
2020 Display Rates | Editorial Calendar | Audience |
Custom | Mechanical Specs

Print Media Kit

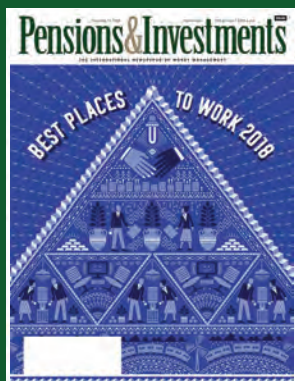
Pensions&Investments

www.pionline.com/mediakit



Who we are

Pensions & Investments is the news, information and data source that speaks to the executives that move markets.



90%

of *Pensions & Investments* executive level readers select, authorize, or recommend the purchase of financial services including investment management, DC/401(k) plans, investment consulting, and employee benefits

95%

of readers find *Pensions & Investments* useful in the performance of their job. **96%** of readers find pionline.com useful to the performance of their job as well

With unmatched integrity and professionalism, *Pensions & Investments* is a multi-channel media organization that delivers news, research, and analysis to the executives who manage the flow of funds in the institutional investment market.

For 46 years, *Pensions & Investments* has been a trusted source of industry news and research. We reach top investment executives who count on our coverage and analysis of global news and investment strategy, our exclusive data and research, as well as our live events to provide the insight they need to make important decisions

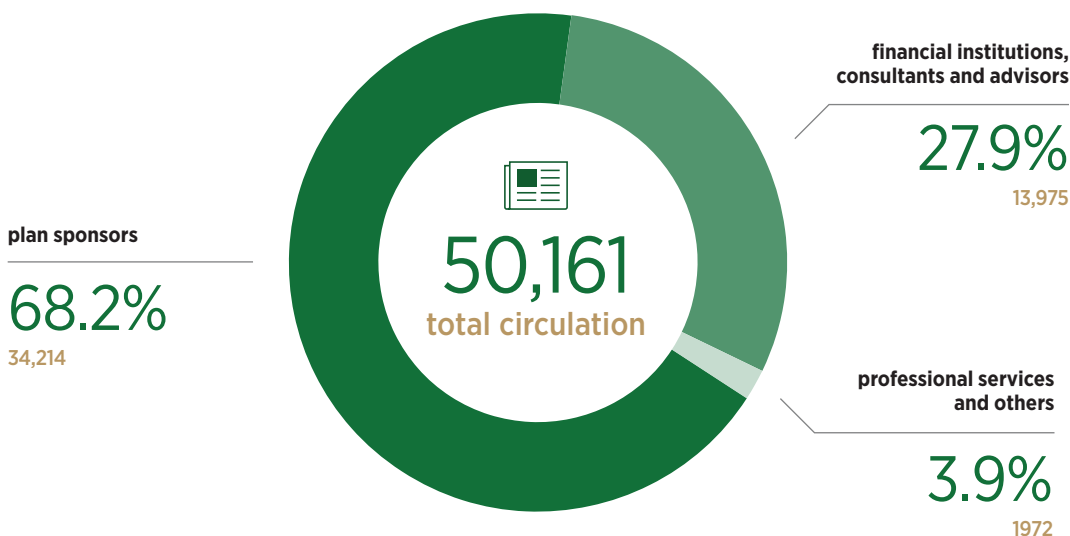
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Audience Reach

More than 50,000 institutional investment professionals subscribe to *Pensions & Investments*.



MULTINATIONAL CORPORATIONS

48.3%

CIRCULATION BREAKOUT

Executive Management	27.1%
Chairmen, Presidents, Chief Executive Officers, Chief Operating Officers, Board of Directors	
Financial Management	11.2%
Chief Financial Officers, VPs Finance, Directors of Investments, Treasurers, Assistant Treasurers, Comptrollers, Members of Investment Boards, Cash Managers, Risk Managers, other financial management titles	
Tax-Exempt Fund Management	10.0%
Pension Fund Managers, Employee Benefit Managers, Trustees and administrators of Pension, Profit sharing, 401(k) and other tax-exempt funds	

OTHER TAX-EXEMPT FUNDS

19.9%

CIRCULATION BREAKOUT

Government (federal, state, local government, and government agencies)	5.8%
Unions	1.6%
Educational Institutions & Endowments	3.7%
Private Foundations, Non-Profit Associations, Charitable Organizations	8.8%

FINANCIAL INSTITUTIONS AND OTHERS

31.8%

CIRCULATION BREAKOUT

Investment Officers, Portfolio Managers, Institutional Securities Brokers & Dealers, Security and Investment Analysts, Investment Bankers, Commercial Bankers, Trust Officers, Managing Directors, Partners, Traders, Insurance Managers and other executives at:	
Asset Management firms (mutual funds, hedge funds, private equity firms and venture capital firms)	7.1%
Financial institutions (investment banks, securities brokerage firms, stock exchanges, commercial banks, trust companies, credit companies, insurance companies)	9.3%
Consultant and Financial Advisors	11.5%
Professional Services (Law firms, accounting, actuarial firms, record keepers, research firms)	3.2%
Others	0.7%

SOURCE *Pensions & Investments* BPA Statement, June 2019



Subscriber Stats

\$8.1B is the average company retirement assets among plan sponsors.

\$120B is the average money manager assets under management.

Influential

90%

of respondents are involved in purchasing financial services and investments.

55%

of plan sponsor respondents are employed by firms with over \$100M in retirement assets.

88%

of plan sponsor respondent firms offer either a DB, DC or both for employees

Executive Affiliations

41%

of readers are part of the investment policy committee at their company

26%

of readers sit on the pension board

30%

of readers are members of the board of directors on companies other than their own

Engagement

95%

find P&I useful in the performance of their job

71%

of respondents read the last three out of four issues

54%

of respondents spend more than 30 minutes reading the issue

Income and Net Worth

\$558,400

average individual income for all respondents

\$642,500

average household income for all respondents

\$2,89M

average household net worth for all respondents

Source: Pensions & Investments Subscriber Study, 2016



2020 Editorial Calendar

Pensions & Investments is the only news source that remains solely focused on institutional assets and the news important to the people controlling those assets.

Month	Date	Topic	Content Solutions	Conferences
January	13 <small>CLOSE 12/30*</small>	Investment Outlook	CONTENT SOLUTIONS	CONFERENCES
	27 <small>CLOSE 1/15</small>	Asia Trade War Riskwatch	CONTENT SOLUTIONS	CONFERENCES
February	10 <small>CLOSE 1/29</small>	P&I 1,000: Largest U.S. Retirement Funds <i>Signet Ad Study</i>	CONTENT SOLUTIONS ESG Roundtable	CONFERENCES
	24 <small>CLOSE 2/12</small>	2019 Top-Performing Managers Collective Investment Trust 2019 Top-Performing Managers	CONTENT SOLUTIONS	CONFERENCES
March	9 <small>CLOSE 2/26</small>	Retirement Plans for the Future Tradewatch <i>Signet Ad Study</i>	CONTENT SOLUTIONS Innovations in DC Sponsored Supplement SPONSORSHIP CLOSE 12/20/19 Fiduciary Duty and the SECURE Act Roundtable SPONSORSHIP CLOSE 1/10/2020	CONFERENCES P&I East Coast Defined Contribution Conference March 8-10, Orlando
	23 <small>CLOSE 3/11</small>	Eddy Awards Proxy Advisers	CONTENT SOLUTIONS OCIO Roundtable SPONSORSHIP CLOSE 1/24/2020	CONFERENCES Fixed Income and Credit March 24, Dallas March 26, New York
April	6 <small>CLOSE 3/25</small>	Corporate Pension Contributions	CONTENT SOLUTIONS	CONFERENCES
	20 <small>CLOSE 4/8</small>	QDIA/Managed Accounts	CONTENT SOLUTIONS Emerging Markets Sponsored Supplement SPONSORSHIP CLOSE 1/31/2020	CONFERENCES DC Investment Lineup April 21, San Francisco April 23, Dallas April 28, Chicago April 30, New York
May	4 <small>CLOSE 4/22</small>	Corporate Balance Sheet Riskwatch	CONTENT SOLUTIONS	CONFERENCES ESG Investing May 12, San Francisco May 14, Chicago May 19, Boston May 21, New York

DIGITAL ONLY



2020 Editorial Calendar

P&I Content Solutions group publishes custom supplements, round tables on timely news topics in which you can showcase your firm's intellectual property to engage new clients.

