

chief investment officer

MEDIA KIT 2019

Our Mission

Chief Investment Officer's sole focus is to deliver insight to institutional chief investment officers and other key investment decision makers at the world's largest public and corporate pensions, sovereign wealth funds, endowments and foundations, insurance funds, health care organizations, family offices, and defined contribution plans.

Our engaged audience has a combined \$10.8 trillion of assets under management and counts on us for timely, actionable insights about how to maximize returns, minimize risks, and innovate.

CIO is the only the only brand to focus solely on the needs of institutional chief investment officers and enjoys unrivaled engagement with this audience. We interact with our audience through global events, daily online news, electronic newsletters, videos, webcasts and various social platforms. Whatever the platform, our content focuses on the five vital components of a chief investment officer's job. These include:

- Asset Allocation
- Portfolio Construction
- Manager Selection
- Risk Management
- Governance

Editorial Calendar

Monthly Sector Spotlight

January

- Annual Investment Outlook
On All Asset Classes

February

- OCIO Survey & Buyers Guide

March

- Hedge Funds
- 2019 Investment Outlook Webcast

April

- Multi-asset strategies
- CIO Summit

May

- Private Equity
- 2019 Next Generation

June

- Fixed Income
- Emerging Markets Webcast

July

- Quantitative Strategies
- 2019 Knowledge Brokers

August

- ESG

September

- Real Assets
- ESG Webcast

October

- Transition Management Survey & Buyers Guide
- 2019 Power 100 List

November

- LDI Survey & Buyers Guide

December

- Annual Industry Innovation Awards
- Asset Class of the Year Webcast

Daily News and Insights

Throughout the year, we deliver critical news and insights in these key areas. Some of the features you will see on our website include:

- **Power 100 Profiles** Profiling the innovation these best in class CIOs are delivering to their fund(s).
- **Newsmakers** Insight into the minds of today's top portfolio managers, analysts and investment specialists.
- **Market Drilldown** Deep dive analysis of an emerging market in the news, with ongoing interactive strategy discussion.
- **Innovation Layer** Tracking the investment outlook for tech innovation across multiple sectors.

Audience Engagement

Along with in-depth reporting, the Digital FIRST strategy leverages interactivity to generate unparalleled audience engagement through:

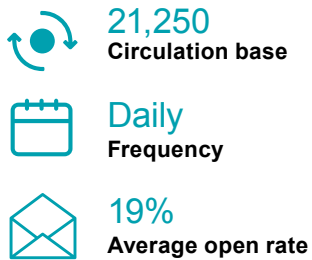
- **Discussion Forums** Rich, candid discussions that drill down into the most salient points about each monthly issue inspired by reporting, data, and insight.
- **Podcasts and Webcasts** Asset owners and thought leaders discuss and dissect hot button issues in focused categories in monthly podcasts and quarterly webcasts.
- **Monthly Research** Asset owners get submit anonymized individual data to receive aggregates in each category for unique insights into how the industry/their peers are allocating.

