

INVESTMENT & PENSIONS EUROPE



- ▲ IPE Magazine - Print & Digital
- ▲ IPE.com & Email Newsletters
- ▲ Content Marketing - IPE Reference Hub
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- ▲ Subject / Regional Events
- ▲ Pension Fund Mandates - IPE Quest
- ▲ IPE Real Assets

Raise your brand profile  
and deliver your message to  
pension fund decision makers

[www.ipe.com](http://www.ipe.com)

A collage of IPE magazine covers and article snippets. The central focus is the October 2022 issue, which features a 'SPECIAL REPORT: ASIA INVESTMENT' and a cover illustration of a hand holding a scale over several raised fists, with the headline 'SOCIAL ISSUES' and 'INVESTOR FOCUS SET TO CONTINUE'. To the left, a tablet displays the November 2022 issue with an 'ESG' special report on 'Private and public markets'. Overlaid on the right are three article snippets: 'Top managers: Emerging market debt assets', 'Top managers: High yield bond assets for European institutional clients', and 'Top managers: US large cap equity assets invested for European institutional clients'. Each snippet includes a table with columns for 'Company', 'Cm', and 'As at'.

2023

Information and rates



## Introduction

IPE is a multinational, market-leading niche financial information provider which is both European and global with roots in the UK. It is focused on pension funds and other institutional investors, and those who serve them; all of IPE's products and services have the central objective of facilitating and enhancing interaction between these groups, specifically between the buy and sell side of the industry.

We have successfully created a suite of editorial products and services which are used by the industry's most senior executives. In close consultation with our readers we continue to develop these products and services.

Our readers trust and value the IPE brand both for the integrity of its products and because they know that we understand our readers, their needs, and how they change. IPE is delighted to have been named Institutional Team of the Year in the 2020 Aegon Asset Management Journalism Awards, and Institutional Investment Publication of the Year in the 2020 Willis Towers Watson Virtual Media Awards.

In 2023 we look forward to working with our industry partners to further strengthen our position as the leading source of intelligence on European pensions and institutional investment for the benefit our senior, decision-making readership.



**BRINGING TOGETHER EUROPE'S PENSION FUNDS SINCE 1997**

## The value of IPE to our European pension fund readers



**KRISTÍN JÓNA KRISTJÁNSDÓTTIR,**  
PORTFOLIO MANAGER AT IS FUNDS  
(ÍSLANDSSJÓDIR HF.), ICELAND

*IPE is a great and reliable source of information on various topic related to pension funds and asset management. It is always on top of recent trends and relevant topics and gives an in-depth analysis on the topics it covers, helping me in my decision making as a portfolio manager.*



**HANS-WILHELM KORFMACHER,**  
HEAD OF THE MANAGEMENT  
BOARD, WPV, GERMANY

*IPE offers a broad overview of the international investment industry and always deals with current topics. This view beyond the horizon is a valuable support in our daily work.*



**MAGNUS BILLING,**  
CEO, ALECTA,  
SWEDEN

*IPE is a very valuable and important source of information for me in my work. It keeps me abreast with recent developments in the market-place and it provides me with in-depth analysis on topics that are of key importance to Alecta's business.*



**CHRIS VERHAEGEN**  
FORMER MEMBER OF THE  
BOARD, VRT, BELGIUM

*IPE Magazine has always had a very good reputation in the Belgian pensions industry. It is very interesting to read what is happening at pension funds in other parts of Europe and IPE's coverage about pensions matters at EU level is also very useful. The content is delivered in a way which is easily comprehensible for the reader, and IPE Daily News keeps the coverage current and relevant with the latest information.*



**FRED NIEUWLAND,**  
CIO, MARS NEDERLAND BV,  
NETHERLANDS

*IPE is doing a brilliant job of reporting on interesting and topical issues for European pension funds.*



**LUC VANBRIEL,**  
CIO, KBC PENSION FUNDS,  
BELGIUM

*IPE sits perfectly between very tough analytical literature and a newspaper. It is our main source of information and I recommend it to every colleague who joins.*



**CHRISTOPH ZIMMERMANN,**  
HEAD OF EXTERNAL INVESTMENTS,  
COMPENSWISS, SWITZERLAND

*I do get plenty of useful information from IPE and IPE Real Assets.*



**MARKUS SCHAEEN**  
SENIOR FUND MANAGER,  
MN,  
THE NETHERLANDS

*IPE covers a good variety of very current and relevant topics. It is good to read the high-level, independent and objective perspectives from pension funds in other European countries; many of them are dealing with the same issues as we are, so it is interesting to learn from their experiences, especially when they are ahead of where we are on the curve.*



**IVONNE FORNO,**  
MANAGING DIRECTOR,  
LABORFONDS,  
ITALY

*IPE editorial is very useful for me and my colleagues, because Italian pension funds (second pillar) are very young in terms of experience and AUM. IPE editorial provides coverage of foreign pension funds' experiences from which we can take ideas; we can also use it to share ideas regarding new and pioneering projects.*