	18 CLOSE 5/6	Gender Diversity in Asset Management Q1 Top-Performing Managers	CONTENT SOLUTIONS	CONFERENCES Canadian Pension Risk May 28, Toronto
June	1 CLOSE 5/20	Largest Money Managers Tradewatch <i>Signet Ad Study</i>	CONTENT SOLUTIONS	CONFERENCES
	15 CLOSE 6/3	Private Equity	CONTENT SOLUTIONS Target-Date Sponsored Supplement SPONSORSHIP CLOSE 3/20/2020	CONFERENCES Private Markets Breakfast Briefing June 16, Chicago June 18, New York
	29 CLOSE 6/17	CIO Outsourcing	CONTENT SOLUTIONS Risk Mitigation Strategies Sponsored Supplement SPONSORSHIP CLOSE 4/3/2020 China Roundtable SPONSORSHIP CLOSE 5/1/2020	CONFERENCES
July	13 CLOSE 7/1	Asset Servicing <i>Signet Ad Study</i>	CONTENT SOLUTIONS Retirement Income Sponsored Supplement SPONSORSHIP CLOSE 4/17/2020	CONFERENCES
	27 CLOSE 7/15	DC Money Managers and Retirement Plan Advisers Riskwatch <i>Signet Ad Study</i>	CONTENT SOLUTIONS	CONFERENCES
August	10 CLOSE 7/29	ESG Investing <i>Signet Ad Study</i>	CONTENT SOLUTIONS	CONFERENCES
	24 CLOSE 8/12	Risk Management Technology Q2 Top-Performing Managers <i>Signet Ad Study</i>	CONTENT SOLUTIONS ESG Sponsored Supplement SPONSORSHIP CLOSE 5/29/2020	CONFERENCES
September	7 CLOSE 8/26	P&I/Thinking Ahead Institute MegaFunds Tradewatch	CONTENT SOLUTIONS	CONFERENCES Retirement Income Sept. 15, Chicago Sept. 17, New York



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P&I Content Solutions group publishes custom supplements, round tables on timely news topics in which you can showcase your firm's intellectual property to engage new clients.

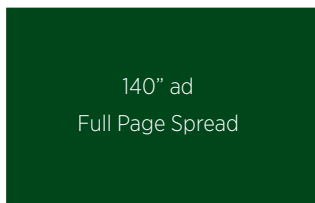
	21 CLOSE 9/9	Hedge Funds and Fund of Funds	CONTENT SOLUTIONS Real Assets Roundtable SPONSORSHIP CLOSE 7/24/2020	CONFERENCES Global Markets Sept. 29, San Francisco Oct. 1, New York
October	5 CLOSE 9/23	Elections 2020 Real Estate Investment Managers	CONTENT SOLUTIONS	CONFERENCES Managing Pension Risk and Liabilities Oct. 13, Dallas Oct. 15, Atlanta Oct. 20, New York World Pension Summit Oct. 20-22, The Hague
	19 CLOSE 10/7	P&I/Thinking Ahead Institute MegaManagers Most Used Mutual Funds by DC Plans and Target-Date Strategies <i>Signet Ad Study</i>	CONTENT SOLUTIONS Trends in DC Sponsored Supplement SPONSORSHIP CLOSE 7/24/2020	CONFERENCES P&I West Coast Defined Contribution Conference Oct. 25-27, San Diego
November	2 CLOSE 10/21	Excellence & Innovation Awards Riskwatch	CONTENT SOLUTIONS	CONFERENCES The Evolution of OCIO Nov. 4-5, Boston Global Pension Symposium Nov. 10-11, Tokyo
	16 CLOSE 11/4	Indexing and ETFs Q3 Top-Performing Managers	CONTENT SOLUTIONS Private Markets Sponsored Supplement SPONSORSHIP CLOSE 8/21/2020	CONFERENCES Asset Allocation Nov. 17, Chicago Nov. 19, New York
	30 CLOSE 11/18	Consultants Tradewatch	CONTENT SOLUTIONS	CONFERENCES
December	14 CLOSE 12/2	Best Places to Work in Money Management	CONTENT SOLUTIONS	CONFERENCES
	28 CLOSE 12/16	Year in Review	CONTENT SOLUTIONS	CONFERENCES

DIGITAL ONLY



2020 Display Rates by Ad Size

Rate Card #47 Issued and effective October 1, 2019



Ad: 20" x 14"
Bleed: 22" x 14 3/4"

140" ad - Full Page Spread

	1x	7x	13x	19x	26x
B/W	\$58,240	\$54,460	\$49,700	\$46,480	\$42,280
4/Color	\$71,235	\$67,455	\$62,695	\$59,475	\$55,275



Ad: 10 7/8" x 14 1/2"
Bleed: 11 1/8" x 14 3/4"

70" ad - Full Page

	1x	7x	13x	19x	26x
B/W	\$29,120	\$27,230	\$24,850	\$23,240	\$21,140
4/Color	\$38,415	\$36,525	\$34,145	\$32,535	\$30,435
B/W 10% premium	\$32,032	\$29,953	\$27,335	\$25,564	\$23,254
4/c 10% premium	\$41,327	\$39,248	\$36,630	\$34,859	\$32,549



Ad: 8 1/8" x 10"

40" ad - Junior Page (accepts standard 7" x 10" magazine size ad)

	1x	7x	13x	19x	26x
B/W	\$22,200	\$21,120	\$19,760	\$18,800	\$17,640
4/Color	\$31,495	\$30,415	\$29,055	\$28,095	\$26,935
B/W 10% premium	\$24,420	\$23,232	\$21,736	\$20,680	\$19,404
4/c 10% premium	\$33,715	\$32,527	\$31,031	\$29,975	\$28,699



Ad: 8 1/8" x 11"

44" ad

	1x	7x	13x	19x	26x
B/W	\$24,420	\$23,232	\$21,736	\$20,680	\$19,404
4/Color	\$33,715	\$32,527	\$31,031	\$29,975	\$28,699



Ad: 16 3/4" x 10"

80" ad - Junior Page Spread

	1x	7x	13x	19x	26x
B/W	\$44,400	\$42,240	\$39,520	\$37,600	\$35,280
4/Color	\$57,395	\$55,235	\$52,515	\$50,595	\$48,275



2019 Display Rates by Ad Size

Rate Card #46 Issued and effective October 1, 2018



Ad: 10 1/4" x 7"

35" ad - Half Page

	1x	7x	13x	19x	26x
B/W	\$20,055	\$19,145	\$17,955	\$17,115	\$16,100
4/Color	\$29,350	\$28,440	\$27,250	\$26,410	\$25,395



Ad: 20 1/2" x 7"

70" ad - Half Page Spread

	1x	7x	13x	19x	26x
B/W	\$40,110	\$38,290	\$35,910	\$34,230	\$32,200
4/Color	\$53,105	\$51,285	\$48,905	\$47,225	\$45,195



Ad: 6" x 8"

24" ad

	1x	7x	13x	19x	26x
B/W	\$14,400	\$13,752	\$12,936	\$12,384	\$11,664
4/Color	\$23,695	\$23,047	\$22,231	\$21,679	\$20,959



Ad: 6" x 6"

18" ad

	1x	7x	13x	19x	26x
B/W	\$11,052	\$10,566	\$9,954	\$9,540	\$9,000
4/Color	\$14,667	\$14,181	\$13,569	\$13,155	\$12,615



Ad: 6" x 3 1/3"

10" ad

	1x	7x	13x	19x	26x
B/W	\$6,140	\$5,870	\$5,530	\$5,300	\$5,000
4/Color	\$9,755	\$9,485	\$9,145	\$8,915	\$8,615

Frequency discounts greater than 26x are available. Please refer to the P&I Rate Card #47 for details. All terms and conditions apply.



Half Cover Wrap

Be the first message they see.

Place your sales message before the news with *Pensions & Investments*' half cover wrap advertising opportunity. With an advertising cover wrap your sales message appears on top of the front cover of P&I. It's a sure way to get your marketing message noticed by the 115,000 qualified investment professionals who read every issue of P&I.



2020 Half Cover Wrap Rates (gross)

Frequency level	Rate
1x - 13x advertisers	\$97,214 (gross)
19x - 52x advertisers	\$91,390 (gross)

Cover wraps are available on a limited number of P&I issues. Consult your P&I sales manager for availability. Request a template and guidelines.

LET'S GET STARTED

Guarantee your full cover wrap in an upcoming issue of *Pensions & Investments*, contact your P&I regional sales manager or Julie Parten at 952.495.0422 or julie.parten@pionline.com for availability.

