

A high-angle, wide shot of the London skyline at dusk. The sky is a deep purple and blue, with the city lights beginning to glow. The Shard is prominent on the left, and the Gherkin is on the right. The text 'PROFESSIONAL PENSIONS' is overlaid in large white letters, with a horizontal line under 'PROFESSIONAL'.

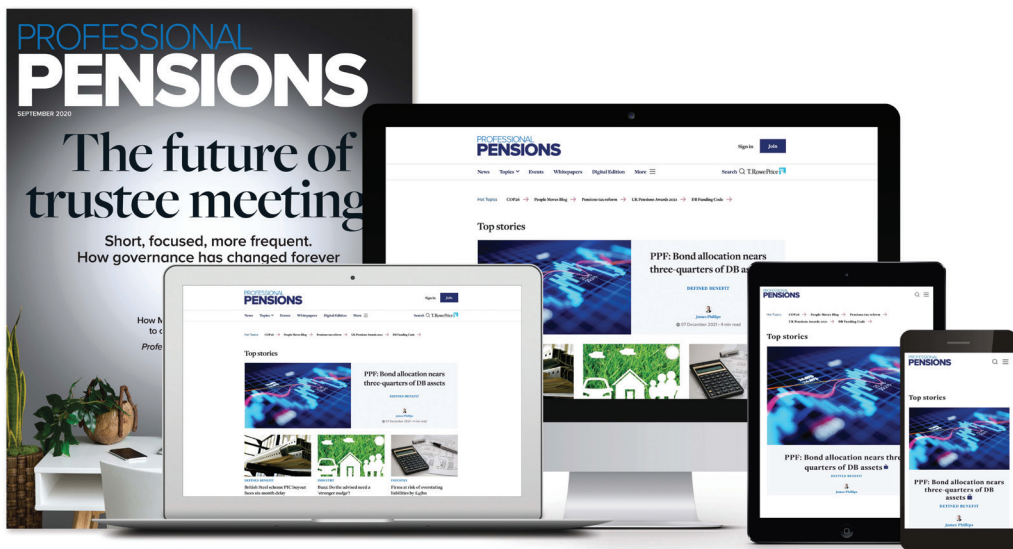
PROFESSIONAL PENSIONSTM

2022 Media and Advertising

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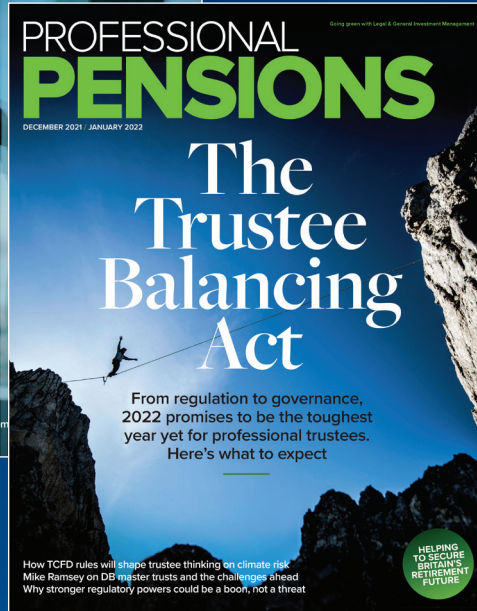
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THE MOST TRUSTED AND RESPECTED BRAND USED BY SENIOR PENSIONS PROFESSIONALS

Our established brand offers a full range of sophisticated solutions allowing you to reach the key decision makers in print, in person or online. Professional Pensions provides high quality editorial that engages our audience, enabling you to deliver your message to them.

KEY INFORMATION



Exclusive and extensive news, analysis and features – trusted and high-quality editorial on the UK occupational pensions industry

Expert opinion and advice – keeping you updated with the very latest thinking from around the industry and helping you to understand what will happen next and the trends of the future

Fully requested magazine in the UK occupational pensions industry

Best practice and legislation – to keep you operating at the cutting edge of the industry

Regular interviews with the people managing pension funds across the country – enabling you to learn from your peers' experiences

Monthly issues of the new-look *Professional Pensions* magazine as well as online access via desktop, mobile and tablet

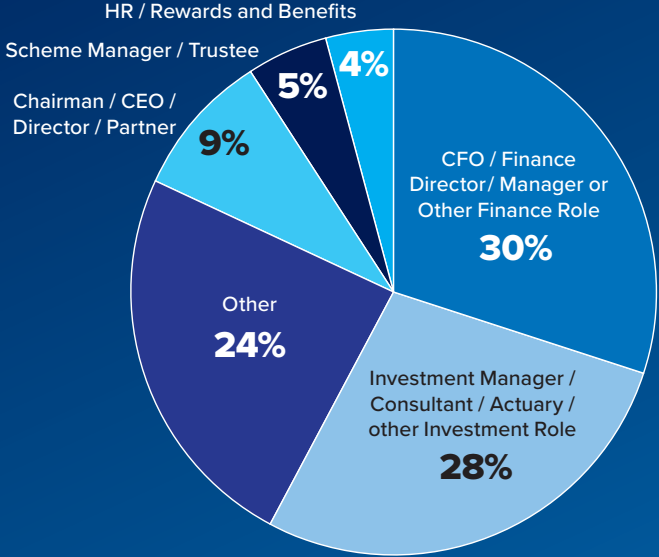
CIRCULATION AND NEWSLETTER READERSHIP



Professional Pensions is the UK's leading publication for the occupational pensions industry with a circulation which is 100% requested.

