emerging Market Debt</em></td>
<td><em>ESG</em></td>
<td><em>Credit &amp; Alternatives</em></td>
<td></td>
</tr>
<tr>
<td><strong>DECEMBER</strong></td>
<td><em>Switzerland</em></td>
<td><em>Global Equities</em></td>
<td><em>Outlook 2019</em></td>
<td><em>Multi-Asset Strategies</em></td>
<td></td>
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<tr>
<td><strong>2019</strong></td>
<td></td>
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<tr>
<td><strong>JANUARY</strong></td>
<td><em>CEE</em></td>
<td><em>Investment Grade Credit</em></td>
<td></td>
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* Includes a survey of asset managers. Managers wishing to participate should email dominic.gane@ipe.com
## PUBLISHING SCHEDULE 2018

<table>
<thead>
<tr>
<th>2018</th>
<th>COPY DATE FOR SPONSORED COMMENTARIES</th>
<th>COPY DATE FOR ADVERTISEMENTS</th>
<th>PUBLISHING DATE</th>
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<tbody>
<tr>
<td>JANUARY</td>
<td>8 December 2017</td>
<td>15 December 2017</td>
<td>2 January</td>
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<tr>
<td>FEBRUARY</td>
<td>5 January</td>
<td>12 January</td>
<td>1 February</td>
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<tr>
<td>MARCH</td>
<td>2 February</td>
<td>9 February</td>
<td>1 March</td>
</tr>
<tr>
<td>APRIL</td>
<td>2 March</td>
<td>9 March</td>
<td>3 April</td>
</tr>
<tr>
<td>MAY</td>
<td>6 April</td>
<td>13 April</td>
<td>1 May</td>
</tr>
<tr>
<td>JUNE</td>
<td>4 May</td>
<td>11 May</td>
<td>1 June</td>
</tr>
<tr>
<td>JULY/AUGUST</td>
<td>8 June</td>
<td>15 June</td>
<td>2 July</td>
</tr>
<tr>
<td>SEPTEMBER</td>
<td>3 August</td>
<td>10 August</td>
<td>3 September</td>
</tr>
<tr>
<td>OCTOBER</td>
<td>7 September</td>
<td>14 September</td>
<td>1 October</td>
</tr>
<tr>
<td>NOVEMBER</td>
<td>5 October</td>
<td>12 October</td>
<td>1 November</td>
</tr>
<tr>
<td>DECEMBER</td>
<td>2 November</td>
<td>9 November</td>
<td>3 December</td>
</tr>
</tbody>
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### 2019

| JANUARY    | 7 December                          | 14 December                 | 2 January 2019 |

## ADVERTISEMENT RATE CARD 2018

<table>
<thead>
<tr>
<th>RATE</th>
<th>€</th>
<th>£</th>
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<tbody>
<tr>
<td>Full page. Run of magazine</td>
<td>13,850</td>
<td>10,250</td>
</tr>
<tr>
<td>Full page. Page 4 or 6</td>
<td>15,000</td>
<td>11,000</td>
</tr>
<tr>
<td>Full page. First RHP page 9</td>
<td>15,000</td>
<td>11,000</td>
</tr>
<tr>
<td>Junior page</td>
<td>9,100</td>
<td>6,600</td>
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<tr>
<td>Half page</td>
<td>8,350</td>
<td>6,150</td>
</tr>
<tr>
<td>Quarter page</td>
<td>5,350</td>
<td>4,000</td>
</tr>
<tr>
<td>Double page spread</td>
<td>27,800</td>
<td>20,500</td>
</tr>
<tr>
<td>Half page spread</td>
<td>17,250</td>
<td>11,950</td>
</tr>
<tr>
<td>Guaranteed Position</td>
<td>+15%</td>
<td>+15%</td>
</tr>
</tbody>
</table>

Outside back cover                                 | 18,250  | 13,200  |
Inside front cover                                  | 16,500  | 12,200  |
Inside back cover                                   | 15,000  | 11,000  |

+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

<table>
<thead>
<tr>
<th></th>
<th>3+</th>
<th>6+</th>
<th>9+</th>
<th>12+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Per page booked</td>
<td>5%</td>
<td>10%</td>
<td>15%</td>
<td>20%</td>
</tr>
</tbody>
</table>

Notice for cancellation not less than one month prior to copy date. We reserve the right to invoice for orders cancelled within this period.
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 connects asset managers and suppliers wanting to reach pension funds (buy side) and vendors and service providers (supply side) via digital corporate branding advertising opportunities, thought leadership & content marketing profiling, webcast & video promotions & email newsletter advertising.

