

An aerial photograph of London, England, taken at dusk. The River Thames flows through the center of the city, with the iconic Tower Bridge spanning across it. The city skyline is visible, featuring numerous skyscrapers and buildings, including the Shard on the left. The sky is a deep, dark blue, and the city lights are beginning to glow, creating a dramatic and atmospheric scene.

# INVESTMENT WEEK

**2021** Media Pack



Investment Week's mission is to inform, challenge, champion and connect enlightened investment professionals and help them succeed in a fast-changing world where responsible investing is set to become the norm.

# OVERVIEW



**Investment Week** has been serving the UK investment industry since 1995 and has evolved from print-only at launch into a multi-media platform. The brand provides breaking news and three daily newsletters, as well as thought-provoking analysis and commentary in print and digital formats.

**Investment Week** delivers insights from hard-to-access senior leaders, uncovers the next industry trends through data-led, long-form articles. Our mission to champion diversity in the asset management industry as well as identify the stars of the future. Readers are kept up-to-date through the use of galleries, polls, quizzes, videos, social media and blogs covering topics including regulation, diversity, and ESG.

The brand delivers a portfolio of more than 60 events, including the prestigious Fund Manager of the Year Awards and the Women in Investment Awards – live and digitally.

# HIGHLIGHTS



- **Exclusive and comprehensive news, data-driven analysis and features** - trusted and high-quality editorial for forward-thinking UK investment professionals focusing on fund management and wealth management
- **Expert opinion and insight** - keeping you updated with the very latest thinking from around the investment industry and how to play future trends
- **The only weekly publication (print and digital)** specifically for the retail investment market, with the largest circulation of any wealth management publication in the UK
- **Award winning journalists:** Diversity & Inclusion Journalist of the Year at the State Street Press Awards, Wholesale Journalist of the Year and Wholesale Team of the Year at the Aegon Asset Management Journalist Awards, and Best Trade Journalist at the Association of Investment Companies Media Awards.
- **Regular interviews** - featuring fund selectors, fund managers and industry leaders, giving you regular access to the views of keyplayers shaping the industry
- **Focus on ESG and Diversity** – setting the agenda and challenging the status quo in these key areas

# REACH

Our audience reach covers key segments including fund selectors, private banks, private client investment managers, wealth managers and financial planners.

Whatever the challenges and opportunities faced by your market, our close relationships with leading industry professionals gives us a unique insight allowing us to spot trends and changes before they happen.



**56,267**

Total contactable individuals



**434,779**

Monthly page views



**33,259**

Followers across social media

# SERVICES

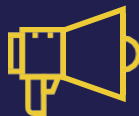
Whether it's audience engagement through brand and product awareness, or creating powerful engagement through content, high touch, outstanding quality marketing and sales conversion is at the heart of our business.



Print advertising



Digital advertising



Events / bespoke events



Content creation



Content marketing



Lead Generation



Video creation

# ADVERTISING PLATFORMS - PRINT

Investment Week offers advertisers a complete cross media solution allowing communication with core target audiences via the most effective platform.

## Standard Creatives

Strips, half, full page and double page spread advertisements are available for ongoing branding campaigns and can be positioned alongside relevant editorial features to maximise effectiveness



Award winning  
journalists



The only weekly publication  
specifically for the  
retail investment market



6,033 printed issues  
with 73% now being delivered  
to home addresses

# PRINT 2021 RATE CARD

Published every Monday

Product	Price
Full page	£3,150
DPS	£4,465
Half DPS	£3,415
Half page	£2,050
Cover wrap	£14,175
Full page advertorial	£3,675



# ADVERTISING PLATFORMS - DIGITAL

## Advertising opportunities

Wallpapers/sidebars, HPUs, Billboards and other bespoke creatives are available across Investmentweek.co.uk. The site has been optimised for mobile and tablets using the latest technology and initiatives for unique marketing campaigns.

## Native advertising

Native adverts run across the Investment Week website and offer an excellent way of promoting your thought leadership and driving traffic through to content pieces.

