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

Print Media Kit

Pensions&Investments

www.pionline.com/mediakit



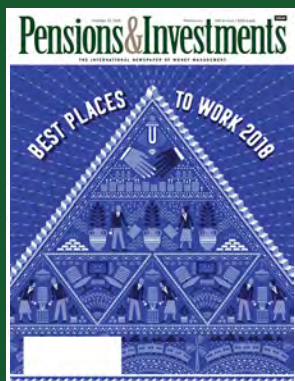
Who we are

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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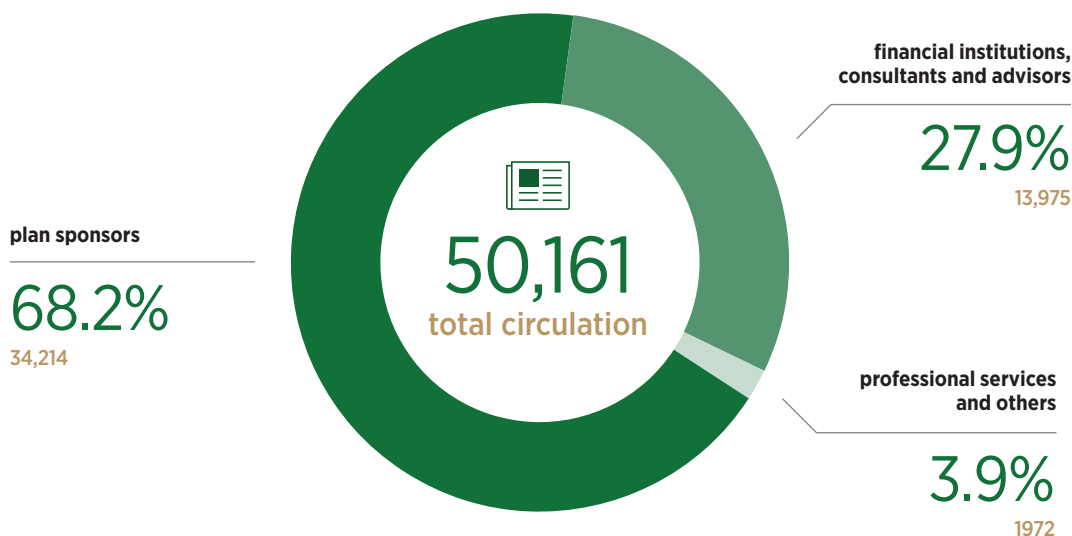
@pensionsnews

Pensions & Investments



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, 2017



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	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	Outlook Second Half 2020 <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 Fixed Income Roundtable SPONSORSHIP CLOSE 5/29/2020	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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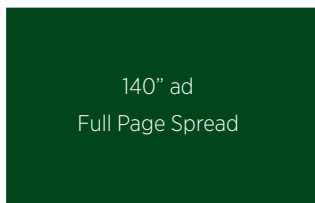
	21 CLOSE 9/9	Hedge Funds and Fund of Funds	CONTENT SOLUTIONS Real Assets Roundtable SPONSORSHIP CLOSE 7/24/2020	CONFERENCES Global Markets Sept. 29, San Francisco Oct. 1, New York
October	5 CLOSE 9/23	Elections 2020 Real Estate Investment Managers	CONTENT SOLUTIONS Emerging Markets Roundtable SPONSORSHIP CLOSE 8/7/2020	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 8/21/2020	CONFERENCES P&I West Coast Defined Contribution Conference Oct. 25-27, San Diego
November	2 CLOSE 10/21	Excellence & Innovation Awards Riskwatch	CONTENT SOLUTIONS Liability Driven Investing Roundtable SPONSORSHIP CLOSE 9/4/2020	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 Target Date Funds 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 Private Markets Sponsored Supplement SPONSORSHIP CLOSE 9/4/2020	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.