**THOMAS GROFFMANN,**  
ADMINISTRATOR OF THE RESERVE  
FUNDS, EUROPEAN PATENT  
OFFICE, GERMANY

*IPE provides to institutional pension funds a broad platform of excellent quality with a good mix of content. The strategic discussions about how pension funds allocate are of particular interest for me.*



**PHILIPPE REY**  
CEO,  
UMR COREM,  
FRANCE

*I read regularly the French media like Option Finance or l'Agefi. For our institution, IPE brings a few differentiating things such as a vision of the pension fund market in Europe and also highlights the investment strategy of our European counterparts. Every year, I also like to receive the list of European management companies and the list of pension funds, which gives us a good view of the market.*

# IPE MAGAZINE

## Print & Digital

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

2021/22

#### PENSION FUND & OTHER

Capital Owners - Continental Europe	3,602
Pension Funds & Other Capital Owners - UK	948
Financial Institutions - Continental Europe	2,214
Financial Institutions - UK	259
Consultants - Continental Europe	608
Consultants - UK	274
All buy side - Rest of World	313
Key Pensions Industry Influencers - Globally	318

<b>TOTAL BUY SIDE</b>	<b>8,536</b>
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### SUPPLY SIDE

Vendors / Service Providers

Asset Management	1,207
<b>INVESTMENT BANKING</b>	
Institutional Broking, Derivative Sales	12
Investment Solutions	95
Custody & Asset Servicing	112
Exchanges - Index Providers	109
Technology & Software	24
Data & Information Providers	55
Performance Monitors & Measurement	2
Professional Services	70
Financial Communications	77
Other	4
<b>TOTAL SUPPLY SIDE</b>	<b>1,767</b>

## TOTAL CIRCULATION | 10,303





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 2021-June 2022 was 10,292. The circulation for the June 2022 issue of IPE was 10,303.

## GEOGRAPHIC BREAKDOWN

**6,938** Europe (ex.UK)  
**2,720** United Kingdom  
**442** North America  
**192** RoW  
**10,303** Total Circulation

## CIRCULATION SPLIT

BUY SIDE  
SUPPLY SIDE



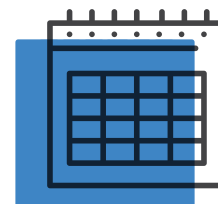
## COPIES/EUROPE

**142** Austria  
**292** Belgium  
**424** Denmark  
**225** Finland  
**713** France  
**1,054** Germany  
**18** Greece  
**75** Iceland  
**288** Ireland  
**444** Italy  
**99** Luxembourg  
**1,177** Netherlands  
**131** Norway  
**86** Portugal  
**268** Spain  
**393** Sweden  
**876** Switzerland  
**2,720** United Kingdom

# IPE MAGAZINE

## Editorial outline 2023

Delivered digitally and in print



	COUNTRY REPORTS	ASSET CLASS REPORTS	SPECIAL REPORTS	SURVEYS
JAN	▲ CEE	▲ Fixed Income/Credit	▲ Defined contribution pensions	▲ Investment Grade Credit
FEB	▲ Ireland	▲ Equities	▲ Biodiversity	▲ European Equities ▲ Ireland
MARCH	▲ Germany	▲ Private credit/debt	▲ Risk hedging and insurance	▲ Private credit/debt ▲ Germany
APRIL	▲ Netherlands	▲ Fixed Income/Credit	▲ Manager selection	▲ High Yield & Loans ▲ Manager selection
MAY	▲ UK	▲ Emerging Market Equities	▲ Impact Investing	▲ Emerging Market Equities ▲ UK
JUNE	▲ Nordic Region	▲ Equities	▲ Outlook for Europe	▲ Currency ▲ Small and Mid-cap Equities
JULY/ AUG	▲ Italy	▲ Fixed Income/Credit	▲ IPE Top 500 Asset Managers	▲ IPE Top 500 Asset Managers ▲ Italy
SEPT	▲ France	▲ Equities	▲ IPE Top 1000 Pension Funds	▲ IPE Top 1000 Pension Funds ▲ France
OCT	▲ Netherlands	▲ Emerging Market Debt	▲ Pensions and tech ▲ ETFs	▲ Emerging Market Debt ▲ Netherlands
NOV	▲ Switzerland ▲ Spain	▲ Private equity	▲ ESG	▲ Private Equity ▲ Switzerland
DEC	▲ Nordic Region	▲ Equities	▲ Prospects for 2024	▲ Global Equities ▲ Nordic region
JAN-24	▲ 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](mailto:dominic.gane@ipe.com).