Pensions & Investments Rate Card #47. All terms and conditions apply.

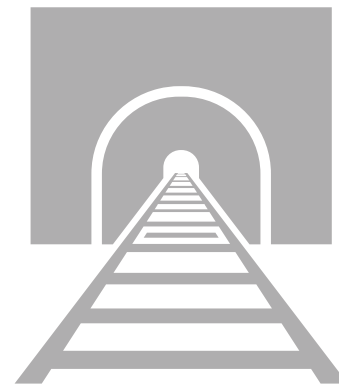


Railroad Spread Ad

Excuse me, coming through....

Make an impact with P&I's newest ad unit

Own the page and barrel through P&I's editorial content with P&I's new high-impact ad unit — the Railroad Spread.



Sample layout 30" Railroad Spread

30" Railroad Spread 10 columns x 3"

U.K. disclosure reports put spotlight on compensation
New rules follow other European countries intended to achieve balance in workplace

Investors press managers for their diversity data

For us, keeping women in the workforce is every corporation's top priority. We monitor if executives are doing their part to help women advance their careers.

Sample layout 60" Railroad Spread

60" Railroad Spread 10 columns x 6"

U.K. disclosure reports put spotlight on compensation
New rules follow other European countries intended to achieve balance in workplace

Investors press managers for their diversity data

For us, keeping women in the workforce is every corporation's top priority. We monitor if executives are doing their part to help women advance their careers.

2020 Railroad Spread Rates

Ad Size	4/C Rate
30" spread (10 col. x 3")	\$28,204 gross
60" spread (10 col. x 6")	\$40,051 gross

Pensions & Investments Rate Card #47. All terms and conditions apply.

EXCLUSIVE

Railroad Spreads are limited to one advertiser per issue. Please inquire for availability.

GREATER IMPACT

Run consecutive page Railroad Spreads for a continuous message guaranteed to grab the attention of our readers.

PAIR IT WITH AN INTERSTITIAL

Stop our online viewers in their tracks with a matching interstitial on pionline.com.

LET'S GET STARTED

Guarantee your Railroad Spread in an upcoming issue of *Pensions & Investments*, contact your P&I regional sales manager or Julie Parten, Sales Director, at 952-495.0422 or rscanlon@pionline.com for availability.



PRINT AD | Mechanical Specifications

Space Size	Width	Depth	MM Width	MM Depth
1 page (5 col) Tabloid	10 7/8"	14.5"	276	368
Single page bleed	11 1/8"	14 3/4"	283	375
Gutter bleed spread	21"	14"	535	356
Spread bleed	22"	14 3/4"	559	375
2 col. x 6"	4"	6"	102	153
3 col. x 3 1/3"	6"	3 1/3"	153	84.8
3 col. x 6"	6"	6"	153	153
3 col. x 8"	6"	8"	153	204
3 col. x 14"	6"	14"	153	356
4 col. x 10"	8 1/8"	10"	207	255
8 col. x 10" (Spread)	16 3/4"	10"	426	255
5 col. x 7"	10 1/4"	7"	261	178

* Accepts standard 7" x 10" magazine size ad

Publication Trim Size	Width	Depth	MM Width	MM Depth
Full Page	10 7/8"	14 1/2"	280	369
Spread	22"	14 1/2"	560	369

Oversized, Fractional Pages & Spreads	Width	Depth	MM Width	MM Depth
44" (A4)	8 1/8"	11"	207	280
88" (Spread)	16 3/4"	11"	426	280

Production Requirements

Digital advertisements: Required format for black & white or four-color digital advertisement is hi-res Adobe Acrobat PDF file format (PDF/X-1a compatible) with all fonts and images embedded. Embedded images must be a minimum of 266 ppi (pixels per inch). Color images must be CMYK. All Fonts (either Postscript or True Type) must be embedded. Files containing RGB or LAB images will not be accepted. For further instructions on how to prepare your digital advertisement and to upload the file go to Crain's Digital Ad Processing Center at <http://ads.crain.com/>.

Please contact the Production Department at 312.649.7836 if you have any questions or require additional information.



Custom Supplements

Expand your reach and engage the right audience with topical supplements.

Supplements designed and written by P&I Content Solutions deliver high impact insight about a topic of interest to P&I's readers — your clients and prospects. Participation in a supplement can build your firm's reputation as a thought leader, enhancing its image and value.

Custom supplements can enhance the impact of your product or brand advertising by extending your message with informative, timely and thought-provoking content delivered in a custom-designed package to P&I's qualified audience of professional investors. In addition, they give you an opportunity to feature your subject matter experts.



Sponsorship Benefits LIMITED TO 5 SPONSORS PER SUPPLEMENT

- ✓ Full page ad or white paper in the supplement
- ✓ A representative from your firm will be interviewed for the supplement articles
- ✓ Listing in the Sponsor Directory, which includes firm name, contact person, address, phone, email, web address
- ✓ PDF file of the supplement to place on your website
- ✓ 500 extra copies of the supplement for your marketing purposes
- ✓ Participation in post-supplement webinar
- ✓ Registration list of webinar attendees including name, title, company, and all contact details
- ✓ Posting in the Pensions & Investments' LinkedIn Group

Print

Supplement will be separately bound and inserted into a designated issue of *P&I*.

Online

A dedicated content hub with links to supplement articles, sponsor directory, sponsor company profile and additional whitepapers and videos submitted by the sponsors. Supplement articles and content hub are promoted on pionline.com and in P&I e-newsletters through digital advertising and native ads.

Webinar

One-hour webinar hosted by P&I covering and expanding upon content in the supplement. Provides sponsors with another touch point to P&I's audience. Each sponsor receives one panel spot on the webinar that takes place immediately following publication of the supplement. Sponsors receive the complete list of webinar registrants.

Social

The supplement and content hub will be shared on the Pensions & Investments' LinkedIn group which has over 17,000 members. Each sponsor will also receive custom images and links to post and share over their social media channels.

2020 Supplements Calendar

Topic	Issue	Close	Webinar
Innovations in DC	3/9	12/20	3/11
Emerging Markets	4/20	1/31	4/22
Target-Date Funds	6/15	3/20	6/17
Risk Mitigation Strategies	6/29	4/3	7/1
Retirement Income	7/13	4/17	7/15
ESG	8/24	5/29	8/26
Trends in DC	10/19	7/24	10/21
Private Markets	11/16	8/21	11/18

2020 Sponsorship Rates

Ad Unit	Rate
Full page, 4C	\$39,880 (gross) \$33,900 (net)



Sponsored Roundtables

Take the lead and provide insights and intelligence on your firm's expertise by participating in a Sponsored Roundtable published by the P&I Content Solutions Group.

This six-page, tabloid-sized report is limited to three sponsors. The roundtable is published in a Q&A format and features one of your top executives discussing the news, developments and the latest thinking on some of the hottest topics in the industry.

HOW IT WORKS:

P&I's Content Solutions Group will moderate a conference call with executives from the three sponsoring firms (one participant per firm). The P&I Content Solutions Group will handle all editorial services including recording, transcribing and editing the conversation into a six-page report. Sponsors will have the opportunity to review and comment on the proposed interview questions prior to the call and to review and edit the copy before publishing.

SPONSORSHIP BENEFITS:

PRINT

- One executive from your firm participates in the Q&A roundtable
- One 35" (5 col. x 7") 4/c print ad within the six-page roundtable
- Logo and contact details in the "Sponsor Listing" within the roundtable
- Distribution to P&I's full circulation of 50,000+ industry executives

LEAD GENERATION

- Roundtables are included in the P&I Thought Leadership lead generation program for three months. Roundtables are listed with other white papers online and in the monthly Knowledge Exchange email. Sponsors will receive monthly leads generated from downloads.
Average number of leads per month is 50.

DIGITAL

- Dedicated web page on pionline.com featuring the full roundtable, participant photos with links to bios, company logo and key contact details.
- Skyscraper and MRec ad unit on dedicated roundtable web page. Ads will rotate between the three sponsors. Each sponsor will rotate between two ad positions on the page every time the page is served.
(Ad size: 970 x 90 px and 160 x 600 px)

SOCIAL

- The roundtable digital landing page will be shared on the Pensions & Investments' LinkedIn group which has over 17,000 members. Each sponsor will also receive custom images and links to post and share over their social media channels.