Audience*

AI-CIO.COM WEBSITE



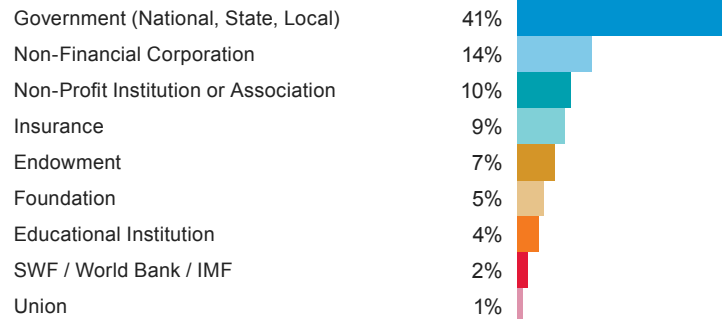
CIOALERT NEWSLETTER



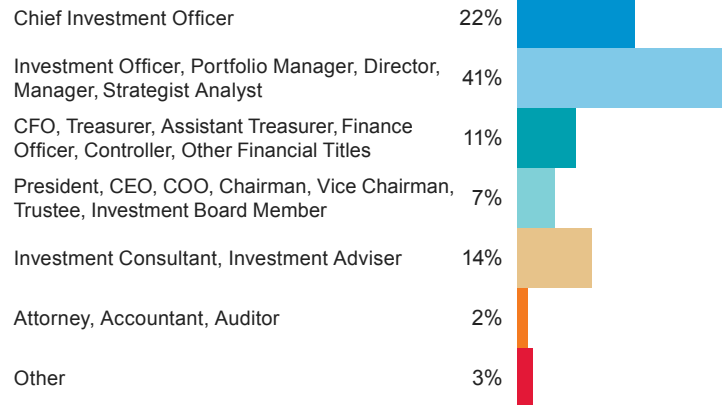
SOCIAL FOOTPRINT



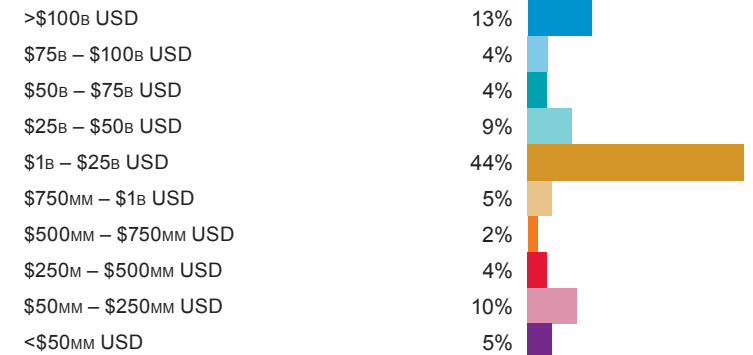
Organization Type



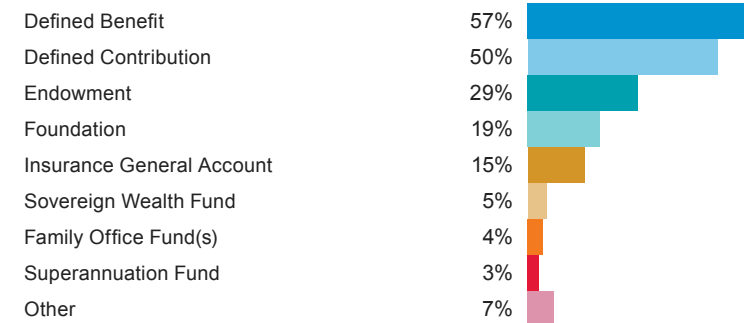
Role in Organization



Total Assets of Organizations (\$US)



Type of Plan(s) Organization Offers



Digital Display Banners

Placement Name	Ad Sizes	Expandable	Expanded Size	Flight	Rate*	Viewable CPM
Billboard	970x250	No	n/a	Variable	\$175	Yes
Super Leader	970x90	Yes	970x250	Variable	\$175	Yes
Expandable Leader	728x90	Yes	728x315	Variable	\$175	Yes
Leader	728x90	No	n/a	Variable	\$150	Yes
Portrait	300x1050	No	n/a	Variable	\$175	Yes
Jumbo Island	300x600	No	n/a	Variable	\$175	Yes
Expandable Island	300x250	Yes	300x600	Variable	\$175	Yes
Island	300x250	No	n/a	Variable	\$150	Yes
Roller	16:9	No	n/a	Weekly	\$5,000	n/a
Welcome	600x400	No	n/a	Daily	\$1,750	n/a
Skin	1400x800	No	n/a	Daily	\$1,750	n/a
Pencil Push Down	1040x60	Yes	1040x250	Daily	\$1,750	n/a
Native In-feed text (top)	Text	No	n/a	Daily	\$1,500	n/a
Native In-feed text (bottom)	Text	No	n/a	Daily	\$1,000	n/a