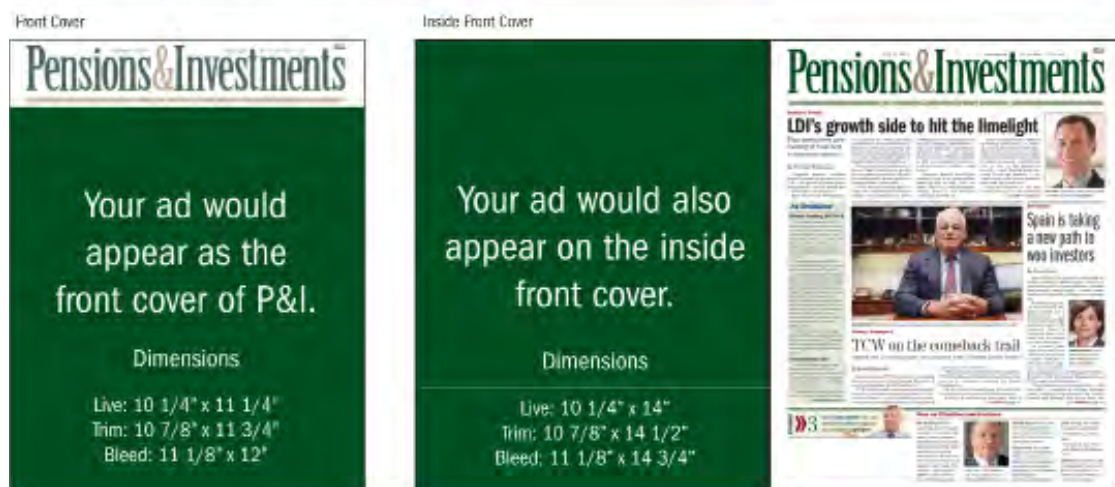


Half Cover Wrap

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.

Half Cover Wrap, Front Cover and Inside Front Cover



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.

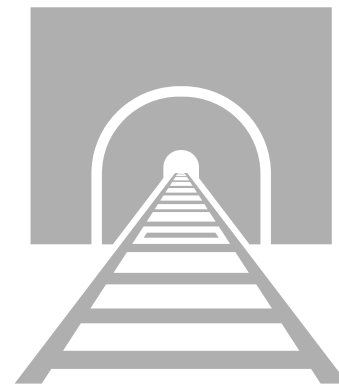


Railroad Spread Ad

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 important. We monitor if companies are doing what they can to help women advance in 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 important. We monitor if companies are doing what they can to help women advance in 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
- ✓ Sponsored social media posts

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 publicized with sponsored social media posts. 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	5/28	1/31	4/22
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
Target-Date Funds	11/16	8/21	11/18
Private Markets	11/30	9/4	12/2

2020 Supplement Sponsorship Rates

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



2020 Custom Supplement Schedule

Innovations in DC

Issue Date: March 9 | Webinar: March 11

A cornerstone of retirement security for millions of Americans, defined contribution plans continue to evolve to meet the diverse needs of today's workforce. But that evolution has included complexity, both the good kind and the bad kind. For that reason, this supplement is a must-read for plan sponsors seeking to follow best practices.

Risk Mitigation Strategies

Issue Date: June 29 | Webinar: July 1

The push by chief financial officers to remove or limit pension fund volatility on their balance sheets continues unabated. And depending on their plans' funded status, they might have many options. This supplement covers all the ways plan sponsors can mitigate their pension plan risk.

ESG

Issue Date: August 24 | Webinar: August 26

No one would argue that ESG investing is firmly established as a mainstream strategy. That said, firms continue to sharpen their skills and strengthen their processes to meet new demands from plan sponsors – both DB and DC.

Target-Date Funds

Issue Date: November 16 | Webinar: November 18

Plan sponsors' use of target-date funds shows no signs of letting up, which is keeping the industry on its toes to provide the best solutions possible. This supplement will cover the latest developments in glidepaths, use of CITs, white labeling, fees and more.

Emerging Markets

Issue Date: May 18 | Webinar: April 22

Emerging markets often get painted with same brush, but smart investors know better. That doesn't mean they have all the tools they need to take the deep dive necessary to make their allocations work as hard as possible. This supplement will help fill that gap.

Retirement Income

Issue Date: July 13 | Webinar: July 15

The issue of retirement income has never loomed as large as it does now as baby boomers continue to retire. Although the issue is complex – those looking for a silver bullet will not find one – there are steps plan sponsors can take today to help solve the problem.

Trends in DC

Issue Date: October 19 | Webinar: October 21

With all the crosswinds that defined contribution plan sponsors face – from diverse workforces to rising asset levels, greater focus on fiduciary responsibilities and better technology – keeping up can be a full-time job. This supplement is the one resource to keep them ahead of the curve.

Private Markets

Issue Date: November 30 | Webinar: December 2

With traditional risk markets continuing to offer the potential for only modest returns, institutional asset owners are looking for other opportunities to capture alpha. Enter private markets. But investing in private markets requires full understanding, robust due diligence and expectations grounded in reality. This supplement covers it all.



