

MEDIA PACK

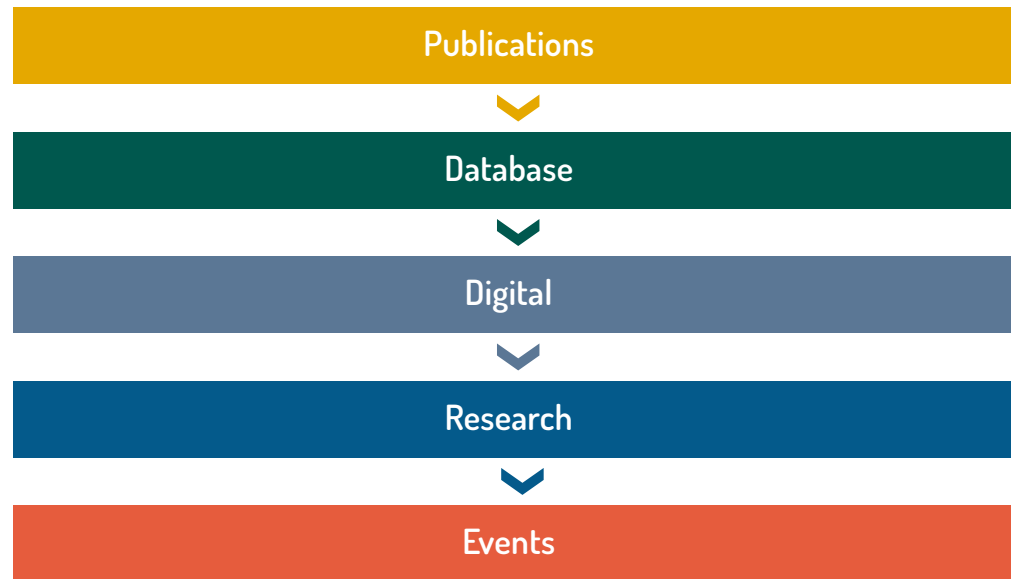
2022



CAMRADATA

funds europe

CAMRADATA AND FUNDS EUROPE: A MULTI-CHANNEL APPROACH



- **COMMUNICATION IN TODAY'S WORLD** means being channel-agnostic, reaching audiences wherever they come from.
- **TODAY'S WORLD MEANS** covering publications, digital and events – speaking to readers however they choose to join the discussion.
- **CONTENT, RESEARCH AND KNOWLEDGE** encourage participation, being part of the audience's life and helping them do their jobs. Solving problems, keeping people up to date and getting them to join in is all part of the role that **CAMRADATA** and **Funds Europe** play.

Let us help you reach your goal.

CAMRADATA AND FUNDS EUROPE: A MULTI-CHANNEL APPROACH

Across the business, **CAMRADATA** and **Funds Europe** have a wide reach over various platforms, engaging our audience through a multi-channel approach. With a pool of over 20,000 contacts, we drive traffic via email marketing, targeted mailings and social media with high-quality content, resulting in a growing number of subscribers and visitors across the three websites and other channels.

By aligning these factors, **CAMRADATA** and **Funds Europe** use these related channels to enhance the marketing and service efforts. This is a valuable asset that delivers great brand awareness, sharing high-quality content to our audience, including thought leadership, blogs, industry-related news, white papers, database statistics and other social content.



16,000+
Subscribers



33,000+
Visitors/month
on average



19,000+
Contacts



13,000+
Social media
followers



ABOUT US

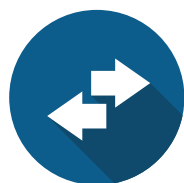
CAMRADATA, established in 2003, provides institutional investors, including pension funds, insurers and consultants, with data and analysis to research and report on their investments. We enable these investors to conduct rigorous, evidence-based assessments of more than 5,000 investment products offered by over 750 asset managers.

In December 2017, **CAMRADATA** acquired specialist publishing business **Funds Europe**, boosting **CAMRADATA's** research arm, publishing capabilities and events business and extending its database reach into Europe. This is a great opportunity to enhance the existing publications, events and research to a level far beyond the competition, while adding value for our clients, who will have greater insight into investment data.

Pension Monitor is a division of **CAMRADATA** established to meet the needs of DC pension schemes. Following auto-enrolment, there is significant demand for specialist DC investment knowledge and technology, providing **CAMRADATA** with the opportunity to extend its expertise in DB investment reporting and governance into the DC market.



250+
Global asset
classes



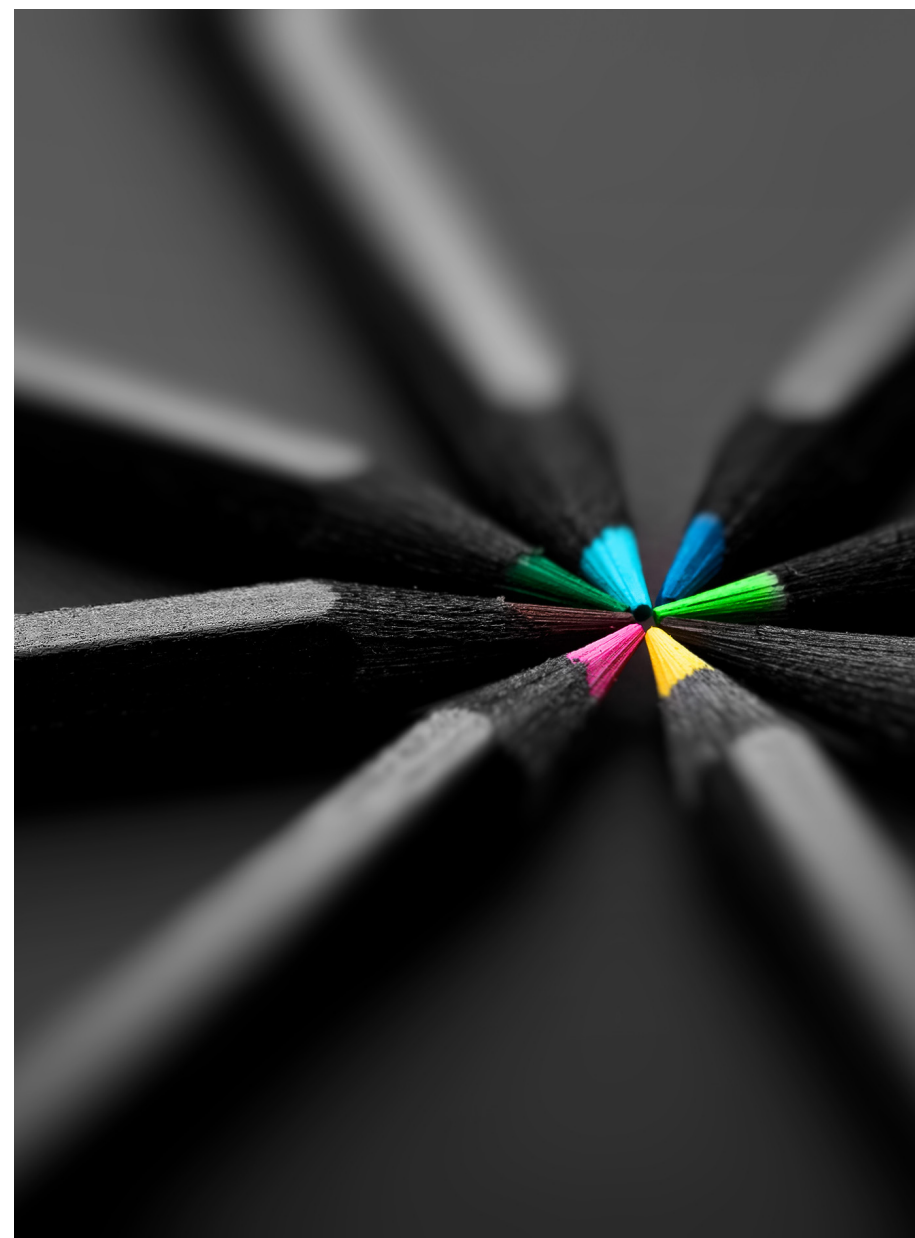
5,800+
Investment
vehicles



\$50trn+
Assets under
management



750+
Investment
managers



PUBLICATIONS

CONNECTING THE INDUSTRY -
DISCOVERING, INFORMING, PARTICIPATING,
COMMUNICATING AND REPORTING



FUNDS EUROPE

FUNDS EUROPE is a multi-channel title for senior institutional investors, fund managers, asset servicing professionals and fund distributors. Established in 2002, content is distributed via monthly print edition, daily newsletter, online and social media.

