

2018

Media Kit

Circulation & Audience

SIX-MONTH AVERAGES*

675,876

PAGE VIEWS

324,778

VISITORS

2:00

SESSION DURATION

*Source: Google Analytics January 2018–June 2018.

SVP, GLOBAL SALES

Vicki King • +1 212 224 3160
vicki.king@institutionalinvestor.com

AMERICAS SALES

Patricia Bertucci • +1 212 224 3890
pbertucci@institutionalinvestor.com

Doug Campbell • +1 212 224 3299
dcampbell@institutionalinvestor.com

Michael Feinberg • +1 212 224 3320
mfeinberg@institutionalinvestor.com

Ernest S. McCrary • +1 212 224 3844
emccrary@institutionalinvestor.com

John Weber • +1 203 458 0725
john.weber@institutionalinvestor.com

Foster Wright • +1 646 867 4481
foster.wright@institutionalinvestor.com

EMEA SALES

Vicki King • +1 212 224 3160
vicki.king@institutionalinvestor.com

ASIA SALES

Carvin Lee • +852 2912 8035
carvin.lee@institutionalinvestor.com

AD OPERATIONS

Marina Kushnir • +1 212 224 3218
mkushnir@institutionalinvestor.com

institutionalinvestor.com

CONTENT CALENDAR

FEATURE	LAUNCH	II.COM	PREMIUM
Hedge Fund Rising Stars	April		•
The Rich List	May		•
Most Wanted Allocators	June	•	
FinTech 35	October	•	

SVP, GLOBAL SALES

Vicki King • +1 212 224 3160
vicki.king@institutionalinvestor.com

AMERICAS SALES

Patricia Bertucci • +1 212 224 3890
pbertucci@institutionalinvestor.com

Doug Campbell • +1 212 224 3299
dcampbell@institutionalinvestor.com

Michael Feinberg • +1 212 224 3320
mfeinberg@institutionalinvestor.com

Ernest S. McCrary • +1 212 224 3844
emccrary@institutionalinvestor.com

John Weber • +1 203 458 0725
john.weber@institutionalinvestor.com

Foster Wright • +1 646 867 4481
foster.wright@institutionalinvestor.com

EMEA SALES

Vicki King • +1 212 224 3160
vicki.king@institutionalinvestor.com

ASIA SALES

Carvin Lee • +852 2912 8035
carvin.lee@institutionalinvestor.com

AD OPERATIONS

Marina Kushnir • +1 212 224 3218
mkushnir@institutionalinvestor.com

Research & Rankings

CONTENT CALENDAR

Institutional Investor offers highly-respected proprietary research and rankings on buy-side and sell-side research, hedge funds, corporates, fixed income and asset management. These rankings are the industry's benchmark for excellence across Asia, Europe, Japan, Latin America, and the U.S. A published position is confirmation directly from investors and/or sell-side analysts of the quality and reliability of your institution's efforts. Top-line results are published online and can be supplemented with deeper, more comprehensive data and analysis in commercial reports produced by the Institutional Investor Research Group.

PROJECT	OPEN POLLING	CLOSE POLLING	PUBLICATION DATE
All-America Research Team	14-May	8-Jun	9-Oct
All-China Research Team	24-Jul	24-Aug	mid-November
All-Europe Equities Research Team	4-Sep	28-Sep	15-Jan
All-Japan Research Team	29-Oct	30-Nov	4-Mar
All-Asia Research Team	7-Jan	1-Feb	29-Apr
Latin America Research Team	28-Jan	22-Feb	21-May
All-Brazil Research Team	28-Jan	22-Feb	29-May
Extel Pan-Europe Survey	early/mid-March	early/mid-April	early June
Emerging EMEA Research Team	early/mid-March	early/mid-April	mid-June
Global Fixed-Income Research Team	1-Apr	3-May	30-Jul
All-Europe Trading Team/ All-America Trading Team	3-Dec	8-Feb	2-Apr
All-Asia Trading Team	18-Feb	29-Mar	14-May
Latin America Trading Team	4-Mar	12-Apr	11-Jun
DCIL — Defined Contributions Industry Leaders	21-Jan	1-Mar	7-May