## PUBLISHING SCHEDULE 2023

ISSUE 2023	COPY DATE FOR SPONSORED COMMENTARY	COPY DATE FOR ADVERTISEMENTS	PUBLISHING DATE
January	03 Dec 2022	15 December 2022	2 January 2023
February	13 January	20 January	1 February
March	10 February	21 February	1 March
April	11 March	21 March	1 April
May	10 April	21 April	1 May
June	12 May	22 May	1 June
July/August	12 June	21 June	1 July
September	11 August	21 August	1 September
October	08 September	21 September	1 October
November	29 September	20 October	1 November
December	03 November	15 November	1 December
<b>ISSUE 2024</b>			
January	08 December	15 December	2 January

## PRINT ADVERTISING RATES 2023

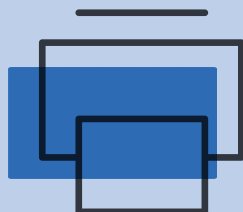
RATE	£
Full Page:	£12,000
Full Page with positional guarantee (+15%):	£13,440
Junior page	£8,000
Half page:	£7,280
Quarter Page:	£4,760
Double Page Spread (DPS):	£24,080
Outside Back Cover (OBC):	£15,600
Inside Front Cover (IFC):	£14,280
Inside Back Cover (IBC):	£12,880

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

### MULTIPLE INSERTION DISCOUNTS

Per page booked	3+	5%
Per page booked	6+	10%
Per page booked	9+	15%
Per page booked	12+	20%

Notice for cancellation not less than one month prior to copy date.  
We reserve the right to invoice for orders cancelled within this period



## MECHANICAL DATA

DIMENSIONS (MM)	HEIGHT	WIDTH
Double page spread - trim (2 full pages plus 10mm bleed each)	335	245
Full page - trim Plus 10mm bleed	335	245
Junior page	200	160
Half page - horizontal	140	210
Half page - vertical	290	100
Quarter page - strip	65	210
Quarter page - box	140	100

Advertising 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 300dpi.

## 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)



The leading website addressing the information needs of European pension funds, insurance companies, family offices, foundations, sovereign funds and global asset managers and consultants.

IPE.com enables asset managers and other service providers to reach pension funds via creative advertising opportunities, thought leadership and content marketing, webcasts for lead generation and email newsletter advertising.

## KEY ANALYTICS

### AVERAGE MONTHLY USERS

**73,221** Average monthly unique users

**200,577** Average monthly page views

**6,167** Users visiting 4+ times per month



### USAGE BY DEVICE



**27%**

VIA MOBILE/TABLET



**73%**

VIA DESKTOP/LAPTOP

### GEOGRAPHICAL BREAKDOWN

**23%** United Kingdom

**32%** Europe ex-UK

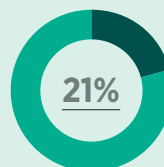
**26%** North America

**14%** Asia

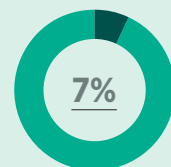
**5%** RoW

### DAILY NEWS EMAIL STATISTICS

**35,619** Recipients



AVERAGE  
OPEN RATE



AVERAGE  
CLICK-THRU RATE

These analytics are correct at 1st November 2022





## IPE's content marketing platform

Positions your content at the heart of the institutional investor community.

### REFERENCE HUB USER STATISTICS

**10,350** Average monthly users

**1,039** Average monthly regular users

**24,563** Hub Digest email recipients (investors only)

**54,372** Hub 'Solus' email recipients

A core benefit of your IPE Reference Hub licence is that IPE will publish an unlimited volume of your content to showcase, amplify and distribute your expertise to your target clients.

- ▲ Promote your thought leadership with unlimited uploads of your white papers, research reports, videos;
- ▲ Reach IPE's industry-leading database of pension funds and other institutional investors;
- ▲ Creative email campaigns.

### You provide the content, we do everything else

- ▲ IPE uploads and classifies your content and builds your profile for your sign-off
- ▲ Your fully searchable online profile includes:
  - ▲ Company overview, key data, bios of your key people, video promotion;
  - ▲ Key investment strategies, white papers, research reports, videos.
- ▲ Quarterly reporting

### RATES

For a package of an annual digital profile, unlimited content hosting, solus emails, and multiple email promotions of your Hub content across a range of IPE email services.

Prices range from **£10,500 p.a. to £16,500 p.a.** depending on volume of client content.



## INTELLIGENCE FOR DECISION MAKERS IN INSTITUTIONAL REAL ASSETS INVESTMENT DELIVERED DIGITALLY, IN PRINT & IN PERSON

**IPE Real Assets** continues to reinforce its position as an indispensable source of intelligence for the global community of senior institutional real assets investors. It delivers highly relevant, topical and actionable information digitally, in print and through in-person events.



