

An aerial view of the London skyline at dusk, featuring the River Thames, the Tower Bridge, and numerous skyscrapers including The Shard and the Gherkin. The sky is a deep blue with some light clouds.

# INVESTMENT<sup>TM</sup> WEEK

## 2023 MEDIA PACK

[www.investmentweek.co.uk](http://www.investmentweek.co.uk)



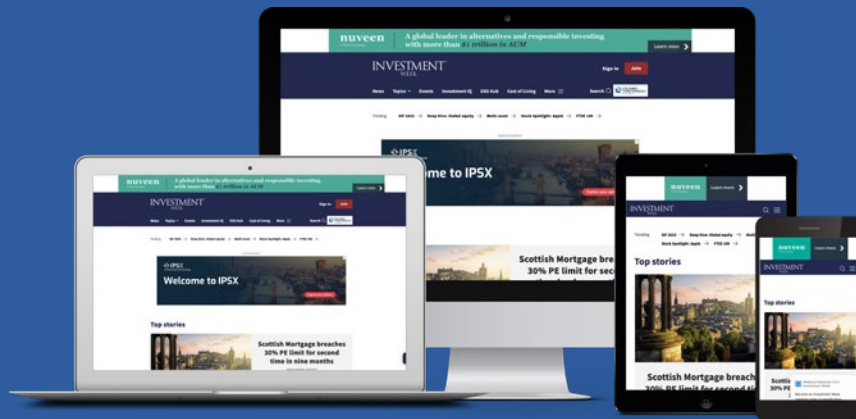
Investment Week's mission is to inform, challenge, champion and connect enlightened investment professionals and help them succeed in a fast-changing world where responsible investing is set to become the norm.

# OVERVIEW

Investment Week has been serving the UK investment industry since 1995 and has continuously evolved with the times to the multimedia platform it is today. The brand provides breaking news and three daily newsletters, as well as thought-provoking analysis and commentary.

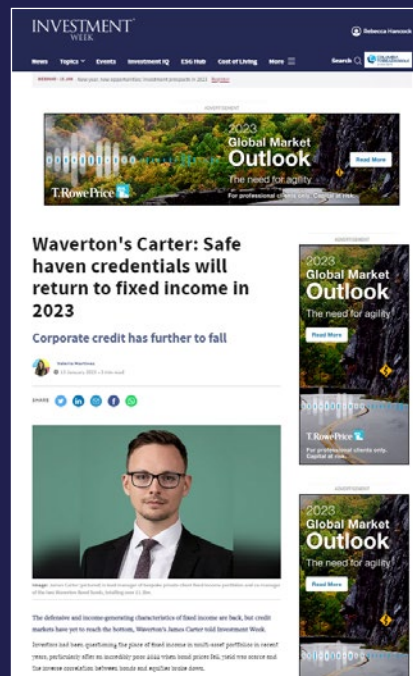
Investment Week delivers insights from hard-to-access senior leaders, uncovers the next industry trends through data-led, long-form articles. Our mission to champion diversity in the asset management industry as well as identify the stars of the future. Readers are kept up-to-date through the use of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

The brand delivers a portfolio of more than 30 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
- **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 key players shaping the industry
- **Focus on ESG and Diversity** – setting the agenda and challenging the status quo in these key areas



# AN ENGAGED AUDIENCE

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



Total contactable individuals:

**132,784**



Firms represented:

**38,291**

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.



Engaged Investment Week members:

**10,043**



Newsletter sends:

**1.8 million monthly**

*(14.2% average CTR, average email send is 44K)*



Social following:

**43,947**

Across all platforms



Online statistics:

**338,127**

Monthly average page views

**268,297**

Monthly average user sessions

# AN ENGAGED AUDIENCE



## Online advertising average CTR:

<b>Billboard</b> <i>website</i>	970x250	<b>0.15%</b>
<b>HPU</b> <i>website</i>	300x600	<b>0.08%</b>
<b>Sidebar/ Wallpaper</b> <i>website</i>	1366x900	<b>0.13%</b>
<b>Leaderboard</b> <i>newsletter</i>	728x90	<b>0.07%</b>
<b>MPU</b> <i>newsletter</i>	300x250	<b>0.05%</b>
<b>Topper</b> <i>website</i>	1366x90	<b>0.09%</b>
<b>Native</b> <i>newsletter/website</i>	-	<b>0.14%</b>



