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Audience

WHO DO WE REACH?

64% of the II audience are institutional investors, investment intermediaries or bankers — and 29% are asset managers.

51% of the II audience are responsible for overall investment strategy. The top five areas of focus for the audience overall: equity, alternative, and fixed income investments, risk management, and asset manager selection.

76% of the II audience find thought leadership content from institutional investment firms and service providers to be insightful and useful. Within this cohort, investment strategies (68%), market overviews and trends (56%), and solutions to challenges faced by asset owners (47%) and asset managers (42%) are the preferred focus of content.

65% of the II audience manage institutional pensions or retirement plans — 45% manage DB plans, 40% manage DC plans, and 22% manage both.

35% of the II audience are C-Level investment professionals or board members.

* Monthly averages; Source: Google Analytics, January-July 2019.
CONTENT CALENDAR

<table>
<thead>
<tr>
<th>FEATURE</th>
<th>LAUNCH</th>
<th>II.COM</th>
<th>PREMIUM</th>
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<tr>
<td>Hedge Fund Rising Stars</td>
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<td>The Rich List</td>
<td>May</td>
<td></td>
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<td>Most Wanted Allocators</td>
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<td>FinTech 35</td>
<td>October</td>
<td></td>
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GLOBAL HEAD OF SALES
Vicki King • +1 212 224 3160
vicki.king@institutionalinvestor.com

AMERICAS SALES
Barbara Baumbusch • +1 212 224 3845
bbaumbusch@iiforums.com
Usha Bhate • +1 212 224 3429
ubhate@iiforums.com
Eleanor Dixson-Hobbs • +1 212 224 3163
eleanor.dixsonhobbs@institutionalinvestor.com
Adele Langie • +1 212 224 3611
alangie@ilmemberships.com
Melissa Murray • +1 212 224 3876
mmurray@iiforums.com
Giorgio Tupini • +1 212 224 3862
giorgio.tupini@institutionalinvestor.com
Foster Wright • +1 646 867 4481
foster.wright@institutionalinvestor.com
Kristin Zammit • +1 203 273 1868
kzammit@iiforums.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
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.

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<td>18-Mar</td>
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<td>All-Brazil Research Team</td>
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<td>Latin America Trading Team</td>
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<td>28-May</td>
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<td>All-Asia Research Team</td>
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<td>Extel Pan-Europe Survey</td>
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<td>All-America Executive Team</td>
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<td>7-Jun</td>
<td>5-Nov</td>
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</table>
Institutional Investor’s Thought Leadership Studio creates content that helps shape the conversation and idea landscape for investment professionals. By amplifying your strategies, capabilities and expertise in story form your business increases and strengthens the perception that it should be on the list of any potential partners, and gives you a competitive edge.

The studio’s award-winning designers, editors, journalists, data scientists and marketers collaborate with you to generate original content (or work with existing content) that appeals to the needs of your target audience, and makes clear that your business should be part of the solution.

Brainstorming and consultation on content strategies and executions
Original stories based on interviews with your experts
Animated and filmed video
Infographics
Webinar production and hosting
Original research and research reports
Content alignment with II membership
Special reports on II.com
Performance reporting

GLOBAL HEAD OF SALES
Vicki King • +1 212 224 3160
vicki.king@institutionalinvestor.com

AMERICAS SALES
Barbara Baumbusch • +1 212 224 3845
bbaumbusch@iiforums.com
Usha Bhate • +1 212 224 3429
ubhate@iiforums.com
Eleanor Dixon-Hobbs • +1 212 224 3163
eleanor.dixonhobbs@institutionalinvestor.com
Adele Langie • +1 212 224 3611
alangie@iimemberships.com
Melissa Murray • +1 212 224 3876
mmurray@iiforums.com
Giorgio Tupini • +1 212 224 3862
giorgio.tupini@institutionalinvestor.com
Foster Wright • +1 646 867 4481
foster.wright@institutionalinvestor.com
Kristin Zammit • +1 203 273 1868
kzammit@iiforums.com

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

ASIA SALES
Carvin Lee • +852 2912 8035
carvin.lee@institutionalinvestor.com
II Live & II LiveCast: A New and Unparalleled Way to Align Your Thought Leadership Content with II Events and Your Own Events

What are II Live and II LiveCast?