SVP, GLOBAL SALES

Vicki King • +1 212 224 3160
vicki.king@institutionalinvestor.com

AMERICAS SALES

Patricia Bertucci • +1 212 224 3890
pbertucci@institutionalinvestor.com

Doug Campbell • +1 212 224 3299
dcampbell@institutionalinvestor.com

Michael Feinberg • +1 212 224 3320
mfeinberg@institutionalinvestor.com

Ernest S. McCrary • +1 212 224 3844
emccrary@institutionalinvestor.com

John Weber • +1 203 458 0725
john.weber@institutionalinvestor.com

Foster Wright • +1 646 867 4481
foster.wright@institutionalinvestor.com

EMEA SALES

Vicki King • +1 212 224 3160
vicki.king@institutionalinvestor.com

ASIA SALES

Carvin Lee • +852 2912 8035
carvin.lee@institutionalinvestor.com

AD OPERATIONS

Marina Kushnir • +1 212 224 3218
mkushnir@institutionalinvestor.com

ADVERTISING

Special Reports

CONTENT CALENDAR

MONTH	SPECIAL REPORT
September 2018	ESG Investment Strategies
	Insurance Asset Management
October 2018	Fixed Income & Credit Investing
	LDI
November 2018	Systematic/Quantitative Investment Strategies
	ETFs and Indexing: Finding the Right Balance
	The 40th Anniversary of the 401(k): The Evolution of Retirement Savings Solutions
December 2018	Real Estate
	Investing in Gold
	Women in Investment Management and Finance
January 2019	Active vs. Passive Investing: One, the Other or Both?
	Managing Risk & Liquidity
February 2019	Real Assets
	Emerging Markets Investing
March 2019	Retirement Income and Overall Financial Wellness
	ESG Investing
	Multi-Asset Strategies
April 2019	Investing in Alternatives (i.e. Hedge Funds, Private Equity, Real Assets, Cryptocurrencies)
	Stable Value and Annuity Investing
	Artificial Intelligence in Investment Management



Thought
Leadership
Studio

SVP, GLOBAL SALES

Vicki King • +1 212 224 3160
vicki.king@institutionalinvestor.com

AMERICAS SALES

Patricia Bertucci • +1 212 224 3890
pbertucci@institutionalinvestor.com

Doug Campbell • +1 212 224 3299
dcampbell@institutionalinvestor.com

Michael Feinberg • +1 212 224 3320
mfeinberg@institutionalinvestor.com

Ernest S. McCrary • +1 212 224 3844
emccrary@institutionalinvestor.com

John Weber • +1 203 458 0725
john.weber@institutionalinvestor.com

Foster Wright • +1 646 867 4481
foster.wright@institutionalinvestor.com

EMEA SALES

Vicki King • +1 212 224 3160
vicki.king@institutionalinvestor.com

ASIA SALES

Carvin Lee • +852 2912 8035
carvin.lee@institutionalinvestor.com

AD OPERATIONS

Marina Kushnir • +1 212 224 3218
mkushnir@institutionalinvestor.com

ADVERTISING

Special Reports

CONTENT CALENDAR

MONTH	SPECIAL REPORT
May 2019	Redefining Fixed Income
	Specialty ETF & Index Investing
	Outsourced CIO
June 2019	Smart Beta/Factor Investing
	Pension De-risking and Risk Transfer Strategies
	Investing in China
July 2019	Investing in Infrastructure
	Innovations in Target Date Strategies
August 2019	Private Credit/Specialty Lending
	Investment Management Outsourcing Services
September 2019	Insurance Asset Management
	ESG Investment Strategies
October 2019	Fixed Income & Credit Investing
	Liability Driven Investing
November 2019	Systematic/Quantitative Investment Strategies
	ETF and Index Investing
December 2019	Real Estate
	Investing in Gold



