

INVESTMENT & PENSIONS EUROPE



RAISE YOUR BRAND PROFILE
+ DELIVER YOUR MESSAGE TO
PENSION FUND DECISION MAKERS

Leading market intelligence on European pensions & institutional investment



WWW.IPE.COM

information + rates **2024**



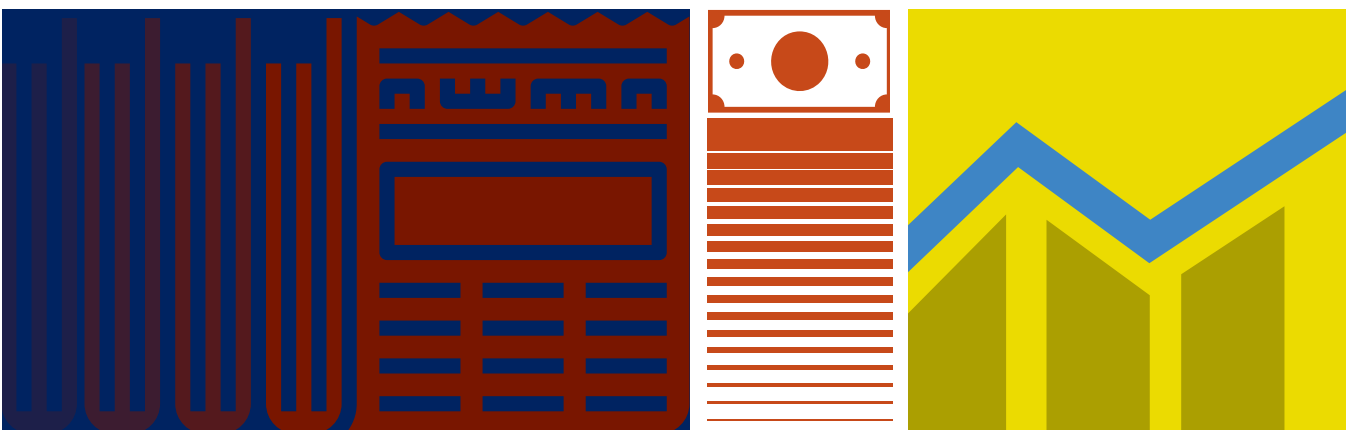
**BRINGING TOGETHER
EUROPE'S PENSION FUNDS
SINCE 1997**

Introduction

IPE is a multinational, market-leading niche financial information provider which is both European and global. 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.

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.

In 2024 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 of our senior, decision-making readership. We also look forward to developing and delivering new ideas for IPE and our family of brands alongside FDMG.



The value of IPE to our European pension fund readers



Kristín Jóna Kristjánsdóttir,
portfolio manager at IS Funds
(Íslandssjóðir hf.), Iceland

IPE is a great and reliable source of information on various topics 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.



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.



Thomas Groffmann,
Administrator/ 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.



Markus Schaen
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.



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.



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.



Fred Nieuwland,
CIO, Mars Nederland BV,
Netherlands

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



Christoph Zimmermann,
Head of External Investments,
Compenswiss, Switzerland

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

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	SUPPLYSIDE VENDORS SERVICE PROVIDERS	
PENSION FUND & OTHER			ASSET MANAGEMENT 1,210	
Capital Owners - Continental Europe	3,572		INVESTMENT BANKING	
Pension Funds & Other Capital Owners - UK	889		Institutional Broking, Derivative Sales	14
Financial Institutions - Continental Europe	2,197		Investment Solutions	117
Financial Institutions - UK	309		Custody & Asset Servicing	112
Consultants - Continental Europe	551		Exchanges - Index Providers	108
Consultants - UK	287		Technology & Software	29
All buy side - Rest of World	384		Data & Information Providers	84
Key Pensions Industry Influencers - Globally	287		Performance Monitors & Measurement	1
TOTAL BUY SIDE	8,476		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

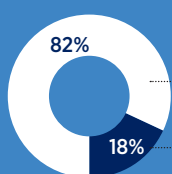
Europe (ex. UK)	6,835
United Kingdom	2,786
North America	459
ROW	224
Total Circulation	10,304