We provide a complete 360 degree view of the funds industry, covering investment strategy through to regulation, distribution, custody and clearing & settlements. We are fund-neutral and asset class-agnostic, featuring content on anything that is of interest to institutional asset owners and fund managers. This can include topics as diverse as ESG investing, emerging markets, private equity, real estate and ETFs.

Sister publication **Funds Global** is all about connecting the growing funds world across the East-West corridor between Asia, the Middle East, Latin America and Europe. The industry is about connectivity, partnership and sharing; **Funds Global** seeks to join local markets around the world.



13,000+
Subscribers



29,000+
Visitors



13,000+
Emails



10,000+
Social media
followers



AUDIENCE COVERAGE: OVERALL BREAKDOWN

Industry	Function	Type	Print	Emails	Online
			10,310	16,138	90K + pm
Asset Owners	Pension Funds/Charity		21%	19%	11%
	Insurance		2%	6%	1%
	Family Office & Sovereign Wealth		4%	2%	3%
	Consultants	Principal Actuary Investment - Consultants	3%	11%	2%
Asset Managers	Traditional & Alternative	Hedge Funds Director Consultant Relations	31%	38%	56%
Fund Administration	Traditional & Alternative	Custodians Asset Servicing Operations	20%	7%	15%
Fund Distributors		Private Banks Platforms Wealth - Managers	11%	6%	6%
Other	Lawyers		1%	3%	1%
		Regulators Trade Bodies Intermediaries	2%	4%	3%
	Technology		5%	4%	2%

Audience by seniority

Level	Title	Print	Email	Online
Senior Management	CEO Chief Information Officer Chief Technical Officer Chief Risk Officer	38%	22%	11%
Executives	Managing Director Vice President	32%	42%	25%
Managers	Head of Business Unit Analyst Fund Selector	32%	36%	64%

AUDIENCE COVERAGE: EUROPE

Funds Europe	Print		Emails		Online	
	10,310 monthly		11,307		90k+ impressions monthly	
Regions	UK	47%	UK	62%	UK	26%
	Switzerland	8%			France	8%
	Germany	6%	Continental Europe		Germany	7%
	France	6%	Luxembourg	5%	Switzerland	4%
	Luxembourg	5%	Germany	4%	Sweden	3%
	Netherlands	4%	Switzerland	4%	Italy	3%
	Ireland	3%	France	4%	Austria	3%
	USA	3%	Netherlands	4%	Netherlands	3%
	Sweden	2%	Ireland	3%	Spain	3%
	Belgium	2%	Sweden	2%	Denmark	3%
	Italy	2%	Italy	2%	Luxembourg	2%
	Denmark	2%	Finland	1%	Belgium	2%
	Spain	2%	Denmark	1%	Ireland	2%
	Finland	2%	Belgium	1%	Rest of Europe	4%
	Norway	1%	Spain	1%	USA	14%
	Austria	1%	Norway	1%	Rest of World	13%
	Rest of Europe	2%	Austria	1%		
	Rest of World	2%	Rest of Europe	3%		

AUDIENCE COVERAGE: ASIA, MIDDLE EAST & GLOBAL

Funds Global Asia	Print	Emails	Online
		1,893	12k impressions monthly
Regions		Hong Kong 33% Singapore 30% China 8% India 7% Australia 7% Japan 4% South Korea 3% Malaysia 2% Taiwan 2% Thailand 2% Indonesia 1% Vietnam 1% Rest of Asia 1%	Hong Kong 29% Singapore 27% South Korea 11% Taiwan 7% Japan 5% Australia 4% India 2% Malaysia 2% China 1% Thailand 1% Indonesia 1% Vietnam 1% Rest of Asia 1% Rest of World 1%

Funds Global MENA, and Rest of World	Emails	Online
	MENA: 1,017 RoW: 1,921	9k impressions monthly
Regions	UAE 33% South Africa 16% Saudi Arabia 11% Qatar 9% Kuwait 8% Bahrain 7% Lebanon 5% Oman 2% Egypt 2% Rest of MENA 7% Rest of World USA 1,675 Canada 84 Other North America 59 Latin America 307	UAE 28% Kuwait 23% Qatar 7% Oman 4% Bahrain 3% Saudi Arabia 2% Rest of MENA 23% Rest of World 10%

FUNDS EUROPE PUBLICATION SCHEDULE 2022

Clear and independent institutional investment analysis

PRINT & DIGITAL DIGITAL

	January / February	March	April	May	June
Digital reports	FundTech	FG Asia		FundTech	FG Asia
Funds Europe Monthly issues*	Investments: UK/European govt bonds Regulation: CSDR Asset Servicing: CCPs and CSDR FundsTech: Transfer agency Events: MIPIM preview	Investments: ESG: achieving net-zero Regulation: AIFMD II Asset Servicing: Luxembourg specialists FundsTech: Tokenisation Events: ALFI European Asset Managemnet conference preview	Investments: UK/European equities Regulation: UCITS V Asset Servicing: ManCos FundsTech: Regulated crypto funds Events: IMIPower FundForum preview	Investments: ETF review Regulation: SRD II Asset Servicing: Specialist fund admin survey FundsTech: ESG and data Events: Irish Funds Global Conference	Investments: Global corporate bonds Regulation: SPACs Asset Servicing: Anti-money laundering FundsTech: CCPs and blockchain
Funds Europe Inbound reports	Global Industry	ETFs Luxembourg	China Switzerland	Ireland ESG	
Funds Europe Roundtables		ETFs Luxembourg x2: jurisdiction & specialist asset servicing South Africa	China Switzerland FundsTech	Ireland ESG	Jersey Fixed income FundsTech

* Plus regular features, news, columns and commentaries

FUNDS EUROPE PUBLICATION SCHEDULE 2022

Clear and independent institutional investment analysis

PRINT & DIGITAL DIGITAL

	July / August	September	October	November	December
Digital reports	FundTech	FG Asia		FundTech	FG Asia
Funds Europe Monthly issues*	Investments: Private markets: infrastructure Regulation: PRIIPs Asset Servicing: Private fund structures FundsTech: Behavioural finance	Investments: Active vs passive Regulation: CSDR Asset Servicing: Automation in specialist admin FundsTech: Digital assets for distribution Events: ALFI Global Distribution conference preview	Investments: Emerging market equities Regulation: MiFID II Asset Servicing: Admin and cusody survey FundsTech: Cloud security Events: Sibos preview	Investments: ETF review Regulation: PRIIPs Asset Servicing: Sibos report FundsTech: Operational resilience Events: Cyprus	Investments: Global equities Regulation: BEPS Asset Servicing: Outsourced middle office FundsTech: Private assets admin Events: ALFI PERE conference preview
Funds Europe Inbound reports	France	ETF report	ESG report Cyprus report	Private Equity/Real Estate report China report	
Funds Europe Roundtables	France Hong Kong	ETF Luxembourg	ESG Singapore Cyprus		Middle East FundsTech

