

An aerial night view of the London skyline, featuring prominent skyscrapers like The Shard and the Gherkin, with city lights reflecting on the buildings and streets.

# PROFESSIONAL **PENSIONS**<sup>TM</sup>

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2023 Media and Advertising



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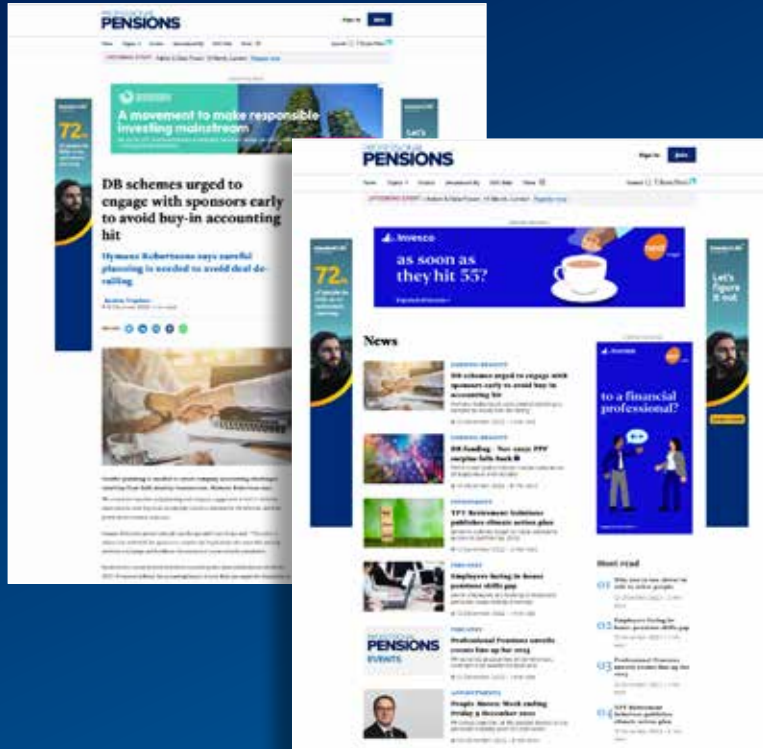
## THE MOST TRUSTED AND RESPECTED BRAND USED BY SENIOR PENSIONS PROFESSIONALS

Our established brand offers a full range of sophisticated solutions allowing you to reach the key decision makers.