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

CIRCULATION SPLIT

BUY SIDE
SUPPLY SIDE



8,476 Capital Owners

1,828 Vendors & Service Providers

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 ▶ Class Actions Guide	▶ 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)
- ▶ EPS company logo
- 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)

IPE.COM

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

Average monthly unique users	67,414
Average monthly page views	181,960
Users visiting 4+ times per month	5,645


USAGE BY DEVICE



27%
VIA
MOBILE/TABLET



73%
VIA
DESKTOP/LAPTOP



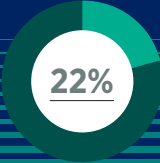
GEOGRAPHICAL BREAKDOWN

United Kingdom	23%
EU countries	32%
North America	26%
Asia	26%
RoW	5%


DAILY NEWS EMAIL STATISTICS

31,415 Recipients

These analytics are correct at 1st September 2023



22%
AVERAGE
OPEN RATE



6.5%
AVERAGE
CLICK-THRU RATE

2024 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 Unit (HPU, 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
HPU	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

Sponsored message	
Per email	£1,875
Top and Bottom banner on an email	
Per email	£1,570
Sponsored Message plus Top and Bottom Banner:	
Per email	£2,235

IPE NEWSLETTER TECHNICAL SPECIFICATIONS

Sponsored message 2-3 lines of text linking url plus logo (150 x RIP)	
Top and bottom banner	728 x 90

Cancellation or alteration of an Order: If the Company requests that IPE cancels or alters an Order (including the start date of a campaign other than IPE.com Reference Hub campaign) IPE shall not be bound by such request unless it is in writing no later than: 5 weeks before the start date of any digital or email campaign (other than a IPE.com Reference Hub campaign); or 3 months before the date of a booked webcast; or 28 days before the official copy deadline of the magazine/s. Failure to meet such requirements shall mean that the Price is payable in full.

For IPE & IPE Real Assets Terms & Conditions please visit www.ipe.com/advertisingterms and for Event Sponsor www.ipe.com/sponsorterms



IPE’s content marketing platform

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

REFERENCE HUB USER STATISTICS

Average monthly users	9,523
Average monthly regular users	1,011
Hub Digest email recipients (investors only)	17,800
Hub ‘Solus’ email recipients	48,116

- ▶ 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;
- ▶ Solus 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

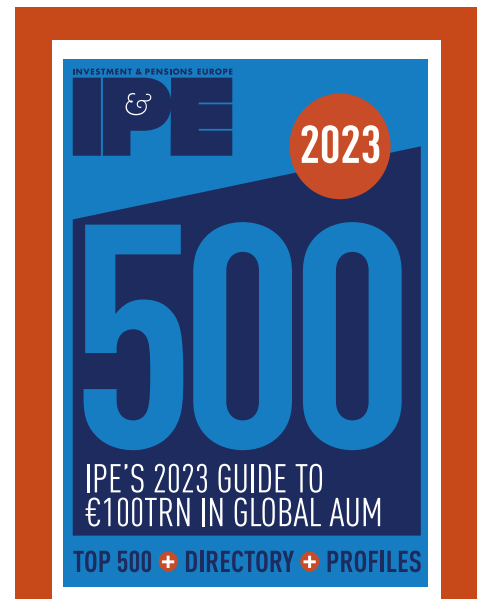
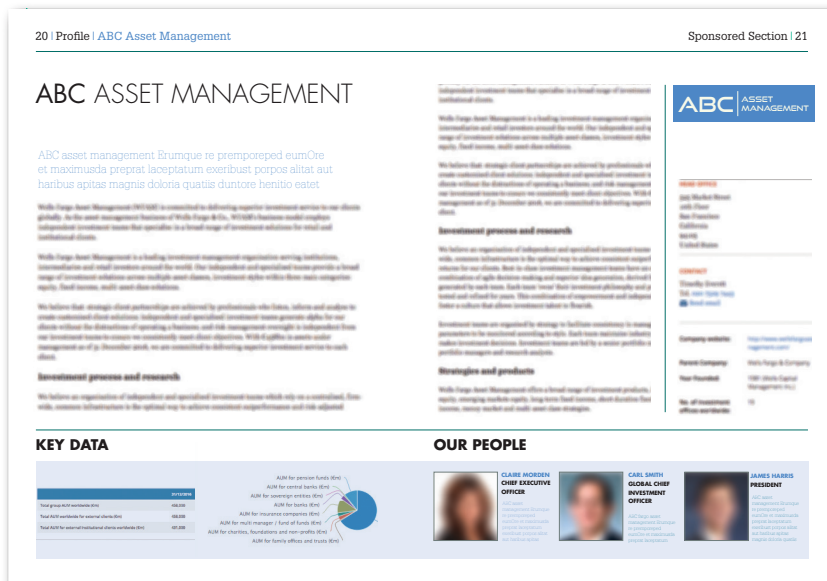
For a package of an annual digital profile, unlimited content hosting, solus emails, and multiple email promotions of your Hub content across a range of IPE email services.

