**CAMRADATA AND FUNDS EUROPE: A MULTI-CHANNEL APPROACH**

<table>
<thead>
<tr>
<th>Publications</th>
<th>Database</th>
<th>Digital</th>
<th>Research</th>
<th>Events</th>
</tr>
</thead>
</table>

- **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.
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 26,200 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.
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 700 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.
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. Content is distributed via monthly print edition, daily newsletter, online and social media.

We offer readers exclusive news, analysis, features and interviews that provide a complete view of the cross-border funds industry. Topics covered include investment strategy, geopolitics, asset allocation, regulation and custody. In December 2017, Funds Europe was acquired by CAMRADATA, a provider of data, analysis and research to institutional investors, including pension funds, insurers and consultants.

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.

12,400+ Subscribers
30,000+ Visitors
13,000+ Emails
5,000+ Social media followers
# Audience Coverage: Overall Breakdown

<table>
<thead>
<tr>
<th>Industry</th>
<th>Function</th>
<th>Type</th>
<th>Print</th>
<th>Emails</th>
<th>Online</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>11,000</td>
<td>26,196</td>
<td>70K + pm</td>
</tr>
<tr>
<td>Asset Owners</td>
<td>Pension Funds</td>
<td></td>
<td>21%</td>
<td>30%</td>
<td>11%</td>
</tr>
<tr>
<td></td>
<td>Insurance</td>
<td></td>
<td>2%</td>
<td>3%</td>
<td>1%</td>
</tr>
<tr>
<td></td>
<td>Family Office &amp; Sovereign Wealth</td>
<td></td>
<td>4%</td>
<td>2%</td>
<td>3%</td>
</tr>
<tr>
<td></td>
<td>Consultants</td>
<td>Principal Actuary Investment - Consultants</td>
<td>3%</td>
<td>10%</td>
<td>2%</td>
</tr>
<tr>
<td>Asset Managers</td>
<td>Traditional &amp; Alternative</td>
<td>Hedge Funds Director Consultant Relations</td>
<td>31%</td>
<td>34%</td>
<td>56%</td>
</tr>
<tr>
<td>Fund Administration</td>
<td>Traditional &amp; Alternative</td>
<td>Custodians Asset Servicing Operations</td>
<td>20%</td>
<td>6%</td>
<td>15%</td>
</tr>
<tr>
<td>Fund Distributors</td>
<td>Private Banks Platforms Wealth - Managers</td>
<td></td>
<td>11%</td>
<td>6%</td>
<td>6%</td>
</tr>
<tr>
<td>Other</td>
<td>Lawyers</td>
<td></td>
<td>1%</td>
<td>2%</td>
<td>1%</td>
</tr>
<tr>
<td></td>
<td>Regulators Trade Bodies Intermediaries</td>
<td></td>
<td>2%</td>
<td>5%</td>
<td>3%</td>
</tr>
<tr>
<td></td>
<td>Technology</td>
<td></td>
<td>5%</td>
<td>2%</td>
<td>2%</td>
</tr>
</tbody>
</table>

## Audience by seniority

<table>
<thead>
<tr>
<th>Level</th>
<th>Title</th>
<th>Print</th>
<th>Email</th>
<th>Online</th>
</tr>
</thead>
<tbody>
<tr>
<td>Senior Management</td>
<td>CEO Chief Information Officer Chief Technical Officer Chief Risk Officer</td>
<td>38%</td>
<td>22%</td>
<td>11%</td>
</tr>
<tr>
<td>Executives</td>
<td>Managing Director Vice President</td>
<td>32%</td>
<td>42%</td>
<td>25%</td>
</tr>
<tr>
<td>Managers</td>
<td>Head of Business Unit Analyst Fund Selector</td>
<td>32%</td>
<td>36%</td>
<td>64%</td>
</tr>
</tbody>
</table>
## Publications Schedule 2019