2020 SPONSORED ROUNDTABLE TOPICS

Fiduciary certainty and the SECURE Act

Publishing: March 9 | Sponsorship Close: Jan. 10

With the inclusion of the SECURE Act in the year-end government spending bill, plan sponsors finally have certainty around several issues including the inclusion of annuities in 401(k) plan investment lineups. While the new law alleviates plan sponsors' fiduciary responsibility around annuities, it does not completely get them off the hook. This roundtable discussion will help plan sponsors navigate this provision of the law as they look to provide lifetime income options to plan participants.

OCIO

Publishing: March 23 | Sponsorship Close: Jan. 24

As more pension funds, foundations and endowments think about adopting an outsourced CIO model, questions about why and how must be fully answered. In addition, understanding how to evaluate, implement, benchmark and evolve an OCIO program for the best outcomes is critical. This roundtable will cover all these bases and provide actionable insight as this market continues to grow.

China

Publishing: June 29 | Sponsorship Close: May 1

Investors could be forgiven for getting spooked by the trade war rhetoric between the U.S. and China, but if they can look beyond the headlines, they would find that China remains a fertile investment destination that can pay off for those with a true long-term investment approach. This roundtable will update readers on the latest economic data and investment opportunity in the world's second largest economy.

Real Assets

Publishing: Sept. 21 | Sponsorship Close: July 24

Portfolio diversification should always be a top priority for institutional investors, but never more so than when economic and capital market uncertainties are high and rising. Enter real assets. Real assets can play a major role in diversifying institutional portfolios while also providing opportunities for attractive returns.

2020 Rates

Roundtable	Rate
Sponsorship Package	\$34,200 (net)



Investment Insights

Partner with P&I Content Solutions to showcase investment strategies and feature your top executives.

The Investment Insights program, produced by P&I Content Solutions, provides a turnkey content marketing program that is designed to resonate and engage your top prospects. This investment-focused content - in either article or Q&A format - will feature one or two of your top executives discussing investment strategy and process. P&I Content Solutions expertly handles the writing, editing, and design to produce the style of top-quality content that is proven to raise awareness of your firm.

The P&I Content Solutions Group will work with you to develop interview questions, conduct the interview and write, edit, and design the program. Most firms consider two-page Investment Insights program which can enhance your communication strategy with infographics and firm-specific data. Other options are available below.

Your Investment Insights will be featured both in print and online. Three options are available. A full-page spread, spread with a full-page ad, or a single page. All programs include a dedicated page on pionline.com specifically created to promote your content and engage P&I's audience of asset owners.

P&I's Investment Insights program offers you an effective and turnkey solution to amplify your firm's leadership and spotlight your investment expertise with our audience of asset owners who together represent trillions in AUM.

NEW | SOCIAL SHARING

The P&I Content Solutions team will share your Investment Insight on the P&I Content Solution's page and the *Pensions & Investments* group on LinkedIn. We'll tag your company and highlight keywords or topics with hashtags too. And we'll share the images with you so you can self promote your thought leadership with your social channels.



Images will be provided for LinkedIn. Additional images of other social platforms will be created upon request.

2020 Investment Insights Rates

Options	Rate
Spread	\$53,715 (net)
Spread with full page ad	\$49,425 (net)
Single page	\$30,275 (net)

2020 Native Traffic Boosters

Number of Impressions	Rate
50,000 News Well/ Article page ad unit/month	\$8,355 (net)
50,000 Run of Site Native impressions/month	\$4825 (net)
100,000 Run of Site Native impressions/month	\$9,655 (net)
50,000 MRec3 ads/month	\$3,490 (net)
100,000 MRec3 ads/month	\$6,985 (net)
16 P&I e-Newsletter Native placements/month	\$9,650 (net)

Option 1



Q&A INTERVIEW FULL PAGE SPREAD LAYOUT

Option 2



FULL PAGE Q&A WITH FULL-PAGE AD

Option 3



Q&A INTERVIEW SINGLE PAGE



SAMPLE ONLINE POSTING



Share your firm's mission, strategies, and practices

Diversity & Inclusion Spotlight

Recent research has found that institutional asset owners exhibit racial and gender bias when evaluating funds and allocating money. Part of the problem is a lack of knowledge.

Pensions & Investments' new custom content opportunity, Diversity and Inclusion Spotlight, seeks to help fill that gap by providing you a platform to showcase your firm's efforts in this important area of money management.

Partner with P&I Content Solutions to tell your firm's story about how you are working both internally and externally to raise the level of discourse around diversity and inclusion, educate clients and associates about the importance of these issues to the long-term health of the industry, and feature your thought leadership in these areas.

We make the process turnkey and allow you to leverage resources you've already employed or to create fresh content by utilizing our team of content development experts to deliver your message in a proven and effective channel. Everything can be customized to meet your needs, goals, and budget.

NEW | SOCIAL SHARING

The P&I Content Solutions team will share your Diversity & Inclusion Spotlight on the P&I Content Solution's page and the *Pensions & Investments* group on LinkedIn. We'll tag your company and highlight keywords or topics with hashtags too. And we'll share the images with you so you can self promote your thought leadership with your social channels.

2020 Diversity & Inclusion Rates

Options	Rate
Spread	\$53,715 (net)
Spread with full page ad	\$49,425 (net)
Single page	\$30,275 (net)

2020 Native Traffic Boosters

Number of Impressions	Rate
50,000 News Well/ Article page ad unit/month	\$8,355 (net)
50,000 Run of Site Native impressions/month	\$4825 (net)
100,000 Run of Site Native impressions/month	\$9,655 (net)
50,000 MRec3 ads/month	\$3,490 (net)
100,000 MRec3 ads/month	\$6,985 (net)
16 P&I e-Newsletter Native placements/month	\$9,650 (net)

DIVERSITY AND INCLUSION

THOUGHT LEADERSHIP
Our Differences Make Us **STRONGER**

Published in *Pensions & Investments*, Sept. 16, 2019

Lauren DeMarco
Head of Diversity & Inclusion
T. Rowe Price

Access the latest D&I thought leadership at www.pionline.com/troweprice

T. Rowe Price | CONTENT SOLUTIONS

Images will be provided for LinkedIn. Additional images of other social platforms will be created upon request.

DIVERSITY AND INCLUSION

Our Differences Make Us STRONGER

Our actions to advance diversity and inclusion are driven by our commitment to drive positive change for our associates, our clients, within the industry and beyond.

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T. Rowe Price

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DIVERSITY AND INCLUSION

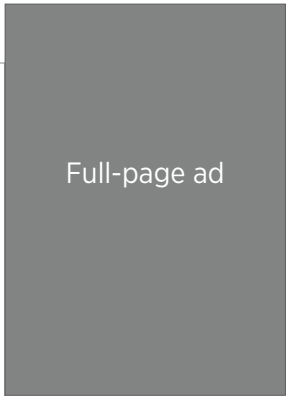
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T. Rowe Price



Full-page ad

SINGLE PAGE

FULL PAGE SPREAD LAYOUT

SINGLE PAGE AND ADVERTISEMENT SPREAD LAYOUT



Viewpoints from the corner office

The Executive Conversation

Everything that a company stands for and strives for starts at the top. In our industry, that's no different. But what is different is how your firm's top leaders articulate the mission, vision and values that set your firm apart. What's the C-suite elevator pitch that differentiates your firm?

Pensions & Investments' new custom content opportunity, The Executive Conversation, is a platform for your top executives to speak directly to our audience of executive-level decision makers at the largest asset owners. To tell the story of how and why your firm has been successful while keeping client interest and success a top priority.

P&I Content Solutions makes the process turnkey and allows you to leverage resources you've already employed or to create fresh content by using our team of content development experts to deliver your message in a proven and effective channel. Everything can be customized to meet your needs, goals and budget.

NEW | SOCIAL SHARING

The P&I Content Solutions team will share your "Executive Conversation" on the P&I Content Solution's page and the Pensions & Investments group on LinkedIn. We'll tag your company and highlight keywords or topics with hashtags too. And we'll share the images with you so you can self promote your thought leadership with your social channels.

Images will be provided for LinkedIn. Additional images of other social platforms will be created upon request.



2020 Executive Conversation Rates

Options	Rate
Spread	\$53,715 (net)
Spread with full page ad	\$49,425 (net)
Single page	\$30,275 (net)

2020 Native Traffic Boosters

Number of Impressions	Rate
50,000 News Well/ Article page ad unit/month	\$8,355 (net)
50,000 Run of Site Native impressions/month	\$4825 (net)
100,000 Run of Site Native impressions/month	\$9,655 (net)
50,000 MRec3 ads/month	\$3,490 (net)
100,000 MRec3 ads/month	\$6,985 (net)
16 P&I e-Newsletter Native placements/month	\$9,650 (net)



SINGLE PAGE



FULL PAGE SPREAD LAYOUT



SINGLE PAGE AND ADVERTISEMENT SPREAD LAYOUT



P&I Content Solutions

Custom Case Study

Success is contagious. Share your story.