## Top 10 job functions include:

- Chief Executive Officer
- Director
- Independent Financial Adviser / Financial Adviser
- Investment Adviser
- Investment Analyst
- Investment Manager
- Investment – Other
- Managing Director
- Sustainability Manager
- Wealth Manager



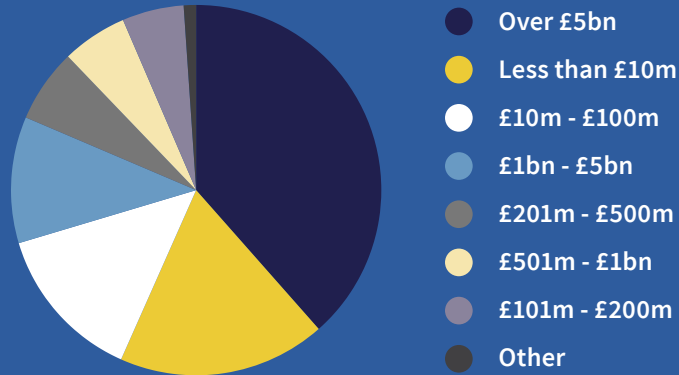
## Top 10 industry types include:

- Asset Management
- Discretionary Fund Management
- Financial Consultant
- IFA
- Insurance Broker
- Investment Bank
- Investment Consultant
- Investment Management Group
- Mortgage Broker/Adviser
- Wealth Manager

# AN ENGAGED AUDIENCE

## Assets under management

(IW membership data only)



## FCA Register Data



Did you know that we use the FCA Registered Data to verify and update our database for accuracy and FCA status?

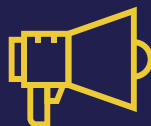
This enables us to gain better understanding on our audience and track individuals as they move from one firm to the next.

# 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.



Digital advertising



Events / bespoke events



Content creation



Content marketing



Lead Generation



Video creation



# ADVERTISING PLATFORMS - DIGITAL

## Advertising opportunities

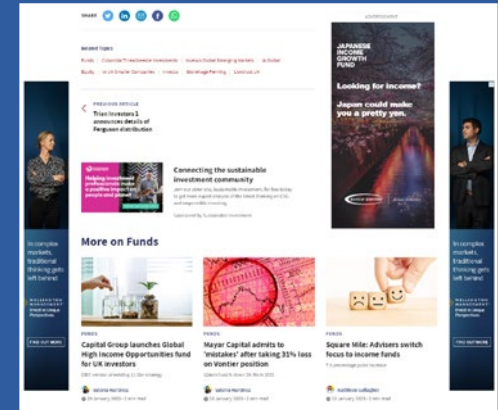
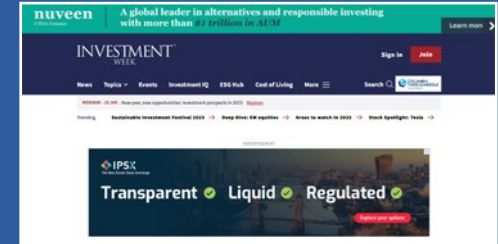
Wallpapers/sidebars, HPUs, Billboards and other bespoke creatives are available across Investmentweek.co.uk. The site has been optimised for mobile and tablets using the latest technology and initiatives for unique marketing campaigns.

## 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.



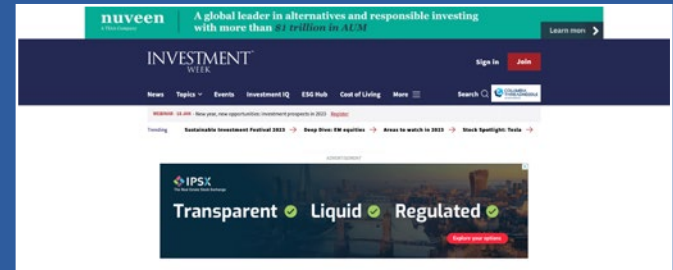
# ADVERTISING PLATFORMS - DIGITAL

## Solus Email bulletins

Solus emails are set up using the advertisers own HTML that is sent out to IW's database of investment professionals. You have full creative control over how the email looks - we encourage a clear call to action encouraging the audience to engage with the content. This 3rd party solus email is the advertiser's own creative being used and it must not look as though it is coming from the IW brand. Subscribers who receive these emails have agreed to receive this 3rd party marketing content.