### KEY TARGET READERS

#### BUY SIDE

##### Investors / Capital Owners

###### 62% CAPITAL OWNERS

Pension funds, endowments, charities, foundations, endowments, sovereign funds	3,194
Financial institutions, Insurance companies	421
Investment Managers, asset managers (including fund-of-funds)	1,842

###### 6% KEY INFLUENCERS

Pension fund consultants	410
Academics, real estate associations, government, regulators	169

**68% TOTAL BUY SIDE** **6,036**

#### SUPPLY SIDE

##### Vendors / Service Providers

Real estate investment managers (marketing)	1,560
Banks & investment banks	262
Property companies & developers	376
<b>PROFESSIONAL SERVICES</b>	
Property agents/consultants	310
Legal, accountancy, management consultancy	65
Data and information providers, index providers, exchanges	78
Financial Communications	40
Other	22

**32% TOTAL SUPPLY SIDE** **2,713**



# 8,749

**MAGAZINE READERS  
GLOBALLY**

# IPE Real Assets Magazine Circulation

## GEOGRAPHIC DISTRIBUTION

IPE Real Asset'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.



## GEOGRAPHIC BREAKDOWN

Europe (ex.UK)	6,919
United Kingdom	2,097
North America	1,266
Asia & other regions	566
Total Circulation	8,749

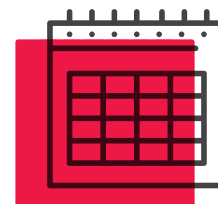


IPE Real Assets's current audited Audit Bureau of Circulations (ABC) average net circulation is 8,749 (July 2021 to June 2022). The ABC was launched in 1931 in response to a demand from advertisers for independent verification of the claims made by advertising sales teams and so provides further transparency for readers and advertisers. IPE Real Assets is published bi-monthly and is additionally distributed extensively at leading real estate conferences and exhibitions internationally, providing advertisers with additional key readers throughout the year.



## COPIES/EUROPE

103	Austria
177	Belgium
265	Denmark
150	Finland
576	France
1,112	Germany
15	Greece
24	Iceland
412	Italy
64	Luxembourg
640	Netherlands
100	Norway
71	Portugal
121	Republic of Ireland
182	Spain
220	Sweden
447	Switzerland
2,097	United Kingdom
155	Other EU countries



## Editorial outline 2023

	INVESTOR/ MANAGER SURVEYS & RANKINGS	MACRO THEMES SECTORS, ASSET CLASSES	MARKETS,	FUNDS & STRATEGIES	FEATURES
<b>JAN/FEB</b> <b>ESG &amp; Impact</b> <b>Investing</b>	<ul style="list-style-type: none"> <li>▲ Agriculture &amp; forestry investors &amp; managers</li> </ul>	<ul style="list-style-type: none"> <li>▲ Climate change &amp; social impact</li> </ul>	<ul style="list-style-type: none"> <li>▲ Renewable energy</li> <li>▲ Affordable &amp; social housing</li> <li>▲ Agriculture &amp; forestry</li> </ul>	<ul style="list-style-type: none"> <li>▲ Emerging markets</li> </ul>	<ul style="list-style-type: none"> <li>▲ Net-zero targets</li> </ul>
<b>MARCH/APRIL</b> <b>MIPIIM</b>	<ul style="list-style-type: none"> <li>▲ Fund-of-funds, secondaries &amp; multi-managers</li> </ul>	<ul style="list-style-type: none"> <li>▲ Technology &amp; science</li> </ul>	<ul style="list-style-type: none"> <li>▲ Digital infrastructure, data centres</li> <li>▲ Lifesciences</li> <li>▲ Smart buildings</li> </ul>	<ul style="list-style-type: none"> <li>▲ Secure income</li> </ul>	<ul style="list-style-type: none"> <li>▲ Proptech</li> </ul>
<b>MAY/JUNE</b> <b>Top 100 Global</b> <b>Real Estate</b> <b>Investors</b>	<ul style="list-style-type: none"> <li>▲ Real estate investor survey</li> </ul>	<ul style="list-style-type: none"> <li>▲ Demographics</li> </ul>	<ul style="list-style-type: none"> <li>▲ Multifamily, PRS, care/retirement homes, student housing</li> </ul>	<ul style="list-style-type: none"> <li>▲ Core real estate funds</li> </ul>	<ul style="list-style-type: none"> <li>▲ Performance benchmarking</li> </ul>
<b>JULY/AUGUST</b> <b>Top 100 Global</b> <b>Infrastructure</b> <b>Managers</b>	<ul style="list-style-type: none"> <li>▲ Infrastructure fund managers survey</li> </ul> <p><b>IPE Infrastructure Guide</b></p>	<ul style="list-style-type: none"> <li>▲ Retail &amp; online commerce</li> </ul>	<ul style="list-style-type: none"> <li>▲ Shopping centres, high street retail, supermarkets, leisure</li> <li>▲ Logistics</li> </ul>	<ul style="list-style-type: none"> <li>▲ Infrastructure</li> </ul>	<ul style="list-style-type: none"> <li>▲ ESG</li> </ul>
<b>SEPT/OCT</b> <b>EXPO Real /</b> <b>Top 100 Global</b> <b>Infrastructure</b> <b>Investors</b>	<ul style="list-style-type: none"> <li>▲ Infrastructure investors survey</li> </ul>	<ul style="list-style-type: none"> <li>▲ Offices &amp; urbanisation</li> </ul>	<ul style="list-style-type: none"> <li>▲ Offices</li> </ul>	<ul style="list-style-type: none"> <li>▲ Value-add real estate</li> </ul>	<ul style="list-style-type: none"> <li>▲ Listed markets</li> </ul>
<b>NOV/DEC</b> <b>Top 150 Global</b> <b>Real Estate</b> <b>Managers</b>	<ul style="list-style-type: none"> <li>▲ Real estate managers survey</li> </ul>	<ul style="list-style-type: none"> <li>▲ Transport &amp; tourism</li> </ul>	<ul style="list-style-type: none"> <li>▲ Airports &amp; aviation</li> <li>▲ Rail, roads &amp; bridges</li> <li>▲ Ports &amp; shipping</li> <li>▲ Hotels &amp; resorts</li> </ul>	<ul style="list-style-type: none"> <li>▲ Opportunistic real estate funds</li> <li>▲ Private debt</li> </ul>	<ul style="list-style-type: none"> <li>▲ Diversity &amp; inclusion</li> </ul>