Sponsored Roundtables

Produced by P&I Content Solutions, this six-page, tabloid-sized report and digital landing page is an excellent way to highlight your firm's investment expertise. The roundtable is published in a Q&A format, and would feature one of your top executives discussing the news, developments and the latest thinking on some of the hottest topics in the industry.

Each P&I roundtable sponsor receives a half-page ad in the print version, digital display ads and contact information on the content landing page.

In addition, each roundtable is featured in P&I's Thought Leadership Program, which is a lead generation initiative, for three months.

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 page and with a paid social media boost on LinkedIn, Facebook and Twitter. Each sponsor will also receive custom images and links to post and share over their social media channels.

2020 SPONSORED ROUNDTABLE TOPICS

Fixed income

Publishing: July 27 | Sponsorship Close: May 29

Although defined benefit plan sponsors have been grappling with low interest rates for 20 years now, the recent slide to near-zero levels has raised the specter of negative rates in the U.S. Combined with the steep drop in equity prices, the drop in interest rates is wreaking havoc with plans' funded status.

The key is for plan sponsors to not panic and take a calm, reasoned approach to reviewing their asset allocation and portfolio strategies with an eye toward preparing for a new tomorrow.

This roundtable discussion will provide deep insight into what plan sponsors should do now, how to approach strategies such as liability driven investing and work to rebuild funded status levels.

Real Assets

Publishing: September 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.

Emerging Markets

Publishing: October 5 | Sponsorship Close: Aug. 7

Neither emerging market societies nor economies were spared the ravages of COVID-19 but institutional investors with cool heads, strong partners and a sharp focus on their investment goals could balance the short-term risk against long-term opportunity. Whether in EM equities or debt, investors should be reevaluating positions and seeking assets that may energize portfolios in a recovery. This roundtable will provide a roadmap for doing so.

Liability Driven Investing

Publishing: November 2 | Sponsorship Close: Sept. 4

Even before the COVID-19 pandemic rocked economies and markets around the world, many plan sponsors were moving to liability-driven investment strategies in an effort to shield their balance sheets from pension volatility. Today, those efforts have only intensified. But major shifts in capital markets over the last few months have raised new questions and challenges for plan sponsors going LDI. This roundtable will answer them.

2020 Roundtable Sponsorship Rates

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



Thought leadership and executive spotlight opportunity

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.

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.

The one-month promotional campaign of your Investment Insights post includes:

- Native traffic driving ads on pionline.com, P&I Daily and P&I Digests
- Pionline.com partner content promotional module
- One posting in the sponsored content edition of P&I’s Knowledge Exchange newsletter distributed to 27,000+ industry professionals
- Sponsored social media posts
- One-month posting on pionline.com’s Sponsored Content landing page

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.

Additional traffic drivers are available to extend past the one-month program or for greater exposure within your contracted period.

2020 Investment Insights Rates

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

Additional Traffic Drivers

Opportunity	Duration	Monthly Rate
Social Boost	Monthly	\$5,000
Contextual digital display advertising	Monthly/ Limit 100k	10% discount
Partner email	Limit one per campaign	10% discount

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



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.

A one-month promotional campaign of your Diversity & Inclusion Spotlight includes:

- Native traffic driving ads on pionline.com, P&I Daily and P&I Digests
- Pionline.com partner content promotional module
- One posting in the sponsored content edition of P&I's Knowledge Exchange newsletter distributed to 27,000+ industry professionals
- Sponsored social media posts
- One-month posting on pionline.com's Sponsored Content landing page

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.

Additional traffic drivers are available to extend past the one-month program or for greater exposure within your contracted period.

2020 Diversity & Inclusion Rates

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

Additional Traffic Drivers

Opportunity	Duration	Monthly Rate
Social Boost	Monthly	\$5,000
Contextual digital display advertising	Monthly/ Limit 100k	10% discount
Partner email	Limit one per campaign	10% discount

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.

The one-month promotional campaign of your Executive Conversation includes:

- Native traffic driving ads on pionline.com, P&I Daily and P&I Digests
- Pionline.com partner content promotional module
- One posting in the sponsored content edition of P&I's Knowledge Exchange newsletter distributed to 27,000+ industry professionals
- Sponsored social media posts
- One-month posting on pionline.com's Sponsored Content landing page

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.