* Plus regular features, news, columns and commentaries

FUNDS GLOBAL ASIA SCHEDULE 2022

	January	February	March	April	May	June
	Investment Focus:	Investment Focus:	Investment Focus:	Investment Focus: China report	Investment Focus:	Investment Focus:
Roundtable				China	Japan	
	July	August	September	October	November	December
	Investment Focus:	Investment Focus:	Investment Focus:	Investment Focus:	Investment Focus: China report	Investment Focus:
Roundtable	Hong Kong			Singapore	China	Global Industry - Asia

* Plus regular features, news, columns and commentaries

FUNDS GLOBAL MENA SCHEDULE 2022

	January	February	March	April	May	June
	Investment Focus:	Investment Focus:	Investment Focus:	Investment Focus:	Investment Focus:	Investment Focus:
Roundtable						
	July	August	September	October	November	December
	Investment Focus:	Investment Focus:	Investment Focus:	Investment Focus:	Investment Focus:	Investment Focus:
Roundtable					Middle East	

* Plus regular features, news, columns and commentaries

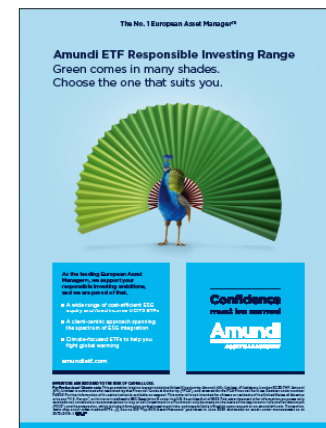
FUNDSTECH SCHEDULE 2022

	January	February	March	April	May	June
	CCPs and CSDR	Transfer agency	Tokenisation	Regulated crypto funds	ESG and data	CCPs and blockchain
Roundtable				FundsTech roundtable		FundsTech roundtable
	July	August	September	October	November	December
	Behavioural finance		Digital assets for distribution Talking Heads: Sibos	Cloud security	Operational resilience	Private assets administration
Roundtable						FundsTech roundtable

* Plus regular features, news, columns and commentaries

FUNDS EUROPE BRANDING OPPORTUNITIES: PRINT ADVERTISING

EACH MONTH, **Funds Europe's** expert journalists produce in-depth features and analysis on investment trends, geopolitical issues affecting investments, regulation and asset servicing. Content also includes contributions and interviews with leading industry experts, ensuring there is always a relevant opportunity to showcase your brand while educating new and existing clients about your products and services.



Funds Europe has showcased campaigns from fund managers such as Amundi, BlackRock & FlexShares; key fund administrators such as BNP Paribas, Caceis and Société Générale; and specialist fund service providers such as IQ-EQ and Alter Domus. This is testament to the value that global industry players place on advertising with **Funds Europe**.

FUNDS EUROPE BRANDING OPPORTUNITIES: HIGH-IMPACT DISPLAY OPTIONS

Cover wrap

With this option, you take all four cover positions including front cover, inside front cover, inside back cover and outside back cover. As a consequence, your brand and messaging make a powerful statement and are guaranteed to be seen by every reader. **Funds Europe** has carried only two cover wraps in the past two years – from Axa and CFA – increasing the value further.



Gatefold

A fold-out front cover, creating two additional pages which, combined with the inside front cover, provides you with three advertising pages in total. The effect of the extra cover page means that the issue naturally opens on your advertisement and in essence, you create two advertising opportunities.

FUNDS EUROPE CONTENT OPPORTUNITIES: SPONSORED FEATURES

SPONSORED CONTENT is an excellent way to demonstrate your expertise and thought leadership around a subject.

You may choose the topic of the article and refer to your own expertise without limit. Either you supply the text and graphics, or we can arrange an interview with a senior executive and write the piece on your behalf. In either case, you retain final copy approval.

The article layout may be either a single page or two pages. Clients including Amundi, Broadridge, BlackRock, BNP Paribas, Euroclear and Northern Trust have all published sponsored features recently. Your package includes:

- A one-page (500-word) or two-page (1,000-word) feature written by **Funds Europe** on a topic of your choice from an interview with one of your key executives.
- Published online at funds-europe.com (two weeks on homepage)
- 1 x solus email to 13,000+ email addresses
- 1 x promoted feature on the **Funds Europe** newsletter
- 6 x tweets on the **Funds Europe** Twitter account
- 1 x post on the **Funds Europe** LinkedIn company page
- After one month, feature remains searchable in archive
- A digital campaign report six weeks after publication, detailing the results of your campaign

One page sponsored feature
£8,100

Two page sponsored feature
£14,425



BNP PARIBAS
The bank for a changing world

SPONSORED FEATURE



UNLOCKING THE HIDDEN VALUE OF MY PORTFOLIO

ADAMIN HUSSAIN, GLOBAL HEAD OF AGENCY LENDING AT BNP PARIBAS SECURITIES SERVICES, EXPLAINS THE ECONOMICS BEHIND A LENDING PORTFOLIO AND HOW THE MACRO ENVIRONMENT COULD SHAPE LENDING IN 2019.

With ongoing pressure on management fees, what level of incremental revenue can asset managers expect from engaging in securities lending programmes?

First and foremost, a securities lending programme must be suitable from a risk perspective and the product applied will have an impact on net revenues. If high-quality liquid assets (HQLA) are lent against HQLA only, the assets will be less attractive for lending purposes when compared to another fund lending the same securities against HQLA assets as collateral. The borrower will opt for the latter and will pay a higher fee to reflect the credit risk. As a result, the net revenue generated from the securities lending programme will be lower.

Is a market increasingly focused on efficiency, or do you discuss return

management is market-driven. Holding a lower quality portfolio – such as a small- or mid-cap equities fund – will always produce a greater return profile than a widely held mainstream index portfolio. As an example, a Russell 2000 portfolio will generally provide a greater return than an S&P 500 portfolio. High-quality government bonds will always provide a consistent return, however, higher-yielding bonds tend to also generate significant income because of their lower liquidity profile. Cultural and ability to trade will always be key considerations. Nevertheless, it is very reasonable to expect at least a 5bps return on a balanced portfolio. That number can vary significantly, for example, a small-cap Asian equity portfolio could generate a 20bps of return to leverage. It is important to acknowledge that typically within a balanced large-cap portfolio only 30-35% of securities held will be in on loan at any given time. Therefore, return on active loans is exponentially higher, in order to generate 5bps of return on the overall fund. It is also important to highlight the positive impact 5bps of additional income can have on a fund's performance in this competitive time.

The demand for exchange-traded funds (ETF) borrowing remains robust and is rising – particularly when listed markets that are considered operationally difficult to trade in directly experience such as lower-liquidity profiles. Politically sensitive regions or sectors like biotech are growing demand, as are start-ups in the technology space through high yield bonds.

In a word, the level of incremental revenue is clearly correlated to the composition of the portfolio and the guidelines integrated into the programme. For example, large cap stocks within a few seconds. This gives up our trade time for decision-making and for developing counterparty relationships.

We are increasing efficiencies from both perspectives – the lender and the borrower. This includes increased transparency, delivered by technology.

As BNP Paribas strengthens its trading capabilities in Asia with the opening of a new trading desk in Hong Kong, what potential are you anticipating in the APAC region?

The APAC region can be a highly lucrative region to trade in. We recognised that it would benefit some of our beneficial owners if we were to cover more of the markets in the Far East directly, but very importantly, to do so with our New York, London, Hong Kong and Sydney trading desks in a single trading platform, using harmonised technology tools. We are prototyping our beneficial owners and generating their return profile by covering as many counterparties globally as possible within a single operating structure.

Do you have a message for new lenders contemplating entering the securities lending market in 2019?

The use in volatility compared to previous bull-market pricing, with rising interest rates and geopolitical tensions, all will contribute to what we believe to be a very positive year for securities lending in 2019.