## REIM REFERENCE GUIDE

**IN PRINT** The REIM Guide is mailed to a circulation of 8,002 with additional copies distributed at key industry events. Present your company information across a double-page spread in the regions where you invest. The Guide is divided into four regions: Europe, Asia Pacific, North America and Latin America.

**ONLINE** The IPE Reference Hub enables your firm to engage with over 24,000 institutional investors. An investment manager profile on the IPE Reference Hub is a versatile branding and content marketing tool that provides scope and flexibility.



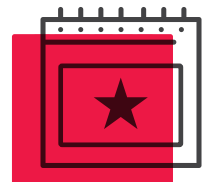
The IPE Reference Hub now has its own dedicated section for Investment Managers in Infrastructure, Agriculture and Forestry.



Now in its 18th year, the IPE Real Estate Global Conference & Awards has become the premier event of its kind for institutional investors. The full-day conference is a forum for investors examining the key issues they face. The evening Awards Ceremony recognises and rewards best practice, outstanding performance and innovation within the real estate sector. The 2023 IPE Real Estate Global Conference & Awards will take place in **Milan** on **16 May**.



IPE's Real Assets and Infrastructure Investment Strategies Conference, which will be held on **14 September 2023**, will explore these fast growing asset classes. This event will bring together investment decision makers at global pension funds, experts from the asset management community, leading consultants and academics.



**REAL ASSETS  
BREAKFAST SERIES  
MARCH 2023**

## Europe/Asia

An exciting high-level informal marketing and networking opportunity with decision makers at pension funds and other institutional investors will be held in **Amsterdam on 28 March**, in **Copenhagen on 29 March** and in **Munich on 30 March**. This is a platform for pension funds to learn more about the latest research on topical themes from investment managers.



# IPE Interactive webcasts

IPE TYPICALLY RUNS:

**55+**

**WEBCAST  
EVENTS PER YEAR**

WITH APPROXIMATELY:

**250-450**

**REGISTRATIONS  
PER WEBCAST**

IPE HAS  
SUCCESSFULLY RUN:

**300+**

**WEBCASTS  
SINCE 2010**

## SIMPLE AND MEASURABLE LEAD GENERATION



### SPONSOR BENEFITS

- ▲ IPE Webcasts enable asset managers, index providers and other interested financial services companies to speak directly to prospects to showcase their expertise, demonstrate and thought leadership and help them to convert engaged viewers into customers.
- ▲ In addition to IPE's marketing of the webcast you will have the opportunity to invite your current and target clients to your webcast.
- ▲ IPE captures your Webcast registrant/viewer details (including job title, phone number and email address) and delivers them to you post event in a fully documented activity report.
- ▲ IPE's unparalleled reach among investors gets you directly to your market.
- ▲ You will have the opportunity to vet registrations.
- ▲ A recording of the webcast is stored permanently and can be used by the client for use on its website or other channels.



### THE PROCESS

- ▲ You decide the subject matter and the speaker, we do the rest!
- ▲ IPE appoints an independent moderator (an experienced financial journalist) who works with your speaker or speakers to chair the event including managing Q&A.
- ▲ IPE offers rehearsals to prepare your speaker/s and ensure the smooth running of the webcast.
- ▲ IPE is responsible for marketing your webcast: ideally this commences six weeks prior to the webcast.
- ▲ On request we can invite your wish-list of names to attend the webcast
- ▲ Full technical support is provided throughout.