Additional traffic drivers are available to extend past the one-month program or for greater exposure within your contracted period.

2020 Executive Conversation Rates

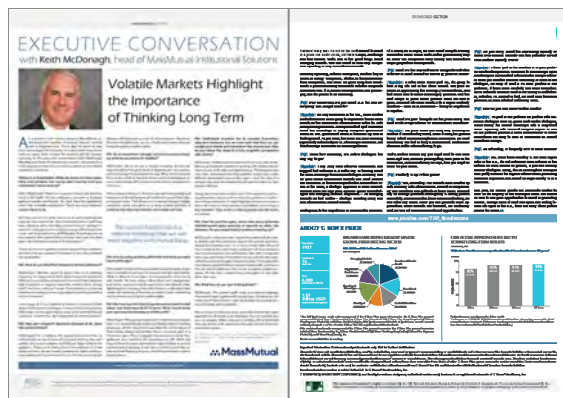
Options	Rate
Spread	\$53,715 (net)
Spread with full page ad	\$49,425 (net)
Single page	\$30,275 (net)

Additional Traffic Drivers

Opportunity	Duration	Monthly Rate
Social Boost	Monthly	\$5,000
Contextual digital display advertising	Monthly/ Limit 100k	10% discount
Partner email	Limit one per campaign	10% discount



SINGLE PAGE



FULL PAGE SPREAD LAYOUT



SINGLE PAGE AND ADVERTISEMENT SPREAD LAYOUT



Introducing a new thought leadership and branding opportunity

‘Advancements in...’

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

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.

The one-month promotional campaign of your “Advancements In” includes:

- Native traffic driving ads on pionline.com, P&I Daily and P&I Digests
- Pionline.com partner content promotional module
- One posting in the sponsored content edition of P&I’s Knowledge Exchange newsletter distributed to 27,000+ industry professionals
- Sponsored social media posts
- One-month posting on pionline.com’s Sponsored Content landing page

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.

Additional traffic drivers are available to extend past the one-month program or for greater exposure within your contracted period.

2020 “Advancements in” Rates

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

Additional Traffic Drivers

Opportunity	Duration	Monthly Rate
Social Boost	Monthly	\$5,000
Contextual digital display advertising	Monthly/ Limit 100k	10% discount
Partner email	Limit one per campaign	10% discount

Three ad size options:





Advertising Sales Team

We're here to help.

For more information, please contact:

Associate Group Publisher

Nikki Pirrello | 212.210.0224 | npirrello@pionline.com

Sales Director

Julie Parten | 952.495.0422 | julie.parten@pionline.com

Sales Team

New York

Anna Koules
212.210.0113
akoules@pionline.com

Chicago

Paul Kissane
312-485-3480
pkissane@pionline.com

San Francisco

Rich Kiesel
415.299.1117
akiesel@pionline.com

Conferences

Director of Conference Sales

Kimberly Jackson
978.317.5032
kjackson@pionline.com

London

Steve Middleton
+44 (0)7710 128 464
smiddleton@pionline.com

Sales assistant

Pat Ghazvini
212.210.0114
pghazvini@pionline.com

Production

Robert Hedrick
312.649.7836
rhedrick@pionline.com

Reprints

Laura Picariello
732.723.0569
lpicariello@crain.com

Careers/Classified

Erin Smith
212.210.0719
esmith@pionline.com

Content Solutions

Greg Crawford
212.212.210.0424
gcrawford@pionline.com

Corina Lewis
212.210.0757
clewis@pionline.com

Tetyana Saucedo
212.210.0129
tsaucedo@pionline.com

Marketing

Michelle DeMarco
212.210.0227
mdemarco@pionline.com

2020 Pensions & Investments
Digital Display | e-Newsletters | Native | Lead Gen

Digital Media Kit

Pensions & Investments

www.pionline.com/mediakit

Monthly Website Statistics

634,000
Average page views

315,000
Average unique visits

6:00 minutes
Average time spent

The screenshot displays the Pensions & Investments website interface. At the top, there is a navigation menu and a search bar. Below the header, a large banner for 'Investment Management with you in mind' features a man in a suit and the VOYA logo. The main content area is filled with news articles, including 'Court tosses stock-drop suit against Johnson & Johnson', 'Apollo Global MUM slips 4.7% in quarter', and 'University of Miami sued over excessive fees in ERISA case'. A 'Latest Poll' section asks 'What shape do you think the global economic recovery will take?' with radio button options for 'U-shaped', 'V-shaped', 'W-shaped', 'L-shaped', and 'Other'. At the bottom, a bar chart titled 'Index ETF fees falling faster than indexed mutual funds' compares the percentage of assets in Index ETFs (green bars) and Indexed Mutual Funds (red bars) from 2014 to 2019. The chart shows a significant increase in Index ETF assets, reaching approximately 1.1% in 2019, while Indexed Mutual Funds assets remain relatively stable around 0.5%.