SVP, GLOBAL SALES

Vicki King • +1 212 224 3160
vicki.king@institutionalinvestor.com

AMERICAS SALES

Patricia Bertucci • +1 212 224 3890
pbertucci@institutionalinvestor.com

Doug Campbell • +1 212 224 3299
dcampbell@institutionalinvestor.com

Michael Feinberg • +1 212 224 3320
mfeinberg@institutionalinvestor.com

Ernest S. McCrary • +1 212 224 3844
emccrary@institutionalinvestor.com

John Weber • +1 203 458 0725
john.weber@institutionalinvestor.com

Foster Wright • +1 646 867 4481
foster.wright@institutionalinvestor.com

EMEA SALES

Vicki King • +1 212 224 3160
vicki.king@institutionalinvestor.com

ASIA SALES

Carvin Lee • +852 2912 8035
carvin.lee@institutionalinvestor.com

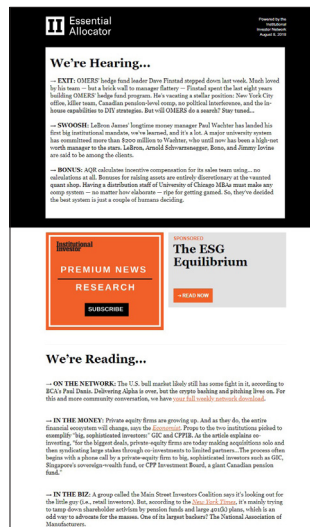
AD OPERATIONS

Marina Kushnir • +1 212 224 3218
mkushnir@institutionalinvestor.com

ADVERTISING

Newsletters

CALL FOR CLOSING DATES



TITLE	DISTRIBUTION	OPEN RATE	FREQUENCY	COST
Essential II Global	50,000	14%	5 x Week	\$10,000
Essential Premium	17,000	12%	5 x Week	\$10,000
Essential Allocator	2,800	20%	1 x Week	\$5,000
Essential II Europe	10,000	TBD	5 x Week	\$5,000

SVP, GLOBAL SALES

Vicki King • +1 212 224 3160
vicki.king@institutionalinvestor.com

AMERICAS SALES

Patricia Bertucci • +1 212 224 3890
pbertucci@institutionalinvestor.com

Doug Campbell • +1 212 224 3299
dcampbell@institutionalinvestor.com

Michael Feinberg • +1 212 224 3320
mfeinberg@institutionalinvestor.com

Ernest S. McCrary • +1 212 224 3844
emccrary@institutionalinvestor.com

John Weber • +1 203 458 0725
john.weber@institutionalinvestor.com

Foster Wright • +1 646 867 4481
foster.wright@institutionalinvestor.com

EMEA SALES

Vicki King • +1 212 224 3160
vicki.king@institutionalinvestor.com

ASIA SALES

Carvin Lee • +852 2912 8035
carvin.lee@institutionalinvestor.com

AD OPERATIONS

Marina Kushnir • +1 212 224 3218
mkushnir@institutionalinvestor.com

ADVERTISING

Display Ads

AVAILABLE UNITS

ROS

Leaderboard 728x90

Leaderboard 970x90

Billboard
970x250

MPU
300x250

Halfpage
300x600

NEWSLETTER

MPU
300x250

MOBILE

320x50

MPU
300x250

SVP, GLOBAL SALES

Vicki King • +1 212 224 3160
vicki.king@institutionalinvestor.com

AMERICAS SALES

Patricia Bertucci • +1 212 224 3890
pbertucci@institutionalinvestor.com

Doug Campbell • +1 212 224 3299
dcampbell@institutionalinvestor.com

Michael Feinberg • +1 212 224 3320
mfeinberg@institutionalinvestor.com

Ernest S. McCrary • +1 212 224 3844
emccrary@institutionalinvestor.com

John Weber • +1 203 458 0725
john.weber@institutionalinvestor.com

Foster Wright • +1 646 867 4481
foster.wright@institutionalinvestor.com

EMEA SALES

Vicki King • +1 212 224 3160
vicki.king@institutionalinvestor.com

ASIA SALES

Carvin Lee • +852 2912 8035
carvin.lee@institutionalinvestor.com

AD OPERATIONS

Marina Kushnir • +1 212 224 3218
mkushnir@institutionalinvestor.com

Display Ads

2018 RATE CARD: USD

Display

Ad type	Ad size	Flight	Cost (gross)	Cost (net)
Half page	300 x 600	Varies	\$246 CPM	\$209 CPM
Billboard	970 x 90 or 970 x 250	Varies	\$246 CPM	\$209 CPM
Leaderboard	728 x 90	Varies	\$246 CPM	\$209 CPM
IMU	300 x 250	Varies	\$246 CPM	\$209 CPM
Home Page Roadblock (Global)	Varies	1 day	\$2,941	\$2,500
Home Page Roadblock (U.S.)	Varies	1 day	\$2,588	\$2,200
Full Page Welcome Ad (Global)	640 x 480	1 day	\$2,352	\$1,999
Full Page Welcome Ad (U.S.)	640 x 480	1 day	\$1,764	\$1,499
Site Wrapper (Global)	Custom	1 day	\$2,941	\$2,500
Site Wrapper (U.S.)	Custom	1 day	\$2,588	\$2,200

eNewsletter

Title	Distribution	Flight	Cost (gross)	Cost (net)
Essential II Global	50,000	1 week	\$11,765	\$10,000
Essential Premium	17,000	1 week	\$11,765	\$10,000
Essential Allocator	2,800	1 day	\$5,882	\$5,000
Essential II Europe	10,000	1 week	\$5,882	\$5,000

Pre-Roll

Description	Length	Flight	Cost (gross)	Cost (net)
Supplied pre-roll fronting II editorial video*	15 or 30 sec.	1 month	\$51,764	\$44,000

* Two month lead time required

ADVERTISING

II Live

NEW OPPORTUNITY

II Live: A New and Unparalleled Way to Align Your Thought Leadership Content with II Events

What is II Live?