## Email bulletins

The latest industry news is sent to over 44k investment professionals daily. Advertisers who sponsor the email will receive space for leaderboard and MPU creatives, 150 words of promotional copy and a hyperlink to any client URL. We also offer alternative native email sponsorship providing clients the perfect opportunity to promote their thought leadership content.



**Award winning journalists!**



**The only weekly publication specifically for the retail investment market**



**4,707 printed issues with 50% now being delivered to home addresses!**

# DIGITAL 2021 RATE CARD

Product	Specs (MM)	CPM (Cost per thousand)
Billboard	970x250	£103
Half pages	300x600	£73
Side bars	1280x900	£113
Ads native	Specs upon request	£50
In-read video	Specs upon request	£128

Product	Cost
Sponsored Daily Newsletter	£1,200 per email
Ads Native Newsletter	£1,450 per email
Round Up Newsletter	£1,575 per email
Sponsored Solus Email	£4,025 per email
Entry-Point Takeover	£4,620 per day

# CONTENT CREATION - FOCUS

Contact us  
for rates

Focus is a publication that brings fund buyers face-to-face with a selection of the most in-demand asset managers in the UK and globally.

When a financial professional accesses decision content it indicates the reader is looking at fund specific metrics and actively engaging with the fund. The decision content in FOCUS aims to provide clear and concise details on the following areas:

- The funds investment philosophy and process
- The management team behind the fund
- Fund performance vs. peers

The above three points have been independently verified by CerulliResearch as the most important criteria that fund buyers require before they consider a fund for their buy list.

Focus is supported with a fully managed digital marketing campaign delivering tangible outcomes and proven ROI.

## Minimum deliverables

- Onsite and offsite display: typically 60,000 impressions
- Native articles promoting guide: typically 3 articles
- Paid Social campaign (using 1st party data) approx. 10,000 impressions
- Leads: minimum 30 contact details
- Client will receive 400 print versions of Focus to use for their own marketing purposes – they can use this as a seat drop at their event in
- Email promotion – minimum 3 email bulletin articles



# CONTENT CREATION - SPOTLIGHT

Our Spotlight guides are created to broaden awareness of a company's strategy, investment team/individual profile across any area of their expertise they wish to highlight.



## We offer:

- High production digital eBook delivering awareness and positioning the client as leader across a particular sector
- All content created offers full syndication rights and can be reused/hosted on the customer's and any other sites.
- Incisive Media creates and markets all assets across relevant brand distribution platforms, and is fully shareable
- Guaranteed minimum downloads and engagements
- Incisive Media's content team will work with the sponsoring company to ascertain, content theme and tone of voice.

## Two Phase managed marketing performance campaign

### Phase I —'gated' for data capture

- Hosting on Incisive Resources with guaranteed downloads (Lead Gen) with full data capture
- Inclusion on newsletters support
- "Trailing" native advertising: manager interviews turned into editorial and published on IW, linking back to content

### Phase II direct access to content

- Programmatic ad campaign using hyper targeted Incisive first party data
- Creative provided by Incisive Works and approved by customer
- Use of onsite 'ads native' units
- Support for client's own tracking

# CONTENT CREATION – INCISIVEPRIME



A managed lead generation solution harnessing the power of Incisive Media's 1st party contact data and world class lead generation platform.

Prime promotes client content via native advertising, which sits seamlessly within the body of our daily newsletters (flagged as sponsored content.) Please note, content should not be the same as a sponsoring company might use across our Incisive Engage proposition.

Leads are delivered in a secure format, either monthly or at the end of the agreed campaign period, and include all business card details: Name, company name, email address. Leads will be preferentially unfiltered, but we do filter all non-relevant companies as per FCA registered data.

## Connect

Connect with the industry's core discretionary and advisory professionals through Incisive Media's fully registered UK-wide audience



Your marketing message through an Industry Voice blog

## Inform

Inform your target audience base through your in depth content, research-based reports, video, whitepapers etc.