Digital Display Advertising

Digital display advertising on pionline.com gives you the broadest visibility and maximum exposure to your target audience.

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.

Contextual Advertising

Pionline.com offers a variety of options to help you effectively deliver your brand's unique message to the most relevant audience. Choose a high-impact unit to stand out from the rest, target your campaign to relevant topical content for better engagement, or take over all units in an entire section.

Topical targeting available:

- ESG
- Defined Contribution
- Alternatives
- Investing
- Regulation

Other topics available by request.

Ad Specs

Ad Type	Dimension (pixels)
Billboard'	970 x 250
Super Leaderboard'	970 x 90
Half-Page	300 x 600
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.



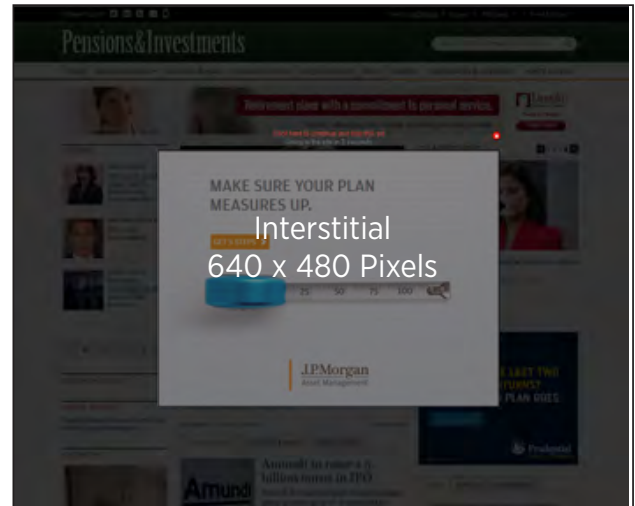
High Impact Advertising

Welcome Interstitial

The point of entry interstitial greets all visitors to pionline.com on desktop devices. It's 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



Newsletters

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.

P&I Daily advertisers 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.

Ad Specs

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

Newsletter Stats

Plan Sponsor edition	13,782+ subscribers	16% unique open rate
Money Manager edition	11,253+ subscribers	20% unique open rate
Consultants edition	2,263+ subscribers	19% unique open rate

SOURCE: Cheetah Digital, May 2020



Newsletters and Digests

P&I Issue Alert

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

Editors' Picks

The Editors' Picks bi-weekly newsletter features stories that our editorial team deems the industry's most important news items from the previous two weeks.

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.