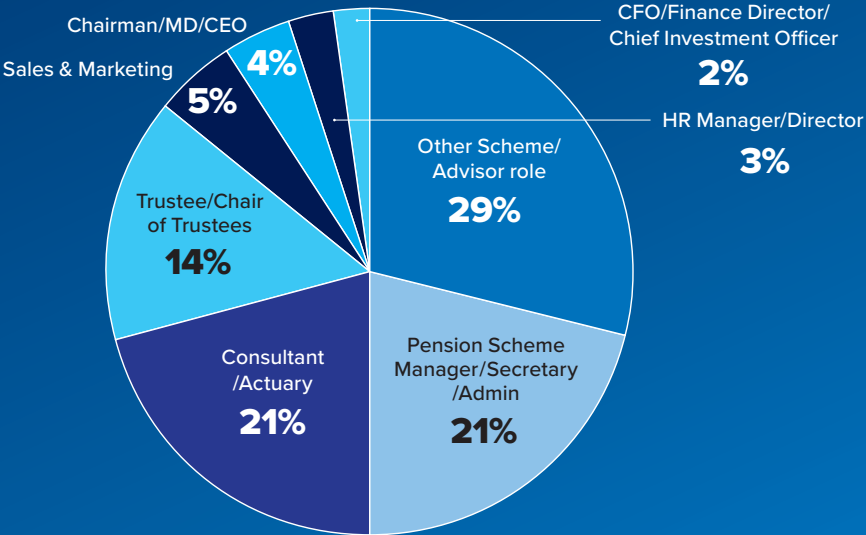
Newsletter

(26,139 SUBSCRIBERS):



Magazine subscribers: 6,596

JOB FUNCTION BREAKDOWN (CONTROLLED CIRCULATION):



AUDIENCE ENGAGEMENT:



Professional Pensions is the leading purely institutional pensions website in the UK, delivering extensive news and features coverage for the corporate pensions and investment industry.

WEBSITE



225,723

unique page impressions



132,048

unique visitors



2m 46s

average time on page



26.1k

daily newsletter subscribers

MOBILE



51,873

unique page impressions



33,959

unique visitors



2m 47s

average time on page



1.31

page views per visit

EVENTS



30+

events



3k+

registrations



10.6k

@ProfPensions followers



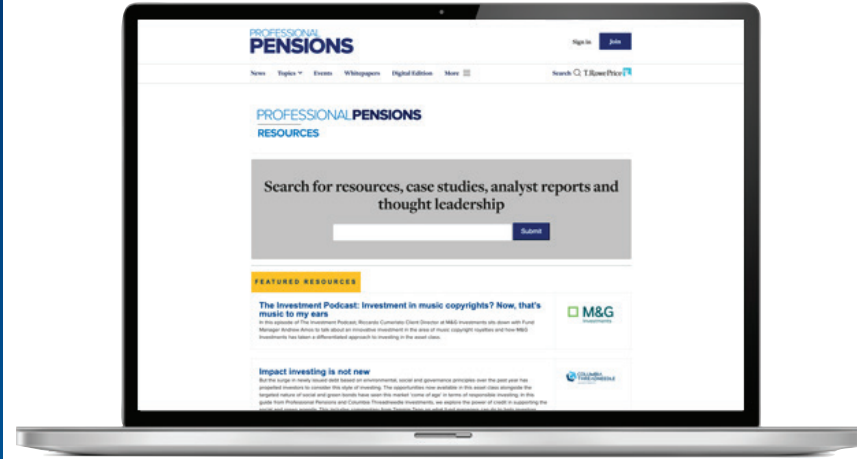
**4.2k LinkedIn showcase page
followers and 5.5k LinkedIn
group members**

PROFESSIONAL PENSIONS RESOURCES

Professionalpensions.com/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 financial intermediaries and pension scheme influencers 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 deliver it straight to your CRM, as well as offering support from our campaign management team.

Visit [ProfessionalPensions.com/resources](https://www.professionalpensions.com/resources)



PROFESSIONAL PENSIONS RESOURCES



Selected briefings will appear in the latest and most popular briefings sections, as 'editor's picks' and via feeds to social media sites such as Twitter and LinkedIn. A user rating system allows users to recommend briefings that they have found most useful to their peers.

Firms and companies may also have their briefings delivered via email alerts, which are tailored by the user to alert them whenever there is an update within the practice areas that are of interest to them.