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

**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

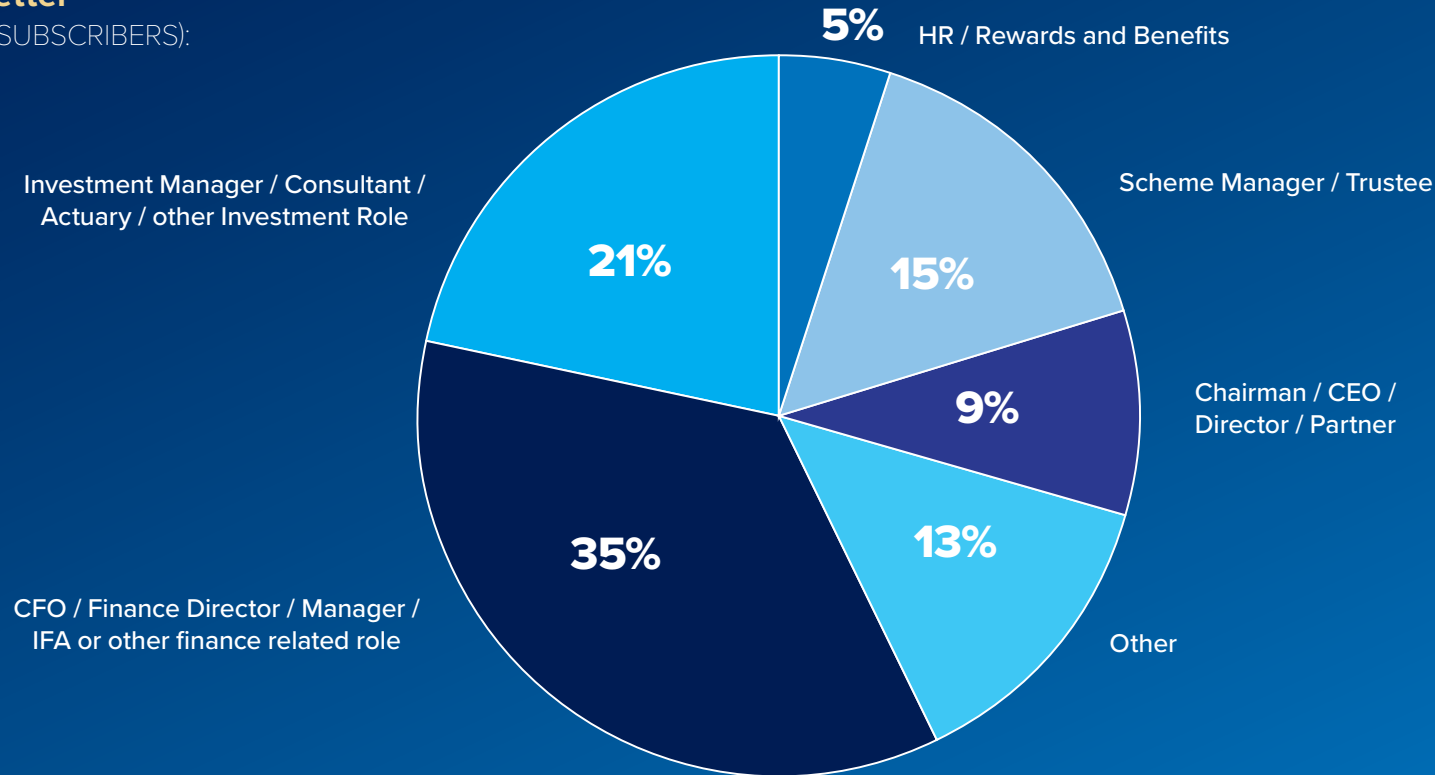


# CIRCULATION AND NEWSLETTER READERSHIP



## Newsletter

(22,654 SUBSCRIBERS):





# 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



**251,764**  
unique page impressions



**127,987**  
unique visitors



**2m 36s**  
average time on page



**22.6k**  
daily newsletter subscribers

## MOBILE



**62,912**  
unique page impressions



**36,832**  
unique visitors



**2m 21s**  
average time on page



**1.28**  
page views per visit

## EVENTS



**30+**  
events



**3k+**  
registrations



**10.8k**  
@ProfPensions followers



**5,735**  
LinkedIn showcase page followers



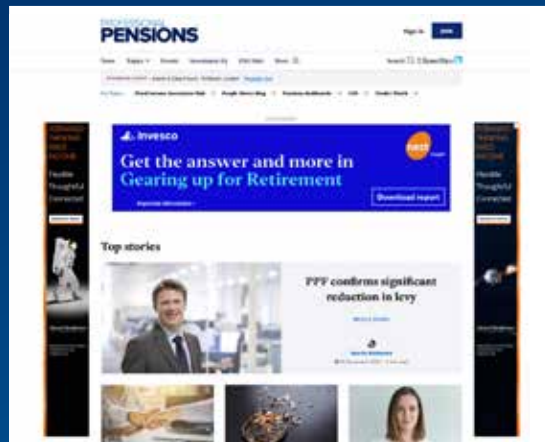
# ADVERTISING PLATFORMS – ONLINE



## 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 22,000 pension professionals twice a day. 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. Our other notable events include the Sustainable Investment Festival, DC Conference and our two Trustee Senate residential conferences.

## Awards

The Professional Pensions UK Pensions Awards are now in their 26th 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 seminar:** hosted either live or on demand. These interactive events include a panel of expert speakings 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 Professional Pensions:** 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 Professional Pensions:** an opportunity to demonstrate your expertise on a predetermined issue. The roundtable will be attended by four to six delegates invited by the Professional Pensions marketing team and your company can tailor the audience for the event.