### THE WEBCAST

- ▲ IPE Webcasts are normally a one-hour live event using the IPE channel on the BrightTALK platform
- ▲ Audio or video (talking head) plus Powerpoint presentation
- ▲ Each webcast is streamed live with your branding, the speaker's photograph, the facility to support the webcast with slides and to ask pre-agreed questions of the audience.
- ▲ The audience has the opportunity to ask questions by emailing the moderator, which the speaker can answer live.
- ▲ Audience polling function (scheduled in advance)
- ▲ Approximate allocation of time during the Webcast: 5 minutes of introduction/30 minutes presentation/10 minutes questions and answers session with the moderator (pre-agreed)/15 minutes live questions & answers session from the audience



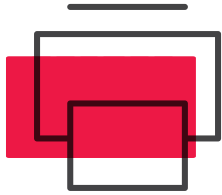
### WAYS TO PARTICIPATE IN AN IPE WEBCAST

1. **Single sponsor:** exclusive use of the air time by one organisation
2. **Multi-sponsor:** based on a scheduled topic calendar; air time shared by two or more organisations

### RATES

**SINGLE SPONSOR WEBCAST: £16,500**

**MULTI-SPONSOR WEBCAST:**  
from £8,750 per sponsor



# 2023 Digital Advertising Rates & Specifications

## IPE.COM RATES

GBP PER CPM | COST PER THOUSAND IMPRESSIONS

Leaderboard (horizontal rectangle)	£105 CPM
MPU (Square ad)	£105 CPM
Half page MPU (Vertical Double Square)	£122 CPM
Sticky Leader/Floor Ad (Horizontal rectangle)	£134 CPM

## IPE.COM TECHNICAL SPECIFICATIONS

Leaderboard	728 x 90
Floor Ad	728 x 90
MPU	300 x 250
Half page MPU	300 x 600
Expandable MPU	(must expand to left 600 x 250) 300 x 250
Expandable Leaderboard	(must expand down to 728 x 180) 728 x 90

ACCEPTED FORMATS: JPG, GIF, FLASH, HTML5

## IPE EMAIL NEWSLETTER ADVERTISING

<b>Sponsored message</b> 2-3 lines of text and logo in the middle of the email	
Per email	£1,875
<b>Top and Bottom banner</b> on an email	
Per email	£1,570
<b>Sponsored Message plus Top and Bottom Banner:</b>	
Per email	£2,235

## IPE NEWSLETTER TECHNICAL SPECIFICATIONS

Sponsored message	logo (150 x RIP)
	55 words of text (3 lines) plus linking url
Top and bottom banner	728 x 90

# IPE

## Asset manager guide

**Increase your visibility  
in the European  
Institutional Market**

### INCREASE YOUR VISIBILITY IN YOUR TARGET MARKET WITH THIS IMPORTANT PRINT GUIDE

A double page spread of company information will be delivered to the readership of IPE magazine, which includes **over 6,000 senior pension fund executives**.

The image shows a double-page spread of a company profile for ABC Asset Management. The left page features the company name, a brief overview, and a 'KEY DATA' section with a table and a pie chart. The right page includes 'OUR PEOPLE' with photos and bios of key executives, and a 'Sponsored Section' header. Overlaid on the right side is a 3D image of the 2023 IPE Asset Management Guide 500 Top 500 Directory Profiles book, which is described as 'IPE'S GUIDE TO €66TRN IN GLOBAL ASSETS'.

**A DOUBLE PAGE SPREAD FOR YOUR COMPANY PROFILE, CONSISTING OF:**

- ▲ **Company name & logo**
- ▲ **Overview**
- ▲ **Investment process & research**

- ▲ **Strategies & products**
- ▲ **Key Data**
- ▲ **Key People**
- ▲ **Locations**

**COST PER PRINT PROFILE: £4,750**



## FOR GERMAN-SPEAKING INSTITUTIONAL INVESTORS

IPE's business in the D.A.CH region continues to develop through IPE D.A.CH, our Munich-based subsidiary, through business breakfasts, a directory of asset managers active in the region, an annual survey of investor needs in the region and an annual yearbook rounding up developments in the institutional investment industry in the German speaking countries.

### ASSET MANAGEMENT GUIDE

IPE D.A.CH Asset Management Guide provides detailed profiles of over 100 asset managers active in the D.A.CH market. The Guide is distributed to over 4,000 institutional investors in the German speaking region. The guide is available as a searchable online tool which can be updated any time. **Published in January.**

### SURVEY OF GERMAN INSTITUTIONAL INVESTORS

The annual survey of over 120 German investors with a combined €600bn of AuM is a study of what respondents are thinking about their strategies, asset allocation, as well as their asset managers and consultants. **Published in May.**

### ASSET MANAGEMENT YEARBOOK

This established German language publication reports on the trends in the German institutional market, with analysis of a detailed survey of pension funds and other investors in Germany. Published in July.

### INSTITUTIONAL ASSETCLASS FOCUS

This new publication will focus on a specific asset class and will be tailored specifically for investors in the D.A.CH region. **Published quarterly.**

### BUSINESS BREAKFASTS

Series of educational and networking events on specific topics, held throughout the year for local investors in four German cities.