### Clear and independent institutional investment analysis

<table>
<thead>
<tr>
<th>January</th>
<th>February</th>
<th>March</th>
<th>April</th>
<th>May</th>
<th>June</th>
</tr>
</thead>
<tbody>
<tr>
<td>IQ Scores</td>
<td>Global Broad Bonds (excl High Yield)</td>
<td>IQ Scores</td>
<td>Asian Equities</td>
<td>Global Equities</td>
<td>IQ Scores</td>
</tr>
<tr>
<td>Funds Europe Inbound specials</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Funds Europe Standalone reports</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

* Plus regular features, news, columns and commentaries
## PUBLICATIONS SCHEDULE 2019

**Clear and independent institutional investment analysis**

### CAMRADATA
- **Asset class focus**
  - European Equities
  - High Yield
  - US Equities
  - I0 Scores

- **Roundtable white papers**
  - DC (Defined Contribution) White Paper
  - TBC White Paper
  - Emerging Markets White Paper
  - TBC White Paper

- **Investment Strategy**
  - Alternative Assets in Multi Asset Funds
  - Equities – dividend investing ETF Review
  - High Yield Asian Markets
  - Custody Survey Private Market Fund Admin.

- **Country Focus**
  - Switzerland

- **Asset Servicing**
  - Fund Admin.
  - Fund Admin.

- **Distribution Feature**
  - Platforms UCITS & PRIIPS

### CAMRADATA
- **Investment Strategy**
  - Smart Beta Update Equities Outlook
  - Power List Women in Funds

### CAMRADATA
- **Other**
  - Power List Women in Funds
  - 40 under 40

### Funds Europe
- **Monthly issues**
  - European Equities IQ Scores
  - US Equities IQ Scores
  - DC (Defined Contribution) White Paper
  - TBC White Paper
  - Emerging Markets White Paper
  - TBC White Paper
  - Cashflow White Paper

### Funds Europe
- **Inbound specials**
  - Emerging Markets Report
  - Factor Investing Report
  - Multi Asset Report
  - ETF Report
  - Securities Lending Report

### Funds Europe
- **Standalone reports**
  - Insurance Report
  - FundTech Report
  - Ireland Report Global Industry Report
  - Private Markets Report
  - FundTech Report Funds Europe Awards Report

* Plus regular features, news, columns and commentaries
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 Aberdeen, Amundi and BlackRock; key fund administrators such as Caceis and Societe Generale; and specialist fund service providers such as Alter Domus and Maitland. 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 three cover wraps in the past two years – from BMO, Axa and CFA – increasing the value further.

Gatefold

Funds Europe would print 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.
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, Axa, BNP Paribas, Clearstream, Deutsche Bank and Standard Chartered have all published sponsored features recently. Your package includes:

- A full-page (500-word) or two-page (1,100-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 (four 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 publication on 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
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 12,181, 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
The display branding rates for *Funds Europe* and *Funds Global Asia* are as follows:

## FUNDS EUROPE RATES FOR BRANDING OPPORTUNITIES

<table>
<thead>
<tr>
<th>ITEM</th>
<th>FUNDS EUROPE</th>
<th>FG ASIA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Outside Back Cover</td>
<td>£11,425</td>
<td>£6,625</td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td>£9,900</td>
<td>£5,742</td>
</tr>
<tr>
<td>Double-Page Spread</td>
<td>£13,900</td>
<td>£8,000</td>
</tr>
<tr>
<td>Full-Page Display</td>
<td>£7,800</td>
<td>£4,500</td>
</tr>
<tr>
<td>Cover Wrap – 4 Pages</td>
<td>£28,000</td>
<td>£16,000</td>
</tr>
<tr>
<td>Gatefold Cover, 3 Pages</td>
<td>£20,500</td>
<td>£11,685</td>
</tr>
<tr>
<td>Gatefold Cover, 4 Pages</td>
<td>£23,750</td>
<td>£13,500</td>
</tr>
<tr>
<td>Report Sponsorship</td>
<td>£17,000</td>
<td>£9,500</td>
</tr>
</tbody>
</table>
Advertising specifications

Each month, Funds Europe’s expert team of 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.
ASSET FOCUS is produced monthly and distributed alongside Funds Europe magazine. Each month the publication will focus on a specific asset class and feature a brief overview, an analysis of that asset class and infosheets of vehicles in that asset class. Subscribing managers to CAMRADATA Live are able to feature their vehicles in this publication, with the opportunity to provide additional sponsored content and advertising opportunities.