**Professional Adviser**



Distributed to our database through email and native adverts

## Contact

Having received your qualified lead, now is the time for your sales team to contact the user and carry on the conversation



Lead generation performance actively managed and monitored

# LEAD GENERATION – INCISIVE ENGAGE

Incisive Engage allows you to connect with the industry's core discretionary and advisory professionals through Incisive Media's fully registered UK wide audience, to inform the audience through key macro-economic outlooks, fund manager views and commentary on the current investment landscape.

<b>Tier 1</b>	<b>Tier 2</b>	<b>Tier 3</b>
3 x industry voice	6 x industry voice	9 x industry voice
Email promotion	Email promotion	Email promotion
Ads native unit impressions	Ads native unit impressions	Ads native unit impressions
Guaranteed minimum engagements: 1,500	Guaranteed minimum engagements: 3,000	Guaranteed minimum engagements: 4,500

# LEAD GENERATION: INVESTMENT WEEK RESOURCES

InvestmentWeek.co.uk/resources is the UK's leading research and briefings distribution service that is designed to provide users with a quick and easy way of keeping ahead of business and market development.

We give our audience access to your content, enabling them to make the best decisions for their clients and members. As part of the service, we publish your content, distribute it through multiple channels, verify the response and provide you leads, delivering it straight through to your CRM if requested. You will be allocated a dedicated campaign manager offering you full support throughout the process.

**Tenancy subscription: £2,950 per month**

# EVENTS

Our mission for every event is to inform, connect and inspire. We put the experience of our delegates, partners and speakers first, whether the event is staged digitally, face-to-face or as a hybrid. Our vision is to deliver our audiences a safer, more creative experience, including high-quality studio-based broadcasts, and digital and face-to-face networking.

Over 7000 event attendees each year!

## Conferences & Forums

With over 30 events scheduled throughout the year we will make sure that you are able to network, engage and educate the right audience in the right environment. Whether it's through our flagship and established Funds to Watch events, topic focused market briefings or the new, and popular, Select format there's something for everyone.

## Bespoke Events

Investment Week's publisher Incisive Media's comprehensively equipped in-house film and audio studios gives advertisers access to a range of broadcast opportunities including webinars and roundtables.

## Awards

Investment Week's awards programme is highly regarded and established within the industry, and part of everyone's event calendars. The awards attract the industry's leading figures and provide a ideal opportunity for sponsors to promote their brand in front of clients and peers. Investment Week's awards include Fund Manager of the Year Awards, Women in Investment Awards, the Sustainable & ESG Investment Awards and many more





# EVENT SMART

Leveraging your existing event presentation, we offer a full communications package to further amplify your product and sales messaging, providing a fresh outlook on the asset and drawing from it both content marketing and sales aid collateral for flexibility and longevity.

## Logistics:

The sponsor will be allocated a content strategist/writer ahead of the event who will have access to the sponsor's presentation or speaker ahead of the event to conduct initial background work. On the day, the content strategist's main focus is capturing dialogue, responses, questions and quotes from the audience to feed into the post-event write up.

The write up will be produced within 48/72hrs of the event to amplify your messaging and allow for maximum timeliness.

## Package:

- Content strategist in attendance (Virtual or F2F)
- Write up, editing
- Syndicated rights
- Content hosting & distribution via Industry Voice, email promotion and social, on the day of promotion

## Rate

£5,000+ VAT per event coverage

\*Content strategist review of content to ensure compelling marketability

# WHAT TO EXPECT FROM OUR CUSTOMER SUCCESS TEAM



**Driven by your goals**



**Customer centric**



**Dedicated customer success manager**



**Pre-campaign report and creative sharing**



**End to end project management**



**Expert hands**



**Dedicated AV producer**



**Consistent reporting throughout**



**Timeline management**



**Peace of mind**



**Dedicated conference and content producers**



**Post-campaign report and insight**

# CONTACTS

Contact us today to discuss anything in further detail – we'd love to help.



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