Prices range from **£6,600 p.a.** to **£16,500 p.a.** depending on volume of client content.

IPE ASSET MANAGEMENT GUIDE

Increase your visibility in your target market with this important print guide

A double page spread of your company information will be delivered to the full IPE Magazine readership of 10,304, including **over 6,000 senior pension fund executives**.



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
DPS PRINT PROFILE:
£4,750**

IPE webcasts

Simple and measurable lead generation

SPONSOR BENEFITS

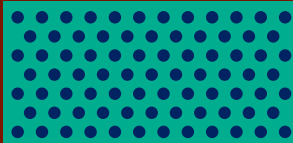
- ▶ **Speak directly to your prospects**, showcasing expertise and demonstrating thought leadership.
- ▶ **Lead generation:** IPE captures job title, phone number and email address of all registered delegates and will be sent to you post-event in a fully documented activity report.
- ▶ **Get directly to your market** through IPE's unparalleled reach among investors.
- ▶ **Invite your current and target clients** to your webcast.
- ▶ **Your permanent recording of the webcast** is stored on the BrightTALK platform; you can use this on your website or other channels.

THE PROCESS

- ▶ **You decide the subject matter** and the speaker, we do the rest!
- ▶ **An independent moderator** is appointed by IPE to work with your speaker(s).
- ▶ **Rehearsals** are held to prepare your speaker/s
- ▶ **IPE markets your webcast:** IPE create a delegate marketing plan 4-6 six weeks prior to the webcast.
- ▶ **Full technical support** is provided throughout.

THE WEBCAST

- ▶ **A one-hour live event** using the IPE channel on the BrightTALK platform.
- ▶ **Q&A:** The audience has the opportunity to ask questions via the webcast platform; the moderator can also put pre-agreed questions to your speakers.
- ▶ **Typical webcast event breakdown:** 5-minute introduction, 30-minute client presentation, 10-minute Q&A (pre-agreed), 15-minute audience Q&A.



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

For IPE & IPE Real Assets Terms & Conditions please visit www.ipe.com/advertisingterms and for Event Sponsor www.ipe.com/sponsorterms