RATES FOR CONTENT OPPORTUNITIES

| Premium placement ad (inside front/back cover) | £3,000 |
| 1 page ad/editorial | £2,000 |
| 2 page ad/editorial | £3,000 |
| Half-page ad | £1,000 |
Advertising specifications

Each month, subscribing managers have the opportunity to showcase their vehicles in Asset Focus, based on the asset class featured. The three advertising opportunities within the publication provide great opportunity to showcase your brand, as well as new and existing opportunities at product level.

Print Copy

**SIZES** in millimetres: height x width

**AD COPY PREFERRED FORMAT**
High-definition, print-quality PDF-X1 file
- all fonts embedded
- all transparency effects flattened
- all colours converted to CMYK

**LOGOS PREFERRED FORMAT**
EPS (else very hi-res 300dpi TIFF/JPG)

**DELIVERY**
PDF file by email – we will acknowledge receipt

**DEADLINES**
Unless advised otherwise, print copy should reach us by 19th of month before publication. Please contact us if in doubt.

**LOGOS PREFERRED FORMAT**
EPS (else very hi-res 300dpi TIFF/JPG)
DATABASE
CONNECTING THE INDUSTRY—
DISCOVERING, INFORMING, PARTICIPATING,
COMMUNICATING AND REPORTING
• **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 enables institutional investors to explore a vast amount of data very specifically, allowing assessment of more than 5,829 investment products, covering over 250 asset classes offered by 700+ 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

700+ Investment managers
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**

| 1-3 investment strategies | £7,550 |
| 4-6 investment strategies | £11,250 |
| Unlimited investment strategies | £14,950 |
| Group unlimited investment strategies* | £20,000 |

*Maximum two firms, thereafter £2,900 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 2018

40+
Assisted searches during 2018
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
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**

<table>
<thead>
<tr>
<th>Sponsorship per report</th>
<th>£5,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Price to purchase</td>
<td>£2,000</td>
</tr>
</tbody>
</table>
DIGITAL
CONNECTING THE INDUSTRY – DISCOVERING, INFORMING, PARTICIPATING, COMMUNICATING AND REPORTING
- **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 80,000 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

£1,000 pm  20% share of voice
Format  728 x 90 pixels

Option 2: MPU (Medium Rectangle)

Format  MPU  300 x 250 pixels
FUNDS EUROPE CONTENT OPPORTUNITIES: DIGITAL-ONLY FEATURES

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.
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)

<table>
<thead>
<tr>
<th>ITEM</th>
<th>EUROPE</th>
<th>ASIA</th>
<th>MENA</th>
</tr>
</thead>
<tbody>
<tr>
<td>DIGITAL-ONLY FEATURE</td>
<td>£5,180</td>
<td>£3,005</td>
<td>£3,005</td>
</tr>
<tr>
<td>WHITE PAPER PACKAGE</td>
<td>£3,600</td>
<td>£2,000</td>
<td>£2,000</td>
</tr>
</tbody>
</table>
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.
The online rates per week for Funds Europe, Funds Global Asia and Funds Global MENA are as follows:

<table>
<thead>
<tr>
<th>ITEM</th>
<th>FUNDS EUROPE</th>
<th>FG ASIA</th>
<th>FG MENA</th>
</tr>
</thead>
<tbody>
<tr>
<td>BILLBOARD (970 x 250)</td>
<td>£850 pw</td>
<td>£200 pw</td>
<td>£200 pw</td>
</tr>
<tr>
<td>SUPERLEADER (970 x 120)</td>
<td>£750 pw</td>
<td>£185 pw</td>
<td>£185 pw</td>
</tr>
<tr>
<td>MPU (300 x 250)</td>
<td>£688 pw</td>
<td>£172 pw</td>
<td>£172 pw</td>
</tr>
<tr>
<td>HALF PAGE (300 x 600)</td>
<td>£688 pw</td>
<td>£172 pw</td>
<td>£172 pw</td>
</tr>
<tr>
<td>HPTO (ALL 3 POSITIONS)</td>
<td>£2,226 pw</td>
<td>£557 pw</td>
<td>£557 pw</td>
</tr>
</tbody>
</table>
RESEARCH

CONNECTING THE INDUSTRY – DISCOVERING, INFORMING, PARTICIPATING, COMMUNICATING AND REPORTING
FUNDS EUROPE CONTENT OPPORTUNITIES: RESEARCH

FUNDS EUROPE will help you to undertake research to uncover unique insights into the thoughts of investors and funds professionals. These findings then form the basis of a significant piece of thought leadership with multi-channel distribution incorporating print, digital and social media.

Research projects consist of 15 questions promoted to the relevant sections of the Funds Europe audience. The findings are then published as a 20-page, A5 standalone report, distributed to the full Funds Europe print and digital audience. Further copies are available for your own distribution.

Funds Europe will undertake all the work and project management required, including the narrative for the supplement, for which you retain copy approval.

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 in print and online 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
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 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
• **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.
# EVENTS SCHEDULE 2019

**Clear and independent institutional investment analysis**

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CAMRADATA 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 30-minute networking session which takes place in a confidential environment, allowing all parties to speak openly.

This is then followed by a more formal 90-minute discussion moderated by a senior member of the Funds Europe editorial team. All participants are briefed in advance and will have access to the questions being asked to enable them to prepare their answers. This part of the discussion will be recorded, transcribed into print and then edited into a six to eight-page editorial. All participants will have the opportunity to quote-check their own contributions so nothing is published without the client’s consent.

Once the roundtable discussion is concluded, there will be a second 30-minute networking opportunity, which will again be confidential.

Distribution of the six to eight-page editorial feature will be published as a CAMRADATA white paper.

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
- Roundtable published in CAMRADATA online white paper

Sponsor opportunities

£8,500
MEET THE MANAGER AND SEMINARS

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.

Seminars

CAMRADATA’s seminars focus on a specific theme for each event, with relevant content presented throughout the day. This event usually consists of a morning or afternoon event in London, with opportunities to network around the schedule.

The seminars have a varied format, including presentations, guest speakers, live interviews, panel discussions, Q&A sessions and more. Sponsors will have a choice of the style and topic of presentation they participate in for the event, with each slot lasting around 20-30 minutes.

Sponsor opportunities

£6,000

£8,500
Webinars

**Funds Europe** webinars offer you a complete branding and thought leadership campaign. An added benefit is enabling you to generate leads via data capture of the names and contact details of attendees.

The webinar itself is a 30 to 45-minute live online discussion, hosted by a senior member of the **Funds Europe** editorial team. During the webinar, you will have the opportunity to ask the audience questions and conduct live surveys. This ensures a dynamic and engaging presentation, which can lead to unique insights on your chosen topic.

We promote the webinar via a four-week marketing campaign designed to attract attendees (and there is a further four-week marketing campaign post-webinar to increase the audience of listeners to the recorded version). Each of these marketing campaigns combines native homepage position, solus emails, newsletter sponsorship and social media.

You may choose the topic for the webinar and invite additional presenters. **Funds Europe** will work with you every step of the way to ensure the webinar is a success. Our webinars are hosted on Brighttalk – the leading platform for financial webinars – extending the audience even further and enabling you to syndicate the recorded webinar on to your own digital channels.

Sponsor opportunities

£12,000  Webinar

**What could tomorrow yield for Fixed Income?**

Chris Ippolito, Chief Investment Officer - Fixed Income

Funds Europe Webinar, 4th July 2017

42 mins
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 EVENTS**

**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