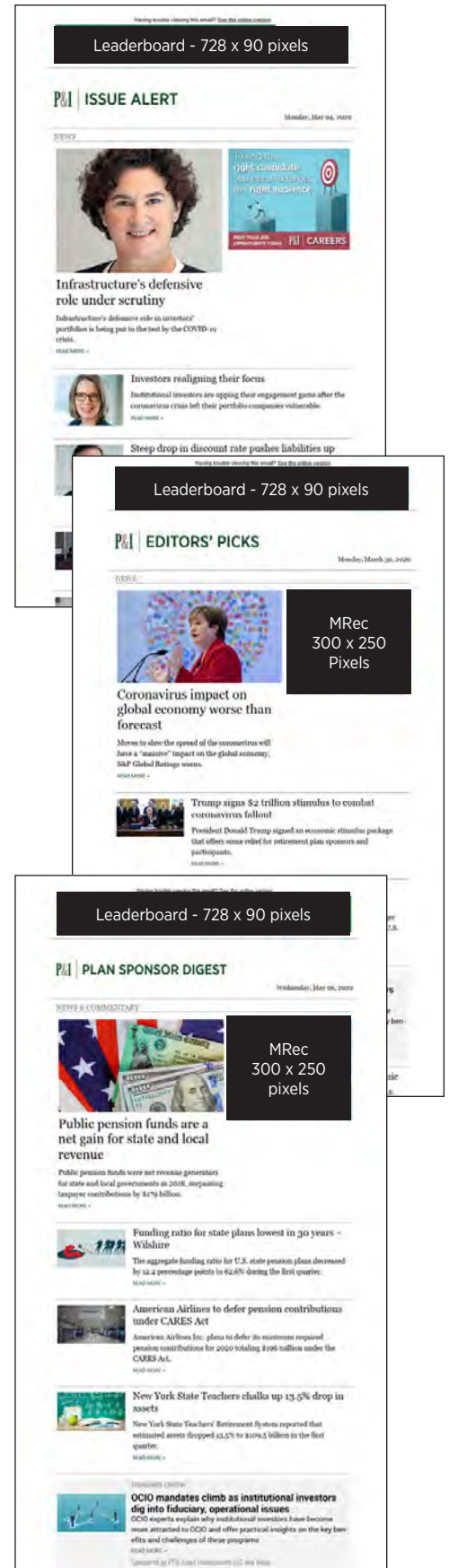
Global Digest

Each week the Global Digest newsletter features the best of our worldwide news coverage and news stories aggregated from around the globe.

Newsletter Stats

Issue Alert	42,380+ subscribers	21% unique open rate
Editors' Picks	42,515+ subscribers	20% unique open rate
Defined Contribution Digest	30,230+ subscribers	19% unique open rate
Alternatives Digest	31,765+ subscribers	19% unique open rate
Plan Sponsor Digest	35,845+ subscribers	18% unique open rate
Investments Digest	33,880+ subscribers	20% unique open rate
ESG Digest	35,880+ subscribers	18% unique open rate
Online Insider	30,300+ subscribers	19% unique open rate
Global Digest	31,335+ subscribers	18% unique open rate

SOURCE: Cheetah Digital, May 2020



Digital Sponsorship

Special Report Digital Sponsorship

P&I's annual special reports and rankings issues are some of the best read and most anticipated issues of the year. The digital versions are often enhanced with additional articles, rankings and listings.

Sponsorship includes:

- **SPECIAL REPORT EMAIL**
Exclusive sponsor of the special report email sent to 50K subscribers, featuring links to the special report landing page on pionline.com.
 - Sponsors can provide up to three pieces of thought leadership, or exchange one for a digital display ad

DIGITAL DISPLAY ADVERTISING

Takeover of all digital display advertising on special report landing page and all related articles for one year.

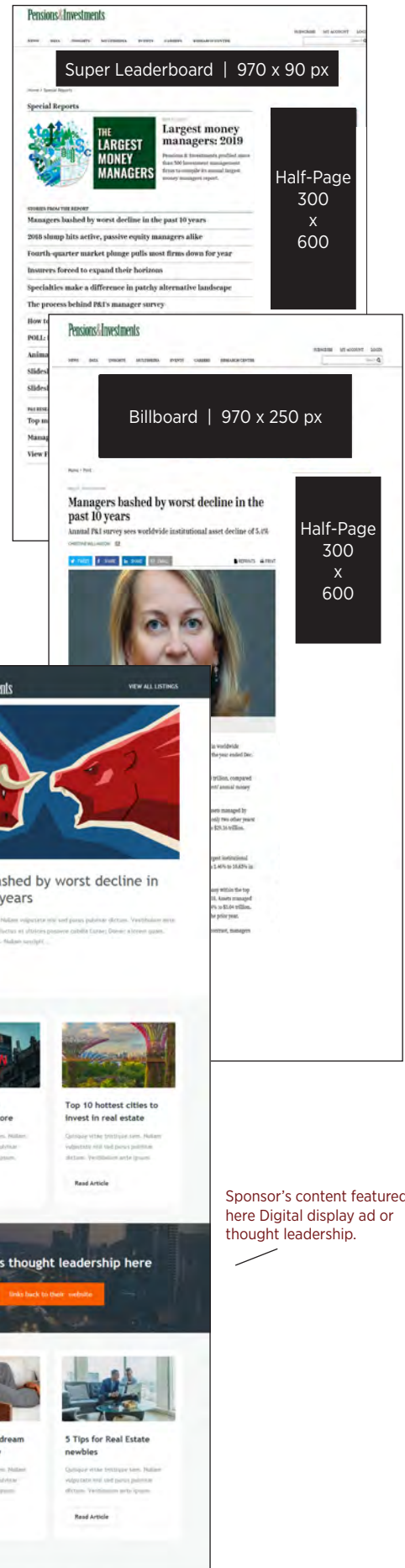
- Choice of Billboard/Leaderboard and Half-Page/MRec

Sponsorship is available on the following annual directory issues:

- P&I 1,000 - Largest U.S. Retirement Funds
- Largest Money Managers
- DC Investment Managers
- Largest Real Estate Investment Managers
- Consultants

And on these topical special reports:

- ESG Investing
- CIO Outsourcing
- Best Places to Work
- Indexing and ETFs



Sponsor's content featured here Digital display ad or thought leadership.