You are an expert. That's why institutional investors turn to you to help them reach their investment goals. But the proof is in the pudding and that's where a case study in *Pensions & Investments* can help. Share with P&I's targeted audience of institutional investors the who, what, when and how you helped a client solve a problem. Your satisfied clients are your success stories and your case study topics. Rest assured that someone else is searching for a solution.

A Case Study, in the print edition of *Pensions & Investments* and a companion version on pionline.com, is a great way to showcase the work you do for clients, and to show would-be clients why they should partner with you.

Plan sponsors look to their peers for best practices and validation. Showing how you've worked with a client to implement a strategy or program that made a difference could convince other plan sponsors facing a similar problem that you are the right partner for them.

A P&I Case Study gives you the opportunity to take a real-world example of how you rolled up your sleeves with a client, worked through a problem or an issue, found a solution and implemented it. And by showing how successful the program was, you can give readers all the reasons they need to partner with you.

A few Case Study topics to consider:

- Finding income in a low-return environment
- Putting equity risk mitigation measures in place as volatility rises
- Implementing an OCIO program
- Developing and managing a pension risk transfer
- Analyzing defined contribution fees and finding ways to lower them
- Implementing a major asset allocation change
- Or, contact the P&I Content Solutions Team to discuss your idea

NEW | SOCIAL SHARING

The P&I Content Solutions team will share your Investment Insight on the P&I Content Solution's page and the *Pensions & Investments* group on LinkedIn. We'll tag your company and highlight keywords or topics with hashtags too. And we'll share the images with you so you can self promote your thought leadership with your social channels.

Images will be provided for LinkedIn. Additional images of other social platforms will be created upon request.

2020 Case Study Rates

Options	Rate
Spread	\$53,715 (net)
Spread with full page ad	\$49,425 (net)
Single page	\$30,275 (net)

2020 Native Traffic Boosters

Number of Impressions	Rate
50,000 News Well/ Article page ad unit/month	\$8,355 (net)
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50,000 MRec3 ads/month	\$3,490 (net)
100,000 MRec3 ads/month	\$6,985 (net)
16 P&I e-Newsletter Native placements/month	\$9,650 (net)

Sample Case Study layout

The Future Is Now: How a Retirement Tier Moves Us from Inertia to Action

RETIREMENT TIER

“The retirement tier is the most critical... [text continues]”

“Retirement used to be a future issue. Now it’s more of a current issue.”

“Let us see about the Retirement...”



Introducing a new thought leadership and branding opportunity

‘Advancements in...’

Partner with P&I Content Solutions to showcase expertise AND your marketing message.

Looking for a quick, high-impact way to reach institutional investors?

P&I’s new ‘Advancements in...’ custom content solution delivers.

By combining custom content with our most popular ad size (40”/junior page), ‘Advancements in...’ provides both high quality thought leadership that readers can easily consume and engage in and a proven brand builder.

Working with you, the P&I Content Solutions group will create a powerful piece of content marketing that will highlight a strategy, product or expert that can give our readers new insight, a new idea or a new point of view.

‘Advancements in...’ takes over a full page in *Pensions & Investments*. The page includes custom content surrounding a 40” (junior) page ad. It is the perfect mix of thought leadership and marketing.

Produced by P&I Content Solutions, ‘Advancements in...’ provides impartial thought-leadership that you can present to the market. Best of all, the page is flexible to meet your needs and goals. You can choose either an article or a Q&A interview style featuring one of your top executives discussing their investment strategy and process. And it is all written, edited and designed by P&I’s Content Solutions team. Your team will supply the junior page advertisement to be placed on the ad.

‘Advancements in...’ also includes an exclusive online posting on pionline.com which includes the content, contact details, firm logo and the opportunity to post supporting white papers.

Three ad size options:

**40” 4/c ad
Junior Page
8 1/8” x 10”**

**24” 4/c ad
6” x 8”**

**35” 4/c ad
10 1/8” x 5”**

2020 ‘Advancements In’ Rates

Options	Rate
Single page	\$30,275 (net)

2020 Native Traffic Boosters

Number of Impressions	Rate
50,000 News Well/ Article page ad unit/month	\$8,355 (net)
50,000 Run of Site Native impressions/month	\$4825 (net)
100,000 Run of Site Native impressions/month	\$9,655 (net)
50,000 MRec3 ads/month	\$3,490 (net)
100,000 MRec3 ads/month	\$6,985 (net)
16 P&I e-Newsletter Native placements/month	\$9,650 (net)



Advertising Sales Team

We're here to help.

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Pensions & Investments

2020 Pensions & Investments
ROS | e-Newsletters | Native | Lead Gen

Digital Media Kit

Pensions & Investments

www.pionline.com/mediakit

Monthly Website Statistics

620,260
Average page views

393,186
Average website visits

282,715
Average unique visits

6:20 minutes
Average time spent

Adobe Analytics data 1/1/2019 - 8/31/2019



Run-of-Site Advertising

Run-of-site advertising on pionline.com gives you the broadest visibility and maximum exposure to your target audience.

You'll have the best opportunity to reach key executives and decision-makers while they navigate pionline.com.

Your ads will appear cross-platform (web, tablet and mobile)* on the most popular pages, including the home page, latest news articles, archive search, current issue content, topic pages and more.

Ad Specs

Ad Type	Dimension (pixels)
Billboard*	970 x 250
Super Leaderboard*	970 x 90
MRec (2 units)	300 x 250

*All Billboard, Super Leaderboard and Leaderboard creative submissions must be accompanied with a 300 x 50 banner creative, which will run on mobile/smartphone screen pages.



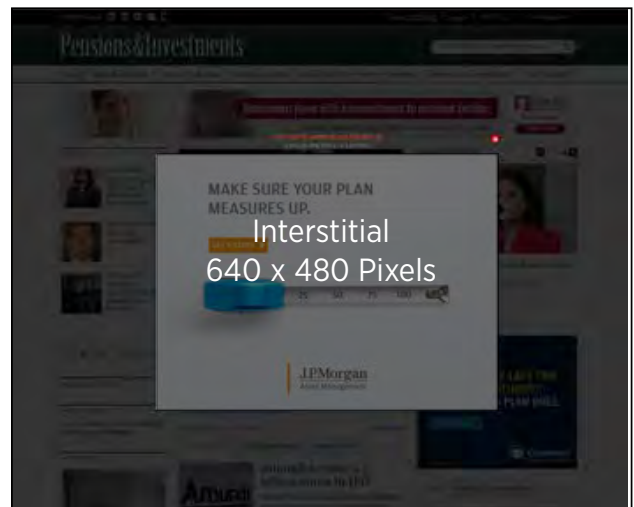
High Impact Advertising

Welcome Interstitial

The point of entry interstitial greets all visitors entering the website on desktop devices. It serves as a great “first impression” canvas, ensuring that all of P&I’s digital traffic engages with your branded message.

Ad Specs

Ad Type	Dimension (pixels)
Interstitial	640 x 480



Estimated daily impressions: 6,000-7,000

Newsletters

Delivering critical, fast-breaking industry news – as well as your marketing messages – to the executives who are allocating assets and making critical decisions for their retirement plans.

P&I Daily

The industry relies on P&I Daily every weekday afternoon for fast-breaking industry news, market updates, the latest hirings and firings, people moves, career opportunities and more.

As a P&I Daily advertiser, you will have exclusive once-a-week ownership of both display ad units running in the e-newsletter. Each week your creative units will rotate to a different day, providing maximum visibility. Three targeted versions of P&I Daily are published every day – Plan Sponsor, Consultants and Money Manager.

- The Plan Sponsor version reaches the owners of the largest tax-exempt funds.
- The Money Managers version reaches the industry’s leading asset managers.
- The Consultants version reaches the industry’s leading investment consulting and advisory firms.

Choose the version that most fits your target audience for the greatest impact and exposure.

Ad Specs

Ad Type	Dimension (pixels)
Leaderboard	728 x 90
MRec	300 x 250

Newsletter Stats

Plan Sponsor edition	8,310+ subscribers	18.6% unique open rate
Money Manager edition	8,385+ subscribers	22.3% unique open rate
Consultants edition	1,830+ subscribers	20.8% unique open rate

SOURCE: Cheetah Digital



Newsletters

P&I Issue Alert

The P&I Issue Alert features highlights from the current issue with direct links to complete articles, rankings and special reports.