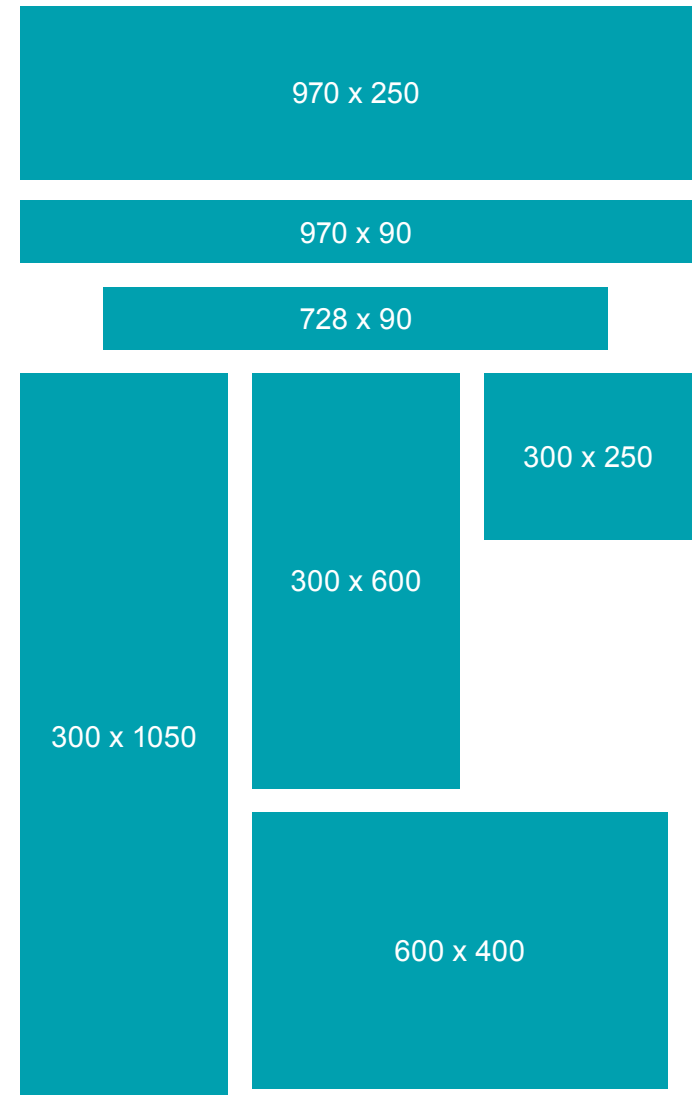
* Rate for campaigns with 70% viewability requirement.

Monthly Averages

Unique Visitors: 60,000
 Page Views: 195,000
 Time Spent on Site: 1 minute 30 second average (Google Analytics: Jan. 2018–Aug. 2018)

Technical specifications for all placements are available upon request.

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Thought Leadership

Create and publish your thought leadership content on our Chief Investment Officer website to showcase your expertise and raise the awareness of your brand in front of our highly influential CIO readers. Each article is published on ai-cio.com in the Industry Insights page under the Thought Leadership section and then actively promoted through our home page, newsletters and various social channels. Whether you have content already created to distribute or need support to create the right message, CIO can help.

Thought Leadership *(Conducted Interview)*

Using a moderated-discussion format between a senior CIO editor and key executives at your firm, we will write an article centered around a topic of compelling interest to the institutional investment community and elaborate on the characteristics that distinguish your firm from your competitors. This article will be designed for the web by CIO with final approval by the client.

Supplied Thought Leadership

You provide CIO with approved content for your thought leadership article. In order to post supplied Thought Leadership to ai-CIO.com, the client must provide the native application file for the article, including: all text content, images, charts, and logos used in the article.

All Thought Leadership pieces are posted on the ai-CIO.com Thought Leadership section promoted with the following:

- Four native in-feed text ads on the homepage (two per month). Native In-feed text ads and native sponsored messages are based on title and description of Thought Leadership article.
- Four native sponsored message ads in CIO ALERT daily newsletter (two per month).
- Featured in two editions of Thought Leadership Round-Up monthly newsletter.

Advertorial Guidelines

All advertorials and advertisements must be clearly and immediately recognizable as advertisements. The company name/logo must appear prominently.