# TECHNICAL DETAILS



## ONLINE

Billboards (per 1000 page impressions)
Half pages (per 1000 page impressions)
Side bars (per 1000 page impressions)
In-read video (per 1000 page impressions)
Online advertorial with promotion
All other online activity
Ads native (per 1000 page impressions)
Entry Point Takeovers
Section Sponsorship (monthly)
Solus emails
Round Up Newsletter
Sponsored Daily Newsletter
Search bar 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 article.**



Distributed & promoted to our  
database through email and  
native adverts



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
- Live dashboard link to monitor campaigns in real time
- Dedicated campaign manager
- Guaranteed minimum of 1,500 engagements

## TIER TWO

- 6 x Industry Voice
- Email Promotion
- Ads Native Unit Impressions
- Live dashboard link to monitor campaigns in real time
- Dedicated campaign manager
- Guaranteed minimum of 3,000 engagements

## TIER THREE

- 9 x Industry Voice
- Email Promotion
- Ads Native Unit Impressions
- Live dashboard link to monitor campaigns in real time
- Dedicated campaign manager
- Guaranteed minimum of 4,500 engagements



# BESPOKE CONTENT SOLUTIONS: 3 MINUTES WITH...



- Short form video and digital content produced by our experienced content team and promoted to the Professional Pensions Audience
- Full promotional package including:
  - Created digital/video content featured as individual editorial articles on website driving traffic through to the video
  - Digital display advertising delivered programmatically on accompanying editorial sites by the Incisive Works' marketing team
  - Display creatives are designed by our in-house team
  - Using Incisive Media's powerful first party data we laser target the specific audience using unique identifiers
- Native promotion via adverts - onsite/offsite display (minimum 40,000 native ads)
- Native editorial (minimum one industry voice article)
- Email promotion (minimum one email)
- Paid social promotion including video trailer
- Minimum 1,500 page views
- End of campaign report
- Dedicated campaign manager



# BESPOKE CONTENT SOLUTIONS: FOCUS GUIDE/SPOTLIGHT:



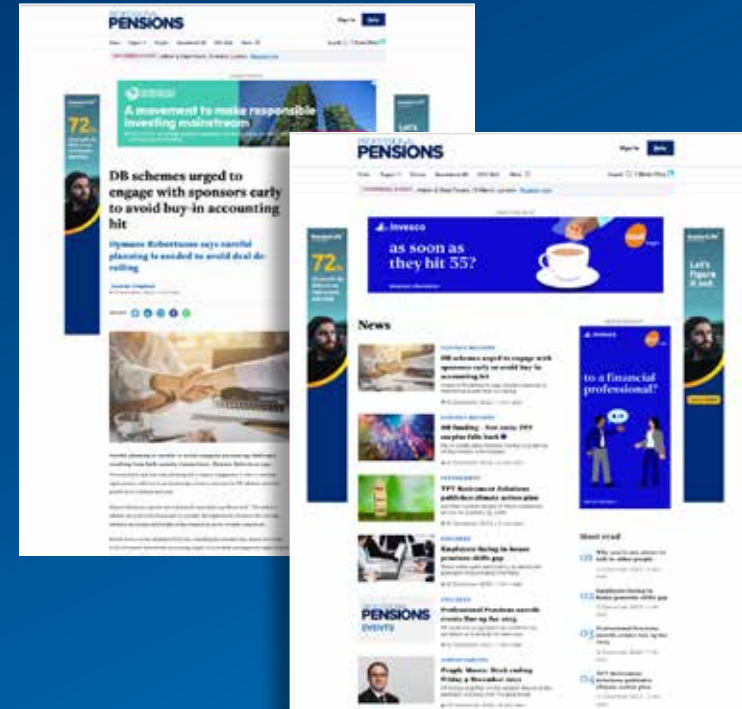
- Ceros fully interactive experience created around a topic of your choice
- Extensive marketing in two phases to amplify audience interaction
  - Gated phase – Lead generation
  - Ungated – the content is embedded on the Professional Pensions website with trailing native articles written by our content team driving traffic to the content
- Extensive programmatic digital display using our own first party data to support the content
- Dedicated campaign manager ensuring marketing is optimised at all stages
- Analytics via a live dashboard allowing you and the client to monitor the campaign in real time
- Analytics provided include number of downloads, dwell and leads



# BESPOKE CONTENT SOLUTIONS: RESEARCH:



With deep access into our communities of senior Pensions professionals, we are able to provide key insights into market trends. We present your findings in a creative way to support new concepts, methodologies and understandings for your target market.