• II Live allows you to tap into the prestige and excitement around II global events by featuring your thought leaders in videos filmed and edited live at the event — and pushed to the wider II audience the same day. II LiveCast takes the same approach and applies it to your own events.

• The topics discussed in the videos can 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.

How it Works:

• Videos filmed and edited 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, using a premium slide show display and social media channels.

Benefits:

• Reach investment decision makers across II’s larger audience — not just the people in the room at the event.

• You own all content created for an II Live or II LiveCast campaign, and are free to amplify it on your own or other channels.

What’s included?

• 8–12 (:90-second) videos day of event:
  Videos are promoted through social, e-mail newsletters, and a prominent slide-show placement at the top of the II.com homepage. Active promotion covers four weeks, and the content lives on II.com’s Innovation channel for one year.

• Price: $40k

For more information, please contact your II sales partner.
**SUPPLIED CONTENT SOLUTIONS CONNECTING DIRECTLY TO YOUR SITE**

<table>
<thead>
<tr>
<th>Feature</th>
<th>SLIDESHOW</th>
<th>RSS SLIDE SHOW</th>
<th>NEWSLETTER</th>
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<tr>
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<tr>
<td>Drives directly to client site</td>
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<td>✓</td>
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<td>Client-supplied content</td>
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<td>RSS-enabled</td>
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<td>Display up to 6 pieces at one time</td>
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<td>Unlimited updates</td>
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<td>Distribution</td>
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<td>Cost/month***</td>
<td>$25,000</td>
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* 2 daily editions (Essential II & Essential Premium)
** Non-consecutive weeks
*** Frequency discount available; speak with your II sales partner

---

**GLOBAL HEAD OF SALES**
Vicki King  •  +1 212 224 3160  
vicki.king@institutionalinvestor.com

**AMERICAS SALES**
Barbara Baumbusch  •  +1 212 224 3845  
bbaubusch@iiforums.com
Usha Bhate  •  +1 212 224 3429  
ubbate@iiforums.com
Eleanor Dixon-Hobbs  •  +1 212 224 3163  
eleanor.dixonhobbs@institutionalinvestor.com
Adele Langie  •  +1 212 224 3611  
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Melissa Murray  •  +1 212 224 3876  
murray@iiforums.com
Giorgio Tupini  •  +1 212 224 3862  
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Foster Wright  •  +1 646 867 4481  
foster.wright@institutionalinvestor.com
Kristin Zammit  •  +1 203 273 1868  
kzammit@iiforums.com

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

**ASIA SALES**
Carvin Lee  •  +852 2912 8035  
carvin.lee@institutionalinvestor.com
The Thought Leadership Slideshow is the most dynamic promotional tool for thought leadership content on InstitutionalInvestor.com. Each month, a maximum of six partner content elements are incorporated into a horizontally moving Slideshow presentation by II Thought Leadership Studio. This unit's unique look on the page assures high engagement. The audience can interact with one or all of the content elements and the Slideshow allows our partners to tell a holistic thought leadership story on a particular theme. Content can be refreshed each month.

<table>
<thead>
<tr>
<th>UNIT SIZE</th>
<th>POSTS</th>
<th>LEAD TIME</th>
<th>MINIMUM FLIGHT</th>
<th>IMPRESSIONS</th>
<th>COST</th>
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<td>5 days</td>
<td>3 months*</td>
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($25,000/mo.)

* Consecutive months
Providing even greater flexibility and immediacy for posting direct linking thought leadership content, II’s new RSS Feed Thought Leadership Slideshow provides an elegant turnkey solution for posting your own thought leadership content in real-time. Powered by an RSS feed, a carousel of up to six content pieces updates in real time as your website is refreshed with new content. This is a dynamic, of-the-moment promotional tool that is always fresh and representative of the content that is current on your site.

Supplied RSS feed must contain an image, title, and hyperlink.