Specs for Supplied Content:

- Please supply text content in Word file. We can also take InDesign (indd) files.
- Images/Graphics: jpg, png, or gif (Minimum 800 px width or 1000 px height)
- Logos: EPS file (vector logo)
- Title (80–120 character headline)
- Description of content (180-360 character sub-headline)
- If available we will accept native application file for the article, including: all text content, images, charts, and logos used in the article.

No 1x1 pixels accepted on newsletter promotional items.

Thought Leadership Rates

Thought Leadership (Conducted interview)
\$15,000

Supplied Thought Leadership
\$12,000

Active-Lead capture option
\$3,000 additional

Electronic Reprints (PDF)
\$3,750

NOTE: Active embedded-lead form on page, fully-customizable questions, and stock question set available. Live lead reporting via Domo is best used for outreach, lead scoring, or list building.



Newsletter Advertising

CIOAlert

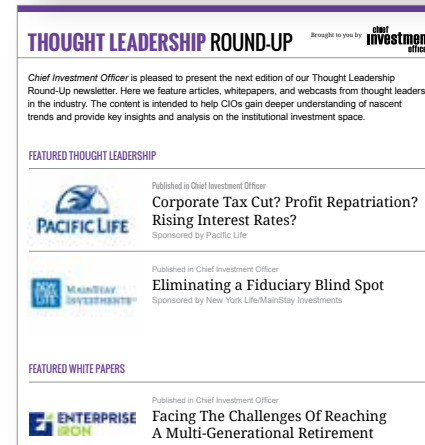
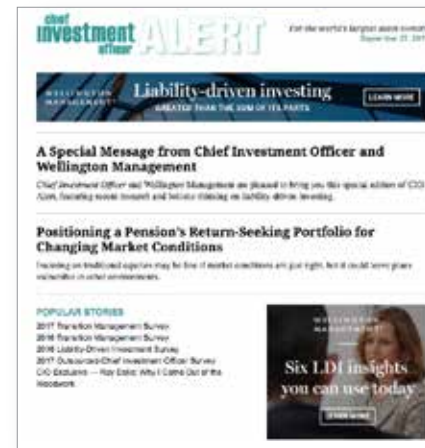
CIOAlert is a daily email newsletter that reaches the world's most sophisticated capital owners. CIOAlert delivers updates on news and information that is crucial for managing large pension funds, sovereign wealth funds, and foundations.

Custom Newsletter Sponsorship

Custom newsletters are a way to pair original client sponsored content along with unbiased third-party stories. Each client has the opportunity to contribute half of the newsletter's content (about four to six links) in addition to all advertising placements. Custom newsletters allow your firm to expand your presence, establish your expertise in a specific topic area, and directly connect with a key target audience.

Email Blast is a supplied HTML message from an advertiser sent to CIOAlert's newsletter audience.

An HTML Blast is a client-supplied HTML file placed in our branded frame and sent to CIO ALERT's audience of 22,000+ subscribers. Custom newsletters and supplied sponsored emails allow your firm to expand its presence, establish its expertise in a specific topic area, and directly connect with our key audience.



Rates

- Leaderboard: \$1,250 (728x90 px)
- Island: \$1,250 (300x250 px)
- Native Sponsored Messages: \$1,500 top position; \$1,000 lower position
- Roadblock: \$3,000 for one edition of CIOAlert
- Custom Newsletter: \$15,000
- HTML Blast: \$10,000

Microsite & Video Topic Page

Microsite

Opportunity to partner with CIO to create a branded section online around a specific topic relevant to the CIO audience. As the sponsor, your Thought Leadership material (white papers, videos, research) is posted in this section, along with content from CIO. Microsite is promoted prominently on the home page and has a unique navigation choice from the Thought Leadership menu bar.

Video Topic Page

CIO's Video Topic Page program uses an advertiser's branded content, such as videos and white papers, on a specific topic. The Video Topic Page is promoted prominently on the home page and has a unique navigation choice from the Video menu bar.

