

IPE MAGAZINE

IPE Magazine is the most relevant and targeted medium for investment managers and other service providers to deliver their message to the decision makers in Europe's pensions community.

Since the very first issue in 1997, IPE has led the field with a unique brand of information, analysis, news and data dedicated to Europe's pension fund community. Close connections with that community are our hallmark.

Key target readers

BUY SIDE

INVESTORS

CAPITAL OWNERS

2022/23

PENSION FUND & OTHER

Capital Owners - Continental Europe	3,572
Pension Funds & Other Capital Owners - UK	889
Financial Institutions - Continental Europe	2,197
Financial Institutions - UK	309
Consultants - Continental Europe	551
Consultants - UK	287
All buy side - Rest of World	384
Key Pensions Industry Influencers - Globally	287

TOTAL BUY SIDE

8,476

SUPPLYSIDE

VENDORS

SERVICE PROVIDERS

ASSET MANAGEMENT

1,210

INVESTMENT BANKING

Institutional Broking, Derivative Sales	14
Investment Solutions	117
Custody & Asset Servicing	112
Exchanges - Index Providers	108
Technology & Software	29
Data & Information Providers	84
Performance Monitors & Measurement	1
Professional Services	54
Financial Communications	87
Other	12

TOTAL SUPPLY SIDE

1,828



10,304

TOTAL CIRCULATION

IPE's circulation is updated regularly to give advertisers the best possible readership within our target market. The circulation is audited by the UK's ABC, the Audit Bureau of Circulations, which is an independent association responsible for verifying a publication's circulation.

IPE's average monthly distribution, July 2022-June 2023 was 10,297.
The circulation for June 2023 was 10,304.

GEOGRAPHIC BREAKDOWN

Europe (ex. UK)	6,835
United Kingdom	2,786
North America	459
ROW	224
Total Circulation	10,304

CIRCULATION SPLIT

BUY SIDE
SUPPLY SIDE



COPIES/EUROPE

Austria	143
Belgium	293
Denmark	370
Finland	161
France	709
Germany	1,140
Greece	19
Iceland	55
Ireland	287
Italy	442
Luxembourg	110
Netherlands	1,124
Norway	106
Portugal	85
Spain	275
Sweden	314
Switzerland	975
United Kingdom	2,786

Editorial outline 2024

	Country reports	Asset Class reports	Special reports	Surveys
Jan 24	CEE	Fixed Income/ Credit	▶ Fiduciary management & outsourcing	▶ Investment Grade Credit ▶ Fiduciary management & outsourcing
Feb	Ireland	Equities	▶ Risk hedging & insurance	▶ European Equities ▶ Ireland
Mar	Germany	Private Credit/ Debt	▶ Natural Capital	▶ Private credit/debt ▶ Germany
Apr	Netherlands	Emerging Market Equities	▶ Manager selection	▶ Emerging Market Equities ▶ Pensions Consultants
May	UK	Fixed Income/ Credit	▶ Impact Investing	▶ High Yield & Loans ▶ UK
Jun	Nordic Region	Equities	▶ Outlook for Europe	▶ Currency ▶ Small/Mid-cap Equities
Jul/Aug	Italy	Fixed Income/ Credit	▶ IPE Top 500 Asset Managers	▶ IPE Top 500 AMs ▶ Italy
Sep	France	Equities credit	▶ IPE Top 1000 Pension Funds ▶ Asia	▶ IPE Top 1000 PFs ▶ France
Oct	Netherlands	Emerging Market Debt	▶ Artificial Intelligence ▶ ETFs	▶ Emerging Market Debt ▶ Netherlands
Nov	Switzerland Spain	Private Equity	▶ ESG	▶ Private Equity ▶ Switzerland
Dec	Nordic Region	Equities	▶ Prospects for 2025	▶ Global Equities ▶ Nordic Region
Jan 25	CEE	Fixed Income/ Credit	▶ Fiduciary management & outsourcing	▶ Investment Grade Credit ▶ Fiduciary management & outsourcing

Asset managers wishing to participate in any IPE surveys should contact dominic.gane@ipe.com.

PUBLISHING SCHEDULE

ISSUE 2024	COPY DATE FOR SPONSORED COMMENTARY	COPY DATE FOR ADVERTISEMENTS	PUBLISHING DATE
January	4 Dec 2023	20 December 2023	1 January 2024
February	3 January	22 January	1 February
March	2 February	21 February	1 March
April	1 March	22 March	1 April
May	1 April	22 April	1 May
June	3 May	22 May	1 June
Top 500	3 May	21 June	1 July
July/August	3 June	21 June	1 July
September	2 August	23 August	1 September
October	2 September	20 September	1 October
November	4 October	23 October	1 November
December	1 November	22 November	1 December
ISSUE 2025			
January	2 December	20 December	1 January 2025

PRINT ADVERTISING RATES

RATE	£
Full Page:	£12,000
Full Page with positional guarantee (+15%):	£13,440
Half page:	£7,280
Double Page Spread (DPS):	£22,000
Outside Back Cover (OBC):	£15,600
Inside Front Cover (IFC):	£14,280
Inside Back Cover (IBC):	£12,880

+VAT where applicable Note: IPE reserves the right to update the rate card in line with fluctuations in the international currency markets

A4 SUPPLEMENT SPECS

DOUBLE PAGE ADVERTORIAL SPECS

- ▶ Text: 1,800-1,900 words in a word document (inc. disclaimer & title)
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- Optional, either:**
- ▶ Picture of the author(s): 300 dpi, JPG **or**
- ▶ Maximum two charts: 50mm high x 60mm wide maximum image size, accepted formats: EPS or PDF (as individual files)

FULL PAGE ADVERTORIAL SPECS

- ▶ Text: 800-1,000 words in a word document (inc. disclaimer & title)
- ▶ EPS company logo
- Optional, either:**
- ▶ Picture of the author(s): 300 dpi, JPG **or**
- ▶ Maximum 1 chart: 50mm high x 60mm wide maximum image size, accepted formats: EPS or PDF (as individual files)

FULL PAGE SPECS

- ▶ 210mm Wide x 297mm High plus 10mm bleed (A4 plus 10mm bleed)

MECHANICAL DATA

DIMENSIONS (MM)	HEIGHT	WIDTH
Double page spread - trim	335	245
(2 full pages plus 10mm bleed each)		
Full page - trim Plus 10mm bleed	335	245
Half page - horizontal	140	210
Half page - vertical	290	100

Advertisement material to be provided as a press optimised PDF file. Please add crop marks indicating trim and bleed and make sure all files are CMYK and pictures are 300 dpi.

SPONSORED COMMENTARY SPECS

FULL-PAGE SPONSORED COMMENTARY

- ▶ Text: 1,000 - 1,100 words in a word document (including disclaimer & title)
- ▶ EPS company logo
- Optional, either:**
- ▶ Picture of the author(s): 300 dpi, JPG **or**
- ▶ Maximum two charts: 50mm high x 107mm wide maximum image size, accepted formats: EPS or PDF (as individual files)

DOUBLE PAGE SPREAD SPONSORED COMMENTARY

- ▶ Text: 2,000 - 2,200 words in a word document (including disclaimer & title)
- ▶ EPS company logo
- Optional, either:**
- ▶ Picture of the author(s): 300 dpi, JPG **or**
- ▶ Maximum two charts: 50mm high x 107mm wide maximum image size, accepted formats: EPS or PDF (as individual files)

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