<table>
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<tr>
<th>UNIT SIZE</th>
<th>POSTS</th>
<th>LEAD TIME</th>
<th>MINIMUM FLIGHT</th>
<th>IMPRESSIONS</th>
<th>COST</th>
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<td>(initial setup)</td>
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<td>($30,000/mo.)</td>
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</table>

* Consecutive months

GLOBAL HEAD OF SALES
Vicki King • +1 212 224 3160
vicki.king@institutionalinvestor.com

AMERICAS SALES
Barbara Baumbusch • +1 212 224 3845
bbaumbusch@iiforums.com
Usa Bhate • +1 212 224 3429
ubhate@iiforums.com
Eleanor Dixon-Hobbs • +1 212 224 3163
eleanor.dixonhobbs@institutionalinvestor.com
Adele Langie • +1 212 224 3611
alangie@iimemberships.com
Melissa Murray • +1 212 224 3876
mmurray@iiforums.com
Giorgio Tupini • +1 212 224 3862
giorgio.tupini@institutionalinvestor.com
Foster Wright • +1 646 867 4481
foster.wright@institutionalinvestor.com
Kristin Zammit • +1 203 273 1868
kzammit@iiforums.com

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

ASIA SALES
Carvin Lee • +852 2912 8035
carvin.lee@institutionalinvestor.com
This section of the Essential II daily newsletter is dedicated exclusively to promoting client’s thought leadership content and is directly linked to the client’s site. The sponsored section is highlighted by a subtly shaded background and a top bar containing the sponsor’s name. Put your content in front of Institutional Investor’s highly targeted mailing list each morning.

Sponsorship of this section includes both the Essential II and Essential Premium emails, which feature a combined distribution of 67K subscribers. Sponsorship of this product provides a full week of daily editions.

### REQUIRED ELEMENTS

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<td>5 days</td>
<td>4 weeks*</td>
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* Non-consecutive weeks

** Additional $5,000 to include banner ads
Special reports are your opportunity to highlight your thought leadership, strategies, and services related to topics our audience is keen to learn more about. Our team works with you to present your content and thought leaders in the most engaging manner.

**Your thought leadership content in the report can take the form of:**
- Q&A or narrative text stories featuring photos of your thought leaders (approx.: 800 words)
- Video (supplied)
- Data-driven graphics

If you’re interested in owning the entire space around a given topic in a way that features multiple content elements, ask your II sales partner about sole sponsorship opportunities.
### CONTENT CALENDAR

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<th>MONTH</th>
<th>SPECIAL REPORT / RELEVANT SPONSORED FORUM</th>
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<td>January 2020</td>
<td>Managing Risk &amp; Liquidity / Risk &amp; Liquidity Forum</td>
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<td>Active vs. Passive Investing: One, the Other or Both?</td>
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<td>Women in Investment Management &amp; Finance</td>
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<td>Real Assets / Real Assets Forum</td>
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<td>Emerging Markets Investing / Emerging Markets Forum</td>
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<td>Investment Management Outsourcing Services</td>
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<td>Multi-Asset Strategies / Private Equity Summit</td>
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<td>Stable Value and Annuity Investing</td>
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<td>May 2020</td>
<td>Redefining Fixed Income / Redefining Fixed Income Forum</td>
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<td>Specialty ETF &amp; Index Investing</td>
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<td>Outsourced CIO</td>
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<td>June 2020</td>
<td>Pension De-risking &amp; Risk Transfer / DC Roundtable</td>
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<td></td>
<td>Smart Beta/Factor Investing</td>
</tr>
<tr>
<td></td>
<td>Investing in China</td>
</tr>
</tbody>
</table>

**GLOBAL HEAD OF SALES**

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

**AMERICAS SALES**

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bbaumbusch@iiforums.com

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ubhate@iiforums.com

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alangie@iimemberships.com

Melissa Murray • +1 212 224 3876
mmurray@iiforums.com

Giorgio Tupini • +1 212 224 3862
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Foster Wright • +1 646 867 4481
foster.wright@institutionalinvestor.com