All Microsites and Video Topic Pages are promoted with the following:

- Four native in-feed text Ads on the homepage (two per month)
- Four native sponsored message ads in CIO ALERT daily newsletter (two per month)
- 5,000 run of site banner impressions over 60 days
- Featured in two editions of Thought Leadership Round Up monthly newsletter

NOTE: Native in-feed text ads and native sponsored messages are based on title and description of video.

No 1x1 pixels accepted on newsletter promotional items.

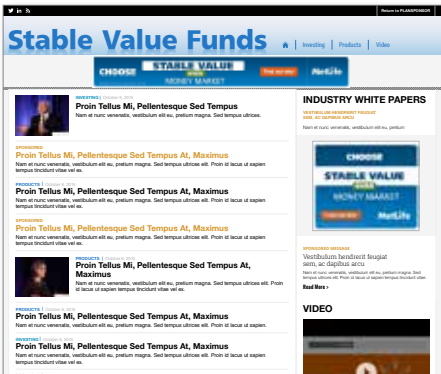
Microsite

- Banner Roadblock
 - top position (970x90 or 728x90)
 - middle position (728x90)
 - lower position (300x250)
- \$20,000 for two-month campaign

Video Topic Page

- Option to rotate content
 - Up to five supplied videos
 - Up to three supplied white papers
 - Banner Roadblock
 - top position (970x90 or 728x90)
 - middle position (728x90)
 - lower position (300x250)
 - Includes passive-lead generation automatically. Option to include active-lead generation
- \$20,000 for two-month campaign

NOTE: Active embedded-lead form on page, fully-customizable questions, and stock question set available. Live lead reporting via Domo is best used for outreach, lead scoring, or list building.



Featured White Paper Program

Leverage the power of our audience and use it as a platform to introduce and promote your firm's whitepapers. Allowing our website to host and publicize your whitepaper delivers it to a wider audience, enhances its impact, and strengthens your brand.

Lead Capture Fields Available

- Work email (*required*)
- First Name (*optional*)
- Last Name (*optional*)
- Company Name (*optional*)
- City (*optional*)
- State/Region (*optional*)
- Country (*optional*)
- Zip/Postal Code (*optional*)
- Phone (*optional*)
- Company Size (*optional*)
- Firm's asset size at holding company level (*optional*)
- Job Title Industry (*optional*)
- Custom questions also available

Material Specifications

- PDF of white paper or link to download
- Title of white paper (*60 characters or less*)
- Company logo (*200x200 px*); high resolution format
- Short description of white paper (*100 character headline*)
- Long description (*1000 words or less*)
- All materials due five business days before launch

Details

- Hosted on ai-CIO.com for two months
- Featured on White Paper landing page
- Contact information of all readers captured prior to access
- Abstract on "Industry White Paper" box on homepage

All White Papers are promoted with the following:

- Two native in-feed text ads on the homepage (one per month)
- Two native sponsored messages in CIOAlert (one per month)
- Featured in two editions of Thought Leadership Round Up monthly newsletter

NOTE: Native in-feed text ads and native sponsored messages are based on title and description of white paper.

No 1x1 pixels accepted on newsletter promotional items.

White Paper Rates

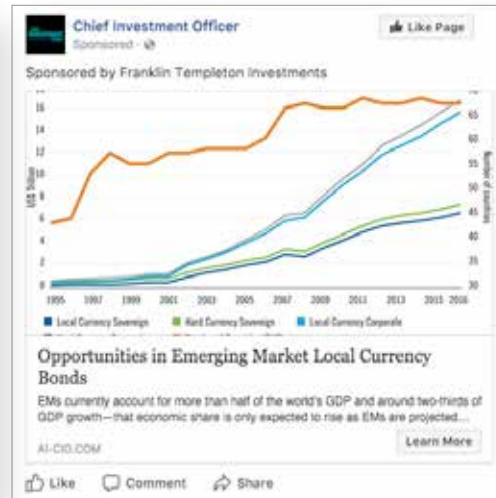
\$7,500/White Paper









SOCIAL MEDIA PROGRAMS

Facebook Retargeting

Target your thought leadership, research, video or special announcements to CIO readers on Facebook. Using Facebook’s social retargeting technology, CIO has accumulated a substantial audience of Facebook users who also visit the ai-cio.com website. This proprietary association allows you promote your content to our readership in a whole new way—directly through their Facebook social feed—for high impact branding and engagement.