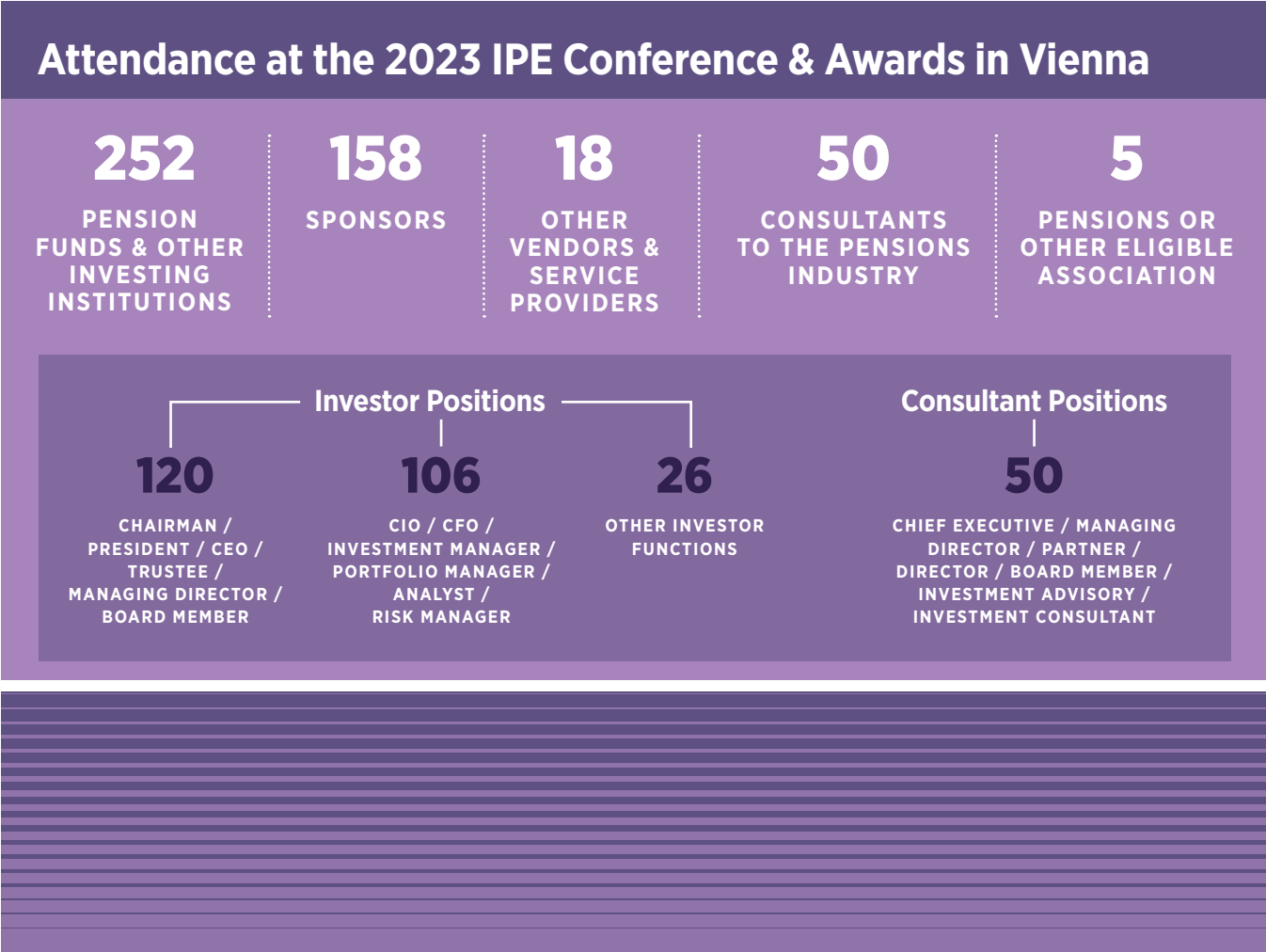
<p>40+ WEBCAST EVENTS PER YEAR</p>	<p>250-450 REGISTRATIONS PER WEBCAST</p>	<p>340+ WEBCASTS SINCE 2010</p>
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CONFERENCE & AWARDS 2024

THE MOST IMPORTANT EVENT FOR EUROPEAN PENSION FUNDS, OTHER INSTITUTIONAL INVESTORS AND THEIR SERVICE PROVIDERS

The annual IPE Conference is long established as an important fixture in the European pensions calendar for institutional investors. 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 IPE European Pension Fund Awards recognise and reward best practice and innovation among Europe’s diverse pensions providers and serve as an important benchmark. They also celebrate the contributions of leading industry figures.



IPE
**CONFERENCE
& AWARDS
2024**

Sponsor Benefits

BRAND POSITIONING:

- ▶ Association with specific award categories and topics in the conference.

DEMONSTRATE YOUR EXPERTISE:

- ▶ The opportunity to host a workshop on a topic of your choice (included in Gold Sponsor package).

UNRIVALLED INDUSTRY NETWORKING:

- ▶ Our deep, historical engagement with investors regularly delivers around 300+ high-level individuals. This is an unrivalled networking event, including the table-planned Gala Awards Dinner.

RELATIONSHIP BUILDING:

- ▶ A select number of key clients and potential clients on a table of 10 hosted by you for the duration of the Awards ceremony.

EVENT MARKETING AND PUBLICITY:

- ▶ Dedicated event website (with logos and links)
- ▶ Editorial coverage in print and online, including featured write-ups in IPE and on ipe.com and on news alerts.
- ▶ Promotion through LinkedIn and Twitter.
- ▶ Emails sent throughout the campaign focusing on key event deadlines.
- ▶ Full-page advertisements publicising the event in IPE Magazine including all sponsor logos.