Kristin Zammit • +1 203 273 1868
kzammit@iiforums.com

**EMEA SALES**

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

**ASIA SALES**

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

## CONTENT CALENDAR

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<th>MONTH</th>
<th>SPECIAL REPORT / RELEVANT SPONSORED FORUM</th>
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<tr>
<td>July 2020</td>
<td>Innovations in Target Date Strategies / Retirement Plan Advisor Summit</td>
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<td>Investing in Infrastructure</td>
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<td>Women in Investment Management &amp; Finance</td>
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<td>August 2020</td>
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<td>Innovations in Fintech</td>
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<td>ESG Investment Strategies / ESG Investing</td>
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<td>Insurance Asset Management</td>
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<td>October 2020</td>
<td>Fixed Income &amp; Credit Investing</td>
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<td>Liability Driven Investing</td>
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<td>November 2020</td>
<td>Systematic/Quantitative Investment / Systematic Symposium</td>
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<td>Investing in Alternatives</td>
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<td>December 2020</td>
<td>Real Estate</td>
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<td></td>
<td>Artificial Intelligence in Investment Management</td>
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<tr>
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<td>Investing in China</td>
</tr>
</tbody>
</table>

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

**AMERICAS SALES**

Barbara Baumbusch  •  +1 212 224 3845  
bbaubusch@iiforums.com

Usa Bhate  •  +1 212 224 3429  
ubhate@iiforums.com

Eleanor Dixon-Hobbs  •  +1 212 224 3163  
eleanor.dixonhobbs@institutionalinvestor.com

Adele Langie  •  +1 212 224 3611  
alangie@iimemberships.com

Melissa Murray  •  +1 212 224 3876  
mmurray@iiforums.com

Giorgio Tupini  •  +1 212 224 3882  
giorgio.tupini@institutionalinvestor.com

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

Kristin Zammit  •  +1 203 273 1868  
kzammit@iiforums.com

**EMEA SALES**

Vicki King  •  +1 212 224 3160  
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**ASIA SALES**

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

---

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**REGION** | **IMPRESSIONS** | **FLIGHT** | **COST**
--- | --- | --- | ---
U.S. & Global | 25,000 | 1 week | $10,000
### CALL FOR CLOSING DATES

#### GLOBAL HEAD OF SALES
Vicki King • +1 212 224 3160
vicki.king@institutionalinvestor.com

#### AMERICAS SALES
Barbara Baumbusch • +1 212 224 3845
bbaumbusch@iiforums.com

Usa Bhate • +1 212 224 3429
ubhate@iiforums.com

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foster.wright@institutionalinvestor.com

Kristin Zammit • +1 203 273 1868
kzammit@iiforums.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

#### Newsletter Display

<table>
<thead>
<tr>
<th>TITLE</th>
<th>DISTRIBUTION</th>
<th>OPEN RATE</th>
<th>FREQUENCY</th>
<th>COST</th>
</tr>
</thead>
<tbody>
<tr>
<td>Essential II</td>
<td>50,000/day</td>
<td>14%</td>
<td>5 x Week (M–F)</td>
<td>$10,000/wk.</td>
</tr>
<tr>
<td>(250,000/wk.)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Essential II</td>
<td>10,000/day</td>
<td>11.3%</td>
<td>1 x Week (F)</td>
<td>$5,000/wk.</td>
</tr>
<tr>
<td>Europe</td>
<td>(50,000/wk.)</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>


| Essential Premium | 17,000/day | 12% | 5 x Week (M–F) | $10,000/wk. |
| (85,000/wk.)      |            |     |               |            |

**Audience:** C-suite executives and senior management, investment suite executives (including portfolio managers, heads of investment strategy, analysts, and heads of trading), at the following institutions: Hedge Funds, Fund of Funds, Real Estate Firms, Private Equity Firms, Corporate and Government Pensions, Foundations, Endowments, Family Offices, Sovereign Wealth Funds, Associations, Non Profits, Independent Investment Advisors, Prime Brokerage Firms, Pension Consultants, Investment Banks, Commercial and Universal Banks, Law Firms, Accounting Firms, Administrators, Management Consultants, Technology and Data Service Providers.

| Essential Allocator | 2,800/day | 31.3% | 1 x Week (F) | $5,000 |
|                     |           |       |             |        |

**Audience:** CIOs and buy side institutional investors at the following types of institutions: Foundations, Endowments, Public/Government Pension Funds, Corporate Pensions Funds, and Sovereign Wealth Funds.
# Display Ads