HERE'S HOW IT WORKS

-  CIO User
-  User visits ai-CIO.com
-  User leaves and is tracked
-  User goes to social media channel
-  User sees your ad on their feed
-  User clicks ad to view your content (on our site or yours)

Unique Facebook Retargeted Users

79,000

Retargeting options

- Promote Thought Leadership, research, video or special announcements
- Include image, title, description and link to your site or back to ai-CIO.com
- Option to embed in-feed video player
- Client is responsible for providing creative

Investment: \$100 CPM

Video

Increase the impact of your firm's message by working with CIO to produce an exclusive video interview that highlights an executive in your firm and showcases your organization as an industry thought leader, or provide a produced video of your firm and let CIO host and publicize it for you.

Exclusive Video Interview

Online video consumption is exploding. CIO has the tools to help you produce and distribute high impact video content. Leveraging our production capabilities, you can conduct an interview with a CIO editor, use your own interviewer or simply incorporate text-based transitions in conjunction with an off-camera interviewer during the editing process. Our experienced team will consult with you to help transform your thought leadership message into an engaging video or video series that will inform, entertain and create those "aha" moments with the audience that will lead to further engagement.

Video Series 'Short Takes'

Shorter video segments offer an easy way to extend your messaging over a longer period of time with videos that are more likely to hold a viewer's attention from beginning to end. In most situations, our production team can edit your video shoot into shorter segments that can then be promoted individually over a longer period of time. Each video segment in the series includes a complete promotional campaign.

Supplied Video Content

If your video is already produced and you are seeking ways to reach chief investment officers viewers, we can post and promote your video on our ai-CIO.com.

Passive-Lead Capture

Invisible to the user and best used for lead scoring or list building, passive-lead capture uses cookies to track user behavior on video elements within the site. Data is collected from various active-lead generation measures across our site such as site registration, webcast registration, and white paper downloads. Custom live reporting options are available via Domo.

Video Promotional Campaign

Each video is posted in the ai-CIO.com video section and includes the following promotional campaign:

- Two native in-feed text ads on the homepage (one per month)
- Two native sponsored messages in CIO ALERT newsletter (one per month)
- Featured in two editions of Thought Leadership Round-Up monthly newsletter
- Passive-lead generation included.
- Active-lead gating at pre-roll, mid-roll or post-roll positions available or required lead capture for all videos
- Video player can be linked and tracked to any outside website
- QuickTime/Windows Media File to be provided at no additional fee. MP4 only, no Windows WMV

NOTE: Native in-feed text ads and native sponsored messages are based on title and description of video.

No 1x1 pixels accepted on newsletter promotional items.

Rates

- Editorial-led Video Interview: \$12,500
- Client-led Video Interview: \$10,000
- Video Series 'Short Takes' (per additional segment): \$3,000
- Supplied Video (posted and promoted): \$7,500

NOTE: All pricing is net. Interview pricing is based on a single interviewee. Additional fees may apply for additional participants in the shoot to cover the cost of additional cameras and crew.



Webcasts

A webcast is the perfect medium to generate highly qualified leads and establish your firm as an industry thought leader. At CIO, our webcast team works with you every step of the way to ensure that your message is aligned with our audience, your webcast is actively promoted to drive attendance and the experience for your participants is of the highest quality on the day of the event.

Editor vs. Client-Driven

CIO offers two choices for your webcast delivery. You can collaborate with a CIO editor to develop your content theme, identify the right speakers and moderate the session OR you can leverage our brand, our marketing and our production capabilities to host your own webcast without editorial representation. The choice is yours.