Not only will there be more demand for HQLA assets continue, but 2019 may be the year that returns increase in some portfolios that have not generated levels of revenue or fees over the past five years. For example, large cap stocks did not see the levels of return in the past few years that they saw in the prior few in 2018. That may change.

 **CAMRADATA** funds europe

FUNDS EUROPE CONTENT OPPORTUNITIES: STANDALONE REPORT SPONSORSHIP

FUNDS EUROPE STANDALONE REPORTS take an in-depth look at a particular topic. The core focus of each report is a roundtable debate featuring representatives from institutional buyers, consultants and fund managers in order to provide a complete 360 view of that topic.

Reports are distributed in print to the full **Funds Europe** circulation of 10,300, then published online at funds-europe.com, emailed to our database of 13,000+ individuals and promoted via social media.



SPONSORSHIP is a high-visibility package offering, covering face-to-face, print and online communication platforms.

Each sponsor will receive:

- Your logo on the front cover of the printed report
- A place on the editorial roundtable, forming a six-page editorial feature
- Roundtable feature published online at funds-europe.com
- Roundtable feature promoted via solus email, newsletter and social media
- Two-page sponsored feature for your own content
- Full-page display advertisement
- Your sponsored feature published on the funds-europe.com homepage for four weeks
- Your sponsored feature promoted by solus email to 13,000+ addresses
- Your content promoted by newsletter to 13,000+ addresses
- 1 x solus email for your own marketing message
- Full distribution rights granted on all sponsored content

Report sponsorship

£17,000

FUNDS EUROPE RATES

The display branding rates for **Funds Europe** are as follows:

FUNDS EUROPE RATES FOR BRANDING OPPORTUNITIES

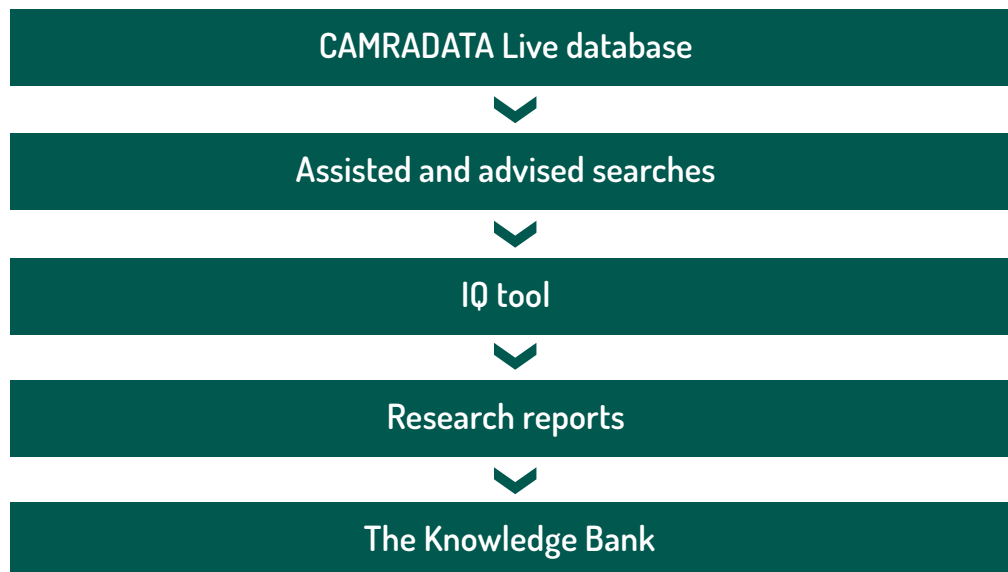
ITEM	FUNDS EUROPE
OUTSIDE BACK COVER	£11,425
INSIDE FRONT COVER	£9,900
DOUBLE-PAGE SPREAD	£13,500
FULL-PAGE DISPLAY	£7,800
COVER WRAP, 4 PAGES	£27,000
GATEFOLD COVER, 3 PAGES	£20,500
GATEFOLD COVER, 4 PAGES	£23,750
REPORT SPONSORSHIP	£27,000
REPORT SPONSORSHIP	£17,000
SPONSORED FEATURE, 1 PAGE	£8,100
SPONSORED FEATURE, 2 PAGES	£14,425
INSERTS	AVAILABLE ON REQUEST

DATABASE

CONNECTING THE INDUSTRY-
DISCOVERING, INFORMING, PARTICIPATING,
COMMUNICATING AND REPORTING



DATABASE



- **OUR ONLINE DATABASE**, CAMRADATA Live, enables asset managers to showcase their strategies. Meanwhile, it allows institutional investors and investment consultants to analyse them all in one easy place.
- **OVER 600 INSTITUTIONAL** clients use our dedicated portal to search and analyse nearly 5,829 investment products offered by 700+ asset managers.
- **ON AVERAGE, 60+** investors log in every week to keep up to date with top-performing and specialist asset managers across 250+ asset classes.

CAMRADATA LIVE

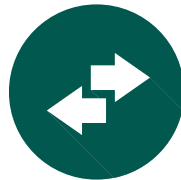
CAMRADATA LIVE enables institutional investors to explore a vast amount of data very specifically, allowing assessment of more than 5,800 investment products, covering over 250 asset classes offered by 750+ asset managers.

We can save you hours, giving you back the time to connect with the right people. We offer richer data and better reporting, so you can make more informed decisions. You'll get smart search and selection, so you end up with the right products that you need.

We're proudly independent and built on clean data, so you can rely on our results.