<table>
<thead>
<tr>
<th>AVERAGE MONTHLY USERS</th>
<th>NORTH AMERICA</th>
<th>UNITED KINGDOM</th>
<th>CENTRAL &amp; SOUTH AMERICA</th>
<th>AFRICA &amp; MIDDLE EAST</th>
<th>CONTINENTAL EUROPE</th>
<th>ASIA</th>
<th>OTHER</th>
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<tbody>
<tr>
<td>71,515</td>
<td>12,000</td>
<td>17,470</td>
<td>358</td>
<td>826</td>
<td>34,887</td>
<td>5,330</td>
<td>644</td>
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</table>

**BUY SIDE**
- Asset Owners: 17,415
- Other Financial Institutions: 6,787
- Key Influencers - Advisory: 7,789

**VENDORS & SERVICE PROVIDERS**
- Asset Managers: 12,821
- Insurance Professionals: 730
- Investment Banks, Institutional Brokers, Placement Agents: 3,590
- Investment Services: 2,436
- Professional Services: 5,249
- Real Estate Specialists: 6,925
- Other: 8,726

Source: IPE database November 2017
The Hub is a single source of commentary from industry experts, organised and easily comparable to simplify the due diligence process. Regular digest emails keep investors up-to-date with the latest industry thinking. The platform enables simple search of investment/asset manager strategies & rankings.

SHOWCASE YOUR EXPERTISE TO LEADING PENSION FUNDS WITH UNLIMITED CONTENT

- Promote your expertise with unlimited uploads of your White Papers/Research and videos.
- Reach IPE’s industry-leading database of pension funds and other institutional investors.
- Email campaigns deliver your expertise directly to the inbox of investors.
- Hyperlinks from IPE news drive traffic to your Hub profile.

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

WHY PENSION FUNDS AND OTHER INSTITUTIONAL INVESTORS USE THE HUB

- A single source of commentary from industry experts, organised and easily comparable to simplify the due diligence process.
- Trusted, topical and actionable source of in-depth industry commentary from asset managers, available 24/7.
- Regular digest emails keep investors up-to-date with the latest industry thinking.
- Simple search of investment/asset manager strategies and rankings.
INTERACTIVE WEBCASTS

SIMPLE AND MEASURABLE

- Your audience is interested and engages with your message only
- Our unparalleled access to investors gets you directly to your market
- You will have the opportunity to vet registrations
- Webcasts have a long shelf life: a recording is stored for 12 months
- Your Webcast subscriber details (including job title, phone number and email address) are delivered to you post event in a fully documented activity report.

YOU DECIDE THE SUBJECT MATTER AND THE SPEAKER, WE DO THE REST!

- We appoint an independent moderator who works with your speaker or speakers to chair the event including managing the Q&A.
- We are responsible for marketing your webcast and for capturing registered subscribe details
- 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
- Full technical support is provided throughout.

IPE TYPICALLY RUNS

15-18
WEBCAST EVENTS
PER YEAR

200 TO
400
REGISTRATIONS
PER WEBCAST

IPE HAS SUCCESSFULLY RUN

80+
WEBCASTS
SINCE 2010
**DIGITAL ADVERTISING RATES 2018**

<table>
<thead>
<tr>
<th>IPE.COM RATES</th>
<th>GBP PER CPM</th>
<th>PER THOUSAND IMPRESSIONS</th>
<th>£</th>
</tr>
</thead>
<tbody>
<tr>
<td>Run of site leaderboard and MPU</td>
<td>£75</td>
<td>cpm</td>
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<tr>
<td>Half page MPU and expandable MPU and leaderboard</td>
<td>£95</td>
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<tr>
<td>Site takeover (inc x1 email promotion)</td>
<td>£10,000</td>
<td>per day</td>
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**IPE.COM | TECHNICAL SPECIFICATIONS**