### IPE D.A.CH INSTITUTIONAL WEEK

An online event for investors in the D.A.CH region consisting of three afternoon sessions with keynote speakers and panel discussions, providing expert insights and perspectives on the current challenges and opportunities facing the industry. **7-9 February 2023**

**institutional-investment.de**

# **IPE**

## **CONFERENCE & AWARDS 2022**

**The most important event for European  
pension funds, other institutional  
investors and their service providers**

**IPE CONFERENCE & AWARDS 2022  
ROTTERDAM, 1 DECEMBER**

Now in its 23rd year, the IPE Annual Conference is a well established fixture in the European pensions calendar. Top-level international speakers with a background in politics, academia and industry practice make this event the leading international forum for discussion of the key trends and issues facing pension funds and other institutional investors.

The Awards Dinner and Ceremony, which this year will be held in Rotterdam's magnificent Grote-of Sint Laurenskerk, recognises and rewards best practice and innovation among Europe's diverse pensions providers, and the contribution of leading industry figures. Each year close to 700 senior professionals from across the industry join us for this key event.

### **WHY DO PENSION FUNDS & OTHER INSTITUTIONAL INVESTORS ATTEND THE IPE AWARDS?**

- ▲ Rich, top level content
  - ▲ Topical panel discussions
  - ▲ Top international speakers
- ▲ Networking with other senior professionals at the Conference and at the Awards Dinner
- ▲ Recognition of the bar-raising achievements of a diverse range of pension funds from across Europe
- ▲ Celebration of excellence by creating a meaningful and broad set of benchmarks
- ▲ A rigorous and independent judging process

### **AN OUTSTANDING SALES AND MARKETING OPPORTUNITY**

This event affords multiple opportunities to reach and influence the key players in the industry across print, online and at the event itself, with a particular focus on fulfilling the following marketing objectives:

- ▲ arrange high-level introductions, meetings & networking
- ▲ increase brand awareness
- ▲ promote brand positioning & association with specific topics
- ▲ showcase your expertise
- ▲ generate qualified leads
- ▲ deepen your market research & intelligence



## RICH, TOP-LEVEL CONTENT

To request a brochure with full details of the IPE Conference & Awards and discuss sponsorship opportunities please contact Daniel Brill on +44 (0) 20 7397 5280 or email [dan.brill@ipe.com](mailto:dan.brill@ipe.com)

### TOP INTERNATIONAL SPEAKERS



### TOPICAL PANEL DISCUSSIONS



## NETWORKING WITH OTHER SENIOR PROFESSIONALS

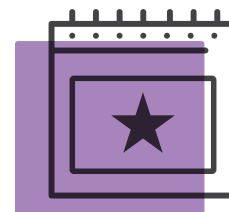


## RECOGNITION OF ACHIEVEMENT & CELEBRATION OF EXCELLENCE





## Events calendar 2023



### EVENTS CONFIRMED TO DATE:

DATE	EVENT	FORMAT	LOCATION/ AUDIENCE
<b>7-9 Feb</b>	IPE D.A.CH	Virtual	D.A.CH region
<b>March</b>	IPE Real Assets Breakfasts Seminar Series	In person	Copenhagen
<b>March</b>	IPE Real Assets Breakfasts Seminar Series	In person	Amsterdam
<b>March</b>	IPE Real Assets Breakfasts Seminar Series	In person	Munich
<b>16 Mar</b>	Pensioen Pro - Focus on Admin and Tech	In person	Dutch
<b>28 Apr</b>	IPE Focus on Biodiversity	Virtual	Global
<b>15 May</b>	IPE Quest Roundtable & Dinner at the IPE Real Estate Conference & Awards	In person	Milan
<b>16 May</b>	IPE Real Estate Global Conference & Awards	In person	Milan
<b>15 Jun</b>	Pensioen Pro Annual Conference & Awards	In person	Amsterdam
<b>14 Sep</b>	IPE Real Assets & Infrastructure Global Investor Conference & Awards	In person	Amsterdam
<b>4 Oct</b>	IPE Iceland	In person	Iceland
<b>27 Nov</b>	IPE Quest Roundtable at the IPE Conference & Awards	In person	Vienna
<b>27 Nov</b>	IPE Awards Speakers Dinner	In person	Vienna
<b>28 Nov</b>	IPE Conference & Awards	In person	Vienna

This calendar will be added to throughout the year as new events are confirmed.



## OVER 1,500 MANDATES PLACED SINCE 1999

IPE Quest is an online asset manager search facility connecting investors with asset managers. It is used by asset owners to place before asset managers either a Search (RFI/RFP) or Discovery (pre-RFI). Over 2,000 asset managers located worldwide are alerted of the request.