250+
Global asset
classes



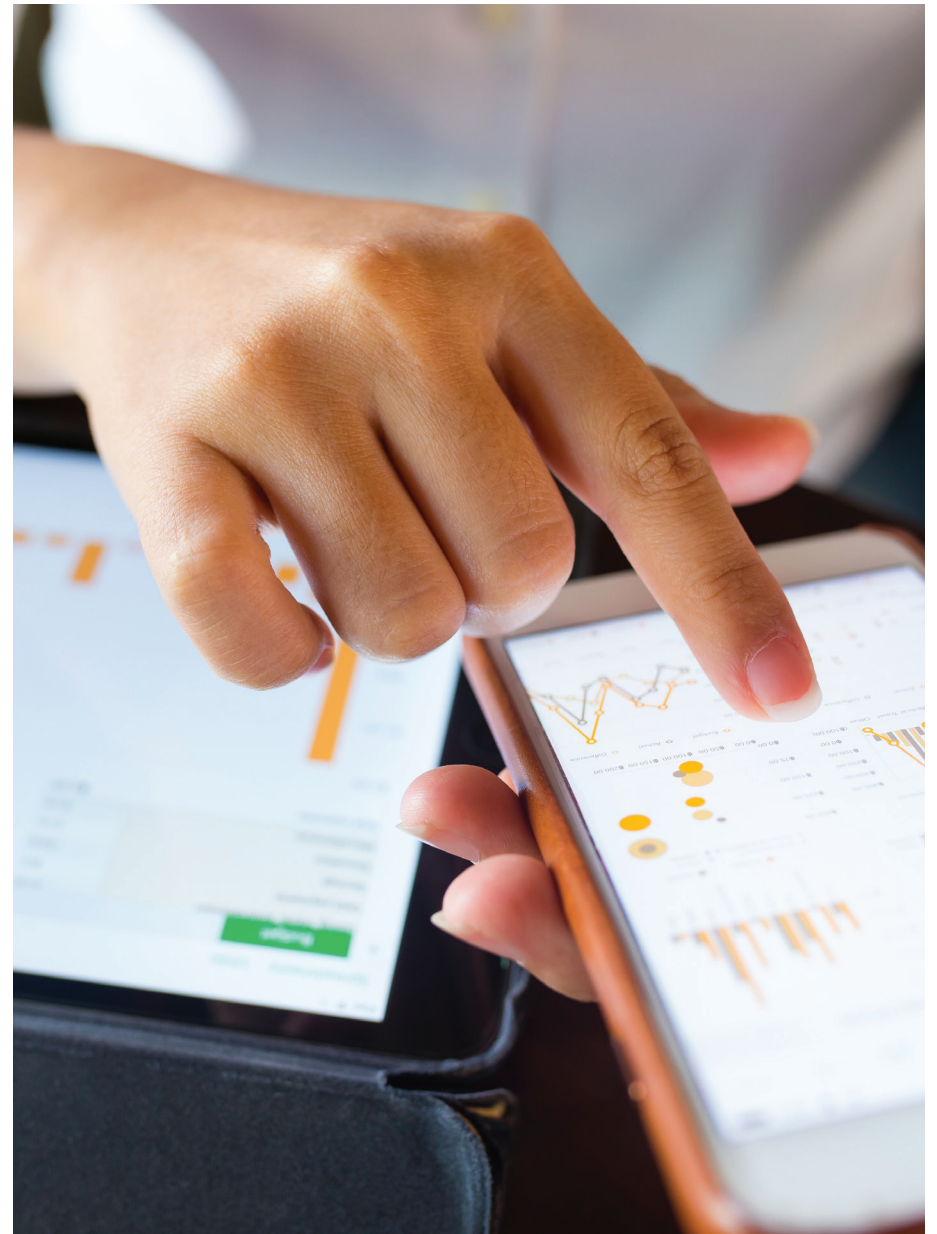
5,800+
Investment
vehicles



\$50trn+
Assets under
management



750+
Investment
managers



CAMRADATA LIVE

CAMRADATA Live

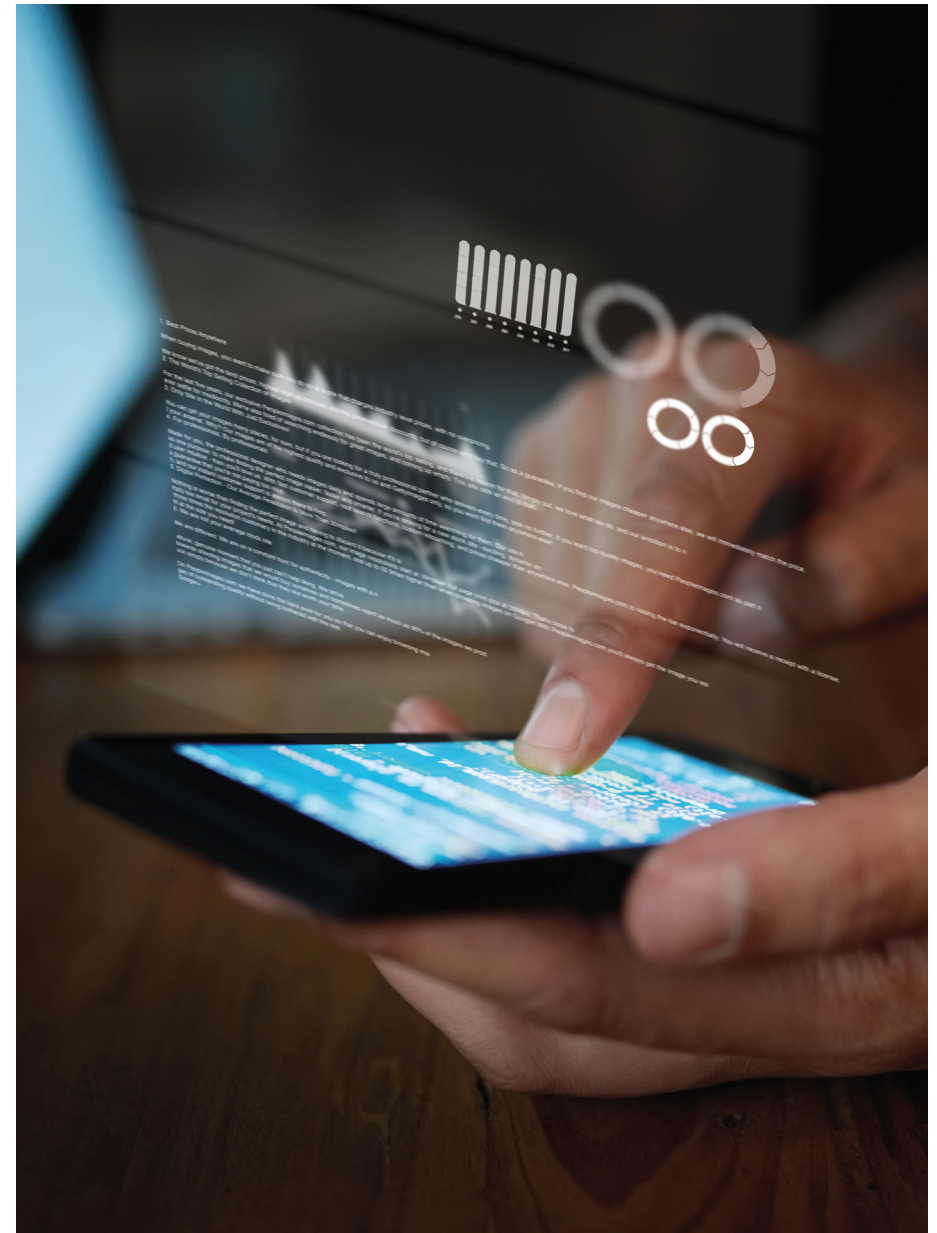
CAMRADATA Live provides asset managers with an effective and targeted opportunity to present product information and performance data directly to pension funds, insurance companies, consultants and charities.

Plus, it enables institutional investors to explore a vast amount of data very specifically, allowing assessment of over 5,829 investment products, covering over 250 asset classes offered by 700+ asset managers. We offer richer data and better reporting, so you can save time and make more informed decisions. Access to CAMRADATA Live is free for all institutional investors and consultants.

CAMRADATA LIVE RATES FOR BRANDING OPPORTUNITIES

	2022
1-3 investment strategies	£8,100
4-6 investment strategies	£11,950
Unlimited investment strategies	£15,950
Group unlimited investment strategies	£21,250

**Maximum two firms, thereafter £5,000 per additional firm*



ASSISTED AND ADVISED SEARCHES

Assisted searches

Smart search selects and connects investors and consultants with the right asset managers. We've got a track record of delivering the right information that produces the right matches – all at no cost to institutional investors.

Run anonymously, assisted searches are aided by the team here at CAMRADATA, resulting in a custom universe unique to the investor along with additional unbiased reporting.

Advised searches

This new service will enable insurance investors to search and connect with asset managers using CAMRADATA Live, with the added benefit of being able to use experienced investment consultancy firm PiRho Investment Consulting to assist and provide investment advice.

PiRho is able to provide support at each stage of the advised search process.



20,000+
Searches by investors in 2021



40+
Assisted searches during 2021



DATABASE: IQ TOOL

Investment performance and risk monitoring service

The CAMRADATA IQ tool enables users to see how various asset classes and bespoke lists of vehicles score, based on their performance, over a three-year period.

The CAMRADATA IQ score is a quantitative ranking, reflecting five statistical factors based on each investment product's returns and a chosen benchmark. Each factor is converted into a percentile rank. To rank products overall, a master score – that is, a simple average across all five factors – is calculated. The highest-scoring products appear at the top of the table.

£1,375



THE KNOWLEDGE BANK

The newest release to CAMRADATA Live will see a brand new tab, home to The Knowledge Bank. This new forum will allow users of CAMRADATA Live to share and access all the latest news, insights and thought leadership within the institutional investment industry.