A Full-Service Experience

- Extensive pre-webcast marketing campaign (Complete with social, email, newsletter and sitewide promotion)
- Ability to customize your webcast experience through our ON24 webcast platform
- Opportunity to add up to three custom questions to the registration page
- Attendee registration management including preemptive denial (at the individual and domain level)
- Technical management before, during and after the webcast
- Audience ROI reporting dashboard featuring real-time access to contact info, attendee activity and lead scoring

Webcast Marketing Campaign

- Four emails sent to the CIO digital subscriber database
- One editorial post in the CIOAlert newsletter
- Social promotion via Facebook and Twitter
- Listing in the Upcoming Webcasts section of CIO.com

Customize Your Webcast Experience

The ON24 platform offers a wide variety of tools to fully engage your audience including:

- Slide viewer
- Media player
- Speaker bios
- Q&A tools
- White paper downloads
- Live polling/surveys
- Contact us
- Company URL linking
- Social media feeds
- CE certification

Lead Intelligence Dashboard

- Access up to the minute registration information and lead intelligence through our special dashboard.
- View registration counts, attendee conversion rates, audience activity
- Download a complete lead list including contact details and answers to your registration questions
- Know who did what in terms of Q&A, live polling and resources downloads
- Leverage proprietary lead engagement scoring for better post event communication

Investment

- Editorially-led Webcast: \$25,000
- Client-led Webcast: \$20,000

NOTE: In order to better target our marketing and limit exposure to those persons and parties our clients would prefer didn't attend our events, we offer the following options to restrict attendance to our events.

1. The client may submit an email list of attendees they wish to block from receiving email promotions. List may be in CSV or XLS format.

2. We can block potential registrants at the domain level, such as blocking all registrants with @"competitor_domain_abc.com" addresses.

3. We can leverage audience person identifying information data to filter out those who don't qualify for events from receiving marketing relating to it.

All Blocking must be in place prior to the launch of the campaign once a party registers they cannot be blocked or barred from attending.

Events

Chief Investment Officer summits, forums and awards dinners consistently attract top investment officers from the world’s most prominent pension, endowment, foundation, insurance, and sovereign wealth funds. Each event includes a limited number of sponsorship opportunities—providing exceptional exposure to this highly influential group of asset owners and their consultants.

Conference sponsorships include various speaking opportunities such as keynotes, fireside chats and panelist positions. Awards dinner sponsorships provide exceptional one-on-one networking opportunities, and all sponsorships receive extensive branding, attendee passes, and access to the attendee list before and after the May 16–17, 2019 event.



ATTENDEE FEEDBACK

“Chief Investment Officer is really the only industry organization that focuses on the complete role of the CIO, not just in the traditional limited capacity of an asset allocator and/or manager selector, but with an eye toward the important additional roles of portfolio constructor and risk manager. They are rapidly gaining support from many of the most forward looking and innovative thinkers in the CIO seat.” **CORPORATE PENSION FUND EXECUTIVE**

“It is definitely worth attending, particularly for the number of asset owners of influence at the event. The caliber of institutional investors at the event is first class.” **FOUNDATION EXECUTIVE**

“This event is simply without peer on the investment conference circuit in terms of the sheer number and stature of CIO, investment committee and other similar senior investment decision makers, range and quality of panel discussions, and centrality of venue.” **PUBLIC PENSION FUND EXECUTIVE**

SAMPLE AUDIENCE PROFILE

- Asset owners **61%**
- Investment consultants **13%**
- Providers **26%**



AUDIENCE SIZE AND BALANCE

What sets CIO conferences and awards dinners apart is our unrivaled track record of delivering a balanced audience consisting of the right amount of asset owners, their consultants and our provider sponsors. In 2018, for example, the New York Summit audience consisted of 61% asset owners, 13% consultants and 26% providers. This 3:1 ratio of potential/existing customers vs. vendors is typical and ensures optimal networking time for the select group of vendors in the room.

Chief Investment Officer Summit

New York City
May 16–17, 2019

CIO Industry Innovation Awards

New York City
December 2019

CIO Influential Investors Forum

New York City
December 2019

This calendar is subject to change.

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