## AVAILABLE UNITS

### ROS

- **Leaderboard 728x90**
- **Billboard 970x90**
- **Billboard 970x250**
- **MPU 300x250**
- **Halfpage 300x600**

### NEWSLETTER

- **MPU 300x250**

### MOBILE

- **320x50**
- **MPU 300x250**

### GLOBAL HEAD OF SALES

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

### AMERICAS SALES

- **Barbara Baumbusch**  •  +1 212 224 3845
  bbaumbusch@iiforums.com
- **Usha Bhate**  •  +1 212 224 3429
  ubhate@iiforums.com
- **Eleanor Dixson-Hobbs**  •  +1 212 224 3183
  eleanor.dixsonhobbs@institutionalinvestor.com
- **Adele Langie**  •  +1 212 224 3611
  alangie@iimemberships.com
- **Melissa Murray**  •  +1 212 224 3876
  mmurray@iiforums.com
- **Giorgio Tupini**  •  +1 212 224 3862
  giorgio.tupini@institutionalinvestor.com
- **Foster Wright**  •  +1 646 867 4481
  foster.wright@institutionalinvestor.com
- **Kristin Zammit**  •  +1 203 273 1868
  kzammit@iiforums.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

www.institutionalinvestor.com
## Display Ads

### 2020 RATE CARD: USD

<table>
<thead>
<tr>
<th>Display</th>
<th>Ad type</th>
<th>Ad size</th>
<th>Flight</th>
<th>Cost (gross)</th>
<th>Cost (net)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Half page</td>
<td>300 x 600</td>
<td>Varies</td>
<td>$253 CPM*</td>
<td>$215 CPM*</td>
</tr>
<tr>
<td></td>
<td>Billboard</td>
<td>970 x 90 or 970 x 250</td>
<td>Varies</td>
<td>$253 CPM*</td>
<td>$215 CPM*</td>
</tr>
<tr>
<td></td>
<td>Leaderboard</td>
<td>728 x 90</td>
<td>Varies</td>
<td>$253 CPM*</td>
<td>$215 CPM*</td>
</tr>
<tr>
<td></td>
<td>IMU</td>
<td>300 x 250</td>
<td>Varies</td>
<td>$253 CPM*</td>
<td>$215 CPM*</td>
</tr>
<tr>
<td></td>
<td>Welcome Ad (Global)</td>
<td>Varies</td>
<td>1 day</td>
<td>$3,299</td>
<td>$2,800</td>
</tr>
<tr>
<td></td>
<td>Welcome Ad (U.S.)</td>
<td>Varies</td>
<td>1 day</td>
<td>$2,941</td>
<td>$2,500</td>
</tr>
<tr>
<td></td>
<td>Site Wrapper (Global)</td>
<td>Custom</td>
<td>1 day</td>
<td>$2,941</td>
<td>$2,500</td>
</tr>
<tr>
<td></td>
<td>Site Wrapper (U.S.)</td>
<td>Custom</td>
<td>1 day</td>
<td>$2,588</td>
<td>$2,200</td>
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</table>

* $10,000 minimum spend

### eNewsletter

<table>
<thead>
<tr>
<th>eNewsletter</th>
<th>Title</th>
<th>Distribution</th>
<th>Flight</th>
<th>Cost (gross)</th>
<th>Cost (net)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Essential II Global</td>
<td>50,000</td>
<td>1 week</td>
<td>$11,765</td>
<td>$10,000</td>
</tr>
<tr>
<td></td>
<td>Essential Premium</td>
<td>17,000</td>
<td>1 week</td>
<td>$11,765</td>
<td>$10,000</td>
</tr>
<tr>
<td></td>
<td>Essential Allocator</td>
<td>2,800</td>
<td>1 day</td>
<td>$5,882</td>
<td>$5,000</td>
</tr>
<tr>
<td></td>
<td>Essential II Europe</td>
<td>10,000</td>
<td>1 week</td>
<td>$5,882</td>
<td>$5,000</td>
</tr>
</tbody>
</table>