The Knowledge Bank will comprise of 4 core sections including:

The Homepage, Tag pages, Asset Manager Pages & Video Library

Which include:

- Articles & Features on current and latest trend developments
- Most popular topics being discussed
- Latest video content
- Most read articles / most watched videos
- Links to all Knowledge Bank pages
- In-depth manager research and analytics



2700+
Institutional
investors



6000+
Investment
products



750+
Asset
managers




250+
Asset
classes



600+
Institutional
clients



60+
Investor firms
log in each week

 CAMRADATA

The Knowledge Bank

UNLOCKING THE DOOR TO THOUGHT LEADERS

**Coming soon to
CAMRADATA Live...**



[find out more >](#)

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A: 5th Floor, 80 Leadenhall Street,
London EC3A 3DH

WWW.CAMRADATA.COM

We're unlocking the door to thought leaders, providing a home to the all-new and exclusive forum, The Knowledge Bank.

This new tab will allow users of CAMRADATA Live to share and access all the latest news, insights and thought leadership within the institutional investment industry - all within one platform.

DATABASE: RESEARCH REPORTS

CAMRADATA provides four quarterly investment research reports focusing on:

- Diversified Growth Funds
- Multi-Sector Fixed Income
- Emerging Markets Equity
- Emerging Markets Debt

Asset managers are encouraged to submit qualitative and quantitative research, creating richer data that provides investors and consultants with a more comprehensive investment research report.

These reports are free for all institutional investors, including an overview of activity in each asset class and detailed analysis of each universe, assets under management, market share, performance and distribution. All investment reports are created with clean data – there's no subjective analysis from us. We simply let the research speak for itself.

CAMRADATA LIVE RATES FOR BRANDING OPPORTUNITIES

Sponsorship per report	£5,000
Price to purchase	£2,000



DIGITAL

CONNECTING THE INDUSTRY -
DISCOVERING, INFORMING, PARTICIPATING,
COMMUNICATING AND REPORTING



DIGITAL



- **REACHING THE ONLINE WORLD** has never been easier – whether you're looking for branding, communication, connections, thought leadership, research, lead generation or webinars.
- **DESPITE ITS APPARENT COMPLEXITY**, the world of online is at your fingertips.

FUNDS EUROPE BRANDING OPPORTUNITIES: ONLINE BANNERS

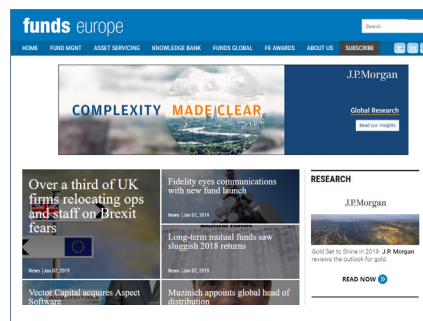
THE FUNDS EUROPE and Funds Global websites generate more than 90,000 page impressions per month, from 50,000 visitor sessions and 40,000 unique visitors.

All banners appear full run of site with a minimum of 33% share of voice per position. Banners may also be geo-targeted to help you avoid compliance issues and localise your creatives in order to maximise the effectiveness of your campaigns.

You also have the power to create homepage takeovers by booking all three banner positions, which will synchronise so that your message prominently displays on funds-europe.com.

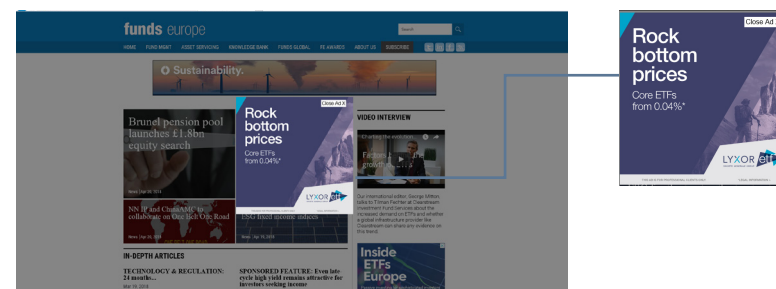
We offer prime position banner opportunities including:

Large leaderboard



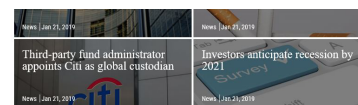
Format 970 x 120 pixels

Overlay

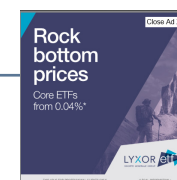
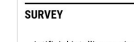


Format 400 x 400 pixels

MPU



Format 300 x 250 pixels

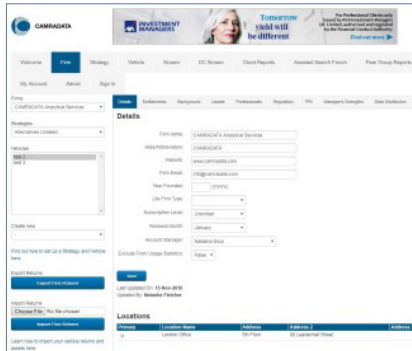


CAMRADATA WEBSITE ADVERTISING

CAMRADATA Live

Our two packages, priced on a monthly basis, provide the option of a Leaderboard position or a rectangle position.

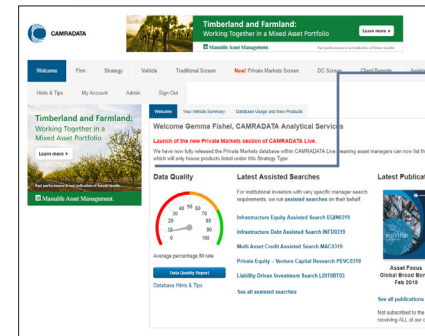
Option 1: Leaderboard



£1,750 pm 20% share of voice

Format 728 x 90 pixels

Option 2: MPU (Medium Rectangle)



£1,000 pm 20% share of voice

Format 300 x 250 pixels

WEBINARS

Webinars

Funds Europe webinars offer you a complete package to directly reach your target group both live and afterwards via recording. Hosted on **BrightTALK** - the leading platform for financial webinars - extending the audience even further to syndicate the recorded session to your own digital channels.

Key features:

- Hosted by a senior member of the **Funds Europe** editorial team
- Create dynamic and engaging thought leadership
- GDPR compliant lead generation
- Opportunity to ask the audience questions and conduct live polls
- Lasts around 30 to 45-minutes
- Average number of registrations: 100
(dependent on target audience/topic of discussion)

How is your webinar promoted?

- 3-week marketing campaign to develop live audience
- 8-week marketing campaign to promote recorded webinar
- Native homepage position on **Funds Europe** website reaching 30,000 unique visitors per month
- 2 x solus emails reaching 16,000+ individual addresses
- 2 x newsletter sponsorship reaching 13,000+ individual addresses
- Social media reaching 10,000+ followers on LinkedIn & Twitter
- 1,000 word post-webinar report

Sponsor opportunities

£13,000 Webinar



FUNDS EUROPE CONTENT OPPORTUNITIES: DIGITAL-ONLY

THERE ARE TWO WAYS in which **Funds Europe** can distribute your content digitally: either as a digital-only feature (DOF) or a white paper promotion (WPP). The choice is largely dictated by the length and format of the content you supply, but in summary, the differences are:

Digital-only feature (DOF)

- Has limited wordcount
- Text within the feature is searchable via the **Funds Europe** search function
- May be written by a **Funds Europe** journalist if requested
- Goes in the regular features archive

White paper package (WPP)

- WPP promotes a pdf (i.e. any length)
- WPP is accessed via Knowledge Bank and the document can't be searched
- WPP must be supplied
- Archived in the Knowledge Bank

Each package includes:

OPTION 1 – Digital-only feature – £5,180

If the content you wish to promote is feature-length, then you may supply the text and graphics. We will publish it online and provide the following promotional activity:

- Published online at funds-europe.com (four weeks on homepage)
- 1 x solus email to 13,000+ email addresses
- 1 x promoted feature on **Funds Europe** newsletter
- 6 x tweets on **Funds Europe** Twitter account
- 1 x publication on **Funds Europe** LinkedIn
- 1 x Facebook post (if requested)
- After one month, feature remains searchable in archive

At the end of the promotion, we will supply you with a digital campaign report summarising the metrics of your campaign.