### KEY FEATURES: ASSET OWNERS

- ▲ Bespoke service for asset owner RFPs, RFIs and pre-RFI research
- ▲ Guaranteed anonymity
- ▲ Discover over 2,000 vetted global managers of any size and asset class
- ▲ Prepare research with collated and comparable data
- ▲ Service is free of charge for asset owners; managers pay a fee to respond to your request

### KEY FEATURES: ASSET MANAGERS

- ▲ Receive alerts of new, fully vetted RFPs, RFIs and pre-RFI research on all asset classes
- ▲ Respond to requests on a level playing field
- ▲ Opportunity to put your firm forward in front of key decision makers at asset owners
- ▲ Service is free to register and receive alerts; managers pay a fee to respond to a request

## SEARCHES & DISCOVERIES PLACED ON IPE QUEST

### SEARCHES

- [CHF100m+ Switzerland Equities](#)
- [\\$50-100m Global Equity Smart Beta](#)
- [€20m OECD Infrastructure](#)
- [\\$500m+ USA All/Large Cap](#)
- [\\$20m Global Convertibles](#)
- [AUD100m+ Australia Equities](#)
- [€200m Emerging Markets All/Large Cap Equities](#)
- [€100m Global Liquid Alternatives](#)

### DISCOVERIES

- ▲ [Global Developed Markets Infrastructure](#)
- ▲ [Latin America Real Estate](#)
- ▲ [Frontier Markets Equities](#)
- ▲ [Emerging Markets All/Large Cap Equities](#)
- ▲ [Europe Office Real Estate](#)
- ▲ [Europe Residential Real Estate](#)

[\*\*www.ipe-quest.com\*\*](http://www.ipe-quest.com)

# IPE GROUP

## Overview

### Editorial



#### IPE MAGAZINE

Brand profiling and association in the leading print publication for European pension funds



#### IPE REAL ASSETS MAGAZINE

Read by the top decision-makers and asset allocators at pension funds and other institutional investors

**IPE** Online [WWW.IPE.COM](http://WWW.IPE.COM)  
news [REALASSETS.IPE.COM](http://REALASSETS.IPE.COM)

Develop your digital profile and drive traffic to your website in the leading online news service for European pension funds

## Events

### IPE Conference & Awards

### IPE REAL ESTATE

#### GLOBAL CONFERENCE & AWARDS 2023

Unparalleled networking and brand association at the largest gathering of European pension funds

### IPE Regional and subject-specific events

- ▲ IPE Real Assets & Infrastructure Conference
- ▲ Ipe In Iceland
- ▲ IPE Seminar Series (multi-city)
- ▲ Ipe Nordic Forum
- ▲ IPE Pensions Tech
- ▲ IPE DACH Institutional Week

Present your subject expertise to and network with European pension funds

### IPE Webcasts IPE REAL ASSETS Webcasts LEAD GENERATION

Present your expertise to an engaged audience and generate a contact list of warm business leads

## Services

### IPE Reference hub

#### CONTENT MARKETING PLATFORM

- ▲ All Asset
- ▲ Real Estate
- ▲ Infrastructure

Showcase your expertise to leading pension funds by publishing unlimited white papers, research and other key content

### IPE REAL ASSETS

#### REIM REFERENCE GUIDE



Print Guide with over 100 company profiles. Distributed to 6,000+ institutional real estate investors

### IPE Quest

#### MANAGER SEARCHES

View pension fund RFIs and RFPs free of charge. Tender for business on a level playing field



**Institutional Team of the Year**  
in the 2020 Aegon Asset Management Journalism Awards

**Institutional Investment Publication of the Year**  
in the 2020 Willis Towers Watson Virtual Media Awards

# Contacts

**Liam Kennedy**  
Editor, IPE Magazine  
Editorial Director, IPE  
T +44 20 3465 9300  
E [liam.kennedy@ipe.com](mailto:liam.kennedy@ipe.com)

**Sam Smith**  
Production Manager - Advertising  
T +44 20 3465 9332  
E [sam.smith@ipe.com](mailto:sam.smith@ipe.com)

**Piers Diacre**  
Publisher, IPE  
T +44 7775 563 971  
E [piers.diacre@ipe.com](mailto:piers.diacre@ipe.com)

**COMMERCIAL EUROPE, IPE**  
**Dan Brill**  
Commercial Director  
T +44 77 8821 6889  
E [dan.brill@ipe.com](mailto:dan.brill@ipe.com)

**COMMERCIAL NORTH AMERICA**  
**Erik Vanderkolk**  
Co-Head of North American Business  
T +1 203 550 0385  
E [erik.vanderkolk@ipe.com](mailto:erik.vanderkolk@ipe.com)

**COMMERCIAL ASIA PACIFIC**  
**Terry Rayner**  
Head of Asia Pacific Business  
T +61 402 433 222  
E [terry.rayner@ipe.com](mailto:terry.rayner@ipe.com)

**IPE REAL ASSETS**  
**Janet Pearch**  
Publisher, IPE Real Assets  
T +44 78 2715 7337  
E [janet.pearch@ipe.com](mailto:janet.pearch@ipe.com)



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