# FULL BRAND TAKEOVER

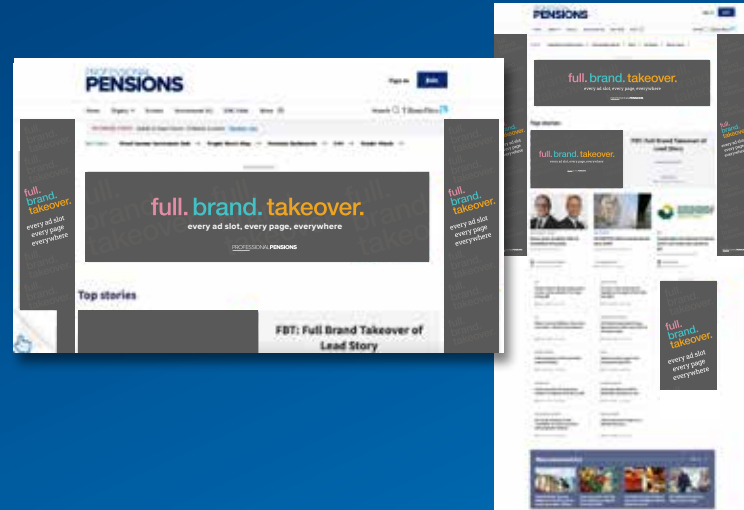


**Full Brand Takeover** provides 100% SOV on Professional Pensions for 24 hours - your brand and messaging will appear on every on-site and email bulletin advertising slot for the day, alongside the lead story on the homepage and in newsletters, an article with your native advertising and branded social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

With over 6,000 page visits a day on Professional Pensions, over 22,000 newsletter recipients and over 16,000 social media followers, the Full Brand Takeover provides maximum exposure in front of our targeted audience.

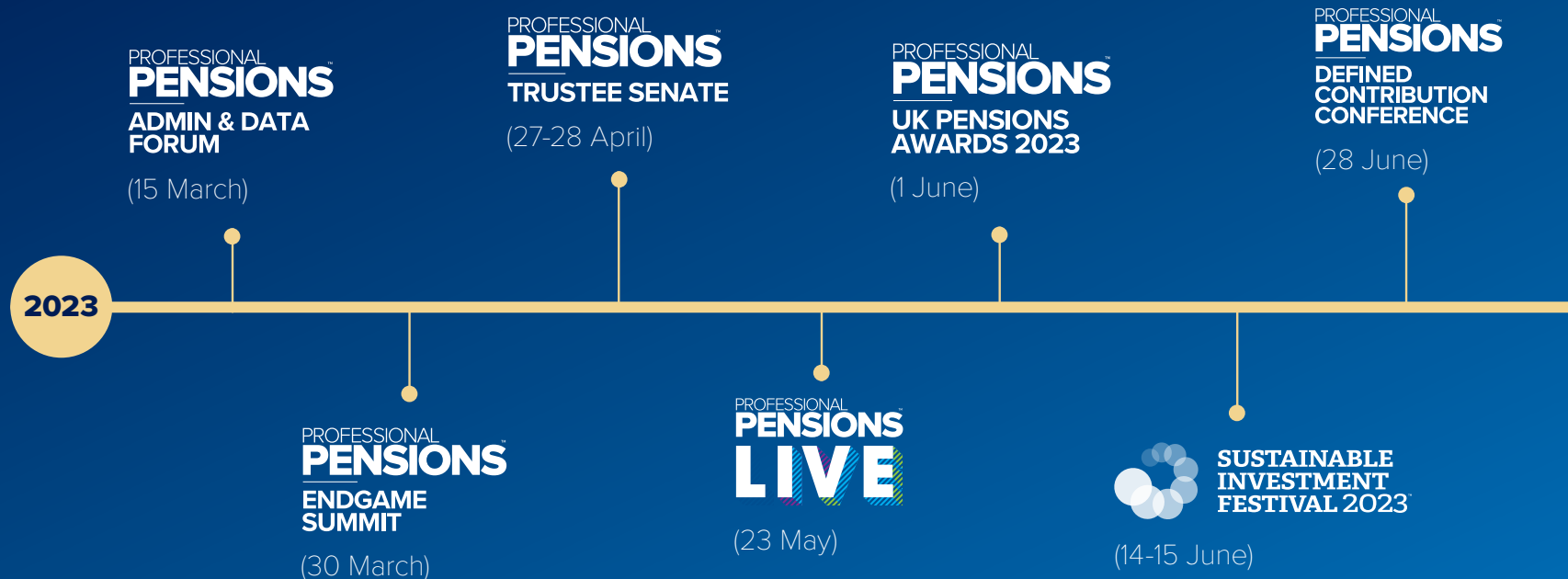
## The Full Brand Takeover package includes:

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



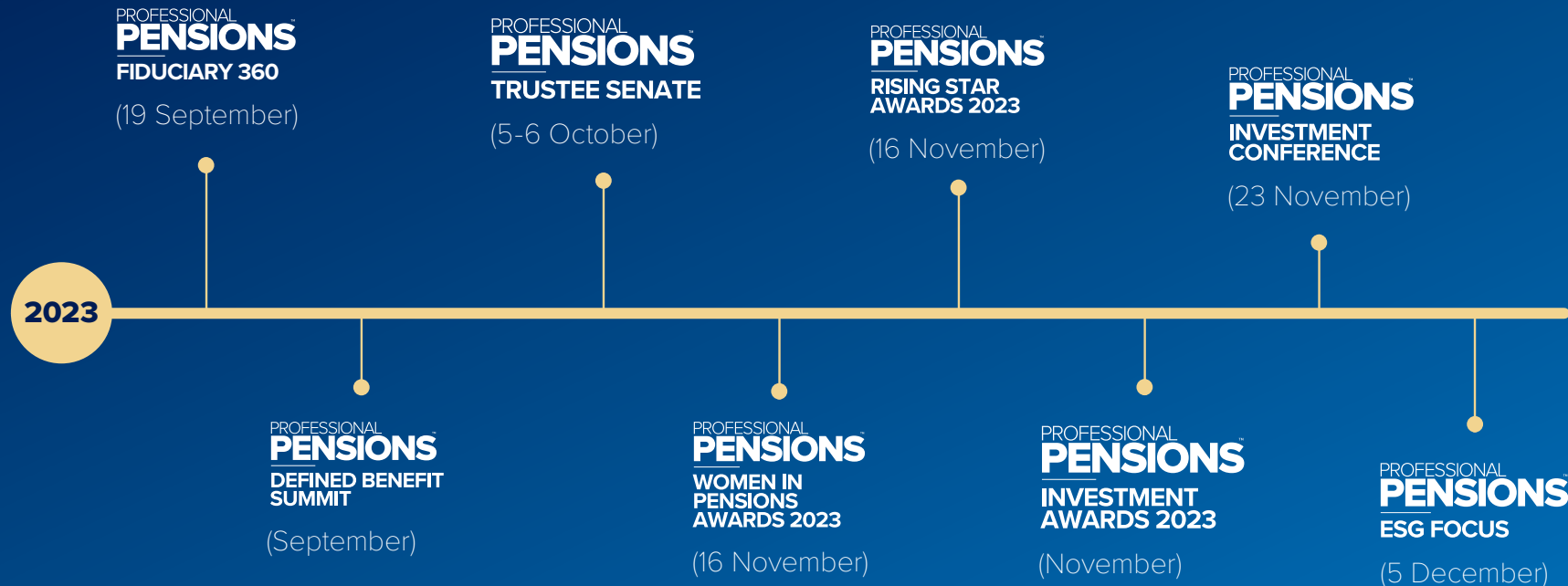


# H1 - 2023 PROFESSIONAL PENSIONS EVENTS





# H2 - 2023 PROFESSIONAL PENSIONS EVENTS





# CONTACT INFORMATION



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