## EPTO – editorial entry point takeover

EPTOs include full sponsorship of all 3 x IW email bulletins for the day. Advertising includes: banners, MPU and 160-word sponsors message on each email bulletin and also includes the landing page takeover (sidebars/HPU/billboards) every time a viewer clicks into the editorial stories on the newsletters. 78% of IW's website traffic comes through the email bulletins so EPTOs work very well to reach a lot of people at one time.



# DIGITAL 2023 RATE CARD

Product	Specs (MM)	CPM (Cost per thousand)
Billboard	970x250	£129
Half pages	300x600	£91
Side bars	1366x900	£139
Ads native	Specs upon request	£66
In-read video	Specs upon request	£153
Topper bar	Specs upon request	£129
Portrait Ad	300 x 1050	£186

*\*Contextual & Blended advertising CPM = + 10% on standard rates*

Product	Cost
Sponsored Daily Newsletter	£1,584 per email
Ads Native Newsletter	£1,740 per email
Round Up Newsletter	£1,730 per email
Sponsored Solus Email	£4,500 per email
Entry-Point Takeover	£4,850 per day

# FULL BRAND TAKEOVER

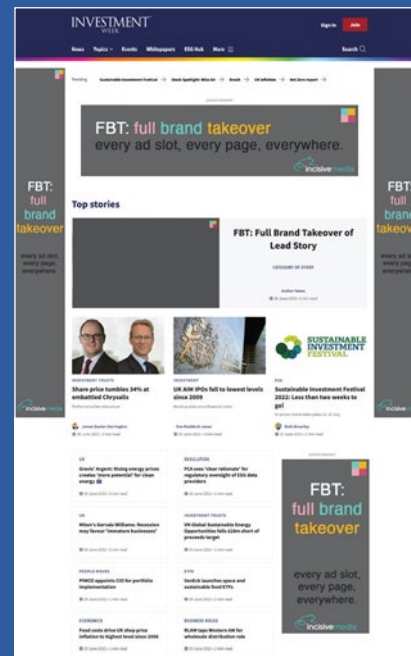
Full Brand Takeover provides 100% SOV on Investment Week for 24 hours - your brand and messaging will appear on every on-site and email bulletin advertising slot for the day, alongside the lead story on the homepage and in newsletters, an article with your native advertising and branded social media posts.

With over 16,000 page visits a day on Investment Week, over 34,000 newsletter recipients and over 42,000 social media followers, the Full Brand Takeover provides maximum exposure in front of our targeted audience.

## The Full Brand Takeover package includes:

- All advert slots on Investment Week
- All newsletter slots
- 3 x social posts throughout the day
- 1 x article
- 1 x lead story slot on homepage
- Full post-campaign report

Rate: **£19,995** per day



# CONTENT MARKETING SOLUTIONS – INCISIVE WORKS

Incisive Works creates beautiful, bespoke content experiences and deliver powerful, integrated marketing campaigns

## Products include:



### FOCUS

Bringing investment philosophy, performance and the people behind the products and services to life.



### SPOTLIGHT

Framing market perspectives and investment themes using original, fresh thought leadership, informative opinion and brilliant design.



### THREE MINUTES WITH

Video and digital experience promoting fund strategies and investment services: scripted, filmed and edited in under ten days.

## Find out more in our dedicated Incisive Works media pack here:

<https://view.ceros.com/incisive-media/incisiveworks-digital-experiences-hub/p/1>



# CONTENT SOLUTIONS – 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>£14,168</b>	<b>Tier 2</b>	<b>£23,738</b>	<b>Tier 3</b>	<b>£32,009</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: <b>1,650</b>		Guaranteed minimum engagements: <b>3,300</b>		Guaranteed minimum engagements: <b>4,950</b>	

*All campaigns will be measured on: No. of engagements (article views), dwell time (time spent on article) & unique users*

# BESPOKE EVENTS

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



## **IW Talks web seminar:**

hosted either live or on demand. These interactive events include a panel of expert speakers including one representative from the sponsor covering a topic area of interest. Your branding will be included across all event promotions and full contact details will be supplied post-event.



## **Exclusive webinar in partnership with Investment Week:**

an opportunity to participate in a webinar as a sole sponsor on a particular discussion topic. One spokesperson from the sponsor will participate on the webinar panel. Your branding will be included across all event promotions and full contact details will be supplied post-event.



## **Exclusive roundtable in partnership with Investment Week**

an opportunity to demonstrate your expertise on a predetermined issue. The roundtable will be attended by four to six delegates invited by the IW marketing team and your company can tailor the audience for the event.

# EVENTS



## 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.



## 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 Investment Awards and many more.



# CONTACTS

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

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