### Video

<table>
<thead>
<tr>
<th>Video</th>
<th>Description</th>
<th>Length</th>
<th>Flight</th>
<th>Cost (gross)</th>
<th>Cost (net)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Supplied pre-roll fronting II editorial video**</td>
<td>15 sec.</td>
<td>1 month</td>
<td>$51,764</td>
<td>$44,000</td>
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<tr>
<td></td>
<td>Inline video</td>
<td>15 sec.</td>
<td>1 month</td>
<td>$35,294</td>
<td>$30,000</td>
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<tr>
<td></td>
<td>Supplied long form video</td>
<td>3–4 min.</td>
<td>1 month</td>
<td>$14,706</td>
<td>$12,500</td>
</tr>
</tbody>
</table>

** Two month lead time required
Native Advertising

<table>
<thead>
<tr>
<th>Region</th>
<th>Pieces of Content</th>
<th>Total Promo Tout Impressions</th>
<th>Flight*</th>
<th>Cost (net)</th>
</tr>
</thead>
<tbody>
<tr>
<td>U.S. &amp; Global</td>
<td>4</td>
<td>320,000 + social</td>
<td>8 weeks</td>
<td>$50,000</td>
</tr>
<tr>
<td>U.S. &amp; Global</td>
<td>8 (incl. 5% discount)</td>
<td>640,000 + social</td>
<td>16 weeks</td>
<td>$95,000</td>
</tr>
<tr>
<td>U.S. &amp; Global</td>
<td>12 (incl. 10% discount)</td>
<td>960,000 + social</td>
<td>24 weeks</td>
<td>$135,000</td>
</tr>
<tr>
<td>Europe</td>
<td>4</td>
<td>200,000 + social</td>
<td>8 weeks</td>
<td>$32,000</td>
</tr>
<tr>
<td>Europe</td>
<td>8 (incl. 5% discount)</td>
<td>400,000 + social</td>
<td>16 weeks</td>
<td>$60,800</td>
</tr>
<tr>
<td>Europe</td>
<td>12 (incl. 10% discount)</td>
<td>600,000 + social</td>
<td>24 weeks</td>
<td>$86,400</td>
</tr>
</tbody>
</table>

* Promotional touts; non-consecutive weeks

Special Report

<table>
<thead>
<tr>
<th>Region</th>
<th>Pieces of Content</th>
<th>Exclusive?</th>
<th>Impressions</th>
<th>Cost (net)</th>
</tr>
</thead>
<tbody>
<tr>
<td>U.S. or Global</td>
<td>2, plus “Deeper Look” page</td>
<td>No</td>
<td>100,000</td>
<td>$25,000</td>
</tr>
<tr>
<td>U.S. or Global</td>
<td>5, plus “Deeper Look” page</td>
<td>Yes</td>
<td>100,000</td>
<td>$50,000</td>
</tr>
</tbody>
</table>

Note: $5,000 per each additional piece of content in the same report; $20,000 each explainer video. Regional rates available upon request.

Custom Video

<table>
<thead>
<tr>
<th>Package</th>
<th>Total Promo Tout Impressions</th>
<th>Length (each)</th>
<th>Cost (net)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 explainer video</td>
<td>80,000 + social</td>
<td>90 sec.</td>
<td>$30,000</td>
</tr>
<tr>
<td>2 explainer videos</td>
<td>160,000 + social</td>
<td>90 sec.</td>
<td>$55,000</td>
</tr>
<tr>
<td>3 explainer videos</td>
<td>240,000 + social</td>
<td>90 sec.</td>
<td>$75,000</td>
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</tbody>
</table>

II Live / II LiveCast

<table>
<thead>
<tr>
<th>Region</th>
<th>Slideshow Tout Impressions</th>
<th>Site Tout Impressions</th>
<th>Navigation Tout Impressions</th>
<th>Newsletter Tout Impressions</th>
<th>Total Tout Impressions</th>
<th>Cost (net)</th>
</tr>
</thead>
<tbody>
<tr>
<td>U.S. &amp; Global</td>
<td>100,000</td>
<td>30,000</td>
<td>35,000</td>
<td>100,000</td>
<td>265,000 + social</td>
<td>$40,000</td>
</tr>
<tr>
<td>Europe</td>
<td>50,000</td>
<td>40,000</td>
<td>17,000</td>
<td>20,000</td>
<td>127,000 + social</td>
<td>$40,000</td>
</tr>
</tbody>
</table>
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