Professional Pensions Resources content is marketed to our entire newsletter subscriber list of 26.1k contacts.



13,167

Individual users



5,500

Annual paper downloads

PROFESSIONAL PENSIONS RESOURCES



PRICING

	Professional Pensions resources package
Pieces of content (per month)	Unlimited
Minimum commitment	6 months
Dashboard	Live dashboard provided
Campaign status review	Monthly
Content creation	£POA

ADVERTISING PLATFORMS – PRINT



Professional Pensions 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.

Advertorials

Partner Insight articles provide advertisers with the opportunity to explain in detail the benefits of their products and services to potential customers.

Panel debates

Panel debates allow advertisers to increase the profile of one of their key personnel and explain their organisation's development in relation to a relevant 'hot topic' chosen by Professional Pensions' editor.

Directory

Professional Pensions' Service Directory is a comprehensive guide to the pensions industry service providers, offering a cost effective way for advertisers to guarantee a year long presence.

ADVERTISING PLATFORMS – ONLINE



Advertising Opportunities

Wallpapers, HPUs, Billboards and creatives are available across Professionalpensions.com. The site has been optimised to use the latest technology and initiatives for unique marketing campaigns.

Bespoke ad creative can also be produced to run on tablet and mobile platforms.



Native Advertising

Native adverts run across the Professional Pensions 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 26,000 pension 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.

ADVERTISING PLATFORMS – RICH MEDIA



Conferences & Forums

With over 20 events scheduled throughout the year one of the main highlights is Professional Pensions Live, our flagship conference and exhibition. Sponsors are given the chance to provide speakers at these events to promote their organisations and network with existing and potential clients.

Awards

The Professional Pensions UK Pensions Awards are now in their 25th year and established as the pensions industry's leading awards ceremony, attracting hundreds of the industry's leading figures and providing sponsors an ideal opportunity to promote their brand in front of both their clients and peers. Professional Pensions also hosts the Investment Awards, Women in Pensions Awards and Rising Star Awards annually.



ADVERTISING PLATFORMS – BESPOKE EVENTS



Professional Pensions' publisher Incisive Media's comprehensively equipped in-house film and audio studios gives advertisers access to a range of broadcast opportunities including:



PP Talks Web Seminars can be 'on demand' or live and interactive with a panel of participants including the sponsor.



Roundtables are available for bespoke sole-sponsorship

INCISIVE ENGAGE



Connect

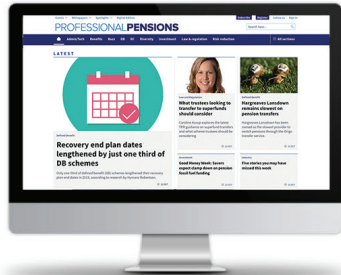
Connect with the UK Occupational pensions and benefits marketplace, targeting trustees, scheme managers, administrators and pension advisers through Incisive Media's fully registered audience of UK-wide industry experts

Inform

Inform the target audience base through key investment outlooks, pension fund manager views and commentary on the current pensions landscape

Influence

Influence key pension investment decision makers about your products and services and how they can best allocate the assets of large numbers of pension funds

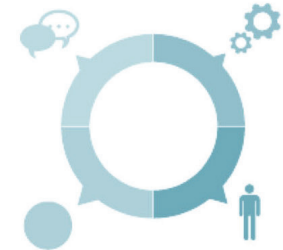


Your marketing message through
an Industry Voice blog.



PROFESSIONAL PENSIONS
WSB

EQUIFAX
MatrixSolutions



Content performance
monitored **through**
engagement analytics.

THE PACKAGE - QUARTERLY BASIS



Connect, Inform, Influence

TIER ONE

- 3 x Industry Voice
- Email Promotion
- Ads Native Unit Impressions
- Guaranteed minimum of 1,500 engagements

TIER TWO

- 6 x Industry Voice
- Email Promotion
- Ads Native Unit Impressions
- Guaranteed minimum of 3,000 engagements

TIER THREE

- 9 x Industry Voice
- Email Promotion
- Ads Native Unit Impressions
- Guaranteed minimum of 4,500 engagements

2022 CONFERENCES



March

PROFESSIONAL
PENSIONS
ADMIN & DATA
FORUM

June

PROFESSIONAL
PENSIONS
UK PENSIONS
AWARDS 2022

25
ANNIVERSARY

October

PROFESSIONAL
PENSIONS
TRUSTEE SENATE

November

PROFESSIONAL
PENSIONS
INVESTMENT
CONFERENCE

April

PROFESSIONAL
PENSIONS
TRUSTEE SENATE

September

PROFESSIONAL
PENSIONS
FIDUCIARY 360

December

PROFESSIONAL
PENSIONS
INVESTMENT
AWARDS 2022

May

PROFESSIONAL
PENSIONS
LIVE

PROFESSIONAL
PENSIONS
WOMEN IN
PENSIONS
AWARDS 2022

PROFESSIONAL
PENSIONS
ESG FORUM

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