New IPE Events



BOARDROOM

IPE Boardroom is an opportunity for C-Level relationship building with senior industry leaders over lunch or dinner. IPE Boardroom delegates (circa 10 per city) will be personally invited by the IPE Editor who will also set the agenda that is relevant for each city. IPE is offering a seat at the table for one to two senior representatives from two sponsoring firms in each city to participate in the discussion and benefit from the networking opportunity.

PLANNED & POTENTIAL CITIES:

- ▶ London
- ▶ Dusseldorf
- ▶ Paris



EXPERT FORUM

IPE Expert Forum is an opportunity for subject-focused engagement with target clients.

OVERVIEW:

- IPE Expert is a new series of local, educational and networking forums for senior executives at pension funds and other institutional investors.
- Subject specific with the topic chosen for its relevance to the local investor audience.
- Designed to engage investors in the discussion with a view to sharing experiences.
- Targeting 20-25 investor attendees

PLANNED & POTENTIAL CITIES:

- ▶ London
- ▶ Stockholm
- ▶ Munich
- ▶ Amsterdam





Events calendar 2024

Date	Event	Location	Audience
TBA	IPE Expert Forum - Stewardship & Engagement	Virtual	Global
5th March	IPE Boardroom Dinner	London	UK
5th March	IPE Diversity & Inclusion - Women & Financial Literacy	Virtual	Global
24th April	IPE Natural Capital	Virtual	Global
w/c 17 June	IPE Investing in a new Era of Transition	Brussels	Pan-Europe
16th Sept	IPE Expert Forum - Private Markets	London	UK
18th Sept	IPE Boardroom Lunch/Dinner	Amsterdam	Benelux
19th Sept	IPE Expert Forum - Private Markets	Amsterdam	Benelux
24th Sept	IPE Expert Forum - Private Markets	Rome	Italy
26th Sept	IPE Expert Forum - Private Markets	Frankfurt	Germany
1st Oct	IPE Boardroom Dinner	London	UK
3rd Oct	IPE Iceland	Reykjavík	Nordics
8th Oct	IPE Boardroom Lunch/Dinner	Copenhagen	Nordics
10th Oct	IPE Boardroom Dinner	Paris	France
2-3rd Dec	IPE Conference and Awards	Prague	Pan-Europe

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



Over 2,000 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

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

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



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.**

▶ 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. **June/July 2024.**



INSTITUTIONAL TEAM OF THE YEAR
in the 2022 and 2020 Aegon Asset Management Journalism Awards
INSTITUTIONAL INVESTMENT PUBLICATION OF THE YEAR
in the 2020 Willis Towers Watson Virtual Media Awards

Contacts

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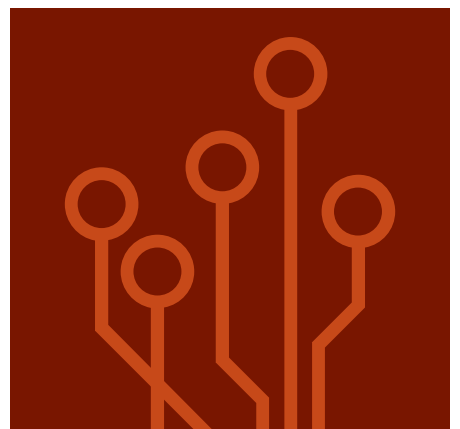
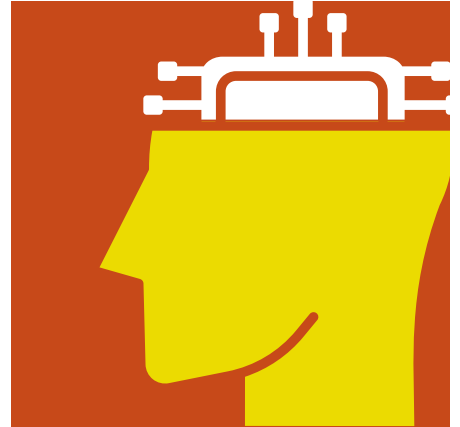
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WWW.IPE.COM

LEADING MARKET INTELLIGENCE ON EUROPEAN PENSIONS & INSTITUTIONAL INVESTMENT