<table>
<thead>
<tr>
<th>Format</th>
<th>Size</th>
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<tbody>
<tr>
<td>Leaderboard</td>
<td>728 x 90</td>
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<tr>
<td>MPU</td>
<td>300 x 250</td>
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<tr>
<td>Half page MPU</td>
<td>300 x 600</td>
</tr>
<tr>
<td>Expandable MPU</td>
<td>300 x 250 (must expand to left 600 x 250)</td>
</tr>
<tr>
<td>Expandable Leaderboard</td>
<td>728 x 90 (must expand down to 728 x 180)</td>
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Accepted formats: JPG, GIF, FLASH, HTML5

**IPE DAILY EMAIL NEWSLETTER ADVERTISING**

<table>
<thead>
<tr>
<th>Format</th>
<th>£</th>
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<tbody>
<tr>
<td>Top and Bottom banner</td>
<td>£750</td>
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<tr>
<td>Per daily email</td>
<td>£750</td>
</tr>
<tr>
<td>For 5 days of emails (not consecutive)</td>
<td>£3,000</td>
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<td>For 20 days of emails (not consecutive)</td>
<td>£12,000</td>
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**SPONSORED LINK**

<table>
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<tr>
<td>For 5 days of emails (not consecutive)</td>
<td>£5,000</td>
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**IPE NEWSLETTER | TECHNICAL SPECIFICATIONS**

<table>
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<th>Format</th>
<th>Size</th>
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<tbody>
<tr>
<td>Top and Bottom banner</td>
<td>468 x 60 or 728 x 90</td>
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<tr>
<td>Sponsored Link</td>
<td>Logo (100 x 35), 100 characters of text plus linking url</td>
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</table>

**WEBCAST**

Each webcast includes pre event marketing, event hosting and spreadsheet of all event subscriber registration details

£16,500 per webcast

**REFERENCE HUB**

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

Prices start from £16,500 per webcast

+VAT where applicable
MAGAZINE

IPE Real Assets magazine is delivered to the top decision-makers and asset allocators at pension funds and other institutional investors, including heads of real assets, chief investment officers and consultants. The magazine is published every two months. The magazine has widened its remit in recent years and no longer focuses exclusively on real estate markets, reflecting a similar shift among institutional investors. We apply the same analysis to infrastructure, agriculture, forestry and alternative property types like healthcare and social housing.

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

REIM REFERENCE GUIDE

In print, the Guide consists of double-page spreads of manager profiles in the regions where they invest. The REIM Reference Guide is mailed to a circulation of 8,541 with additional copies distributed at key industry events.

Online, the IPE Reference Hub enables investment managers to engage with over 6,000 institutional investors. An investment manager profile on the IPE Reference Hub is a versatile branding and content marketing tool that provides scope and flexibility.
Now in its 14th 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 2018, this premier level event will take place in Milan on 15 May.

A specialist event aimed at investment decision makers at European pension funds and brings together experts from the pension fund and asset management communities, as well as leading consultants and academics to discuss the increasingly popular and topical real asset and infrastructure investment areas.
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.

FOR GERMAN-SPEAKING INSTITUTIONAL INVESTORS

INSTITUTIONAL-INVESTMENT.DE
A joint venture of IPE and the Dutch business newspaper, Financieele Dagblad, Pensioen Pro is the primary source of industry news, analyses and regulatory updates for the Dutch pensions and investment sector. Our publications reach approximately 15,000 pension fund executives and institutional investment professionals, and our annual conference & awards is the largest Dutch pension awards event in the industry.
Established for 17 years, the IPE Conference & Awards is the event of choice for European pension fund professionals. They come to listen to high profile figures from politics & academia as well as industry experts address key topics of interest. They come to share experience, explore ideas and mix with peers. IPE controls the ratio of investors, consultants and asset managers to ensure that the delegate experience is well balanced and sponsors have room to network effectively. The result is a world-class event that attracts nearly 700 pension industry professionals from all over Europe. A large number of sponsors come back year after year.
**BREAKDOWN OF DELEGATES PRAGUE. 2017**