Your message will be seen by top decision-makers in the investment management industry, including retirement plan executives, consultants and money managers.

Editors' Picks

Editors' Picks is a new bi-weekly newsletter featuring print and online stories that our editorial team deems the industry's most important news items from the previous two weeks. These stories may not always be the most-read articles on pionline.com, but they are the stories that are imperative in keeping you in-the-know on the news, events, and trends happening in the business of professional money management.

Ad Specs

Ad Type	Dimension (pixels)
Leaderboard	728 x 90
MRec	300 x 250

Newsletter Stats

Issue Alert	43,050+ subscribers	22% unique open rate
Editors' Picks	42,460+ subscribers	20% unique open rate

SOURCE: Cheetah Digital



Newsletters

Topical Digests

P&I Weekly Digests provide readers with the most important topical news and multimedia features of the week.

Topics available:

- Defined Contribution
- Alternatives
- Plan Sponsor
- Investments
- ESG

Online Insider

P&I Online Insider provides readers with highlights of the most important news posted exclusively on pionline.com over the past week.

Ad Specs

Ad Type	Dimension (pixels)
Leaderboard	728 x 90
MRec	300 x 250

Newsletter Stats

Defined Contribution Digest	29,569+ subscribers	19% unique open rate
Alternatives Digest	31,015+ subscribers	20% unique open rate
Plan Sponsor Digest	35,665+ subscribers	19% unique open rate
Investments Digest	32,815+ subscribers	20% unique open rate
Online Insider	29,090+ subscribers	20% unique open rate
ESG Digest	37,690+ subscribers	17% unique open rate

SOURCE: Cheetah Digital



Newsletters

Global Digest

Each week the editors of P&I pull together the best of our worldwide news coverage, and they supplement it with substantive news stories aggregated from around the globe.

The P&I Global Digest is the ideal venue to reach international institutional asset owners and the firms providing investment services to them.

Week-by-week, the Global Digest features topline news on international issues affecting professional money management for private and public pension funds, endowments, foundations and sovereign wealth funds. Additionally, it covers all the key players facilitating access to assets worldwide, including money managers in both traditional and alternative investments, consultants, financial markets, exchanges, government policy makers and regulators.

Ad Specs

Ad Type	Dimension (pixels)
Leaderboard	728 x 90
MRec	300 x 250

Newsletter Stats

Global Digest	32,625+ subscribers	21% unique open rate
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SOURCE: Cheetah Digital

Leaderboard - 728 x 90 pixels

P&I GLOBAL DIGEST Wednesday, July 02, 2018

REPORT

Trade war not only factor making global growth uncertain - Manulife report

Although the escalating trade war between the U.S. and China could limit future global growth, a new report says it won't be the only factor.

READ MORE

Pension insurance reinsures nearly \$0 billion of longevity risk

U.K.-based Pension Actuaries Corp. (PAC) has reinsured 17 billion (18.8 billion) of longevity risk and committed 2.8 billion of pension buy-ins and longevity risk transfer on the U.K. joint. Actuarial News reported. The insurer said that the reinsurance includes 2.3 billion of deferred risk.

READ MORE

Alternative assets under administration jump 18.8% in 2018 - eInvestment

Alternative assets under administration as of Dec. 31 totaled \$1.6 trillion, up 18.8% from the prior year.

READ MORE

GIC, Brookfield to buy US freight rail operator for \$8.4 billion in cash

Singapore's sovereign wealth fund GIC, P&I, and Canada-based Brookfield Asset Management Inc. agreed to buy U.S.-based freight railroad operator Genesee and Wyoming Inc. for about \$8.4 billion in cash. Chemical News Asia reported. The deal is valued at about \$8.4 billion including debt.

READ MORE

MSCI expects to upgrade Kuwait to emerging market status by end of year

MSCI is set to upgrade Kuwait to emerging market status at the end of the year pending market infrastructure improvements.

READ MORE

Dubai wealth fund's revenue rises nearly 10%

Lead Generation

Webinar Sponsorship

Generate qualified leads and position your firm as a thought leader with *Pensions & Investments*' sponsored webinars. P&I's turnkey process offers you an opportunity to deliver compelling content directly to an audience of decision-making institutional investors.

P&I 2019 Webinar Attendee Stats*

- Average of 229 registrants
- The average live attendance rate is 45%
- 48% have over \$1 billion in retirement funds/assets under management

Post-webinar survey results*

- 93% of post-webinar respondents say they were very satisfied or satisfied with the content
- 94% say the webinar met or exceeded their expectations
- 96% say they would attend another P&I webinar

A P&I promotional campaign ensures the success of the webinar

- M-Rec3 ROS ads on pionline.com (50,000 impressions) starting two weeks prior to live webinar
- Posting on webinar calendar and on event promo box on home page
- Three (3) e-mail blasts promoting registration to our qualified print and digital audience
- Listing in five (5) P&I Digests prior to live webinar
- Listing in Pensions & Investments webinar calendar print ad (space permitting)
- M-Rec3 ROS "Replay Now Available" ad on pionline.com (50,000 impressions) starting the day after the live webinar for 30 days.
- Over 350,000 total impressions

P&I will provide a detailed ROI report following the webinar including number of registrants and attendees with profiles and attendance duration rate. Thirty days after the webinar you will receive a post-webinar report which will include an updated spreadsheet of all the on-demand viewers.

Webinar sponsors are responsible for securing all speakers and moderators.

**Statistics are cumulative YTD August 2019 sponsored webinars only*



Available Dates and Topics

A limited number of specific dates are available for sponsored webinars. Please check with your P&I Sales Manager for openings.

P&I Sponsored Webinar Guidelines

- Sponsor must submit webinar topic in writing at least three (3) months prior to the live webinar
- Webinar topics cannot be repeated two (2) weeks prior to and two (2) weeks after scheduled live webinar
- Topics are "first come, first served." No exceptions.
- Topic overlap rules above apply to webinars for sponsored supplements and other sponsored webinars. Ask your P&I sales manager for a copy of the most up-to-date webinar topic calendar for availability. Please reserve early to secure your date and topic.

Lead Generation

White Paper Thought Leadership Program

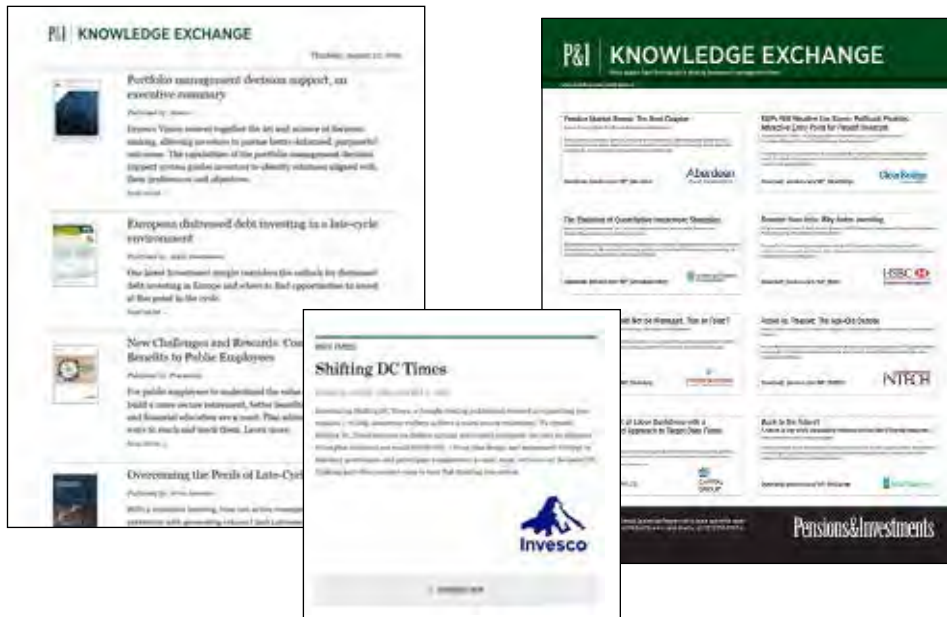
The P&I Thought Leadership Program is a fully integrated package that will solidify your firm's position as an innovator and thought-leader by exposing your company's research and insights to senior executives in the institutional investing community.