Concept layout | Subject to change

Lead Generation

Webinar Sponsorship

P&I's turnkey webinar sponsorship offers you an opportunity to deliver compelling content directly to an audience of decision-making institutional investors.

Our webinar audience development program includes:

- Three (3) e-mail blasts promoting registration to our qualified print and digital audience
- Listing in five (5) P&I Daily and P&I Digests prior to live webinar
- Listing in Pensions & Investments webinar calendar print ad
- Posting on the event promo box on pionline.com
- Posting on webinar calendar page on pionline.com

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.

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

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

P&I WEBINARS Sponsored by: **Prudential**
The Power of Plan Wellness **LIVE: Wednesday, February 1**
2:00 PM - 3:00 PM EST
REGISTER NOW

REGISTER TODAY FOR THIS COMPLIMENTARY WEBINAR

Financial wellness is top of mind for many defined contribution plan sponsors who recognize that having participants and beneficiaries secure benefits sponsors and participants. But, how can individuals be expected to achieve financial wellness if the primary retirement savings vehicle, the defined contribution plan, is either poorly designed or inefficient? Plan wellness can have a significant impact on financial wellness.

Join Prudential Investments' Clint Banker and Prudential Retirement's Marc Howell for an in-depth discussion on the three core elements of plan wellness — responsiveness to industry trends, optimization of plan design, and suitability of investment options. Discover a new approach to evaluating plan wellness designed to enable advisors to help plan sponsors optimize retirement outcomes while making the most efficient use of the benefits budget.

Featuring:

- CLINT BANKER, CIMA**
Senior Vice President, Retirement Investment Solutions
Prudential Investments
- MARC HOWELL, FSA, CPA**
Vice President,
Current Retirement Investment Solutions
Prudential Retirement

REGISTER NOW

Sponsored by:
Prudential
Bring Your Challenges®

The content of this webinar is not created, written or produced by the editors of Pensions & Investments and does not represent the views or opinions of the publisher or its parent company, Orion Communications Inc.

Questions? Contact Corine Lewis at (212) 210-0787 or celew@pionline.com

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

Thought Leadership Program – White Paper Posting

P&I's Thought Leadership Program features your white paper on pionline.com and generates leads. Every time your white paper is downloaded, we collect the contact details and deliver the list to you the first week of the following month.

Included in the promotional and awareness campaign for your white paper is:

- 3-month posting of your white paper on pionline.com's Latest White Papers landing page
- One posting per month in P&I's Knowledge Exchange newsletter distributed to 27,000+ industry professionals
- One 2" x 5" listing in P&I's Knowledge Exchange quarterly print ad
- Posting on white paper promo module on pionline.com, P&I Daily and P&I Digests
- One-year posting in three white paper sub-categories
 - Categories: Alternatives, Consultants, Money Management, Equities, Fiduciary Responsibilities, Defined Contribution Plans, Defined Benefit Plans, Fixed Income

Estimated downloads per month: 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