FUNDS EUROPE CONTENT OPPORTUNITIES: DIGITAL

OPTION 2 – White paper package – £3,600

For longer-form content (typically 1,200+ words), you may take the white paper package. With this option, your content is hosted in the Knowledge Bank area of funds-europe.com and promoted via:

- Native position on sidebar of funds-europe.com (four weeks on homepage)
- 1 x solus email to 13,000+ email addresses
- 1 x promoted feature on **Funds Europe** newsletter
- 6 x tweets on **Funds Europe** Twitter account
- 1 x publication on **Funds Europe** LinkedIn company page
- 1 x Facebook post (if requested)

RATES FOR CONTENT OPPORTUNITIES

ITEM	EUROPE	ASIA	MENA
DIGITAL-ONLY FEATURE	£5,180	£3,005	£3,005
WHITE PAPER PACKAGE	£3,600	£2,000	£2,000



FUNDS EUROPE DIRECT MARKETING: EMAILS AND NEWSLETTERS

Solus emails

The **Funds Europe** email database is comprised of over 13,000 global funds professionals. The list is managed to ensure addresses are kept accurate and up to date while complying with data-protection laws.

You can target this audience with your own marketing message via solus email (sent by **Funds Europe** on your behalf). With an average open rate of 20%, solus emails are extremely versatile and ideally suited to generating direct response.

Newsletter sponsorship

Funds Europe and **Funds Global** mail seven newsletters per week. Each contains original editorial content generated by our team of experienced journalists. Each newsletter is sent to the entire global database of over 13,000+ addresses and carries six stories.

Newsletter sponsorship is exclusive to a single client per day and offers a great branding opportunity and a chance to be seen next to quality editorial.

RATES FOR DIRECT MARKETING OPPORTUNITIES

ITEM	GLOBAL	EUROPE	ASIA	MENA
SOLUS EMAIL	£1,750	£1,150	£750	£600
NEWSLETTER SPONSORSHIP	£1,250	£815	£500	£450

VanEck
Gold Commentary
Gold's 2019 Resolution: Challenge the Resistance
Joe Foster, Portfolio Manager/Strategist

Key Takeaways

- December was a strong month for gold and gold stocks with support from the Federal Reserve's rate hike decision.
- 2018 was a difficult year for the gold market with the unexpected strength of the U.S. dollar as the primary headwind.
- We see two potential scenarios arising from upcoming Fed actions, and both appear to be favorable for gold.
- The gold market begins the New Year with new positive trends and could test the 5-year resistance level of \$1,365 in 2019.

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funds europe
DATA IS JUST THE BEGINNING
REFINITIV
January 10, 2019

Schroders launches European sustainable equity fund
Nordea Asset Management launches North America ESG fund
Amundi makes Kasper Elmgreen equity lead
M&G appoints institutional business development head for Germany
Newton IM appoints head of strategic relationships

From our December - January issue

Distribution: Adapting to MIFID II
A year on from MIFID II's implementation, Mark Latham investigates the extent to which the industry is innovating as it implements the directive's costs and charges disclosure requirements.

[Read article >](#)

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FUNDS EUROPE RATES

The online rates per week for **Funds Europe**, **Funds Global Asia** and **Funds Global MENA** are as follows:

FUNDS EUROPE RATES FOR BRANDING OPPORTUNITIES

ITEM	FUNDS EUROPE	FG ASIA	FG MENA
BILLBOARD (970 X 250)	£850 pw	£200 pw	£200 pw
SUPERLEADER (970 X 120)	£750 pw	£185 pw	£185 pw
MPU (300 X 250)	£688 pw	£172 pw	£172 pw
HALF PAGE (300 X 600)	£688 pw	£172 pw	£172 pw
HPTO (ALL 3 POSITIONS)	£2,226 pw	£557 pw	£557 pw

An aerial photograph of a city, likely New York City, with a network of white lines and glowing nodes overlaid on the buildings. The network is denser in the center and fades out towards the edges. The background is a dark blue gradient with a faint grid pattern.

RESEARCH

CONNECTING THE INDUSTRY -
DISCOVERING, INFORMING, PARTICIPATING,
COMMUNICATING AND REPORTING

FUNDS EUROPE CONTENT OPPORTUNITIES: RESEARCH

THE FUNDS EUROPE research team have 30 years' experience in financial journalism combining multi-disciplinary backgrounds that bridge the global political economy, IT, financial regulation & business communications. We have created influential research reports on subjects as diverse as China, investment operations and cryptocurrencies for prestigious clients including Caceis, Standard Chartered and Calastone.

We will work with you to develop and refine a survey of approximately 10-15 questions. These will examine thoughts and attitudes relevant to the current funds sector and will result in a unique piece of research. The final report will be branded exclusively "in partnership" with your organisation and promoted extensively via our own distribution channels.

In addition to the main research piece, **Funds Europe** will promote the findings of this research via news stories, features and a lead-generating webinar.

STEP 1 - Pre-planning: The first stage involves understanding the purpose of the research and the desired outcomes. Considerations include:

- **Aim:** Understanding your aims and choose the key topics you wish to address.
- **Audience:** Defining the audience you wish to target and in which regions (UK, Europe or global).
- **Questions:** Agreeing the questions that need to be asked to achieve the desired results.
- **Outcomes:** To plan how you can develop the results of this research as thought

leadership and confirm which branding and engagement opportunities you wish to utilise to reach your target audience.

STEP 2 - Research: Funds Europe will undertake responsibility for writing the questions, building the survey and promoting it.

- 3 weeks' native position on funds-europe.com
- 3 x solus emails to promote survey to relevant section of the **Funds Europe** email database
- 4 x newsletter sponsorship to relevant section of the **Funds Europe** email
- 2 x posts on the **Funds Europe** LinkedIn company page
- 6 x tweets to **Funds Europe** Twitter followers

STEP 3 - The report is published and promoted to the Funds Europe audience.

Once the research has been completed, you may wish to consider further promoting the results at a proprietorial event, where **Funds Europe** can provide a senior editorial executive to undertake a 30-minute presentation on the findings.

In the past year, we have worked with clients including Caceis, Clearstream, Royal Bank of Canada and Calastone on events in London, Paris, Luxembourg, Dublin, Hong Kong, Singapore and Sydney.

£ price on application

FUNDS EUROPE CONTENT OPPORTUNITIES: SURVEYS

AN ALTERNATIVE TO PLACING sponsored content in isolation is to incorporate your own unique data, gathered by utilising a **Funds Europe** online poll. In turn, this provides quantitative results on which to base an interview with one of your senior executives. The resulting feature is then published in print and online. This option has the added benefit of not only producing great content, but also of providing a branding opportunity around the survey itself.

The screenshot shows the Funds Europe website interface. At the top is a blue navigation bar with the 'funds europe' logo, a search bar, and menu items: HOME, FUND MGMT, ASSET SERVICING, KNOWLEDGE BANK, FUNDS GLOBAL, FE AWARDS, ABOUT US, and SUBSCRIBE. Below the navigation bar is a white banner for 'SOCIETE GENERALE' with the text 'BESPOKE SOLUTIONS TO SUPPORT YOUR BUSINESS' and a red 'LEARN MORE' button. The main content area features a grid of news articles. On the right side, a 'SURVEY' section is highlighted, featuring the 'PIONEER Investments' logo and the title 'Reflation Survey'. The survey text reads: 'For the first time in almost a decade inflation is a concern - it will be key that investors can diversify their portfolios with asset classes and investments able to benefit from rising inflation. What do you plan to do?'. A blue 'Go to Survey' button is positioned below the text. The grid of news articles includes headlines such as 'Aviva Investors finds gender gap persists in asset management', 'Old Mutual Wealth employs FNZ as platform hits trouble', 'Brexit: Firms to announce jurisdiction changes by summer', 'German institution signals US property trend', and 'Q1 best-selling fund promoters'.