By leveraging P&I's print, e-mail and digital channels your white paper will reach key decision-makers at the world's largest corporate, union and government pension plans, endowments, foundations, consulting firms and investment management companies. And most importantly, you'll have the opportunity to follow up with every person that downloaded your white paper when you receive your monthly lead generation report from P&I.

The quarterly Thought Leadership Program package includes:

- One, 5" x 2" ad in the Knowledge Exchange print ad in a select issue of Pensions & Investments - 115,000 readers
- One posting per month in P&I's Knowledge Exchange newsletter distributed to 43,000+ industry professionals
- A 3-month posting of your whitepaper on main listing page section on pionline.com
- All leads for the executives that downloaded your whitepaper during the 3-month campaign
- One-year posting in three whitepaper sub-categories - Categories: Alternatives, Consultants, Money Management, Equities, Fiduciary Responsibilities, Defined Contribution Plans, Defined Benefit Plans, Fixed Income
- One MREC ROS placement to advertise individual TLP content across site

Estimated monthly leads: 50



Quarterly Thought Leadership Program

FIRST QUARTER

Closes: Dec. 6

Online Posting

Jan. 1- March 31

Knowledge Exchange Print Ad

Jan. 27

Knowledge Exchange Email

Jan. 14 | Feb. 11 | March 10

SECOND QUARTER

Closes: March 6

Online Posting

April 1 - June 30

Knowledge Exchange Print Ad

April 20

Knowledge Exchange Email

April 14 | May 12 | June 9

THIRD QUARTER

Closes: June 5

Online Posting

July 1 - Sept. 30

Knowledge Exchange Print Ad

July 27

Knowledge Exchange Email

July 14 | Aug. 11 | Sept. 8

FOURTH QUARTER

Closes: Sept. 4

Online Posting

Oct. 1 - Dec. 31

Knowledge Exchange Print Ad

Oct. 19

Knowledge Exchange Email

Oct. 13 | Nov. 10 | Dec. 8

Native Content

Native advertising is a form of paid media where the ad experience follows the natural form and function of the user experience in which it is placed.

FORM

Native ads match the visual design of the experience they live within, and look and feel like natural content



FUNCTION

Native ads must behave consistently with the native user experience, and function just like natural content

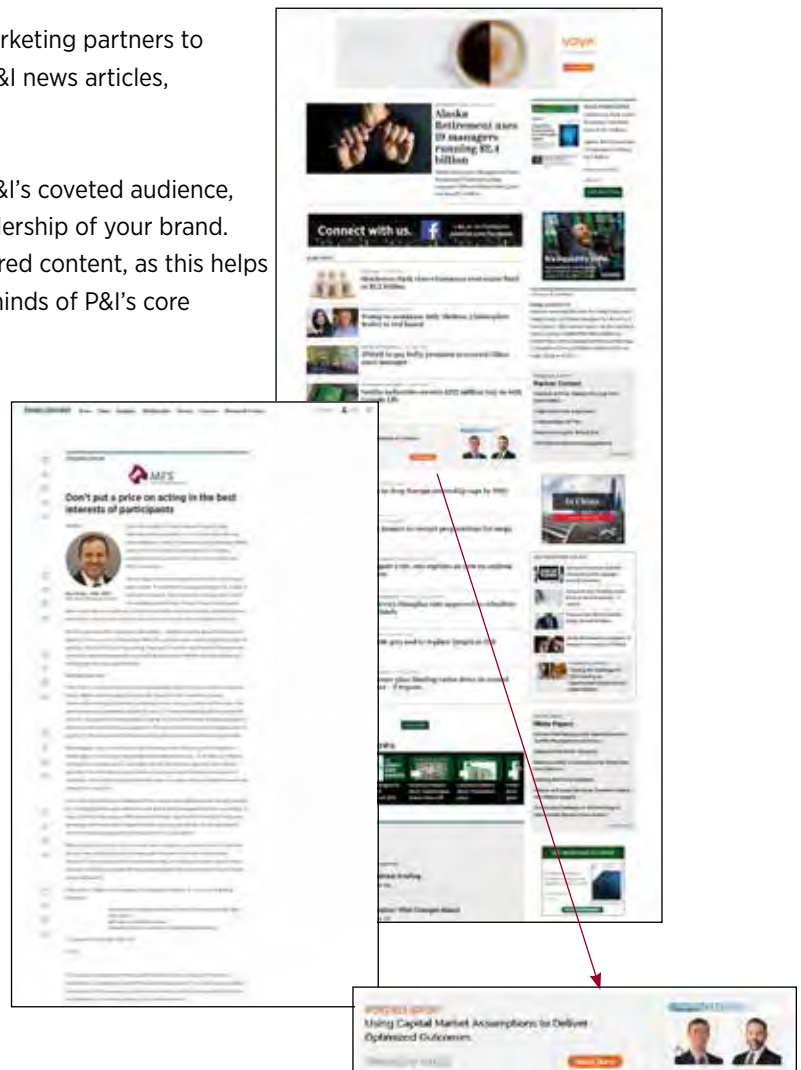
Native advertising on pionline.com allows our marketing partners to organically integrate their content in-feed with P&I news articles, optimizing engagement with P&I's audience.

Native advertising enables you to interact with P&I's coveted audience, while exhibiting the core values and thought leadership of your brand. All native advertising is clearly labeled as sponsored content, as this helps ensure all-around trust and transparency in the minds of P&I's core audience.

Sponsors can opt to place their inline native ads online, in our audience-targeted e-newsletters, or both.

Native programs are customized to each sponsor's needs and goals. The basic program includes native advertising that links back to an exclusive web page on pionline.com with content that you provide.

You can also tap into the P&I Content Solutions team to help you create content. For example, our team can partner with you to develop custom research and then write, edit and design the final product for you. The possibilities are endless. Contact your sales manager for a custom proposal based on your needs, goals and budget.



Source: Sharethrough

P&I Content Solutions would be happy to discuss how we can provide multimedia content producers to deliver all or part of the branded campaign. The news and editorial staffs of Pensions & Investments would have no role in this content's creation.

2020 Digital Rates*

Run-of-Site (CPM)

Ad Type	Dimensions	<250	250-999k	>1m
Billboard	970 x 250	\$307	\$290	\$280
Super Leaderboard	970 x 90	\$275	\$260	\$255
MRec1	300 x 250	\$255	\$245	\$240
MRec2	300 x 250	\$170	\$165	\$160

High Impact Opportunities

Opportunity	One-Day Rate
Welcome Interstitial	\$4,635

Lead Generation

Thought Leadership Sponsorship	Quarterly	\$12,500 (net)
Web Seminars	Single	\$44,215 (net)
	Two or more	\$39,465 (net)

All terms and conditions outlined in the Pensions & Investments Rate Card #47 apply. All rates are gross unless specified net. Each unit must be purchased separately. CPM rate is based on cumulative purchase. Pensions & Investments adheres to IAB standard rules and regulations. All expenses related to serving third party rich media ads will be the responsibility of the advertiser. Run-of-site advertising rates are impression-based. Contact your sales manager for maximum number of impressions per unit.

2020 Digital Rates*

Newsletters

Advertisement	Frequency	Rate
P&I Daily Plan Sponsor	Monthly (1x/week)	\$5,010
	Quarterly (1x/week)	\$13,515
	Annually (1x/week)	\$48,040
P&I Daily Money Manager	Monthly (1x/week)	\$6,255
	Quarterly (1x/week)	\$16,880
	Annually (1x/week)	\$60,040
P&I Daily Consultant	Monthly (1x/week)	\$2,840
	Quarterly (1x/week)	\$7,660
	Annually (1x/week)	\$27,232
P&I Issue Alert	Monthly (bi-weekly)	\$15,250
Editors' Picks	Monthly (bi-weekly)	\$ 12,760
P&I News Digests/Online Insider	Monthly (1x/week)	\$11,915
	Quarterly (1x/week)	\$32,170
	Annually (1x/week)	\$114,375
P&I Global Digest	Monthly (1x/week)	\$18,750
	Quarterly (1x/week)	\$48,225
	Annually (1x/week)	\$171,460
P&I Global Digest (EMEA-only)	Monthly (1x/week)	\$7,615
	Quarterly (1x/week)	\$19,575
	Annually (1x/week)	\$69,590

*Pricing is provided at gross rates unless otherwise noted.

2020 Digital Rates*

Native Online (Web, Tablet, Mobile), basic one-month offering †

Ad Type (choice of one of the following)

Option 1

One (1) client-provided article, video or infographic promoted with **100,000 native run-of-site impressions** on pionline.com for one month.