- II membership and forum events are best-in-class and legendary for the quality of their content and attendees.
- II Live allows you to tap into the prestige and excitement around II events by featuring one of your thought leaders in videos filmed and edited live at the event — and pushed to the wider II audience the same day.
- The topics discussed in the videos mirror those on the agenda at the event, giving the expanded II audience unprecedented access to your best thinking on subjects that are of the moment for asset allocators.
- II Live is available globally for any II membership or forum event.

How it Works:

- For two weeks leading up to the event, your original and event-relevant thought leadership content will be promoted on II.com, social media and newsletters. There's no heavy lifting for you — II's Thought Leadership Studio will create the content.
- Videos filmed at the event site are pushed out the same day as the event to the wider II audience of investment decision-makers on II.com via a premium slide show display and social media channels.
- For two weeks after the event, your original content and your videos from the event will continue to be promoted on II.com, social media and newsletters.

Benefits:

- Reach allocators before, during and after the event.
- Investors can access your thought leadership content online and in person.
- You own all content created for an II Live campaign, and are free to amplify it on your own or other channels.

To learn more about how you can leverage II Live, contact your II sales partner.



SVP, GLOBAL SALES

Vicki King • +1 212 224 3160
vicki.king@institutionalinvestor.com

AMERICAS SALES

Patricia Bertucci • +1 212 224 3890
pbertucci@institutionalinvestor.com

Doug Campbell • +1 212 224 3299
dcampbell@institutionalinvestor.com

Michael Feinberg • +1 212 224 3320
mfeinberg@institutionalinvestor.com

Ernest S. McCrary • +1 212 224 3844
emccrary@institutionalinvestor.com

John Weber • +1 203 458 0725
john.weber@institutionalinvestor.com

Foster Wright • +1 646 867 4481
foster.wright@institutionalinvestor.com

EMEA SALES

Vicki King • +1 212 224 3160
vicki.king@institutionalinvestor.com

ASIA SALES

Carvin Lee • +852 2912 8035
carvin.lee@institutionalinvestor.com

AD OPERATIONS

Marina Kushnir • +1 212 224 3218
mkushnir@institutionalinvestor.com

ADVERTISING

Awards Events

CALL FOR CLOSING DATES



Hedge Fund Industry Awards: June

Institutional Investor's Hedge Fund Industry Awards recognizes the hedge funds, funds of hedge funds, investment consultants, endowments, foundations, corporate funds, public funds, sovereign funds and rising stars that stood out for their performance innovation, achievements and contributions to the industry in the past year. www.HedgeFundIndustryAwards.com

Allocators' Choice Awards Dinner & Masterclass: November

The Masterclass is an afternoon of intense discussion among an exclusive group of asset allocators and managers. At a dinner that evening, winners of the Allocators' Choice Awards will be revealed. The seven categories are exclusively for — and chosen by — asset allocators. www.AllocatorsChoiceAwards.com

SVP, GLOBAL SALES

Vicki King • +1 212 224 3160
vicki.king@institutionalinvestor.com

AMERICAS SALES

Patricia Bertucci • +1 212 224 3890
pbertucci@institutionalinvestor.com

Doug Campbell • +1 212 224 3299
dcampbell@institutionalinvestor.com

Michael Feinberg • +1 212 224 3320
mfeinberg@institutionalinvestor.com

Ernest S. McCrary • +1 212 224 3844
emccrary@institutionalinvestor.com

John Weber • +1 203 458 0725
john.weber@institutionalinvestor.com

Foster Wright • +1 646 867 4481
foster.wright@institutionalinvestor.com

EMEA SALES

Vicki King • +1 212 224 3160
vicki.king@institutionalinvestor.com

ASIA SALES

Carvin Lee • +852 2912 8035
carvin.lee@institutionalinvestor.com

AD OPERATIONS

Marina Kushnir • +1 212 224 3218
mkushnir@institutionalinvestor.com