The full package is as follows:

Pre-promotion (4 weeks)

- One-week consultation on topic
- Poll live for three weeks on funds-europe.com home page
- 3 x solus emails promoting the poll
- 3 x newsletters to promote the poll
- Poll promoted on **Funds Europe** social media channels

Creating the feature (3 weeks)

- One-week survey results delivered to you
- Two weeks for journalist to interview your executive
- Two-page article written by **Funds Europe** journalist from interview with client relating to poll results
- You have copy approval and sign off the feature

ARTICLE APPEARS IN PRINT

Online promotion (4 weeks)

- Feature published online (four weeks on homepage)
- Feature promoted via solus email
- Feature promoted via newsletter
- Feature article promoted via **Funds Europe** social media channels

£18,000

EVENTS

CONNECTING THE INDUSTRY -
DISCOVERING, INFORMING, PARTICIPATING,
COMMUNICATING AND REPORTING



EVENTS

Roundtable discussion



Insurance Breakfast Clubs



Meet the Manager



Awards



- **THERE ARE SEVERAL** ways in which **CAMRADATA** and **Funds Europe** can host events for clients. Each includes the option of a write-up, either as a white paper by **CAMRADATA** or a more widely published feature in **Funds Europe**.

CAMRADATA ROUNDTABLES

Roundtables bring together senior executives from asset managers, institutional investors and advisers and asset servicing companies to take a complete 360 view on a topical subject within the funds sector.

The roundtable will begin with a networking session which takes place in a confidential environment, allowing all parties to speak openly.

This is then followed by a more formal 2 hour discussion moderated by an independent journalist. All participants are briefed in advance and will have access to the questions being asked to enable them to prepare their answers. All participants will have the opportunity to quote-check their own contributions in the resulting whitepaper so nothing is published without the client's consent.

Distribution of the whitepaper will be published as a **CAMRADATA** publication.

CAMRADATA Roundtable

- White paper circulated to institutional community via soft copy (9,000 contacts)
- One month's banner advertising on **CAMRADATA** website.
- Front-cover branding for each sponsor
- Two-page sponsored feature provided by client
- One-page advert provided by client
- Roundtable published in **CAMRADATA** online white paper

Sponsor opportunities

Full roundtables £8,500

LITE roundtables £6,000

EVENTS SCHEDULE 2022 *Some of the dates will be subject to change*

CALENDAR OF EVENTS

	DATE	FORMAT
January		
Emerging Market Debt	20-Jan	Roundtable
February		
Trade Finance	9-Feb	Roundtable
Credit Opportunities*	24-Feb	Roundtable
UK Insurance Breakfast Club	TBC	Breakfast Club
Awards	TBC	Awards
March		
Impact Investing	03-Mar	Roundtable
Private Markets*	09-Mar	Roundtable
Sustainable / Green bonds	16-Mar	Roundtable
April		
Tech funds*	27-Apr	Roundtable
Renewable energy*	28-Apr	Roundtable
Inflation Protection Strategies*	28-Apr	Roundtable
Lloyds Training	28-Apr	Training
European Insurance Club	TBC	Insurance Club
May		
High Yield	11-May	Roundtable
Climate Transition	19-May	Roundtable

Meet the Manager events will take place on an adhoc basis.

*Denotes Lite roundtables at which we will have 3 asset managers and 3 investors participating.

Keep up to date with new announcements here www.camradata.com

EVENTS SCHEDULE 2022 CONTINUED... *Some of the dates will be subject to change*

CALENDAR OF EVENTS

UK Insurance Breakfast Club		Breakfast Club
Asia Forum	TBC	Forum
June		
Net Zero Focus	08-Jun	Roundtable
Multi Sector Fixed Income	21-Jun	Roundtable
US Insurance Club	TBC	Insurance Club
July		
China	05-Jul	Roundtable
Sustainable Investing (Equity)	07-Jul	Roundtable
September		
US equity	13-Sep	Roundtable
Insurance RT	21-Sep	Roundtable
UK Insurance Breakfast Club	TBC	Breakfast Club
October		
Quant / Systematic Investing*	05-Oct	Roundtable
Global Equity	12-Oct	Roundtable
US CIO Insurance	13-Oct	Roundtable
November		
Sustainable Multi asset*	03-Nov	Roundtable
DC	10-Nov	Roundtable
December		
Digital Assets*	02-Dec	Roundtable

Meet the Manager events will take place on an adhoc basis.

*Denotes Lite roundtables at which we will have 3 asset managers and 3 investors participating.

Keep up to date with new announcements here www.camradata.com

MEET THE MANAGER AND INSURANCE BREAKFAST CLUBS

Meet the Manager

Meet the Manager events provide asset managers with the opportunity to present to up to ten institutional investor contacts – in the pension fund, consultant, insurance or charity sector – over breakfast. To ensure interest, **CAMRADATA** invites the audience on your behalf with your topic highlighted in the invitation.

This event lasts from 8.30am to 10.00am, splitting this time as you wish for the presentation discussion.

CAMRADATA's Insurance Breakfast Clubs

CAMRADATA's Insurance Breakfast Club (CIBC) meets on a quarterly basis to discuss investment related matters in which the industry is involved.

The members of CIBC is made up of senior investment personnel from the insurance industry that CAMRADATA would personally invite and would comprise of no more than 10 individuals, to include one CAMRADATA representative. The purpose of CIBC is to discuss and share thoughts and views on a number of different topics, including:

- current investment issues facing the insurance industry
- investment considerations and asset allocation
- risk management
- data management and investment reporting
- regulatory requirements

At the CIBC, managers will have the opportunity to represent on a relevant insurance solution / opportunity to the group.

Sponsor opportunities

£6,000



AWARDS

CAMRADATA IQ Awards

The CAMRADATA IQ Awards contrast with general tradition in that we do not engage a judging panel to determine the line-up of winners. Instead we apply five quantitative and performance calculations to three-year data across a diverse range of asset classes to produce an IQ Score. These IQ Scores are the determinants of our winning line-up of offerings.

The awards supplement gives insights into all the winners and categories, with the opportunity to provide sponsored content for those on the winners and runners-up lists.

Sponsor opportunities

Packages for award-winners and runners-up are available on request.



Funds Europe Awards

The Funds Europe Awards recognise personal achievements and contributions within the European funds community and credit those who have advanced the cross-border agenda within the asset management industry.

Sponsorship includes: logos and company profiles on the awards site; logos on awards advertising in print editions of **Funds Europe**, awards emails, invites and at the ceremony; sponsor profiles and a full-page advertisement in the awards supplement, which is circulated in January. Sponsors will also have a place on the judging panel and have the opportunity to present an award during the ceremony.

Sponsor opportunities

£17,000 awards sponsorship



FUNDS EUROPE: BESPOKE CONFERENCE AND SEMINAR

Funds Europe will work with you to create a free-to-attend event for an exclusively invited audience of **Funds Europe** readers and your own clients. This will be held at an exclusive venue in your chosen location across Europe, Asia or the Middle East. It will be hosted by **Funds Europe** with you as sponsor and co-host, enabling you to gain closer engagement with your target audience, brand recognition, market penetration and networking opportunity.

An example outline of how this may work:

- Location: Europe, Asia or the Middle East
- Timing: 2½ hours
- Attendees: Circa 50-100 guests in total
- A senior member of the **Funds Europe** editorial team to moderate the discussion
- Consultation with you on the topic and agreed speakers
- You receive appropriate branding at the event (e.g. AV, all signage, etc)
- Networking opportunities before and after the event
- Option to conduct live surveys of the audience
- The seminar and all marketing collateral for this event would be co-branded with both your logo and **Funds Europe**'s

Sponsor opportunities

£ price on application



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