- Includes creation of native traffic-driving units, as well as placement of client-provided content creative within standard sponsored content template.

Option 2

One (1) client-provided article, video or infographic promoted with native ad units on **P&I Daily - Plan Sponsor edition + P&I News Digests/Online Insider** for one month. Sixteen (16) total P&I e-newsletter placements — eight (8) insertions in P&I Daily and eight (8) insertions in Digests.

- Includes creation of native traffic-driving units, as well as placement of client-provided content creative within standard sponsored content template.
- Sponsor may choose e-newsletter topic. Dates of insertion based on availability.

Option 3

One (1) client-provided article, video or infographic promoted with native ad units on **P&I Daily - Money Manager edition + P&I News Digests/Online Insider**. Sixteen (16) total P&I e-newsletter placements — eight (8) insertions in P&I Daily and eight (8) insertions in Digests.

- Includes creation of native traffic-driving units, as well as placement of client-provided content creative within standard sponsored content template.
- Sponsor may choose e-newsletter topic. Dates of insertion based on availability.

Option 4

One (1) client-provided article, video or infographic promoted with native ad units on **P&I Issue Alert and Editors' Picks and P&I Daily - Consultants edition**. Two (2) P&I Issue Alerts, two (2) Editors' Picks and twenty (20) P&I Daily - Consultant edition placements.

- Includes creation of native traffic-driving units, as well as placement of client-provided content creative within standard sponsored content template.
- Dates of insertion based on availability.

*Gross rates unless otherwise noted.

2019 Native Advertising Rates

Ad Placement	Rate
Choice of one of the following:	
• Run of site	
• Newsletters - Plan Sponsor	\$23,175
• Newsletters - Money manager	
• Issue Alert, Editors' Picks and Consultants Daily	

Technical Specifications

Pionline.com ROS Ad Sizes

Ad Type	Dimensions	HTML5 Max Code Size	Initial Max File Size (Polite)	Subsequent Max File Size (Polite)	Subsequent Max User-Initiated File Size	Max Animation Time (w/out User Initiation)	Max Animation Loops (w/out User Initiation)
Billboard [†]	970 x 250	200K	60K	1MB	10MB total for creative and video combined	:15 sec	3
Super Leaderboard [†]	970 x 90	200K	40K	100K	2.2MB for creative files; Unlimited for streaming video	:15 sec	3
MRec	300 x 250	200K	40K	100K	2.2MB for creative files; Unlimited for streaming video	:15 sec	3
Welcome Interstitial	640 x 480	200K	80K	160K	2.2MB for creative files; Unlimited for streaming video	:10 sec	None
Mobile Banner	300 x 50	50K	40K	100K	300K	:15 sec	3

All HTML5 creative must be served through a third-party vendor.

[†]All Billboard, Super Leaderboard and Leaderboard creative submissions must be accompanied with a 300 x 50 mobile banner creative, which will run on smartphone screen pages.

IMAGES: We accept JPG, PNG and GIF formats.

ANIMATION: We accept HTML5, animated GIFs and iFrames.

SOUND: All sound must be click-initiated.

VIDEO: We accept in-banner videos. If video plays automatically, sound must be fully muted by default. Videos must abide by animation specs above, unless they are user initiated. And then they must include play, pause and mute buttons. (Volume control to zero (0) output may be included instead of or in addition to mute control.)

RICH MEDIA: All ad types – except those running in newsletters – can include Rich Media creative. All expenses and fees related to serving rich media ads will be the responsibility of the advertiser. (Please inquire for more details.)

AUTO-EXPANSION: Auto-expansion permissioned only once per visitor per day. “Close X” button is required in the top right corner of the expanded creative. The top right 105x35 pixel area of the ad should be free of logos, text, or patterns to ensure legibility. Ad unit content must be clearly distinguishable from normal webpage content (i.e. ad unit must have clearly defined borders and not be confused with normal page content). All expandable ads must be third-party served.

USER-INITIATED EXPANSION: Ad may only expand on-click; no other function, such as rollover, may cause expansion. “Close X” button is required in the top right corner of the expanded creative. The top right 105x35 pixel area of the ad should be free of logos, text, or patterns to ensure legibility. Ad unit content must be clearly distinguishable from normal webpage content (i.e. ad unit must have clearly defined borders and not be confused with normal page content). All expandable ads must be third-party served.

THIRD PARTY AD SERVING: We accept third-party creative. Please see Creative Submission section for details.

Technical Specifications

eNewsletters - P&I Daily, P&I Issue Alert, Digests and News Alerts

Ad Type	Dimensions	Max File Size
Leaderboard	728 x 90	40K
MRec	300 x 250	40K

IMAGES: We accept only static JPG, PNG and GIF formats for e-mail creative.

ANIMATION: Best practices dictate static images only for e-mail distribution. Several key e-mail clients do not render animations.

THIRD PARTY AD SERVING: We accept third-party standard-image ad tags. Rich media tags cannot be served. Please see Creative Submission section for details.

Technical Specifications

Creative Submissions

IMAGES: We accept JPG, PNG and GIF formats. Please send image files as e-mail attachment(s).

BORDERS: All ads must include a single-pixel black border.

DIFFERENTIATION: All ads must be easily distinguishable from content.

AUDIO: All sound must be user initiated.

THIRD PARTY TAGS: P&I will not retrieve ad tags from agency websites. Please send ad tags within e-mail body copy or in a Word/doc attachment.

DATA COLLECTION AND USAGE: All pixels, cookies, scripts or other tracking technology must be disclosed and pre-approved prior to running. Collecting data for subsequent ad segmentation or targeting information, or for retargeting messages to those users on other websites is prohibited. Moreover, no data-collection mechanism, method or usage may violate P&I's Privacy Policy.

All creative must be received at least five (5) business days prior to start of campaign schedule.

Send materials to AdOps-P&I@crain.com.

Third-Party Networks

We accept creative from most major ad serving networks including:

24/7 Media	AdJuggler	BridgeTrack	FlashTalking	Mediatronica	Speed Shift Media	Video Egg
24/7 RealMedia	AdLegend-	CheckM8	Flite	Mixpo	Sponge Cell	Viewpoint
Ad Prime Media	TruEffect	ClipStream	Google	OpenX	TangoZebra	Vizu
Ad4Ever	Adprime	Cognitive Match	Interpolls	Pictela	Traceworks/	Weborama
AdCentric	Adtech	DoubleClick	JumpTap	Poindexter	Headlight	Zedo
Adform	Adventive	Dynamic Logic	Kaon	Pointroll	TradeDoubler	
AdGear	AdvertPRO	Enliven	Klipmart	Qoof	Tremor Media	
AdGibbon	Advolution	EyeBlaster	Linkstorm	Real Media Group	Unicast	
Adify	AppNexus	EyeReturn	Liquidus	Rich Relevance	United Virtualities	
Adinterax	Atlas DMT	EyeWonder	Mediamind	Rovion	ValueClick	
Addition	Bluestreak	Facilitate Digital	Mediaplex	Smart Ad Server	Vendaria	

Native and Lead Nurturing Programs

Technical specifications of deliverables will be provided once the custom campaigns are finalized.

Sponsors will receive a statement of work along with exact specifications of all materials due and due dates.

Please contact your P&I sales manager to create a custom native and/or lead nurturing program.

Contact Us

We're here to help. Please reach out to our sales team to help you create a custom digital marketing plan that helps you reach your marketing goals.

SALES DIRECTOR

Julie Parten	Sales Director	952.495.0422	julie.parten@pionline.com
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SALES MANAGERS

NEW YORK

John Bennett	Regional Sales Manager	212.210.0413	jbennett@pionline.com
Anna Koules	Regional Sales Manager	212.210.0113	akoules@pionline.com

BOSTON

Andy Fay	Regional Sales Manager	617.261.8458	afay@pionline.com
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CHICAGO

Paul Kissane	Regional Sales Manager	312.485.3480	pkissane@pionline.com
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SAN FRANCISCO

Rich Kiesel	Regional Sales Manager	415.299.1117	rkiesel@pionline.com
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LONDON

Steve Middleton	SM Solutions Ltd.	+44 (0) 7710 128464	smiddleton@pionline.com
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View our media kit online at www.pionline.com/mediakit

TERMS & CONDITIONS

All terms and conditions outlined in *Pensions & Investments* current rate card apply to advertising on pionline.com.

Fifteen percent commission will be granted to recognized agencies. P&I reserves the right to refuse creative at any time.

Standard IAB terms and conditions also apply to ads placed on pionline.com.