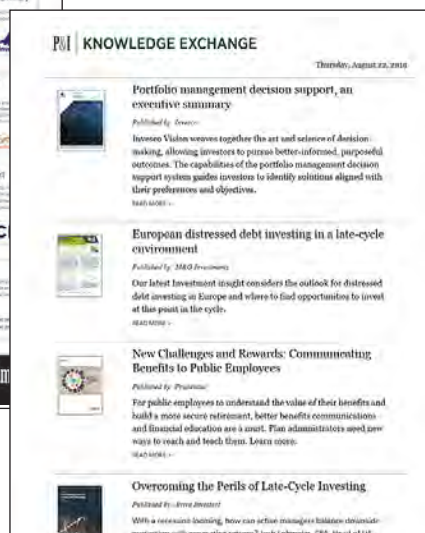
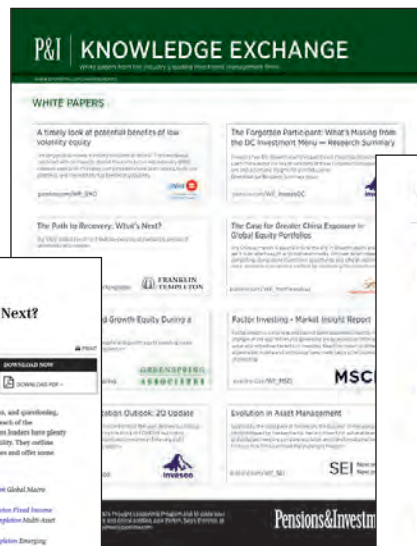
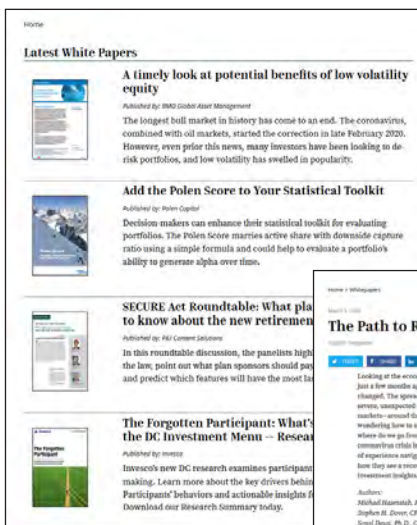
Oct. 1 - Dec. 31

Knowledge Exchange Print Ad

Oct. 19

Knowledge Exchange Email

Oct. 13 | Nov. 10 | Dec. 8



Thought Leadership

Sponsored Content Post

A sponsored content post on pionline.com allows you to organically integrate your content in-feed with P&I news articles, optimizing engagement with P&I's audience while exhibiting the core values and thought leadership of your brand.

The sponsor provides all the content featured on the page and has the ability to enhance the page with infographics, videos, downloadable white papers, links to additional thought leadership on your firm's website and contact details.

The one-month promotional campaign of your sponsored content post includes:

- Native traffic driving ads on pionline.com, P&I Daily and P&I Digests
- Sponsored social media posts
- Direct link on pionline.com partner content promotional module
- Posting on pionline.com's Sponsored Content landing page
- One posting in the sponsored content edition of P&I's Knowledge Exchange newsletter distributed to 27,000+ industry professionals

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.

Additional traffic drivers are available to extend past the one-month program or for greater exposure within your contracted period.



Need help creating content?

Tap into the talents of the P&I Content Solutions team to write, edit, design your sponsored content post, videos, research, white papers and more.

The news and editorial staffs of Pensions & Investments would have no role in this content's creation.



2020 Digital Rates*

Digital Display Advertising (CPM)

Ad Type	Dimensions	<250	250-999k	>1m
Billboard	970 x 250	\$307	\$290	\$280
Super Leaderboard	970 x 90	\$275	\$260	\$255
Half-Page	300 x 600	\$295	\$280	\$265
MRec	300 x 250	\$255	\$240	\$235

High Impact Opportunities (CPM)

Opportunity	Dimensions	CPM
Welcome Interstitial	640 x 480	\$450

Lead Generation

Thought Leadership Sponsorship	Quarterly	\$12,500 (net)
Webinar	Single	\$44,215 (net)
	Two or more	\$40,650 (net)

Sponsored Content

Opportunity	Duration	Monthly Rate
Native Content Page and Base Traffic Drivers	Monthly	\$20,000 (net)
Social Boost	Monthly	\$5,000 (net)
Contextual Digital Display Ads	Monthly/Limit 100k impressions	10% discount
Partner Email*	Limit one per campaign	10% discount

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. Digital display 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.

Technical Specifications

Pionline.com Digital Display 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	80K	1MB	10MB total for creative and video combined	:15 sec	3
Super Leaderboard [†]	970 x 90	200K	80K	100K	2.2MB for creative files; Unlimited for streaming video	:15 sec	3
MRec	300 x 250	200K	80K	100K	2.2MB for creative files; Unlimited for streaming video	:15 sec	3
Half-Page	300 x 600	200K	80K	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	80K	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 105 x 35 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 web page 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 105 x 35 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 web page 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	80K
MRec	300 x 250	80K

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 preapproved 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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INTERACTIVE SALES MANAGER

Michael Palazuk	Interactive Sales Manager		michael.palazuk@pionline.com
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SALES MANAGERS

NEW YORK

Anna Koules	Regional Sales Manager	212.210.0113	akoules@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.

Pensions & Investments
pionline.com