<table>
<thead>
<tr>
<th>Category</th>
<th>Count</th>
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<tbody>
<tr>
<td>PENSION FUNDS &amp; OTHER INVESTING INSTITUTIONS</td>
<td>281</td>
</tr>
<tr>
<td>KEY INFLUencers &amp; CONSULTANTS TO THE PENSIONS INDUSTRY</td>
<td>72</td>
</tr>
<tr>
<td>OTHER VENDORS &amp; SERVICE PROVIDERS</td>
<td>203</td>
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<tr>
<td>OTHER VENDORS &amp; SERVICE PROVIDERS</td>
<td>104</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>660</strong></td>
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</table>

**SPONSORSHIP**

Only sponsors can attend this event; we do not sell individual places or tables. Sponsorship starts at £23,500 and includes an extensive pre-event promotional campaign, branding at the event, entry to the conference, tables at the dinner, presentation of an award and a package of print and digital advertising.
IPE REAL ESTATE GLOBAL CONFERENCE & AWARDS
Now in its 14th year, this is the premier event for institutional real estate investors.

15 MAY 2018, MILAN

IPE BUSINESS BREAKFAST SERIES
- A half-day seminar moderated by an independent industry expert
- 4 Asset Manager-sponsors presenting for 20 minutes to 10-15 Pension Funds
- Opportunities to meet, present and network with Pension Funds throughout

JUNE/JULY 2018 Factor Investing
SEPTEMBER 2018 Real Assets
OCTOBER/NOVEMBER 2018 Fixed Income

IPE IN PERSON
Educational forums for senior investment managers of pension funds who want to know more about investing in alternatives.

22 - 23 JANUARY, BELGIUM Private Equity Buyouts Forum
7 - 8 MARCH, GERMANY Emerging Market Debt Forum
23 - 24 APRIL, FRANCE ESG Investing Forum
4 - 5 JUNE, UK Sustainable Infrastructure Forum
SEPTEMBER, LOCATION TBC Private Debt Forum

IPE FUTURE OF EQUITY MANAGEMENT CONFERENCE
FORMER IPE360 CONFERENCE
- A Pan-European event
- Targeting 40-50 pension schemes from across Europe
- A one and a half day event including a gala dinner
- The event will be in English

IPE REAL ASSETS & INFRASTRUCTURE INVESTMENT STRATEGIES CONFERENCE
An event aimed at investment decision makers at Global pension funds.

16 -17 OCTOBER 2018, LONDON

PENSIOEN PRO EVENTS
FOR DUTCH SPEAKING INSTITUTIONAL INVESTORS
15 MARCH, HILVERSUM PensioenPro Conference - ‘Managing Uncertainty’
6 JUNE, AMSTERDAM PensioenPro annual Conference & Awards
11 OCTOBER, ROTTERDAM PensioenPro Conference - ‘Asset Allocation Issues’

IPE D.A.CH BUSINESS BREAKFASTS
FOR GERMAN-SPEAKING INSTITUTIONAL INVESTORS
FIRST HALF 2018
ESG/impact investing; Liquid alternatives
SECOND HALF 2018
Real Estate Investments; Factor investing; Risk Management.
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 1,700 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 1,700 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**
- Switzerland Equities
- Global Equity Smart Beta
- OECD Infrastructure
- USA All/Large Cap
- Global Convertibles
- Australia Equities
- Emerging Markets All/Large Cap Equities
- Global Liquid Alternatives

<table>
<thead>
<tr>
<th>CHF100m+</th>
<th>$50–100m</th>
<th>€20m</th>
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<tbody>
<tr>
<td>$500m+</td>
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</tr>
<tr>
<td>AUD100m+</td>
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</tbody>
</table>

**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
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